

SAP® Emarsys® Customer Engagement

# Rapidly Scale Omnichannel Engagement to Accelerate Revenue Growth

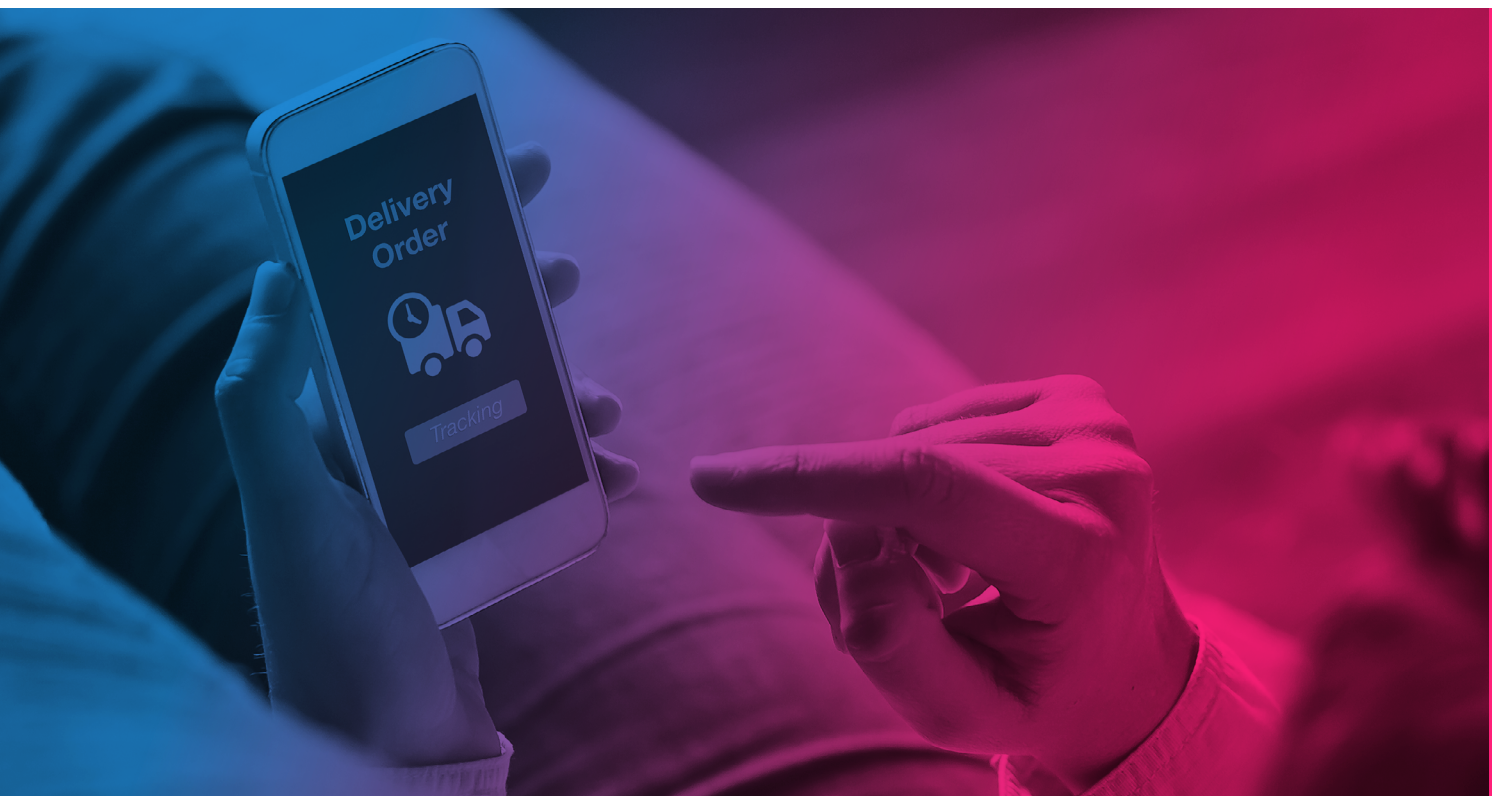
The secret to delivering highly personalized experiences and increasing customer lifetime value.



