

**SAP Solution Brief
SAP for Media**



MARKETING FOR MEDIA WITH mySAP™ CUSTOMER RELATIONSHIP MANAGEMENT

**Focus on Newspaper, Magazine, and Special
Interest Publishers**

More and more publishers are opting for a solution that combines extensive customer views and complete marketing functions with industry-specific applications for advertisement and circulation management. The mySAP™ Customer Relationship Management solution offers powerful capabilities tailored for publishers. It can support your marketing campaigns with the tools you need to be successful.

Make Your Customers Your Focal Point

Publishers today are facing two major challenges: advertising revenues, which are stagnating at a low level, and income from circulation, which is plummeting. These difficulties are largely the result of increased competition among media and shrinking customer loyalty. To overcome these difficulties, publishers must retain existing customers and reach out to new ones.

More than ever, the customer must be your focal point. You need to identify customers' needs and find better ways to address them – for example, by personalizing customer communications and conducting targeted marketing campaigns. To identify and meet customers' needs, you must have a complete view of all customer information and a wide range of customer knowledge.

The mySAP™ Customer Relationship Management (mySAP CRM) solution can answer all these requirements. mySAP CRM supports the entire marketing process, from marketing planning and budgeting, to establishing target-group segments, to executing campaigns through all contact channels, to providing results analyses. You can reduce the cost of your processes while achieving greater transparency for your marketing programs and activities.

By integrating these marketing processes with SAP® solutions for advertising and circulation management and with the business warehouse capabilities of the SAP NetWeaver™ Business Intelligence (SAP NetWeaver BI) component, you improve the profitability of your overall processes. Tight integration ensures continuity at every step, from initial customer contact through order processing.

The centralized administration of business partners provided by mySAP CRM gives you an all-around view of your customers. Information about customers can be gathered from any source and then combined and made available for use over all contact channels, thus enabling individual customer contact.

Take Your Marketing to a New Dimension

Economic pressure has also taken its toll on marketing. In terms of efficiency, it is becoming as important to review success rates and create transparent processes as it is to create attractive offers.

Marketing and Campaign Planning

mySAP CRM is flexible, so you can build your marketing plans around your organizational structure based on titles, regions, or other criteria. To initiate recurring activities, you can access previous activities and templates. By enabling you to manage your marketing plan centrally, the solution helps you improve the coordination of your internal and external resources. Key figure planning on all levels lets you set budgets and goals such as the number of new subscriptions or the amount of advertising space to be sold. You can also use this same structure in financial accounting and controlling. Furthermore, you can automate your approval process with status administration and workflow functions.

Target-Group Segmentation

In yesterday's world, the marketing team had to wait for the IT department to develop a new application or report before it could get the results of target-group segmentation. Today, it is just the opposite. As a marketing expert, you need to know your target groups and be able to make the report selections yourself. Using mySAP CRM, you can access all relevant master and transaction data to define your specific target groups. You do not have to know or care how and from where the system collates necessary data – which could be from SAP sales or advertising systems, the SAP NetWeaver BI business warehouse, external systems, or purchased data. Moreover, the system supports your using the data in accordance with any legal or contractual obligations.

You use an intuitive interface to set the attributes for selecting a target group. There are several ways to determine target groups, which means that you can visualize the distribution of the data based on different attributes. Various rules let you narrow or split your target group. And you can create target groups specifically for testing purposes. A special-purpose tool, called segment builder, uses the data-mining application in the SAP NetWeaver BI business warehouse to help you interpret existing information and assist you in forming segments.

Order Management and Running Campaigns

The strengths of mySAP CRM are especially apparent when you run or process campaigns. You can use campaigns for both marketing activities and customer care. For example, you can investigate the nonfulfillment of advertising contract targets, follow up delivery complaints, or run a subscription service upgrade campaign (such as, Monday-to-Friday to full subscription). The functions are suitable for all kinds of campaigns conducted over internal or external communication channels – e-mail, telephone, letter, fax, text message, or even employee action. Depending on the communication channel you choose, mail templates are created, interactive scripts are assembled and forwarded to call center managers, or questionnaires and visit reports are sent to field sales employees. Additionally, letter shops and external call centers can be linked.

