

## SAP Solution Brief

Adobe Experience Manager from SAP  
Adobe Target from SAP  
Adobe Analytics from SAP

Objectives

Solution

Benefits

Quick Facts

# Build Your Brand and Increase Revenue Through Digital Channels



The Best-Run Businesses Run SAP®



**Engage customers with  
personalized content**

# Engage customers with personalized content

Today's digitally savvy customer demands personalized service. To win favor, you must go beyond collecting sales data and develop insight across multiple dimensions, marketing channels, and touch points. Then you must quickly translate what you learn into effective action to help you **improve customer experiences and streamline marketing efforts.**

SAP software, including the Adobe Experience Manager solution from SAP, the Adobe Target solution from SAP, and the Adobe Analytics solution from SAP, help you meet these requirements by enabling you to engage your customers anytime, anywhere. With deep knowledge of their demands and preferences, you can orchestrate real-time interactions to deliver relevant customer experiences.

With the powerful functionality from these solutions, you can manage A/B comparison testing to discover the right content for each of your market segments. You can track responses and analyze results to continuously improve customer experiences and underpin key decisions with up-to-the-minute data. You can provide a consistent, personalized experience across all touch points. In short, you can increase revenues through better outcomes.



# Create an optimized, consistent customer experience

## Create an optimized, consistent customer experience

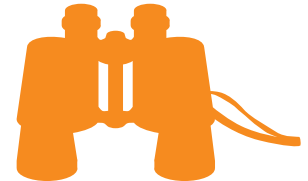
Increase conversion rates by targeting content

Base your business decisions on actionable information

Because customers have a wealth of choices in an omnichannel digital world, you must cut through the noise by delivering the best customer experience. Adobe Experience Manager from SAP helps you create, manage, and optimize online customer experiences everywhere. Harness its integration with SAP hybris B2B Commerce and SAP hybris B2C Commerce to personalize and enhance the shopping experience from top-of-the-funnel brand engagement to checkout. Rapidly develop, administer, and publish digital content across all sales channels and customer touch points.

Adobe Experience Manager from SAP helps you handle the array of rich-media assets you need for delivering digitally immersive online experiences to a highly connected customer base. Take advantage of a single hub to organize assets and execute marketing operations with ease, agility, and effectiveness. You can design online campaigns to maximize appeal and quickly launch brand content using rich WYSIWYG editing. And you can increase site traffic with search engine optimization.

Adobe Experience Manager from SAP helps you deliver optimal customer experiences to bolster your brand and extend your reach.



# Increase conversion rates by targeting content

Create an optimized, consistent customer experience

## **Increase conversion rates by targeting content**

Base your business decisions on actionable information

To optimize revenues from your commerce site, you must fine-tune content to address individual preferences and ultimately raise conversion rates. Testing and targeting require sophisticated technology, so you need tools that help make these processes intuitive without diminishing their power.

Adobe Target from SAP delivers that ease and effectiveness. Using its built-in functionality for A/B testing, you can try out digital content in two versions and match visitors to the version they prefer. You can create simple business rules that target specific visitor groups with likely content. For example, you can offer discounted winter coats to visitors in cold-state

zip codes while presenting an overview of lighter coats to other visitors. And you can augment testing data with information from the SAP Customer Relationship Management application to further refine segmentation.

Adobe Target from SAP helps you tie conversion metrics to optimization efforts, so you can measure how marketing initiatives contribute to the corporate bottom line. You can share targeting insights throughout the organization in easy-to-understand ways to help promote and expand your optimization program. What's more, you can build ongoing value with an application that is part of a holistic set of tightly integrated digital marketing solutions.



# Base your business decisions on actionable information

Create an optimized, consistent customer experience

Increase conversion rates by targeting content

**Base your business decisions on actionable information**

Consumers typically use multiple channels to access products and services and can switch channels within a single transaction, leaving a massive wake of digital data. Best-run businesses learn how to use that Big Data to attract, engage, and retain these empowered customers.

Adobe Analytics from SAP helps you see what's happening in your digital business by applying high-performance, real-time analytics across online and offline sources. It unifies data in milliseconds across paid, earned, and owned channels to give you the insight critical to targeting customer segments and optimizing customer experiences. You gain a holistic view of visitor activity that lets you

make smart and timely decisions to improve overall performance in ways all stakeholders can evaluate.

With Adobe Analytics from SAP, you can identify the most profitable paths through assets, determine where visitor interest flags, and identify key metrics for online campaigns. You can accurately identify mobile visitors and their device capabilities to deliver superior experiences. You can configure customizable attribution models and track and measure social-media interactions to check the impact of your campaigns. And you can discover hidden trends and opportunities with the power of statistical correlations, audience clustering, and visitor response scoring.



# Realize the benefits of holistic digital marketing

## Realize the benefits of holistic digital marketing

Best-run companies no longer sell just products and services. They sell experiences. And customers expect a relevant, consistent, and pleasant experience whether they visit a physical store, buy online, or engage with a brand in social media.

The SAP solutions integrate with the SAP HANA® platform, SAP hybris B2B Commerce, and SAP hybris B2C Commerce to bring all you need to target segments, optimize experiences, and chart marketing success across all channels. You can combine customer demographics with transactional data from orders,

call-center records, and payments to create a single holistic view of customer activity. You can deepen customer relationships and unify the shopping experience across touch points to build brand loyalty and reduce service costs.

You can use powerful embedded analytics to get from data to insight faster than ever to identify and explore high-value opportunities anywhere they arise. And since even real-time response may not be fast enough, you can supercharge enterprise analytics to help predict customer behavior ahead of time.



SAP solutions can help you capture a healthy share of the trillions of dollars spent in e-commerce each year.





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**Quick Facts**

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**Summary**

Customers now use handheld and mobile devices to interact with businesses wherever and whenever they want, whether to research, browse, or buy. Marketing efforts must focus on creating immersive experiences that capture and retain the mind share of target customers. SAP® solutions harness industry-leading functionality to help you meet that challenge.

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**Objectives**

- Create a compelling omnichannel presence
- Engage customers with relevant, personalized content at the right time
- Heighten engagement through A/B comparison testing and rules-based targeting
- Continuously improve and refine the user experience for maximum conversion and retention
- Rigorously measure and analyze responses and interactions

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**Solution**

- Adobe Experience Manager solution from SAP for intelligent digital asset delivery
- Adobe Target solution from SAP for segmentation and targeting
- Adobe Analytics solution from SAP for analysis across channels
- Integration with the SAP hybris B2B Commerce and SAP hybris B2C Commerce solutions for managing omnichannel commerce

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**Benefits**

- Test and target content to find the best fit
- Manage digital assets cost-effectively from creation to delivery
- Gain deep insight to optimize each customer experience
- Maintain holistic visibility and increase revenue

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**Learn more**

To learn more, visit us at [www.sap.com/solution/lob/marketing/software/adobe-marketing/index.html](http://www.sap.com/solution/lob/marketing/software/adobe-marketing/index.html).



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