CX

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# The global pandemic accelerated changes in consumer behavior and buying habits.

As a result, customer expectations were forever changed.

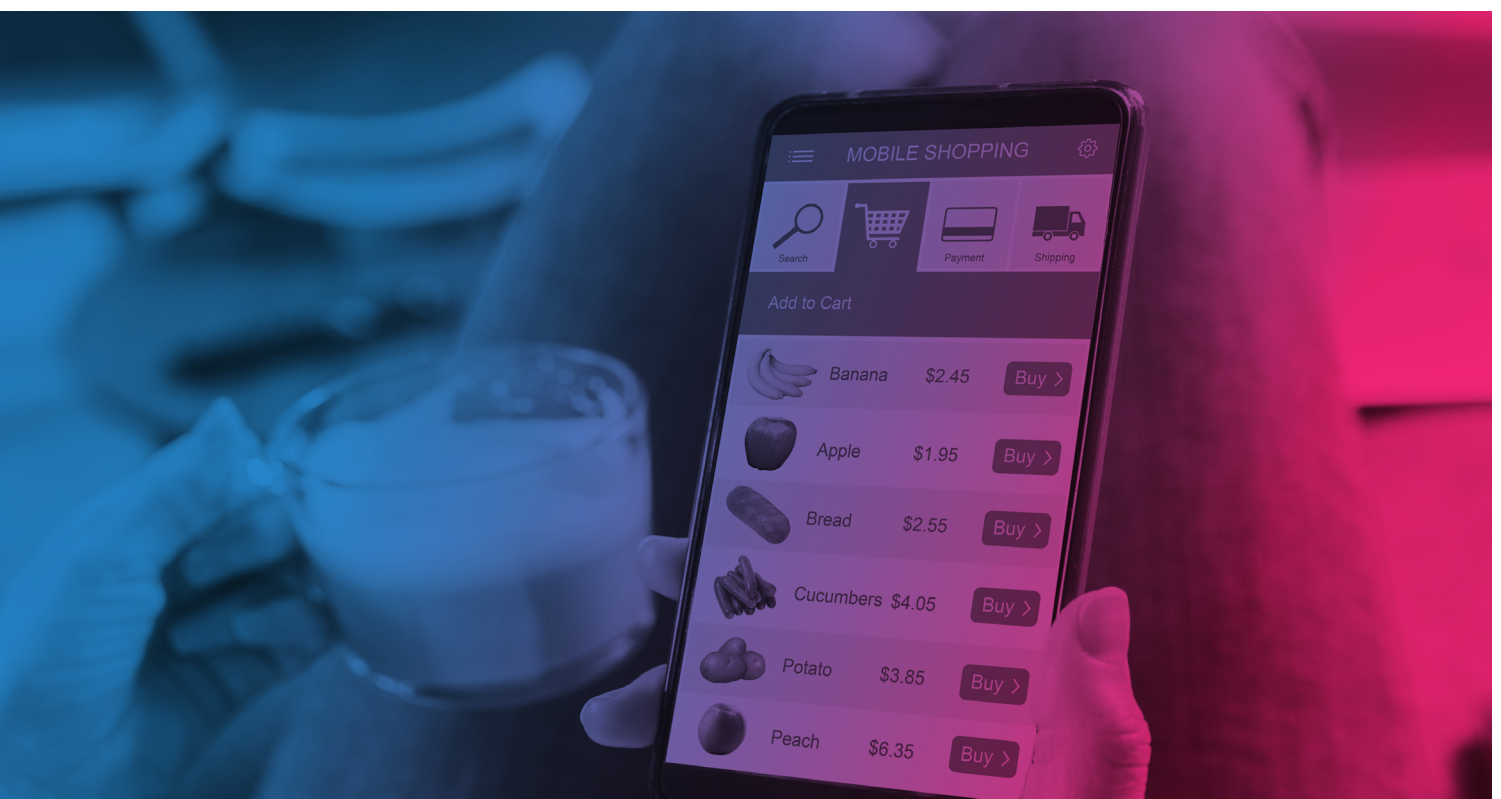
Today, customers expect relevant, personalized engagement. They expect real-time access to products and services they want or need. They also expect you to know who they are, their preferences, and their privacy expectations.

