

SAP® Marketing Cloud

# Create Compelling Marketing Campaigns, Tailored to Your Customers

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Customers today demand the hyper-personalization of everything.<sup>1</sup>

55%  
of marketers don't have sufficient data or insights for effective personalization.<sup>2</sup>

A Personal Experience for Every Customer

## Zero in on Customers' Actual Wants and Needs

### What Today's Customers Really Appreciate

Consumers today are exposed to more marketing messages on a greater number of channels than ever before. Any information you give to potential customers has to be timely and, most of all, relevant. All too often, however, conventional marketing campaigns miss the mark because they are too generic. If you have not done the necessary groundwork before initiating a campaign, it is virtually impossible to identify your customers' actual needs. Moreover, the increased number of channels makes it harder to keep track of campaign success – and therefore more difficult to identify areas for improvement.

SAP Marketing Cloud helps you form a complete and accurate profile of each and every customer, allowing you to pinpoint their unique wants and needs. Driven by predictive analytics and machine learning, the solution draws on information about past interactions, assesses current motivations and intent, and anticipates future behavior.

### What Benefits Does SAP Marketing Cloud Offer?

- **Market to a segment of one:** With a 360-degree view of the customer, you can offer tailored incentives and individualized experiences that resonate with your audience.
- **Manage and assess campaigns:** Keep your campaigns on track at all times with clear visualizations of campaign plans, budgets, and expenses.
- **Optimize marketing performance:** Real-time analytics give you a comprehensive view of how effectively your marketing campaigns are performing.
- **Increase conversion rates:** Generate and nurture leads and work closer with sales teams to ensure you close the deal.

SAP Marketing Cloud enables you to deliver engaging messages that win potential customers over and strengthen ties with returning customers.

<sup>1</sup> Source: "Five Trends Shaping the Future of Customer Experience in 2018", Blake Morgan, Forbes

<sup>2</sup> Source: 2018 Trends in Personalization survey report, Evergage, Inc.

## Reach Your Customers, Wherever They Are

Consumers today interact with companies on a wider range of channels than ever before. While this demands that marketing departments invest time and effort into managing additional channels, it also opens up numerous opportunities. SAP Marketing Cloud consolidates first-party customer data from all channels to create a single view of the customer. By tracking your customers' interests and preferences, you can send them the right marketing message at the right time. Not only does this increase the impact of your campaign activities, but it also strengthens customer loyalty.

## Follow the Whole Customer Journey

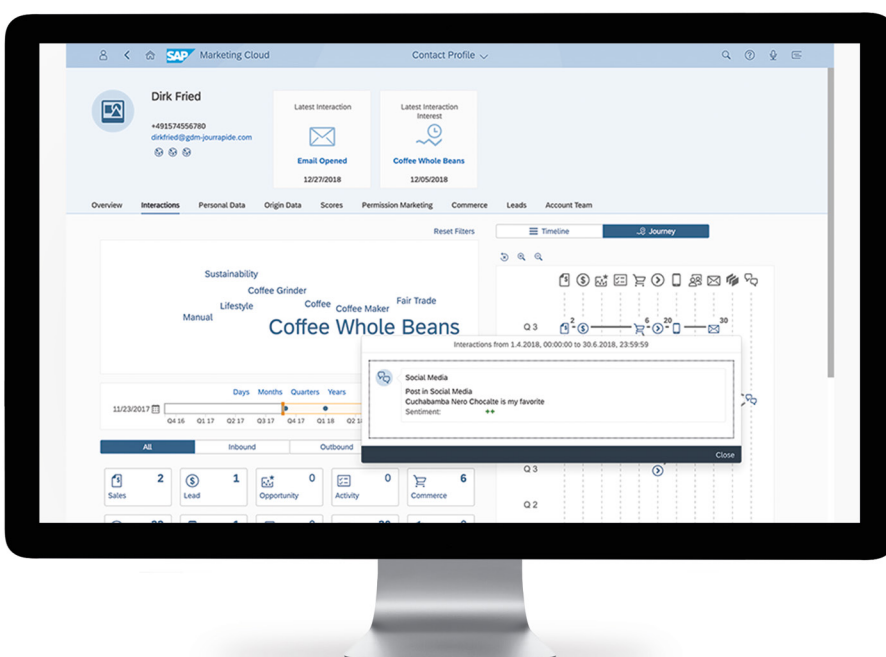
To understand what your customers want, you first need to understand how they arrive at this decision. This means analyzing the customer journey from start to finish. If a customer purchases a product or service from you, it's important to identify all factors that influenced their decision. How did they discover your product? Have they bought similar products before? Or why did they add products to the shopping cart, only to abandon it before the sale was completed?

SAP Marketing Cloud helps you answer these questions with clear visualizations of customer journeys. Using filters, you can drill down into the data to gain the insights you need to optimize your marketing.


## Coordinate Campaigns with Confidence

Gain greater transparency into campaign plans with the Marketing Calendar feature in SAP Marketing Cloud. Collaboration capabilities and clear dashboards give you a greater level of control over your campaigns, and it is simple to adjust budgets. In addition, automated content creation reduces your workload and accelerates campaign execution.

SAP Marketing Cloud is one of the five solutions in the SAP C/4HANA suite for customer experience, formerly known as SAP Hybris®. Having achieved success in many SAP Hybris projects for B2B and B2C companies around the world, itelligence has the experience and expertise to enhance your customer experience. From implementing individual solutions such as SAP Marketing Cloud to rolling out the full SAP Customer Experience suite, our experts can help you leverage all the benefits of modern CRM.



**Individualized experiences and dynamic customer profiles help you create more personal marketing campaigns and increase transparency.**



With its many years of SAP and SAP Hybris experience, itelligence can provide businesses with everything they need regarding the new SAP Customer Experience and SAP C/4HANA.

We support companies of all sizes with the integration of separate solutions such as SAP Marketing Cloud, the whole SAP C/4HANA suite, and the SAP S/4HANA core technology, highlighted by a range of SAP Hybris awards and many successful SAP Hybris projects in B2B and B2C markets around the globe.

Due to SAP's major realignment in the CRM environment, having an expert partner will be more important than ever in the coming years.

#### **Why itelligence?**

itelligence has worked with businesses of all sizes for nearly three decades to help them get the most out of their SAP solutions. We support companies throughout their entire SAP journey, from planning to consultation, implementation, operation, and managed services.

**Find out how  
itelligence can help  
you create more  
successful campaigns  
and evaluate them  
precisely.**

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