

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

Function:

E-Commerce, Marketing

Processes:

Content Personalization, Targeting

Industry:

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

Business Driver

For higher-impact marketing, businesses must

- Target audiences with more precision
- Become more sophisticated in segmentation (by age, gender, interests, spending habits, etc.)
- Tailor messages toward distinct segments

Solutions Overview

Predictive segmentation allows you to go beyond the 'cookie cutter' customer profile by defining customer attributes directly from the data in your CRM. This enables the creation of customized segments that capture the unique characteristics of the customer base. Machine Learning (ML) can track user behavior on your website site, generating data to create a multitude of segments that more accurately targets various user groups.

Features

Powered by SAP S/4HANA®

- 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

- Increased return on marketing investment (ROMI)
- Improved 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
- Ascertain probability of user interest
- Optimize user profile

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