



SAP Customer Experience

Emarsys

Customer Engagement Platform

The new, state of the art, omnichannel marketing automation solution.

James Colclough, CX Business Development Manager, KPS
April 27th, 2021

KPS

MY BACKGROUND

James Colclough



CX Business
Development Manager



E-commerce food delivery service

Spent 5 years helping grow the business with the founders

I realised there was a lot I didn't know about CX and digital



We engaged with Emarsys as a potential customer (and a few others)

Eventually I moved to Emarsys as an account manager

I helped businesses achieve more with their data

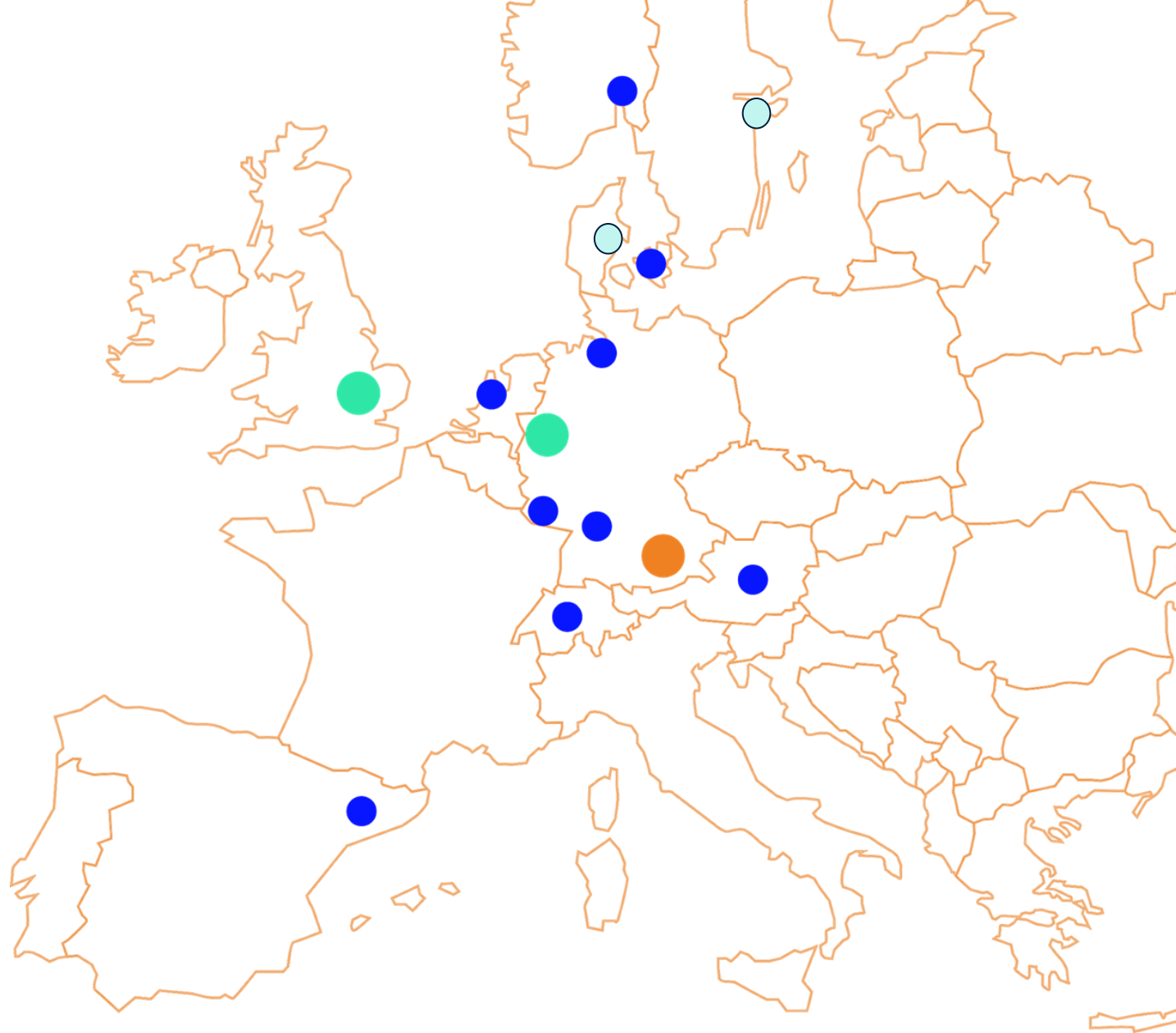


Now I work for KPS to engage with customer's about their end-to-end CX

We help businesses leap forward in their digital maturity

ABOUT KPS

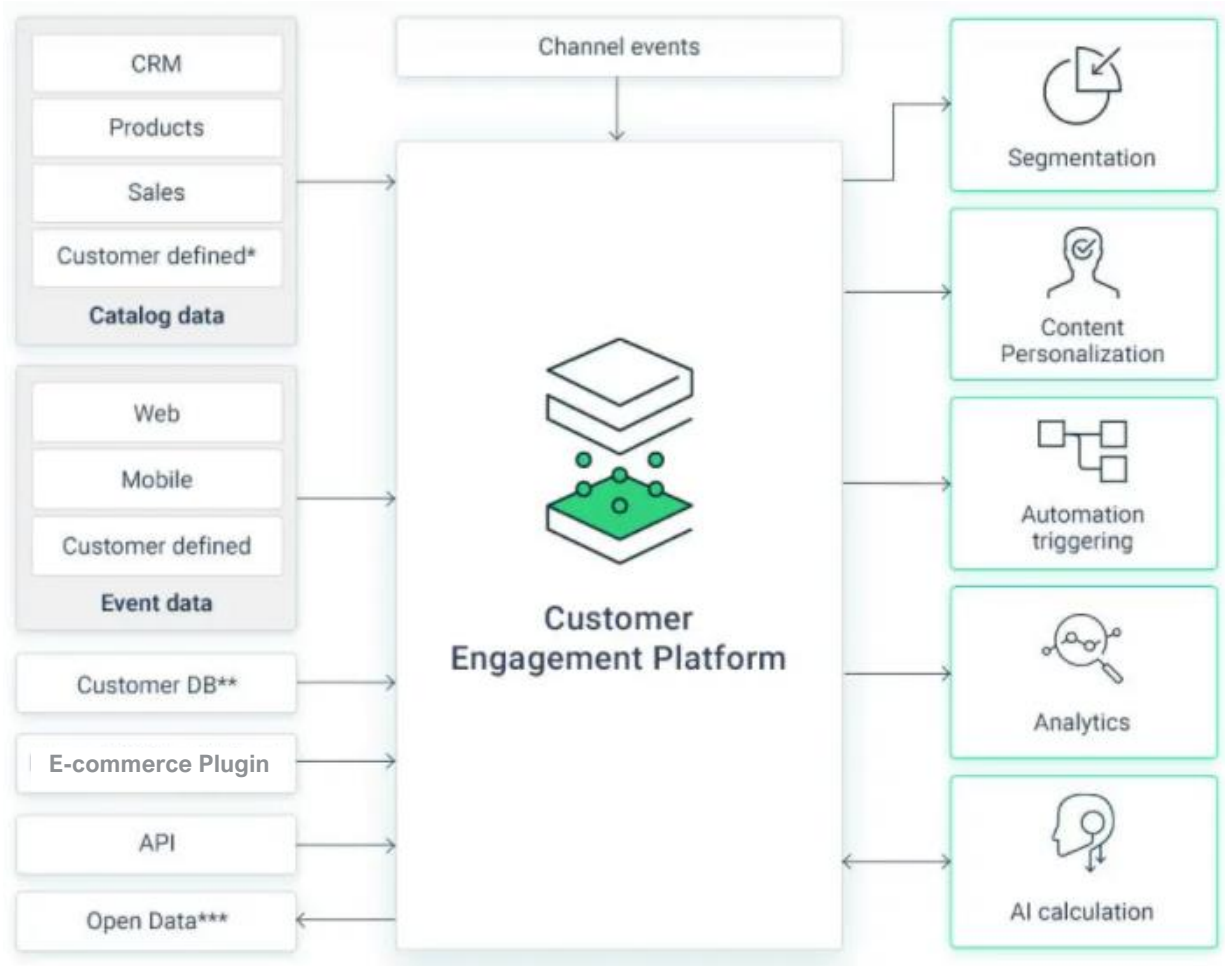
Founded	2000
Headquarters	Munich
Offices	15 Globally
Revenue	€181M
SAP consultants	1200+
SAP CX consultants	350