During the pandemic, these changes sent shockwaves through direct-to-consumer businesses. Many marketing leaders worked tirelessly to meet new and challenging omnichannel requirements throughout customer journey.

In their resulting rush to automate, many marketers made costly technology, design, and ecosystem decisions. These are decisions that today, and in the future, will prevent them from producing highly personalized experiences and profitable business results at scale.

Simply put, these and many other marketers often overlook the secret to scaling omnichannel customer engagement successfully.

**The secret to success is integration.**



# Quick Facts

## SUMMARY

An integrated approach to omnichannel engagement is the key to simplifying complex data requirements, achieving operational efficiency, and scaling highly personalized engagement throughout the customer experience.

We developed the SAP® Emarsys® Customer Engagement solution from the ground up with **simplicity**, **speed** and **scale** in mind. By fully integrating customer data, industry-specific best practices, omnichannel automation, AI-driven personalization, and predictive analytics – SAP Emarsys Customer Engagement has quickly become the solution of choice for marketing teams who want to implement omnichannel engagement rapidly and at scale. And because SAP Emarsys Customer Engagement integrates with the front-to-back office technology stack SAP provides, marketing, sales, and service teams are able to deliver consistent, personalized experiences throughout the customer journey.



## SOLUTION

- Unifies Customer Data
- Streamlines Omnichannel Execution
- Leverages AI-Driven Personalization
- Delivers one-to-one experiences at scale
- Integrates with the SAP ecosystem



## BENEFITS

- Accelerate time to value by rapidly aligning proven customer engagement strategies with desired business outcomes
- Deliver true one-to-one personalized omnichannel experiences that build trusted, loyal, and lasting customer relationships
- Produce measurable business results that increase customer lifetime value and drive predictable, profitable growth.



## LEARN MORE

To learn how SAP Emarsys Customer Engagement can help you, visit us **online.**



**Reduce complexity, achieve scale,  
and accelerate revenue growth**

## Challenges Preventing Marketers from Achieving Scale

Ask most marketers about the challenges they face when scaling omnichannel engagement and they will likely bring up integration. Especially as it relates to **customer data, personalization, cross-channel execution, and front-to-back office.**



### DATA SILOES

- 42% of marketers state they spend more time managing data than on any other task.
- 24% say they cannot easily act on the data they have for existing customers, which holds back their personalization efforts.



### CROSS-CHANNEL EXECUTION

- 41% of marketers say they lose time moving between disjointed technologies to execute cross-channel campaigns.
- 27% say departmental silos are a significant challenge when executing personalized campaigns.



### PERSONALIZATION AT SCALE

- 72% of consumers respond only to personalized marketing messages.
- And yet, 67% of marketers say they face challenges scaling personalized campaigns and product recommendations.



### FRONT-TO-BACK OFFICE INTEGRATION

- 29% of marketers state that poor technology integration is a significant barrier to omnichannel execution.

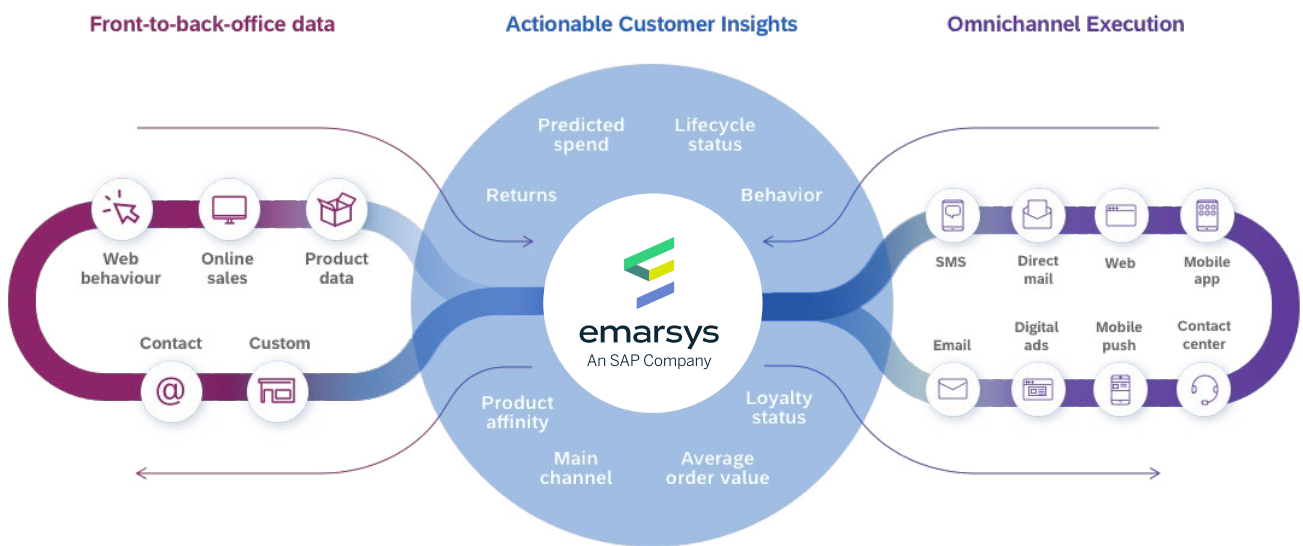
Source: "Roadblocks Survey, Challenges Holding Retail Marketers Back in 2021," Emarsys North America Inc. (now part of SAP SE), 2021

