

ALL-IN SEGMENTATION

SAP Emarsys B2B Accelerator



WHAT ARE MY BENEFITS?

- Perform your segmentations based on any contact related data from SAP Sales & Service Cloud
- Perform segmentations on your own within SAP Emarsys - No IT support needed any more
- Deliver hyper-personalized marketing campaigns to support your sales and service team in their daily business and to drive purchases
- Lift the potential of new use cases for enhanced customer experience
- Always operate with latest SAP Sales & Service Cloud data



WHAT IS IT ABOUT?

Today there is no solution in place to perform segmentations in SAP Emarsys on **any existing data from SAP Sales & Service Cloud**.

Our new B2B accelerator "All-In Segmentation" significantly enhances the standard "SAP Emarsys Account Engagement" add-on.

You as a marketer will be able to access any marketing relevant profile insights for maximum targeting.

Imagine to segment on any service ticket information, contract details or customer interests captured by your sales team!

The usage of this SAP Emarsys B2B accelerator will lift your overall customer experience in combination with the SAP Sales & Service Cloud.

Learn more about this accelerator: [Video](#)



WHAT DO I GET?

- All-In Segmentation accelerator assets including their integrations
- Workshop to define relevant data for segmentation
- Establish communication & updates between SAP Sales & Service Cloud
- Get up to 10 segmentation templates in SAP Emarsys based on marketing aims
- Get a best practice pre-build recurring email campaign-automation as template
- Best practices and further inspirations from other projects