WHAT is Emarsys



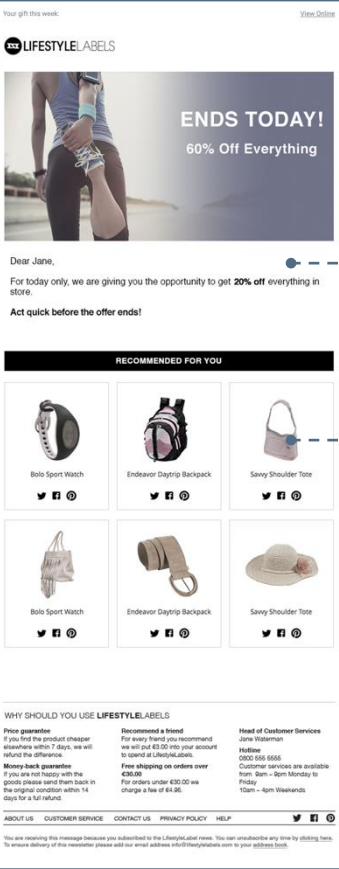
emarsys
is part of SAP



- Emarsys is a Customer Engagement Platform or "CEP".
- It ingests data from different sources and executes Marketing Campaigns.
- Delivering the right message, to the right customer at the right time.

Email - **MAR**keting - **SYS**tem

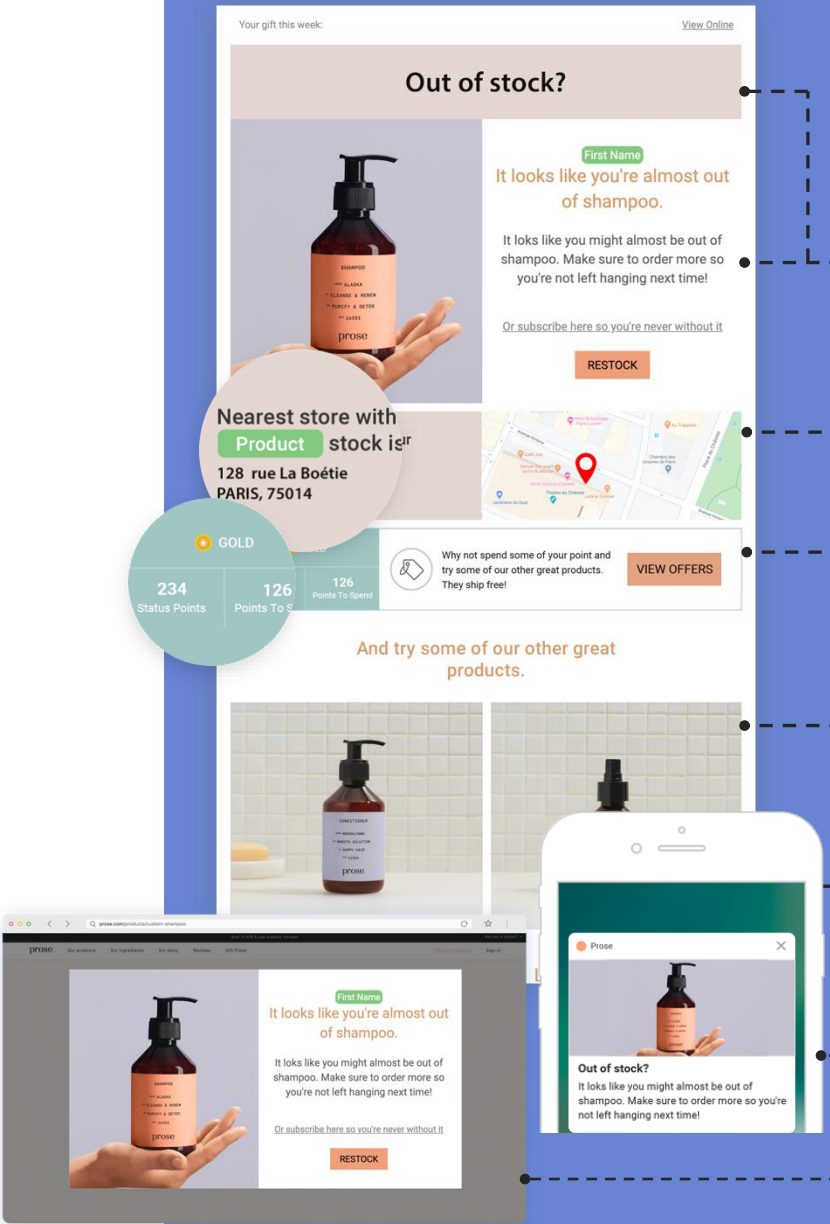
The Journey from 1-to-many to 1:1



Email 2008

Basic first name personalization

