



INTELLIGENT MARKETING

VIDEO TRANSCRIPT

In this age of disruption, companies are struggling to win customer attention, earn their loyalty, and meet their rising expectations.

The success of most marketing initiatives relies on real-time insights based on the right data. Recent studies show that 83% of organizations struggle with old data, and only 23% of organizations are happy with how they can effectively use their customer data.

Marketing teams need intelligent capabilities to quickly visualize and understand who their customers are, and how their marketing initiatives effectively address customer needs across digital and physical channels.

Our research with Gartner, Cognito, Sirius Decisions and others shows that marketing across various industries struggle with digitization, tackling changing customer expectations, cross-functional transformation in their organizations, and identifying new competitive offerings.

Our Intelligent Marketing application, powered by SAP Leonardo and SAP C/4HANA, tackles these challenges, and enables intelligent marketing capabilities, omni-channel experience management, campaign automation, powerful analysis, and full insights.

With Intelligent Marketing, you can now:

- Find out if your customers are satisfied with their overall experience.
- Use captured data across channels to understand the pain points in the customer journey.

- Find gaps and identify bottlenecks that impact smooth customer interactions.

- Benefit from valuable insights on the real needs and expectations of the most profitable customer segments.

- Identify the right marketing mix through automated and personalized proposals.

- Target the right customers with relevant products and promotions.

- Monitor and easily track multi-channel KPIs in real time.

Campaign automation gives you strategic insights from campaign and sales data, to help you make the right decisions for strategic budget allocations based on ROI history and market trends.

Intelligent Marketing is powered by SAP Leonardo and SAP C/4HANA and uses technology innovations in Machine Learning, Analytics, Big Data, Data Intelligence, and the Internet of Things.

The result? You will understand your customers better and drive more precise, effective, and engaging marketing campaigns that increase ROI.

To find out more and see how Accenture can help you innovate with speed and agility, visit our website www.accenture.com/sapleonardo.

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