

SAP Solution Brief | PUBLIC
SAP® C/4HANA Suite | SAP Marketing Cloud Solutions

Intelligent Marketing in the Moment

THE BEST RUN





Driving forces of the “me” economy

Digital has been the great disruptor and, at the same time, the great enabler for many organizations. The digital age has ushered in the “me” economy where the customer is in control because they are more connected and networked than ever before.

Driving forces of the “me” economy

Customers are just a few clicks away from getting any information they want and connecting with friends, family, experts, and organizations. This increase in customer knowledge and information is raising the expectations for experiences with businesses, they expect to be known and recognized and be treated seamlessly throughout the organization. And many are concerned about how organizations treat and protect their own personal information.

The digital age has triggered new technological innovations that are driving changes. Marketers

seek new ways to connect and engage with their audiences and new interaction channels and technologies are developed at break neck speeds: mobility, IoT, artificial intelligence, and machine learning will all play an important role for marketers

The dynamic nature of today’s customers and markets is creating added complexity. As marketers try to achieve 1:1 personalization they have to manage increasing amounts of data, interaction types, channels, devices, and messages. They need new skills and technology.



The challenges of the digital age

Current trends and market forces are creating new challenges, and accentuating old ones:

- Often, customer experience is not personalized and this leads to dissatisfied customers – customers demand personalization and you won't be successful without it. True personalization is done at the individual customer level and not at a group or segment level.
- Many customers will have to deal with disconnected brand experiences across channels and departments which increases the risk of customers abandoning the brand – customer experience is only good as your weakest link in your interaction channels. For example, a customer may have a fantastic web experience but if the call center fails to recognize them the overall brand experience is ruined.

- Marketers are still wasting their spend – many struggle to understand the returns on their investments (ROI) or to identify performance results from specific marketing activities.
- Most marketing plans out-of-sync marketing planning resulting in missed market opportunities – many people still plan on quarterly or monthly levels, but plans need constant reviews and adjustments to react quickly and convert opportunities.

So as a marketing leader, how do you find the opportunities to win? In the digital age you need deeper insights into your audiences, markets, and your business to make intelligent marketing decisions.

The challenges of the digital age

SAP Marketing Cloud - market with intelligence

Ensure personalized experiences



SAP Marketing Cloud - market with intelligence

SAP Marketing Cloud solutions deliver intelligent enterprise marketing solutions to help you develop dynamic, trusted customer profiles, gain deep insights into performance, and optimize marketing in the moment while orchestrating the best-run, end-to-end customer experiences.

Gain the trust of your customers by asking for, and receiving, consent to use their information to deliver value. Then build a consolidated view of relevant customer information across the enterprise to construct dynamic customer

profiles and leverage advanced analytics to gain deeper insights into their intents and interests.

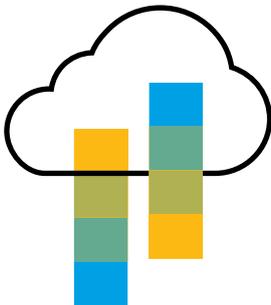
You can orchestrate individualized brand experiences across channels and departments (powered by machine learning) and empower teams to make data-driven decisions with centralized performance management and greater process transparency.

SAP Marketing Cloud solutions help you to reinvent your marketing planning and budgeting through data-driven planning to drive intelligent marketing with continuous optimization.