Gender based product



Omnichannel 2021

AI - replenishment prediction. STO

Geo location - nearest store with available product

Replenishment with loyalty – lifecycle churn prediction

Personalized product recommendations

Additional Channels

IN-APP

WEB CHANNEL

40%

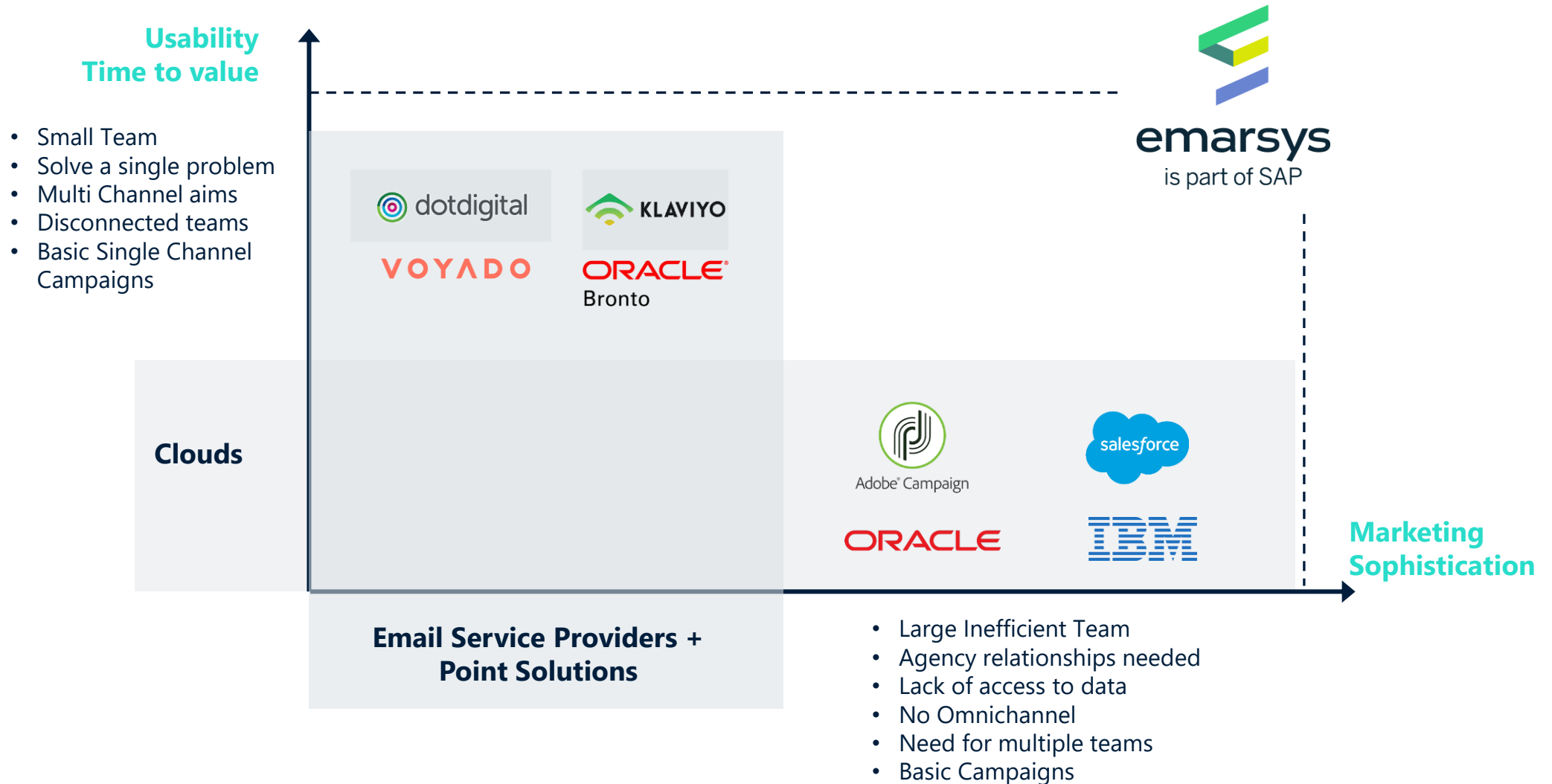
People are **40% more likely** to spend more than planned when they identify the shopping experience to be highly personalized.