**Integration is key because it is the method by which marketers can simplify what is a very complex omnichannel customer journey. It is the secret to aligning and unifying the data, channels, signals, strategies, and tactics that are required to deliver a connected customer experience across every touch point.**

# SAP Emarsys

## Customer Engagement

eliminates these barriers and streamlines omnichannel execution from start to finish.



**This single, integrated solution enables you to deliver personalized customer experiences and profitable business outcomes— at scale.**

“One of the biggest challenges that we had in our existing environment is that our data was in silos, so we couldn’t deliver that coordinated communication or conversation with our customer. Now with Emarsys, we’ve been able to combine all of our data. So, our sales data (offline and online), loyalty profiles, product catalogs, web interactions, email engagement data, all in one central location.”



**Elisse Jones**  
National Loyalty Manager,  
Total Tools

“We’re at a point now [where] I’m really pleased to say that, if we send half a million emails, we’re sending half a million different emails. Every single email is unique to that individual customer and what they want to buy and what they’re interested in based on what we know about them. So that’s been a massive, massive help for us.”



**David Witts**  
CRM Manager  
PUMA

# Core Capabilities and Benefits

**Sara Snow AI**  
 Opt-in: Opt-in, Bronze, Loyalty member  
 Likely to buy  
 Likely to engage on Web Channel  
 Loyalty tier: Gold. Points to spend: 1605

Spent so far: 810 | Next cart value: High | Lifetime value: 900

**Email responses**  
 Most likely to engage at 10:00, Wednesday

Opened: 14 / 70%	Clicked: 8	Purchased from email: 6
Mostly on iPhone	Mostly on Desktop	Average order value: 135
Last opened campaign: Abandoned Shopping Cart Campaign	Last clicked campaign: Abandoned Shopping Cart Campaign	Last profitable campaign: Abandoned Shopping Cart Campaign

**Product recommendations for this contact**

- Last web session: Not happened yet
- Time spent: 5 min
- Last visited products: Bags
- Last visited categories: Woman accessories and clothes
- Replenishable product (in 5 days): Flawless leather Cleaner

**Latest product recommendations**

**Affinity for new products**

Metric	Value
Average purchase	2-3 orders, 135 value
Last purchase	2 orders, 198 value
Most valuable purchase	3 orders, 250 value

## CENTRALIZE AND ACTIVATE CUSTOMER DATA

**Integrated Data Layer.** Bring together data sources across your business and activate them across every channel – personalizing every interaction.

**Unify product, sales, marketing, and customer data to create a single view of your customer and optimize campaigns.**

**Sarah Snow**

- Lifecycle status: Active customer
- Opt-in / Opt-Out: Opt-in
- Product affinity: Skin care
- AOV: \$250
- Loyalty status: Bronze
- Predict spend: \$400
- Behavior: Browsing Serums

**New products for you!**  
 Loyalty status: Bronze | 250 points | \$15 value

WELCOME TO LIFESTYLE LABELS

NEW ARRIVALS | MAKEUP | SKIN CARE

**15% OFF ON SERUMS**  
 Incentive based on customer behavior

**Predicted product recommendation**

Hi Sarah!  
 We thought you might enjoy our serums. As a loyal customer earn additional **200 points** on your next purchase of serums.

