

# Inform and Influence Consumers at the Point of Decision



## Quick Facts

### Summary

With the SAP® Precision Marketing solution, you can foster richer, more profitable consumer relationships by providing consumers with personalized offers and content in real time as they shop. Combining consumer data from back-end systems, real-time data about their current shopping trip, and data about stock levels and promotions, the software allows you to deliver highly targeted content and offers across multiple channels. Consumer response data helps you optimize future offers and campaigns.

### Business Challenges

- Rising consumer expectations for service and value
- Difficulty collecting rich consumer data and acting on it in a timely fashion
- Pressure to increase efficiency of marketing and promotions spending

### Key Features

- **Complete view of the consumer** – Create complete, dynamic views of consumers by combining information stored in back-end systems with real-time data gathered from consumer touch points about their current shopping context
- **Real-time, one-to-one targeting** – Deliver targeted offers and content, based on this full understanding of the consumer, that are optimized in real time on a one-to-one basis
- **Rich data on consumer behavior and offer performance** – Collect data on consumer behavior and performance of offers in real time, and analyze it at any moment, at any level of detail, to optimize marketing campaigns

### Business Benefits

- **Increase consumer satisfaction and loyalty** by offering consumers highly personalized shopping experiences that help them save time, save money, and find the products that are right for them
- **Grow revenue and market share** by influencing consumer behavior at the point of decision to improve offer conversion rates and drive larger basket sizes
- **Maximize return on marketing investments** by gathering valuable data about consumer behavior and offer performance to help optimize marketing campaigns

### For More Information

Contact your SAP sales representative, or visit us online at [www.sap.com/precisionmarketing](http://www.sap.com/precisionmarketing).

It's Sunday morning and Marie's visiting the grocery store to pick up some things for breakfast. As she enters the store, she opens an app on her phone. The app greets her and immediately pulls up the shopping list she created last night on the Web. At a glance, Marie can see all the items she needs to pick up – but **she also sees much more.**

The app lets her know, for example, that there's a "Buy 2, Get 1 Free" offer for the cereal on her list. It shows she's qualified for a special discount on an organic yogurt she's been wanting to try. And it suggests that if she's picking up coffee, the creamer she likes also happens to be on sale.

Marie decides to buy the creamer, remembering she's running low at home, and picks up the yogurt because it's worth trying something new – and healthier – when it's at such a great price. She leaves feeling great about her visit **and** about your store. As a retailer, you've made her trip to the market better by saving her time and money and helping her find the right products for her family. At the same time, you've increased the size of Marie's basket and provided the kind of personalized experience that inspires lasting consumer loyalty.

But how did you do it? With the SAP® Precision Marketing solution. When Marie opens your store's mobile application, you're able to see things like her location, the time of day, and the day of the week. You're able to connect this information with data in your back-end systems about her demographic profile, purchase history, and your store's inventory levels. And you're able to use all this information to personalize offers in real time – just for Marie – and put them in the palm of her hand, just as she's ready to shop.

### PUTTING THE CONSUMER FIRST

Not too long ago, this type of real-time, personalized interaction between a retailer and consumer would have seemed like science fiction. Today, it's not only quickly becoming reality – it's quickly becoming expected. Consumers' vast experiences using the Web and mobile applications have fundamentally altered their expectations about marketing and service. They now expect retailers to be able to give them real-time access to information as they shop, offer highly personalized experiences, provide instant gratification, and create experiences with a strong social dimension. At the same time, they demand maximum value – which technology has made easier than ever for consumers to compare between one retailer and the next.

SAP can help you meet and exceed these expectations with SAP Precision Marketing, a new cloud-based solution powered by the SAP HANA® platform, an in-memory computing platform that allows you to draw real-time insights from massive volumes of data. The solution helps you bring together the consumer and store-level data currently trapped in disparate back-end systems and combine it with real-time information about each consumer's current shopping trip. It then enables you to leverage this data to deliver highly personalized offers and

content to your consumers in real time. Your consumers will get the uniquely tailored shopping experiences they want, and you'll get the opportunity to inform and influence their purchases, right as they're shopping in your store.

