

The Business Value of SAP Emarsys Customer Engagement

SAP Emarsys Customer Engagement enabled interviewed organizations to attain substantial business value by empowering them to grow customer value and engagement through personalized, omnichannel campaigns at scale. With greater staff productivity, higher channel adoption, and less IT cost and reliance, IDC calculated that interviewed organizations achieved \$4.7 million per year in benefits. They attributed 17% of their revenue to their use of the SAP Emarsys Customer Engagement platform which resulted in a 22% increase in customer satisfaction.

KEY RESULTS

385%
3-year ROI

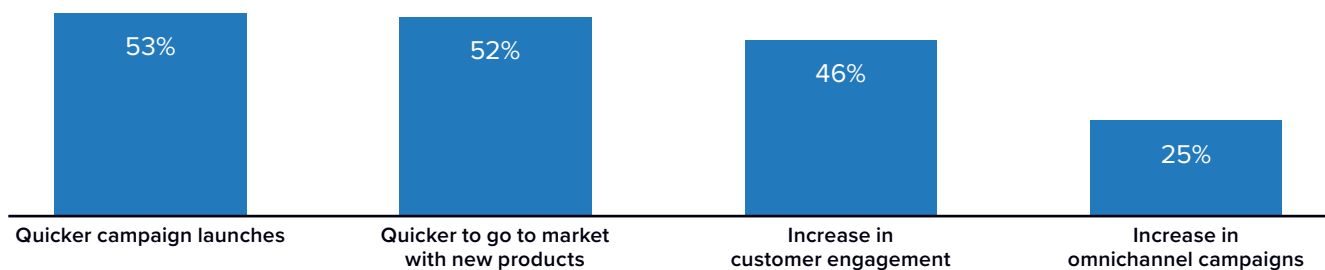
\$4.7M
per year in benefits

35%
more productive marketing teams

CUSTOMER QUOTE, RETAIL ORGANIZATION:

“The UI is so marketer friendly that marketers can use it independently, they don't need engineering help or guidance just for maintaining recurring programs or recurring send outs. Marketing only needs engineering help when implementing something new. It makes a significant difference.”

BUSINESS ENABLEMENT KPIS



CUSTOMER QUOTE, RETAIL ORGANIZATION:

“My organization has benefited from having the data in the same place. It has given us the ability to set up a campaign in 1 day compared to 1 week. Also, the number of people involved in a campaign decreased significantly when we moved to Emarsys.”

ACTIVE USER BENEFITS

35% more productive marketing teams

13% more productive data and analytics teams

11% more productive IT Operations team

31% more productive content team

34% more productive sales teams

22% more productive customer success teams