

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

Business Driver

The need to optimize marketing campaigns so they are

- Better targeted to the right audiences
- Created and executed with more speed and precision
- More compelling and engaging
- Profitable



Solutions Overview

What-if analysis capabilities enable marketing executives to predict the outcomes of launching machine learning-generated campaigns, or those modified by user. Sales order data and social media activity stream into the SAP® Cloud Platform where machine learning models automate segmentation and send the segments to SAP® Hybris® Marketing. This generates more personalized marketing for all segments.

Features

Automate insights from complex data

- What-if analysis of the impact on sales from marketing campaigns
- Smart KPIs like key sales influencers
- Dynamic customer grouping and segmentations

Generate personalized marketing campaigns

- Streamlined campaign creation and broadcasting
- Precise personalization of product promotions

Potential Benefits

- Smarter and faster decision-making
- Automated marketing campaign creation and execution
- More targeted marketing
- Better utilization of budget and other 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

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