The problem is that the human model doesn’t scale. Companies have invested heavily in digital solutions to attract, convert, and retain customers. However, these marketing solutions can’t deliver the same personal finesse that their human counterparts can provide.

Until now. The hybris Marketing suite is a game changing marketing solution that enables individualized contextual marketing on an unlimited scale.

People are intuitive. A shop owner can meet a customer and immediately observe both explicit and implicit cues that signal that person’s intent. What are they shopping for? Do they seem eager? Hesitant? Concerned? The shop owner then offers assistance based on the clues gathered from the situation – whether it’s an opinion, an alternative, or an incentive to nudge them into making a purchase decision.

The suite draws on a deep pool of customer data – from past purchases, propensity scores to real-time implicit signals such as real-time browsing behavior – to identify each customer’s unique intent. Based on this real-time customer context, the hybris Marketing suite delivers highly engaging content and interactions across channels to drive both growth and customer loyalty.
WHAT IS CONTEXTUAL MARKETING?

As consumers ourselves, we all know that many personalized marketing efforts today fall short. Just check your email inbox or your next online interaction. Look closely at some of those personalized marketing efforts, you will see that its not really engaging, because the marketers are lacking real-time insights into each individual customers at the moment of the interaction. Contextual Marketing is the next evolution of “personalized” marketing.

**Contextual Marketing is the next evolution of “personalized” marketing. It blends together three types of customer information together:**

- **Past interactions**
  - Purchases, campaigns, orders, etc

- **Propensity scores**
  - Cross/upsell, retention

- The customer’s “in-the-moment” intentions.

Then based on this real-time insight you can develop the full context of the customer at the point of engagement. And next decide on the best action (offer, promotion, or a reminder) based on the business objective of the organization. And learn from customer responses, incorporate the learning to make the next contextual marketing opportunity more relevant.

The hybris Marketing suite enables organizations to gain real-time **INSIGHT** into customer intent, to deliver contextually engaging **EXPERIENCES**, and to market with speed and **AGILITY**. The key products of the hybris Marketing suite is classified into the following three catagories.
The hybris Marketing suite is fundamentally different, and will change the way that marketers engage with customers.

INSIGHT
- hybris Marketing Data Management
- hybris Marketing Segmentation
- hybris Marketing Recommendation

EXPERIENCE
- hybris Marketing Conversion
- hybris Marketing Acquisition
- hybris Marketing Loyalty

AGILITY
- hybris Marketing Planning
- hybris Marketing Orchestration
- hybris Marketing Insights
GAIN REAL-TIME INSIGHTS INTO CUSTOMER INTENTS

To successfully engage with today’s customers you need more than just the view of a customer’s past interaction information. You need ‘in-the-moment’ customer insights to truly understand their motivations and plans. The hybris Marketing suite allows marketers to blend both explicit and implicit customer behavior information to determine each customer’s actual intent. With these real-time insights, marketers can target proactively and deliver individualized experiences that will help increase conversions and profits for your business.

**hybris Marketing provides the following advanced analytical capabilities:**

**hybris Marketing Data Management**
Capitalize on continuously enriched profiles from all interactions and sources to track context, interests and predictions for a real-time 360° customer view. Understand your known as well as unknown customers in real-time. Visually analyze customer behavior patterns.

**hybris Marketing Segmentation**
Access high performance customer segmentation with insightful visualization and exploration tools to slice and dice data on the fly. Use the waterfall user interface with a rich set of targeting operations to build complex segmentation trees with ease.

**hybris Marketing Recommendations**
Leverage predictive analytics to obtain context-relevant, intelligent recommendations based on each customer’s previous purchasing behavior in real-time. Benefit from self-learning models which optimize the recommendations to the best offers. Increase conversion rates and average sales order size by cross-selling and up-selling.

→ See next page: Screenshots of hybris Marketing products
hybris Marketing Segmentation

Discover new insights and easily leverage predictive analytics to optimize targeting and segmentation.

hybris Marketing Data Management

Blend together social and transactional data in one centralized view.

