

SAP EMARSYS & REPLY

B2B Accelerator for SAP CX

ALL-IN SEGMENTATION

Use any sales & service engagement insights for your marketing to deliver 1:1 personalized campaigns that drives purchases and increases customer satisfaction.

Version 1.1



BUSINESS USE CASES

ALL-IN SEGMENTATION

**As a marketer,
I want to exclude
customers from my
campaigns who have an
open complaint ticket**

BUSINESS USE CASES

ALL-IN SEGMENTATION

**As a marketer,
I want to send out
surveys to all customers
with a newly closed
service ticket**

BUSINESS USE CASES

ALL-IN SEGMENTATION

**As a marketer,
I want to segment based
on customers interests
my Sales team has
captured**

WHAT ARE MY MAIN BUSINESS BENEFITS?

ALL-IN SEGMENTATION

1

Perform your segmentations based on any contact related data from SAP Sales & Service Cloud

2

Perform segmentations on your own within Emarsys -
No IT support needed any more

3

Deliver hyper-personalized marketing campaigns to support your sales and service team in their daily business and to drive purchases

4

Lift the potential of new use cases
for enhanced customer experience

5

Always operate with latest SAP Sales & Service data – updated automatically

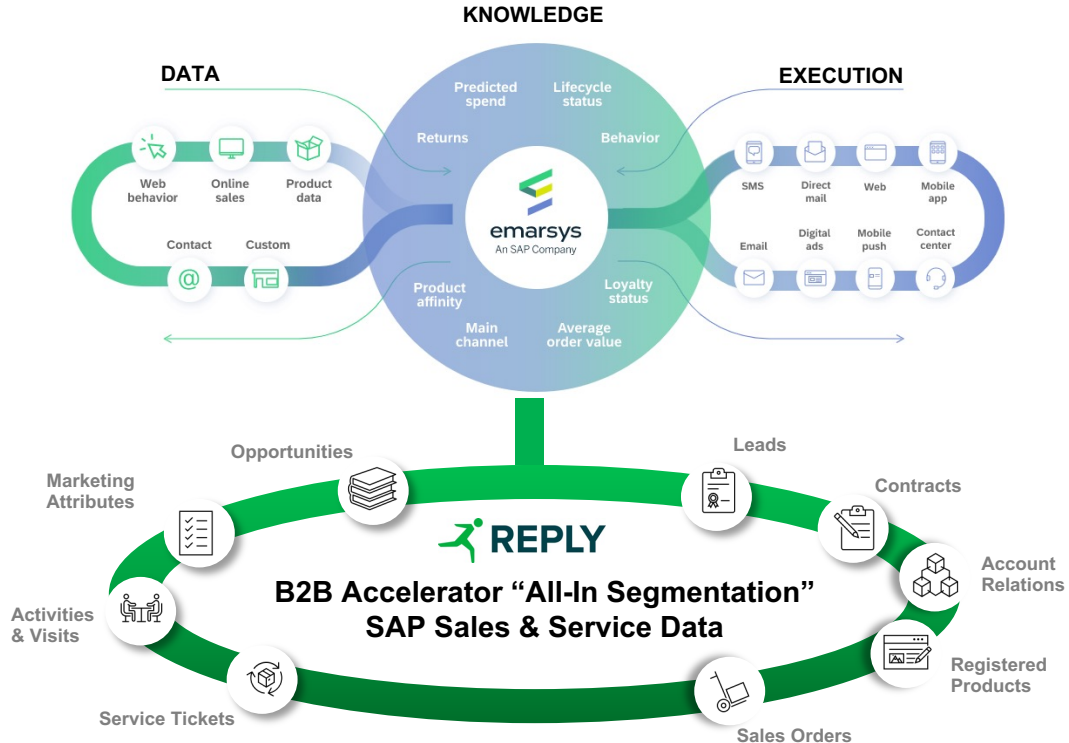


WHAT IS IT ABOUT?

ALL-IN SEGMENTATION

Our Reply Accelerator significantly **enhances the Standard „Account Engagement“** add-on many times over.

You as a marketer will be able to **access any marketing relevant profile insights** for maximum targeting, additional to the standard „Account Engagement“ insights.



WHAT'S IN FOR ME?

ALL-IN SEGMENTATION

- Accelerator assets & integrations: All-In Segmentation
- One Workshop to define needed data for segmentation
- Establish communication & automated updates between SAP Sales & Service Cloud and Emarsys
- Get 10 segmentation templates in Emarsys based on your marketing aims
- Get one pre-build recurring campaigns automations as template
- Best practices and further inspirations from other projects



PREREQUISITES & ASSUMPTIONS

ALL-IN SEGMENTATION

PREREQUISITES

- SAP Sales & Service Cloud
- Emarsys “Account Engagement”
- Cloud accessible Relational Database
MySQL, Amazon Redshift, Google BigQuery, PostgreSQL, Microsoft SQL, Azure SQL, Snowflake, SAP HANA Cloud/ On-premise
- SAP Integration Suite as logic- and distribution layer

ASSUMPTIONS

- Mentioned IT components are setup
- License fees not included
- Accelerator includes Emarsys access to two Sales & Service Cloud reference-objects for Contacts or Accounts

**In case prerequisites or assumptions are not fulfilled,
Reply is happy to support you!**



REPLY EMARSYS B2B ACCELERATORS

We go beyond Emarsys for your individual requirements & logic



Sales & Service Cloud

Instant Feedback Loop

Real-time feedback loop on sales and service events to inform and lift your overall customer experience

All-In Segmentation

Use any sales & service engagement data for your marketing to deliver 1:1 personalized campaigns that drives purchases and increases customer satisfaction.