The challenges of the digital age

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Ensure personalized experiences

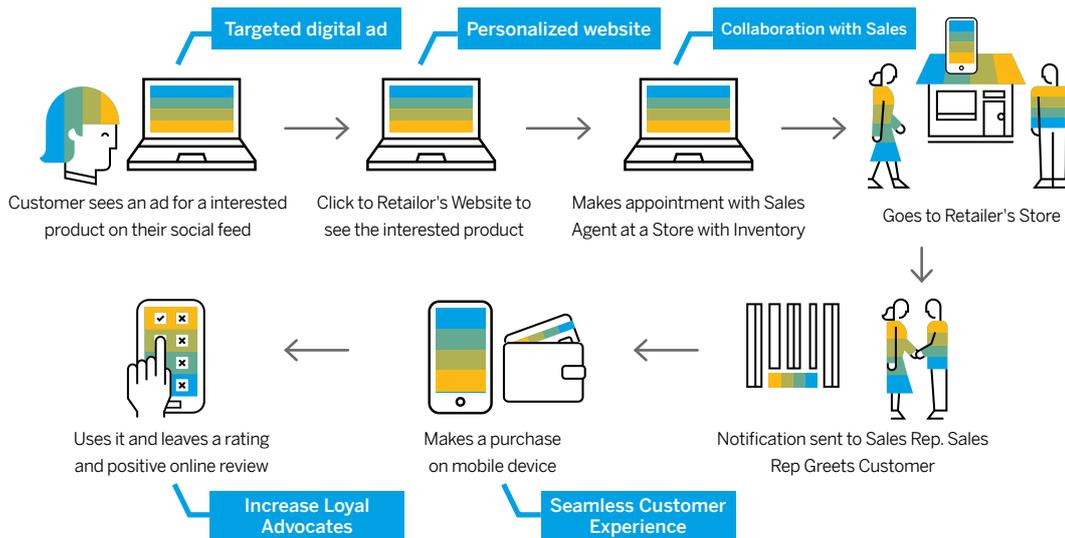


Develop dynamic customer profiles, gain deeper insights, and optimize your marketing



Ensure **personalized experiences** through the customer journey

Here's an example of a customer journey that guides a customer from click to purchase seamlessly across multiple channels and devices:



The challenges of the digital age

SAP Marketing Cloud - market with intelligence

Ensure personalized experiences



What SAP Marketing Cloud does and what that means to you

The solution delivers individualized personalization with embedded predictive and machine learning. Embedded algorithms accurately define your target audiences, determine the best products, offers, and campaigns for your customers with the highest returns.

It helps develop a dynamic customer profile with a single view of 1st-party data across the enterprise. Consolidating information from sales, service, and commerce as well as from financial and billing systems and other sources will give you a complete view of your customers. Build customer trust by converting unknown to known customers and empower them to manage data privacy.

It helps in understanding ROI with multi-touch attribution and centralized performance management. Closed-loop measurement of both digital and offline engagements in one single to understand what works and what doesn't. Measure each channel's impact, optimize your marketing, and empower your team to make quick, intelligent decisions using embedded data exploration and visualization tools.

Modernize marketing planning with increased transparency and data-driven decision-making. You can be completely clear on your goals and how you will achieve them while increasing the transparency of marketing plans, processes, and assets. You can also make data-driven decisions with real-time insights into budgets, expenses, and product availability.

What SAP Marketing Cloud does and what that means to you



Summary

SAP Marketing Cloud solutions help marketers connect and engage with audiences to drive higher demand and conversions. Now you can deliver personalized experiences that drive growth and revenue while keeping customers satisfied and loyal. These solutions also help you do more with less by accelerating the time to market while optimizing your marketing spend.

Objectives

- To meet the demands of the “me” economy
- To maintain a consistently excellent customer experience across all channels
- To provide seamless customer journeys every time
- To include new interaction channels and technologies as they emerge
- To accommodate increasing amounts of data, interaction types, channels, devices, and messages

Solution

- Builds a single view of the customer
- Develops dynamic customer profiles
- Delivers personalization with predictive analytics and machine learning
- Enables intelligent decision making
- Modernizes planning processes with increased transparency
- Helps you understand marketing ROI

Benefits

- Converts data into insights
- Leverages machine learning algorithms
- Identifies hidden trends
- Boosts customer contact and responses
- Accelerates marketing speeds
- Helps you react quickly and optimize strategies
- Clarifies performance of online and offline marketing activities

Learn more

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