Advertising- or circulation-specific attributes can be defined for campaigns such as premiums to customers, minimum subscription periods, and other conditions that can be adopted into an accelerated order processing and exact campaign assignment.

If you use personalized e-mail for some activities, the customer receives a link to your corporate Web site. From there, the customer can place a subscription or advertising order, which is either directly booked or forwarded to the internal order department for completion.

Communication with customers often takes place in an interaction center that is connected to a telephone system through a computer telephony integration interface. Employees in the interaction center see all the information they need, such as a customer's history and participation in current campaigns. Choosing a campaign takes the employee directly into the order screen, where the default values for that campaign are filled in automatically. Telephone calls, e-mail messages, letters, and faxes can all be processed in the interaction center. SAP applications, such as an online shop, can be integrated as well as non-SAP applications, such as an intranet or Microsoft Outlook.

The field sales force can choose from a variety of mobile device functions for advertising or single-copy sales. These functions include using a PDA to set an activity status and using notebook-based solutions that contain complete customer data.

Campaign Automation and Optimization

One goal of campaign automation and optimization is to trigger periodically recurring campaigns, such as birthday mailings or free subscriptions (bonus day). Another goal is to plan and visualize the entire communication process of multilevel campaigns while considering potential customer reactions. When a campaign is first designed, rules are set up to control automated processing. For instance, what happens when a customer fails to respond to a campaign? According to one rule, the customer could be entered automatically into telephone or mailing lists for follow-up contact.

Optimization and simulation functions are available for the campaign definition so that even users with limited technical expertise can find the right combination of contact channels, customers, and offers for their campaign.

Marketing Analyses

You can create your own reports to meet your specific needs. But you can also run predefined reports to evaluate the success of your marketing activities. Marketing analyses can determine, for example:

- Number of sales or advertising orders achieved with campaigns
- Cost per order, which can be determined immediately after the campaign or after a specified time
- Customers' on-board time, related to the type of initial contact or the source of the address

Furthermore, mySAP CRM offers a number of analytic methods for evaluating customers, target groups, sales channels, and products. One of these methods, the decision tree, assesses the probability of customers' retention or churn rates. Similarly, you can develop specifically targeted cross-selling offers that are based on your analysis of customers' actions and routines.

Benefit from an Integrated Suite of Solutions

Here are the major advantages that mySAP CRM offers for publishers of newspapers, magazines, and special-interest publications:

- Improved customer retention through:
 - Personalized service enabled by comprehensive customer knowledge
- Increased market share and revenues through:
 - Use of customer knowledge in marketing activities
 - Targeted marketing campaigns
 - Use of the preferred customer channel
- Efficient use of marketing resources (costs) through:
 - Improved budgeting and forecasting in marketing
 - Use of analytical tools and simulations in campaign planning and optimization
 - Higher transparency of marketing activities
 - Multichannel capabilities in campaign execution

- Optimized end-to-end processes from campaign planning to order management through:
 - Efficient processing of inbound and outbound campaign execution
 - Improved collaboration with external partners in the campaign process
- Better decisions through:
 - Analysis of all relevant measures

To find out more about what mySAP CRM can do for your company, visit our Web sites at www.sap.com/media and www.sap.com/crm.

mySAP Business Suite:

Your Industry. Your Business. Your Future.

mySAP CRM is part of the mySAP Business Suite family of business solutions, which provides unlimited scalability, best-of-breed functionality, complete integration, and easy collaboration over the Internet for every business.

Each mySAP Business Suite solution is powered by the SAP NetWeaver platform, a comprehensive integration and application platform that helps reduce total cost of ownership. mySAP Business Suite solutions incorporate powerful core functionality, industry-specific features, and best practices based on three decades of SAP experience.

It all adds up to a family of solutions that work together seamlessly to help you achieve your business goals.