### See the Whole Picture

Most retailers have massive volumes of consumer data they can use to understand what consumers have done in the past. But to meet evolving consumer expectations, retailers need to anticipate what each consumer will want to do next. To do this, you need to contextualize what you know about a consumer's past behavior with real-time information about where, when, for what, and in what channel that individual is shopping right now.

SAP Precision Marketing helps you do this by extracting data from SAP and non-SAP software systems (such as customer relationship management profiles, preferences, purchase history, and past responses to promotions) and joining it with real-time information received from consumer interactions. These interactions may be with a mobile application, Web site, in-store kiosk, or other consumer touch point. By combining this data, you have a complete, dynamic view of the consumer that helps you tailor a shopping experience to meet each person's unique needs.

### Deliver Targeted Offers in Real Time

Having all of the information in the world about your consumers, though, won't help you market more effectively if you can't act on the information quickly enough. Speed is critical to success. Leveraging the power of the in-memory technology of SAP HANA, SAP Precision Marketing gives you not only a complete view of each

consumer in real time but also a way to generate and deliver a targeted list of offers and content – optimized for each individual consumer – instantly. As a result, you can reach consumers with personalized content when it matters most – at the point of decision – whether they're in your store, on your Web site, or browsing using a mobile application.

From a marketing perspective, the possibilities available to you are endless. For example, you can:

- Deliver **more personalized, more timely offers** that increase offer conversion rates
- Create opportunities to **up-sell and cross-sell**
- Design offers that **encourage repeat purchases** or repeat visits
- **Drive consumers to action in specific channels** by creating offers, for example, that must be activated online or redeemed at an in-store kiosk

And as consumers shop, SAP Precision Marketing collects information about their interactions with you and monitors which offers they accept or reject. Adaptive self-learning technology built into the solution uses this data to continuously refine offer targeting. As consumers'

shopping experiences become increasingly personalized, you'll see long-term improvements in offer conversion rates and average basket size, as well as greater customer satisfaction and loyalty.

#### **Access Valuable Data to Optimize Campaigns**

Just as SAP Precision Marketing can use the rich data it collects to refine the offers it delivers to each consumer, you can use it – looking across all your consumers or at any level of detail – to optimize your marketing campaigns. Your team will be able to fine-tune campaigns to maximize returns on marketing investments, drive down the cost of customer acquisition, and increase customer retention.

You'll get brand-new insight into "who's shopping, when, where, and for what" and be able to identify patterns in how consumers are interacting with your company across multiple touch points. You'll be able to monitor and analyze offer performance in real time and drill down into the data by product, region, store, segment, and more. And you can customize Web-based dashboards for different business users so the right people can see when campaigns are going well – and take swift action when they're not.

#### **KEY BENEFITS**

With SAP Precision Marketing, you can get closer to your consumers than ever before by creating real-time, one-to-one connections that help you:


- **Increase consumer satisfaction and loyalty** by offering consumers highly personalized shopping experiences that help them save time, save money, and find the products that are right for them
- **Grow revenue and market share** by influencing consumer behavior at the point of decision to improve offer conversion rates and drive larger basket sizes
- **Maximize return on marketing investment** by gathering valuable data about consumer behavior and offer performance to help optimize marketing campaigns

#### **LEARN MORE**

Do you want the power to reach consumers with just the right message – right when they're ready to make a purchase? Are you ready to take the data you have and start using it to deliver the experiences your consumers want? Then take the first step and contact your SAP sales representative, or visit us online at [www.sap.com/precisionmarketing](http://www.sap.com/precisionmarketing).

Consumers' **vast experiences using the Web and mobile applications** have fundamentally altered their expectations about marketing and service.





[www.sap.com/contactsap](http://www.sap.com/contactsap)

**CMP18684 (13/05)**

© 2013 SAP AG or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP AG. The information contained herein may be changed without prior notice.

Some software products marketed by SAP AG and its distributors contain proprietary software components of other software vendors. National product specifications may vary.

These materials are provided by SAP AG and its affiliated companies ("SAP Group") for informational purposes only, without representation or warranty of any kind, and SAP Group shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP Group products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and other countries.

Please see

<http://www.sap.com/corporate-en/legal/copyright/index.epx#trademark> for additional trademark information and notices.



The Best-Run Businesses Run SAP™