



Machine Learning for Customer (ML4C) - What-If Analysis & Targeted Marketing Automation



Function: Customer Relationship Management

Processes: Marketing, E-Commerce, Customer Service, Customer Lifetime Value

Industry: Consumer & Industrial Products (C&IP) - Retail, Wholesale & Distribution; C&IP – Cross-industry

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Business Driver

Experience and tenure enables marketing executives to create and launch compelling marketing campaigns. Machine learning models, however, can automate the time-consuming process of creating marketing campaigns for customer segments and provide a level of precision that maximizes profitability. What-if analysis capabilities enables marketing executives to predict the outcomes of launching campaigns generated by the machine learning models or with modifications entered by the user.

Solution Overview

Sales order data and social media activity stream into the SAP® Cloud Platform where machine learning models automate customer segmentation and send these segments to SAP® Hybris® Marketing. Machine learning capabilities in Hybris Marketing generate personalized marketing campaigns for the customer segments.

Features

Automate Insights from Complex Data

- ✓ What-if analysis of sales impact from launching marketing campaigns
- ✓ Smart KPIs like Key Sales Influencers
- ✓ Dynamic customer grouping and segmentations

Generate Personalized Marketing Campaigns

- ✓ Marketing campaign creation and broadcasting
- ✓ Precise personalization of product promotions

Potential Benefits

- ✓ Smarter and faster decision making
- ✓ Automated marketing campaign
- ✓ Targeted marketing campaign
- ✓ Better utilization of marketing resources



Machine Learning

- Smart Data Streaming
- Business Services for YaaS



Core SAP

- SAP Cloud Platform
- SAP® Hybris® Commerce
- SAP Hybris Marketing
- SAP S/4HANA® Cloud



Analytics

- SAP® UI5 Cloud Application
- SAP® Analytics Cloud



Data Intelligence

- SAP® Automated Predictive Library
- SAP® Predictive Analysis Library
- SAP® Predictive Service