SAP Hybris {y}

Product Solution Brief

# SAP Hybris Marketing Cloud Solutions:
Market in the Moment

Every day, billion of people around the world have dozens of moments that matter to them and their lives. These moments create billions of 'signals', which not only include context e.g. where someone is, what device they are using or the time of day, but also intent: what someone wants or needs at that moment.

This combination of context and intent-driven signals is a goldmine for marketers, providing more opportunities to be relevant and connect with consumers in more meaningful ways than ever before.

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There are moments in time where customers are open to having their preferences influenced and ready to make decisions.
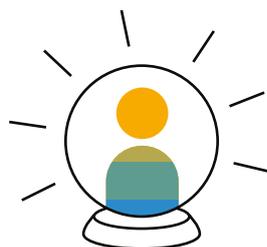## This is what we call: market in the moment.

In-Moment Marketing blends together customer information across multiple channels and sources:
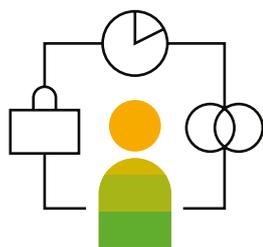
PAST INTERACTIONS:

Historical transactions, including orders, purchases, payments, etc.

ANTICIPATED BEHAVIORS:

Propensity scores leveraging predictive analytics.

PRESENT MOTIVATIONS AND INTENT:

In the moment context and behavior.

Based on this real-time insight, you can develop the full understanding of the customer at the point of engagement to determine the **best next action to engage your customer.**

SAP Hybris Marketing cloud solutions enables marketers to successfully engage with today's customers with individualized offerings.

Understand the full context of individual customers, including real-time information, to deliver unique experiences at every stage of the customer journey. React quickly to opportunities with alignment and increased visibility of marketing activities. Leverage a wide range of capabilities that will help you to increase customer conversions, drive growth, and increase brand advocacy.

Our marketing cloud solutions add value to three key areas of your marketing operations: customer insight, customer experience and marketing agility.

DEEP CUSTOMER INSIGHTS

Capture, enrich, and consolidate customer data into a single customer view and in-the-moment insights for a better understanding of each customer.

Dynamic Customer and Consumer Profiling

Create dynamic customer profiles that pull from online and offline sources, and leverage implicit customer signals to gain insights into their real-time motivations and intentions.

Optimize Marketing with Multi-touch Attribution

Organize data to align with your business needs, gain insight into the performance of each marketing touchpoint and immediately react to opportunities for growth. Get a better understanding of what's really triggering customer engagement.

IN-MOMENT INDIVIDUALIZED EXPERIENCES

Deliver individualized customer engagements based on real-time context and intent.

### Advanced Segmentation and Campaign Execution

Identify the right target audience for your campaign and personalize your messages across multiple channels to reach customers at the right moments.

Powerful Commerce Marketing

Tap into an extended marketing profile to fuel your commerce strategies and deliver personalized shopping experiences.

Build Customer Advocacy with Digital Loyalty Management

Convert customers to loyal advocates with loyalty management by delivering experience and advocacy centric loyalty that is digital ready and seamlessly integrated into your business.
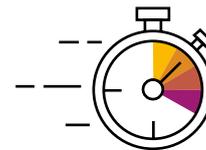
FAST AND AGILE MARKETING

Optimize marketing decisions with fully transparent end-to-end, closed-loop marketing processes. React to marketing opportunities in real time.

Actionable Marketing Analytics

Understand and drive your marketing activities based upon performance and ROI. Get an executive overview of your marketing effectiveness.

Effective Marketing Planning and Performance

Effectively manage all aspects of your marketing efforts and improve collaboration and transparency.

Integrated Marketing Lead Management

Drive demand and improve sales effectiveness. Nurture your contact base, hand-off qualified leads, and monitor success to drive close collaboration between marketing and sales.
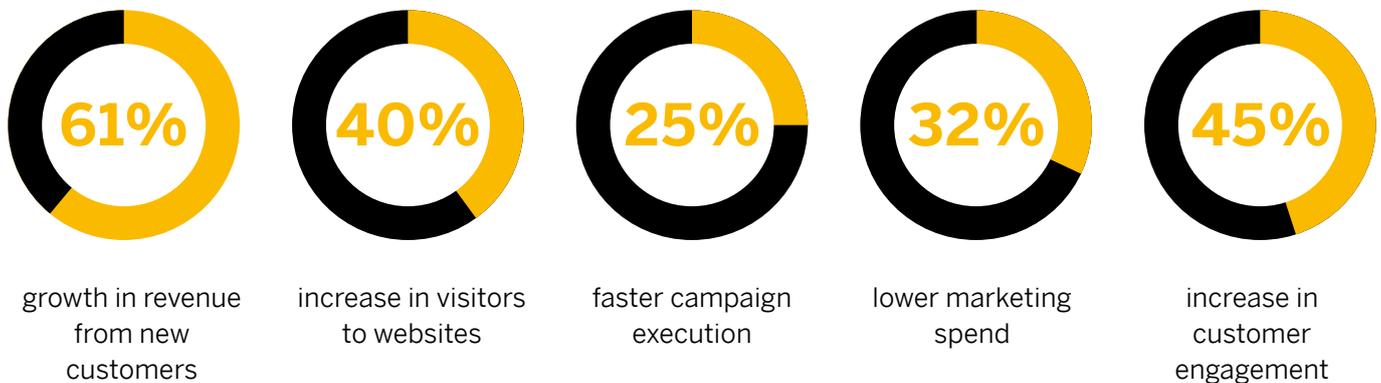
Integrated Marketing Cloud Solutions

The architecture of our core Marketing Cloud provides the **foundation for unique marketing experiences.** It provides instant insight into your big marketing data and offers the ability to develop a unified view of your known and unknown customers through data integration and data quality capabilities. The single, integrated platform offers native access to advanced analytics such as **predictive models, text analysis, and other data mining capabilities** so you can gain even deeper customer insights. It enables organizations to fully adhere to the strictest data privacy regulations. The solution provides standard out-of-the box integrations with **SAP Mobile Services** (for email and SMS delivery), **SAP Hybris Commerce, SAP Hybris Cloud for Sales**, and other SAP applications.

Delight customers and drive growth

SAP Hybris Marketing cloud solutions gives you the ability to create truly individual marketing experiences in real time. These are just some of the results we've seen from our own and our customers' marketing departments:

61%	**40%**	**25%**	**32%**	**45%**
growth in revenue from new customers	increase in visitors to websites	faster campaign execution	lower marketing spend	increase in customer engagement

Try the SAP Hybris Marketing Cloud
FREE TRIAL

Try the best features of SAP Hybris for Marketing for free, for 30 days. Explore and discover how our powerful solutions can make your marketing even more effective.

http://www.hybris.com/en/downloads/free-trial/hybris-marketing/901

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