

# SAP LEONARDO SOLUTION: INTELLIGENT CAMPAIGN

Smarter marketing to influence customer decisions

Function: Marketing Management | Process: Marketing | Industry: Cross-Industry

## Application Overview

Most CMOs lack information about their customers' needs in a personalized context. This challenge prevents them from making efficient spend decisions in prioritizing the appropriate channel and targeting the best segment for their campaigns.

Intelligent Campaign is built on SAP Cloud Platform and the SAP C/4HANA® Marketing suite. It brings together the power of insight-driven analytics, machine learning and artificial intelligence algorithms to support marketing managers in making optimal decisions in the execution of marketing campaigns. This information empowers managers to run smarter campaigns by campaign response attribution and identification of untapped segments.

## Solution

Intelligent Campaign is based on personalized data collected via SAP S/4HANA® and Hybris Ecommerce. This information empowers marketing campaigns through dynamic segmentation creating a truly personalized experience for targeted customers.



## Business Value

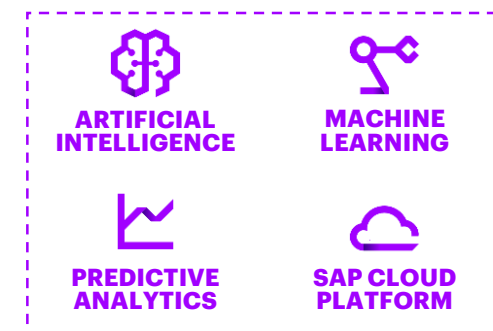
- Better understanding of customer needs and building of trust through personalization.
- Real-time and pre-emptive segmentation based on insights and improved channel orchestration and execution.
- Improved conversion rates and optimized channel spend to improve campaign ROI through better decision-making paradigms.
- Value-added recommendations based on campaign insights.
- Build brand equity and solidify customer relationships through personalization.
- Enable CMO with insights about the product interests and preferred products of untapped segments.

## Features

- Uses SAP Leonardo machine learning and artificial intelligence offerings for deriving the insights.
- Presents visualizations of key insights on SAP Analytics Cloud.
- Enables seamless integration between Hybris Marketing and other solutions to retrieve the information required for the calculation of the insights.
- Provides understanding of how to improve the customer journey based on customer interactions across channels (e-mail, SMS, Google AdWords, Facebook ad campaigns, visits and contact center) and the buying behavior dependent on industry.
- Uses analytics to help generate insights in improving campaigns to achieve better marketing effectiveness.
- Integrates the platform with SAP Analytics Cloud and SAP Cloud Platform to provide effective marketing based on customer sentiments with the help of analyzing customer tone and moods.

## Technologies in Use

- SAP Marketing On-Premise
- SAP S/4HANA®
- SAP Sales Cloud
- SAP Service Cloud
- SAP Commerce On-Premise
- SAP Cloud Platform
- SAP Leonardo Predictive Analysis
- SAP Leonardo Analytics Cloud



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