

SAP EMARSYS B2B ENGAGEMENT

Strengthening marketing and sales cooperation in the B2B sector



WHAT IS IT ABOUT?



Challenge

- Fill the gap of real-time B2B integration between SAP Emarsys and Sales Cloud V1 and V2
- Increase efficiency and collaboration between marketing and sales teams in the B2B sector

Reply Solution

- Reply developed a B2B integration (without CDP) between SAP Emarsys and SAP Sales Cloud V1 and V2
- Real-time data synchronization in both directions for contacts and accounts
- New “Marketing Insights App” as central platform for customer insights and sales interactions
- Make use of all available sales objects for targeted marketing campaigns
- Identify campaign success and track success from “initial contact to order”

WHAT ARE MY BENEFITS?



- **Improved marketing campaigns**
Use all available sales data, such as order history, for precise marketing segmentation.
- **Improved sales efficiency**
Provide your sales team valuable marketing insights to target potential customers more effectively, such as captured interests.
- **Seamless transfer of qualified leads**
Provide qualified leads after lead nurturing and scoring automatically to sales team - including key customer insights and preferences.
- **Marketing Insights App**
An app that provides your sales team valuable marketing insights in Sales & Service Cloud. Maintain captured customer preferences. Obtain marketing consent via DOI. View latest email campaigns - all synchronized in real time!
- **Sales Campaigns**
Send email-campaigns directly from Sales Cloud via Emarsys.

SAP EMARSYS

Segmentation, Personalisation
Content, Automatisations, Analytics

Lead Nurturing

Lead Scoring

Preferences

Sales Campaigns

Transactional Sales Data

Orders, Visits, Tasks, Phone
Calls, Opportunities

No CDP
needed!

Real Time

Lead Transfer
With assigned insights

Real Time

Interactions
Bi-directional sync of
consent, preferences,
campaigns, etc.

Real Time

Sales Objects
For enhanced marketing
segmentation

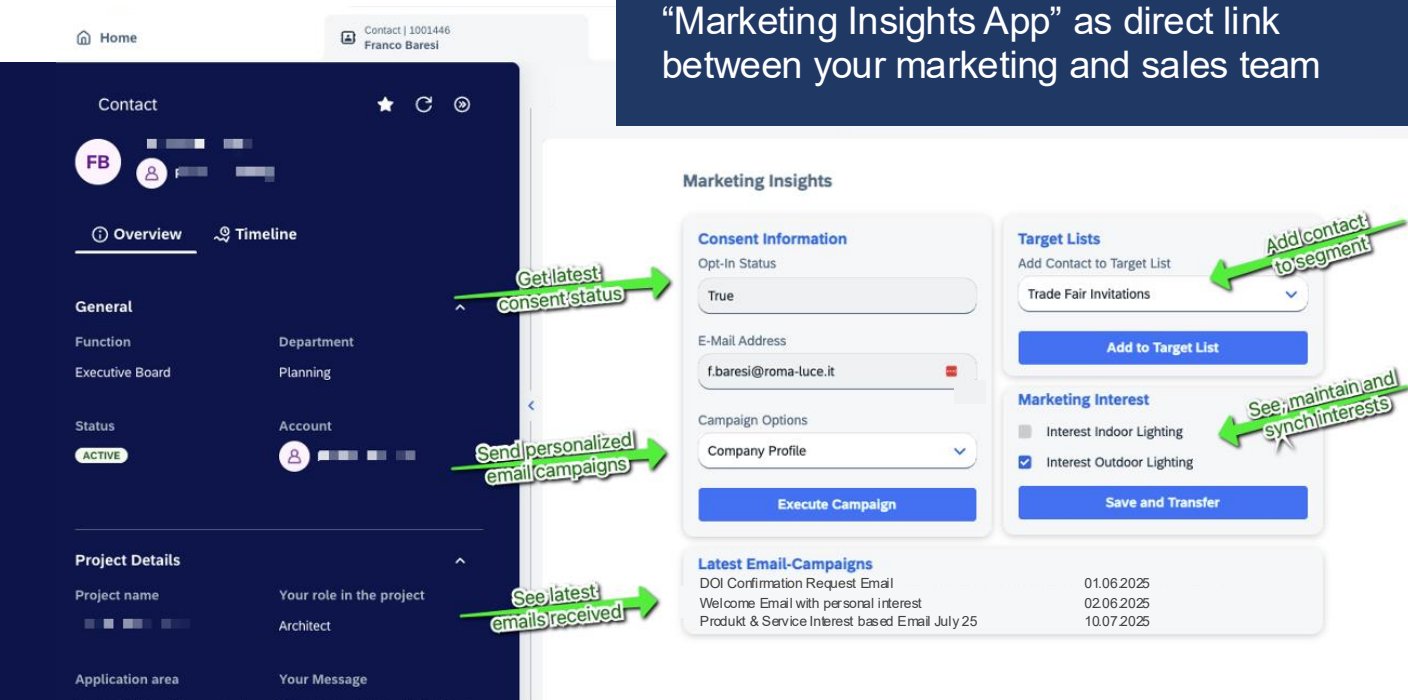
SAP SALES & SERVICE CLOUD V1/V2

MARKETING
INSIGHTS APP



SAP EMARSYS B2B ENGAGEMENT

“Marketing Insights App” as direct link between your marketing and sales team



The screenshot displays the SAP EMARSYS B2B ENGAGEMENT interface. On the left, a contact profile for 'Franco Baresi' is shown with fields for 'General', 'Project Details', and 'Application area'. On the right, the 'Marketing Insights' section is visible, containing 'Consent Information', 'Target Lists', 'Marketing Interest', and 'Latest Email-Campaigns'. Green arrows with text labels point to specific features: 'Get latest consent status' points to the 'Opt-In Status' field; 'Send personalized email campaigns' points to the 'Execute Campaign' button; 'See latest emails received' points to the 'Latest Email-Campaigns' list; 'Add contact to segment' points to the 'Add Contact to Target List' button; and 'See, maintain and sync interests' points to the 'Marketing Interest' section.

USE CASES IN MARKETING



I want to segment based on **customers interests** my Sales team has captured

I want Sales to **collect opt-ins** as basis for my marketing communications

I want to support my Sales team with **latest marketing insights**.

As a **Marketeer** ...

I want to target my customer via **social media**, having a certain role.

I want to **nurture** my contacts to collect more insights and facts

I want to perform **lead scoring** to provide best **qualified leads** to my sales team

USE CASES IN SALES



I want to get prequalified **“hot” leads** from marketing which convert into deals

I want to invite customers to a webinar/ trade fair **having the right interest**

I want to inform my customers about future events, such as **contract expiration**.

As a **Sales Agent** ...

I want to send **personalized emails** to my customers and track results

I want to talk to my customers about **latest communications** received

I want to know my **customers interests** my marketing team has captured

