



Machine Learning for SAP Hybris® (ML4H) - Predictive Segmentation



Function: E-Commerce, Marketing

Processes: Content personalization, targeting

Industry: Cross-industry

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Business Driver

Customer segmentation is the practice of dividing a customer base into groups of individuals that are similar in specific ways relevant to marketing, such as age, gender, interests and spending habits. However, marketers have a need to become more sophisticated with their segmentation and targeting by focusing on the right audiences. Tailoring messages towards distinct audience segment enables to create the greatest impact. Identifying the right audiences and effectively reaching out to them remains challenging.

Solution Overview

Predictive Segmentation allows you to go beyond the 'cookie cutter' customer profile. It allowed to define customer attributes directly from the data in your CRM. This allows for the creation of customized segments that capture the unique nature of the customer base. Machine Learning can be used to track user behaviour on the site and use the data to create a multitude of segments, accurately targeting various groups of users.

Features

Powered by SAP S/4HANA®

- ✓ Is part of SAP Leonardo®
- ✓ Based on SAP® PAL library and SAP HANA® platform

Integrated with SAP Hybris® Marketing

- ✓ Expose product recommendation via OData for use by other systems
- ✓ SAP Hybris Marketing for personalized offers in the emails
- ✓ SAP Hybris Commerce for offers, cross/up-selling in web shop

Potential Benefits

- ✓ Increase return on marketing investment (ROMI)
- ✓ Improve customer experience with more precise targeting
- ✓ Gain insight into customer behavior and preferences
- ✓ Study the evolution of current customers demands



Machine Learning

- Studying and gathering user data
- Formulating predictive models



Core SAP

- SAP S/4HANA
- SAP Hybris Commerce
- SAP Hybris Marketing



Analytics

- Study probability of buying certain products
- Study probability of user interest
- Study user profile