**Loyalty**

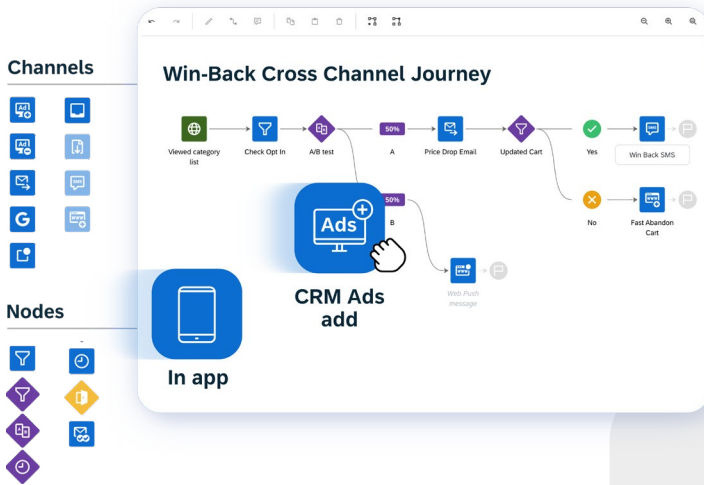
Mosturizing cleanser | Mosturizing Serum

**Predicted product recommendation**

## UNLOCK TRUE 1:1 PERSONALIZATION

**Personalization engine.** Enrich customer data and segments with AI, turn insights into action, and deliver what customers want, when they want it.

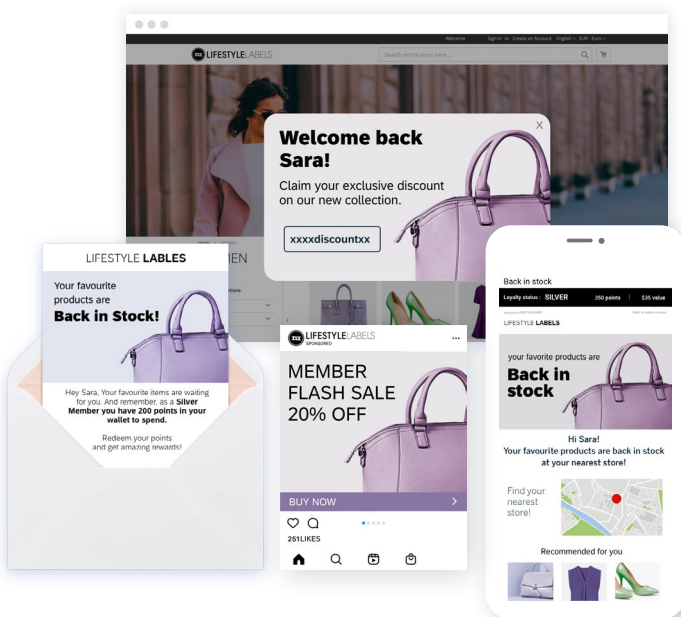
**Deliver relevant content and personalize offers to convert first-time buyers. Drive repeat purchases. Increase customer loyalty.**



## SIMPLIFY CAMPAIGN EXECUTION

**Marketing Automation.** Execute simple, single-channel campaigns, or create sophisticated, cross-channel journeys at scale.

**Share one integrated platform across your entire team to execute campaigns including e-mail, Web, SMS, mobile, digital ads, in-store, and more.**