S/4HANA

SAP S/4HANA Integration

Receive contacts and their updates automatically from S/4HANA

Consent Enhancement

Introduce “\$7 product related consent”

Lead to Customer Match

Identify leads and match with later converted customers

Real-Time Consent

Real-time consent updates in self-service-portal

Secure Public URLs

Enhance data security in public Emarsys URLs

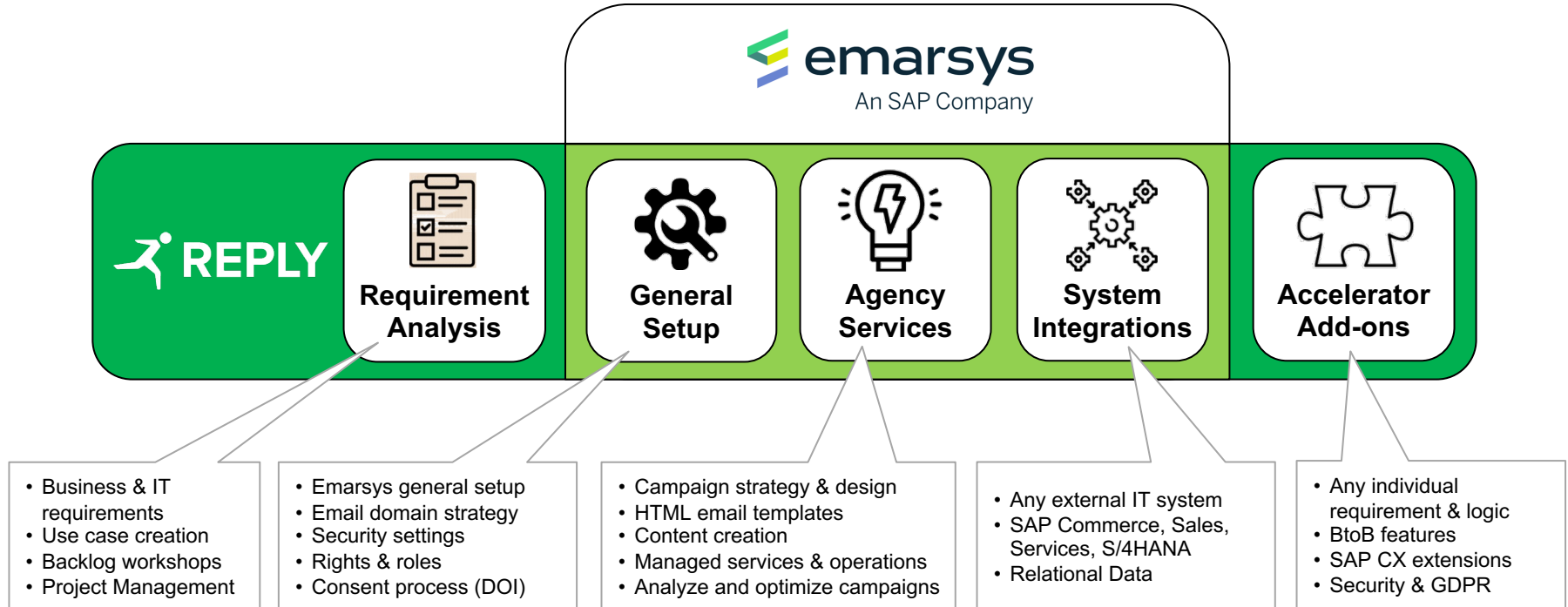
Deletion Concept

Delete customers and convert to Lead when consent given



REPLY & EMARSYS

Areas of service: From requirements up to individual add-ons



WHY REPLY?

ADDED VALUE FOR SAP EMARSYS

- Reply with **proven marketing expertise**, methodology, skills and capacity to support your marketing initiative and project
- Wide **technology tool-stack** within Reply group to support your Emarsys solution
- Focus on **B-to-C** and **B-to-B** marketing scenarios and use cases
- Reply is SAP Emarsys **certified partner**
- All services from single source: from **requirements, general setup, agency services** up to individual **Emarsys enhancements**
- Diverse **integration- and accelerator-templates** in place to speed up your project



SAP Emarsys & Reply

LET'S GET CONNECTED...



Christian Schmoliner
Manager CX Marketing

Syskoplan Reply GmbH
Bartholomäusweg 26
33334 Gütersloh

Mail: c.schmoliner@reply.de