

## HYBRIS MARKETING

# Market to an Audience of One

Marketing is broken. As consumers, we know that many personalized efforts today fall short. Marketers need to ease these frustrations by delivering relevant experiences to each individual. **Contextual Marketing is the next evolution of “personalized” marketing.**



**Contextual Marketing** blends together customer information across multiple channels and sources:



**Past interactions:**  
Purchases, campaigns, orders etc.



**Future propensity scores:** Cross-/upsell, retention



**The customer's "in-the-moment" intentions**

Based on this real-time insight, you can develop the full context of the customer at the point of engagement to determine the best next action to engage your customer.

The hybris Marketing suite is the next generation marketing technology platform that enables marketers to successfully engage with today's customers with individualized offerings. 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.

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 categories:



## Insight

**hybris Marketing Data Management** is the foundation of the hybris Marketing suite. It helps to create full the 360 view of customer's interactions and enable scoring them according to their implicit and explicit behavior across all channels.

**hybris Marketing Recommendation** delivers timely and highly relevant recommendations to your customers. Translate customer interest into conversion through real-time personalized recommendations.

**hybris Marketing Segmentation** provides high-performing audience segmentation in real time, from any data source. This lets you identify the right target audience for your campaign, and personalize marketing messages across multiple channels.

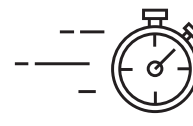


## Experience

**hybris Marketing Acquisition** lets you reach your customers wherever they are, through highly contextual engagements on the channels that matter.

**hybris Marketing Conversion** remarks to customer events in real-time. It lets you follow up with one-to-one email and ad promotions, based on an individual's behavior and interests.

**hybris Marketing Loyalty** enables organizations to create loyalty programs that deliver premium customer experience to drive true brand loyalty.



## Agility

**hybris Marketing Planning** provides full transparency into your plans and execution, making it easier for marketing teams to manage and adapt.

**hybris Marketing Orchestration** lets you seize opportunities and optimize marketing campaigns by analyzing customer journeys, budgets, permissions and customer preferences. You gain the data you need to translate real-time customer activities into action and build long-term loyalty.

**hybris Marketing Insight** provides in depth intelligence on your customers, and the closed-loop analysis you need to optimize marketing performance in real time.

## Integrated Marketing Platform

The hybris Marketing solution is built on top of SAP HANA and provides [single technology platform](#); that is fully integrated. It allows you to develop a unified view of your customer through data integration data quality capabilities. With native access to advanced analytics such as predictive models, text analysis, and other data mining capabilities so you can gain deep customer insights. It enables organizations to fully adhere to the strictest data privacy regulations. The solution can blend together both structured and unstructured data and manage known and unknown customers. [The hybris Marketing solution provides standard out-of-the box integrations with hybris Commerce Suite, SAP Cloud for Sales and other SAP applications.](#)

Finally as part of the platform you can access the prebuilt integrations to select 3rd party marketing technologies, enabling marketers to easily extend your marketing capabilities. The solution 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.

## Delight Customers and Drive Growth

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