→ See next page: Delivering Contextually Relevant Experiences
DELIVER CONTEXTUALLY RELEVANT CUSTOMER EXPERIENCES

Successful customer engagement should be proactive, tapping into the emotional drivers behind the buying process and delivering contextually relevant customer experiences. The hybris Marketing suite provides the ‘in-the-moment’ context of every customer so that you can deliver the best offers and messages that will delight your customers.

For example:

**hybris Marketing Conversion**
Leverage online browsing behaviors and purchase intent to retarget your customers and make it easy for them to convert. For instance, send an email reminder to a customer that abandons a shopping cart with an option to return to complete the purchase with one click. Or deliver display ads based on recently viewed content.

**hybris Marketing Acquisition**
Plan and execute personalized and targeted multi-touch campaigns through email, SMS, direct mail, and others channels. Receive aggregated campaign performance information as well as detailed analytics at individual engagement levels.

**hybris Marketing Loyalty**
Create multichannel loyalty programs that transform points and rewards into true customer loyalty. Improve the customer retention rates and increase customer lifetime values. Encourage brand advocacy and referrals.

→ See next page: The Buying Journey
Delight your customers with relevant customer experiences throughout the customer journey.
In today’s dynamic market environment, your organization needs to react quickly to capitalize on opportunities before they disappear. The hybris Marketing suite helps you identify opportunities, make real-time budget adjustments, manage the marketing calendar, and align your resources. Optimize your marketing with increased visibility into marketing plans, processes and outcomes, and collaboration better across the entire organization.

For example, you can run applications such as:

<table>
<thead>
<tr>
<th>hybris Marketing Planning</th>
<th>hybris Marketing Orchestration</th>
<th>hybris Marketing Insights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Align your marketing organization with</td>
<td>Orchestrate customer engagements throughout the</td>
<td>Gain a real-time understanding into your marketing</td>
</tr>
<tr>
<td>transparent marketing plans. Manage the</td>
<td>customer journey. Plan customer engagements based on</td>
<td>performances with a management dashboard that</td>
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<tr>
<td>complete budgeting process, and gain</td>
<td>channels, customers and content, to deliver relevant</td>
<td>shows all relevant marketing KPIs across the</td>
</tr>
<tr>
<td>insights into real-time budgets and expenses.</td>
<td>interactions for both inbound and outbound engagements.</td>
<td>organization. Quickly identify opportunities</td>
</tr>
<tr>
<td>Manage campaigns from a single calendar view</td>
<td>Optimize contact strategies across channels and</td>
<td>and drill down to discover key insights on</td>
</tr>
<tr>
<td>of all relevant marketing activities. Keep</td>
<td>content to reduce customer fatigue and to optimize</td>
<td>segments, products, channels, budgets,</td>
</tr>
<tr>
<td>track of key marketing performance metrics.</td>
<td>budgets.</td>
<td>campaigns and assets.</td>
</tr>
</tbody>
</table>

→ See next page:
Align, optimize & react
Align your marketing organization, optimize your resources, and react quickly to market opportunities.
hybris Marketing Planning
Make informed investment decisions based on real-time budget and expense information.

See next page: Bring it all together with an Integrated Marketing Foundation
BRING IT ALL TOGETHER WITH AN INTEGRATED MARKETING PLATFORM

The hybris Marketing suite is built on top of single technology foundation; that is fully integrated. It allows you to develop a unified view of your customer through services like data integration and data quality capabilities. It enables organizations to fully adhere to the strictest data privacy regulations. It can blend both structured and unstructured data and manage anonymous customers.

The hybris Marketing suite extends key marketing business processes with standard out-of-the-box integrations with hybris Commerce Suite, and other SAP applications. With native access to advanced analytics such as predictive models, text analysis, and other data mining capabilities so you can gain deep customer insights.

