



SAP MARKETING CLOUD

# CUSTOMERS FIRST





Transparency due to a central solution for all marketing activities



Personalized and convincing addressing of sales prospects with marketing automation



Increased sales volume due to professional lead management



Many years of SAP experience of the FIS Group

**Today, sales prospects and customers use a multitude of different channels for research and product comparisons. The marketing department is responsible for providing the right information at every point of contact. Ideally, marketers are provided with an application containing all customer data. Marketing software enables the use of data for personalized campaigns and detailed analyses.**

## HOLISTIC MARKETING IN ONE TOOL

SAP Marketing Cloud enables marketing managers to administer all tasks in one system from planning and campaign management to reporting. For this purpose, all customer data is centrally available in the application. As a result, marketing managers get a 360-degree view on customers and sales prospects.

To map the marketing planning, the application clearly divides budgets and campaigns into categories. A campaign calendar gives an additional overview of individual promotions and costs.

Within the solution, users can make detailed segmentations and create individual target groups on the basis of existing

customer data. They can then use this data for campaigns and sales prospects can be contacted via different channels. Consent-based marketing is directly organized in the marketing cloud: personalized and GDPR-compliant information will be available in the right place at the right time.

A content studio has been integrated in the marketing cloud in order to simplify the designing of e-mailings, landing pages and forms. E-mailings are not only sent but can also be brought together in automated sending and nurturing chains. Trigger-based promotions are displayed in clear flowcharts that can easily be processed by the users via Drag&Drop. In this way, marketing managers build up a professional marketing automation. A software scoring enriches the customer information and identifies particularly active sales prospects. The created sales opportunities can directly be transferred to the sales and distribution department together with all the information required for successful deals.

In addition, SAP Marketing Cloud contains numerous analysis functions and clear dashboards. Consequently, both individual campaigns and the entire marketing planning can easily be analyzed and monitored.

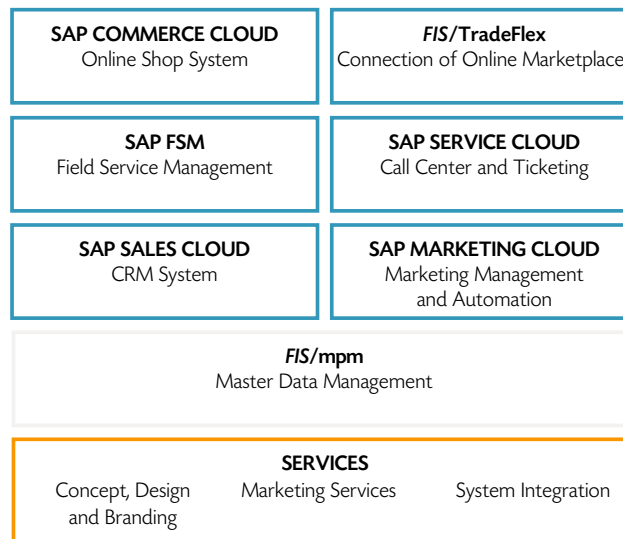
## MARKETING AND SALES DEPARTMENTS WORK HAND IN HAND

The sales and marketing departments often use different tools for their daily work. This leads to inconsistent customer data and, consequently, knowledge gaps or wrong information in both departments. Using SAP CX Suite as well as the SAP Marketing Cloud and SAP Sales Cloud applications, companies close the gap between lead generation in the marketing department and the transfer of leads to the sales team.

Marketing managers use SAP Marketing Cloud to execute campaigns in a targeted manner, generate leads and make them available to the SD team in SAP Sales Cloud. The master data of customers and sales prospects can be jointly used and maintained in both applications. As a result, marketing and sales managers always have all information available and share a common understanding of their sales prospects and buyers.

## CUSTOMER EXPERIENCE WITH THE FIS GROUP

Besides the sales cloud, SAP provides further intelligent software solutions in the C/4HANA Suite. The suite bundles applications for the marketing, sales and distribution, service and e-commerce departments. The SAP Sales Cloud solution can be amended step by step. Major advantage: All systems are integrated so that data is available across all departments and a 360 degree view of customers is possible. In addition, the sales cloud can be integrated into the SAP ERP system.



## SAP MARKETING CLOUD HIGHLIGHTS

- Marketing planning and controlling
- Dynamic contact profiles and selection of target groups
- Interfaces to Google Analytics, Google Ads, social media and SAP systems
- E-mail transmission and marketing automation
- Content studio for creating e-mailings, landing pages and forms
- Lead generation and qualification as well as transfer to the SD department

## TOGETHER WE ARE STRONG

Together, Medienwerft and FIS - two companies of the FIS Group and certified SAP partners – cover the entire range of SAP Customer Experience. They offer the all-in-one package for marketing, sales and distribution, service and e-commerce: from consulting, conception and design to technical implementation.

FIS Informationssysteme und Consulting GmbH is the roof of the FIS Group. FIS mainly focuses on individual SAP consulting and the execution of SAP projects. In the area of Customer Experience, FIS is the expert for SAP processes and their technical integration.

Medienwerft GmbH is one of the most experienced internet agencies in Germany. Its core competence is the development of e-commerce applications and digital communication concepts for brands. This makes Medienwerft an expert for UX design, e-branding and web shops.

Together, FIS and Medienwerft are strong partners for SAP and Customer Experience.

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