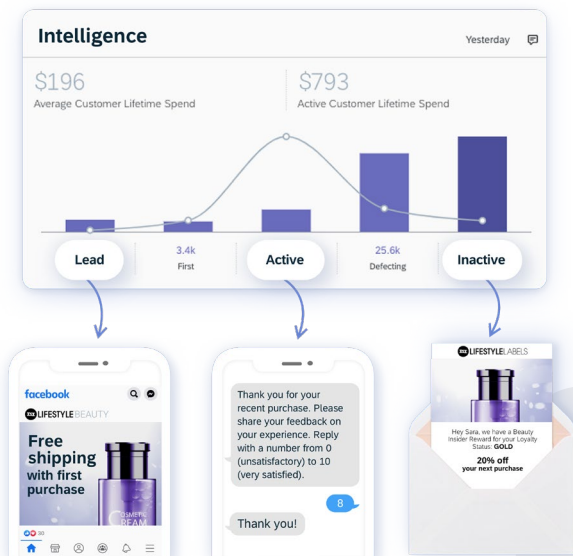


## STREAMLINE OMNICHANNEL ENGAGEMENT

**Cross-Channel Execution.** Deliver consistent, relevant messaging across e-mail, Web, mobile, ads, and more — engaging customers wherever they are.

**Connect and execute customer engagement campaigns Effortlessly across all channels.**

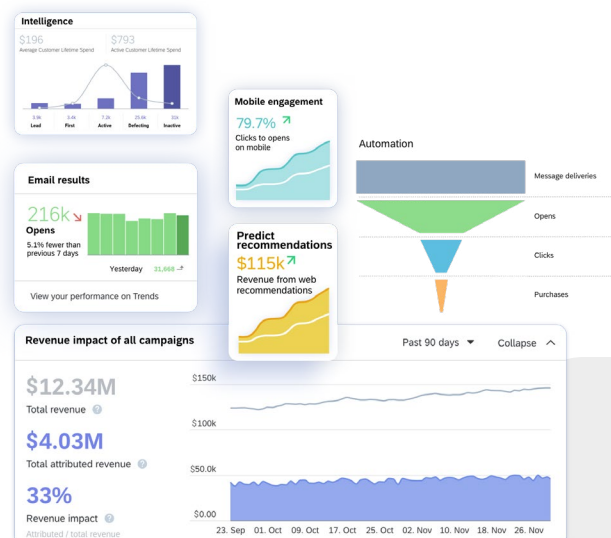




## INCREASE CUSTOMER LIFETIME VALUE

**Customer Lifecycle Management.** Segment contacts by lifecycle, Deploy specific tactics to accelerate customers from first purchase to loyal shopper, and View lifecycle reporting — All from within a single platform.

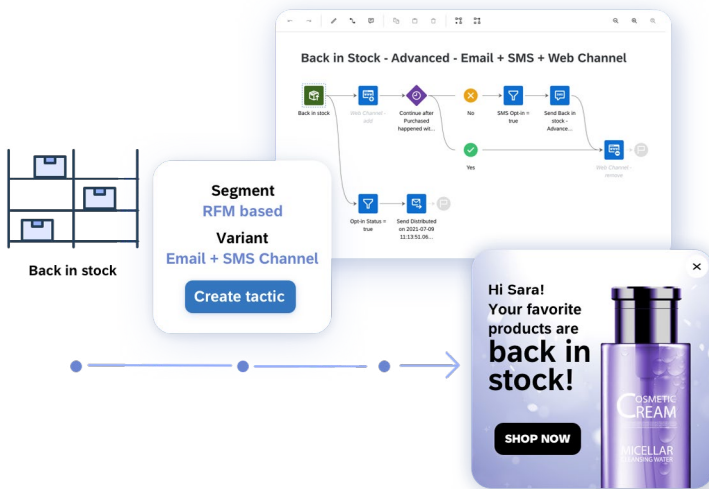
**Win back inactive or defecting customers. Convert active buyers. Trigger upsells and cross-sells. Drive repeat purchases to increase customer lifetime value.**



## OPTIMIZE PERFORMANCE WITH AI

**Intelligence & Analytics.** Use AI to predict campaign performance and measure customer outcomes. Optimize to maximize engagement across channels without a dedicated data team.

**Increase conversion, retention, and loyalty with AI-powered campaigns that engage customers online, in-store, and on mobile devices.**



## ALIGN CAMPAIGNS WITH DESIRED OUTCOMES

**Strategies & Tactics.** Align your strategy to prebuilt tactics — best practices and fully customizable journeys built within the platform — that are ready to deploy.