Finally as part of the platform you get prebuilt integrations to select partner’s marketing technology solutions, enabling marketers to easily extend your marketing capabilities. And the hybris Marketing suite provides fully open application programming interfaces (API) and flexible architecture that enable integrations with 3rd party systems so that it can co-exist with existing technology investments.

Profit from open APIs and the flexible hybris architecture to easily extend marketing capabilities.
Consolidate multiple applications by replacing them with one robust, open marketing foundation that integrates and works with other marketing software.
ELEVATE YOUR MARKETING
WITH CONTEXTUAL MARKETING

The hybris Marketing suite pulls together all relevant customer data – from historical interactions to current online browsing insights – to identify each customer’s unique intent. Based on that understanding, the hybris Marketing suite delivers highly engaging content and interactions across channels to increase both customer demand and satisfaction. Understand performances of all marketing activities to optimally plan resources and drive customer engagements that will increase brand advocacy and growth.

This marketing solution can help you:

- Develop an enriched customer view for each individual customer, and manage both unknown customers and prospects.
- Increase customer engagements with real-time insights into customer intentions and motivations.
- Drive more customer conversions with contextually relevant content and remarketing offers.
- React quickly to market opportunities and market less but more effectively. Enable real-time marketing with increased marketing transparency and internal collaboration.
Transform your marketing organization to deliver contextual marketing that’s truly real-time one-to-one.
The hybris Marketing suite is the next generation marketing technology foundation that enables marketers to successfully engage with today’s customers with individualized offering. Understand the full context of individual customers, including real-time information, to deliver unique experiences at every stage of the customer journey. React quickly to opportunities with alignment and increased visibility of marketing activities. Choose from a wide range of capabilities that will help you to increase customer conversions, drive growth, and increase brand advocacy.

**Objectives**

- Gain real-time insights into customer intent
- Deliver contextually relevant customer experiences
- Market with speed and agility
- Use a marketing technology foundation that can easily fit into any environment and grow with the business
- Choose deployment options

**Solutions**

- Blend together both structured and unstructured data, including implicit and explicit customer behavior into one unified view
- Execute individualized 1:1 marketing offers and promotions based on real-time intent and make it simple for customer conversions
- Align your marketing organization with increased collaboration and real-time insights
- Get a single integrated marketing platform with open APIs and flexible architecture, prebuilt integrations with hybris Commerce Suite, SAP software, and select best of breed marketing technology providers
- Delivered on premise, or cloud

**Benefits**

- Delight customers leveraging deep insights to deliver more relevant customer experiences across the organization
- Drive customer conversions to capitalize on buying emotions at the right moments
- Do more with less, optimize marketing resources to maximize the marketing ROI
- Lower costs and complexity in managing integrations between systems. Easy integrations with existing 3rd party systems
- Gain flexibility in choosing the best deployment options

To find out more, call your hybris representative today or visit us online at www.hybris.com/marketing
About hybris software

hybris software, an SAP company, provides omni-channel customer engagement and commerce solutions that allow organizations to build up a contextual understanding of their customers in real-time, deliver a more impactful, relevant customer experience and sell more goods, services and digital content across every touch point, channel and device. Through its state-of-the-art customer data management, context driven marketing tools and unified commerce processes, hybris has helped some of the world’s leading organizations including 3M, ASICS, Bridgestone, EE, Galeries Lafayette, Johnson & Johnson, Levi Strauss & Co, Nestlé, Nespresso, Nikon, Rexel, Samsung Electronics, Ted Baker, Tommy Bahama and W.W. Grainger, to attract, retain, and grow a profitable customer base. hybris Commerce Suite and hybris Marketing sit right at the heart of SAP’s customer engagement and commerce (CEC) suite of solutions, alongside SAP® Cloud for Sales, SAP Cloud for Service and SAP CRM. These provide organizations with the foundation, framework and business tools to create a holistic customer view across channels, simplify customer engagement and solve complex business problems. For more information, visit www.hybris.com.

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