



SAP Hybris Commerce + Sprinklr Audience

SAP Hybris 

ALLOW HYBRIS COMMERCE DATA TO INFORM THE SEGMENTATION OF YOUR SOCIAL ADVERTISING, ENSURING EVERY AD DOLLAR IS MORE EFFECTIVE AND IMPROVES THE CUSTOMER EXPERIENCE.

problem

Today, there are countless ways for brands and customers to communicate with one another. Despite this increased connectivity and empowerment, many organizations don't personalize their social marketing efforts based on the actions that customers and prospects take with every available touchpoint, whether it's website, shopping cart, email, mobile app, social activity, offsite behavior or others interactions.

This lack of integration with every piece of customer data and not using it to effectively control messaging greatly impacts the customer experience, often leaving the consumer with the feeling that their favorite brand still doesn't know who they are.

The result is:

- No consistent or coordinated segmentation of their audience
- Disjointed and impersonal customer experiences
- Irrelevant ads to customers who have already taken action
- Inefficient social ad spend
- Compounded negative customer experiences due to social exposure

solution

Unite Customer Experience and Digital Marketing teams across the front office by matching your customers' purchasing data to their social touch points. Combined with social intelligence, the solution equips marketers to segment audiences so they can send the most relevant message at the right time on the right social channel, all with a personalized touch.

why SAP Hybris Commerce + Sprinklr Audience

SAVE AD SPEND WITH SUPPRESSION

- Avoid displaying ads to customers who have made a purchase, completed a call-to-action, or are irrelevant to campaign

PROSPECT MORE EFFECTIVELY

- Create an audience of your most loyal or high value customers and target a lookalike audience for prospecting.

CREATE HIGHLY RELEVANT DIRECT RESPONSE CAMPAIGNS

- Connect directly to your catalog and only expose Direct Response ads to customers who have purchased a specific product or within a category in the past, but haven't refilled within a specified time.

how we do it

With an exclusive SAP Hybris Commerce one click connector and ready-to-go Sprinklr social access, harness a mix of business and social data to build complete, insightful campaigns across all of your social channels.

- SAP Hybris Commerce captures event data in SAP Hybris Commerce Database
- SAP pushes raw event data to Sprinklr Audience engine via API
- Sprinklr allows users to create segmented custom audiences based on SAP raw event data, plus additional social demographic data
- Sprinklr matches user profiles to social accounts and places users into segmented custom audiences
- Custom audiences are now available to be used in ad campaigns on social networks using the generated segments



www.sprinklr.com