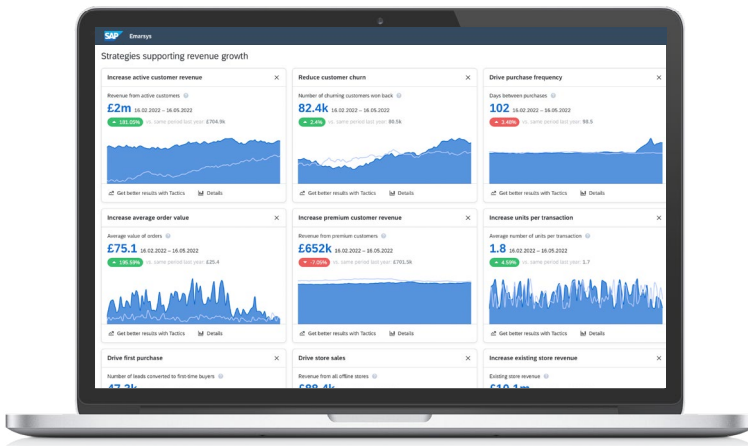
**Leverage over 60 built-in use cases to customize and deploy abandoned cart, win-back, and welcome series campaigns and more.**

## CONNECT THE ENTIRE CUSTOMER JOURNEY

**Omnichannel Integrations.** Unify data and personalize campaigns across all channels through front-to-back-office integrations with SAP technology and other critical enterprise applications.

**Share a single view of your customer and streamline engagement across sales, marketing, service, and other customer-facing areas of your business.**

With **SAP** software, you can deliver predictable, profitable revenue growth and highly personalized experiences with **simplicity, speed** and **scale**.

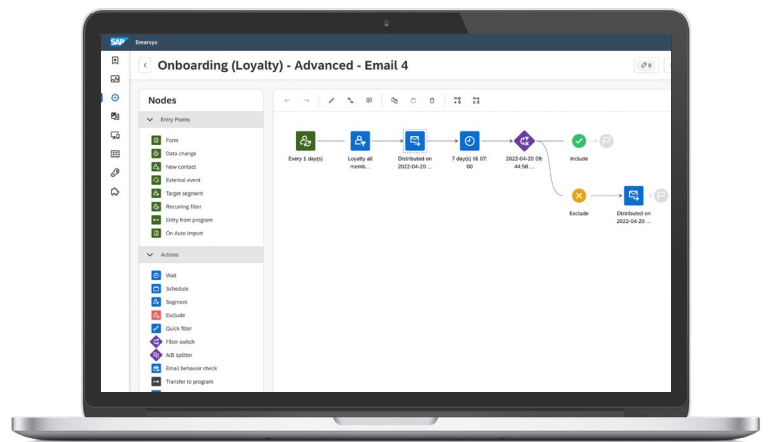


**ACCELERATE TIME TO VALUE**

Align proven engagement strategies with desired business results to rapidly execute cross-channel campaigns.

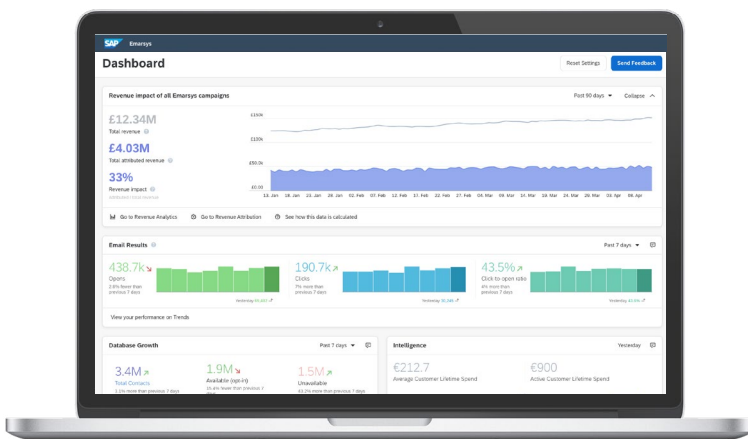
**DELIVER TRUE ONE-TO-ONE EXPERIENCES**

Scale real-time personalization easily to build trusted, loyal, and lasting customer relationships.



**PRODUCE MEASURABLE BUSINESS RESULTS**

Create memorable experiences that drive predictable and profitable growth.



# SAP Customer Experience