EMARSYS VERTICALS

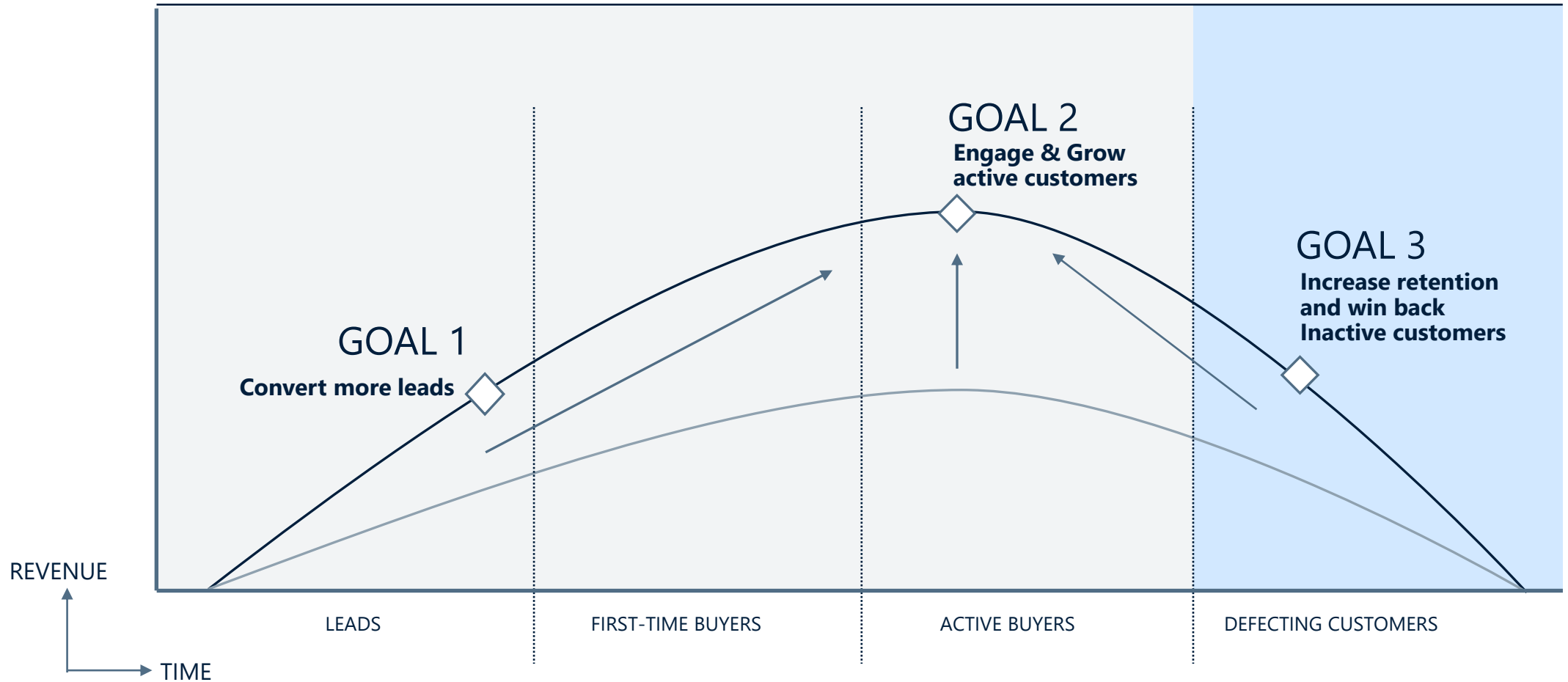
- **Industries:** Retail, Fashion, CPG, Passenger Travel & Leisure, Sports & Entertainment
- **Repeatable purchase/buying lifecycle**

RETAIL	E-COMMERCE	AIRLINE	MOBILE / APPLICATIONS	HOSPITALITY / TRAVEL	
   Filippa K   KURT GEIGER  STANCE   CHINESE LAUNDRY    THE HOME DEPOT  REISS   Lane Crawford FATFACE   KitchenAid®    BrandAlley GYMSHARK   SHEIN DiscountFilters   eleven   Tupperware®  phil&teds mymuesli See TICKETS ▲ LUISAVIAROMA.COM PRETTYLITTLETHING         easyJet  AIR NEW ZEALAND      RUNTASTIC   +Babbel    Disney MARINA BAY Sands SINGAPORE The Restaurant Group plc  BRITANNIA HOTELS  ACCOR HOTELS Feel Welcome   KUONI IHG®  TRAVELIST  <tr><td colspan="5"> CROSS INDUSTRY                            </td></tr>	CROSS INDUSTRY                           				
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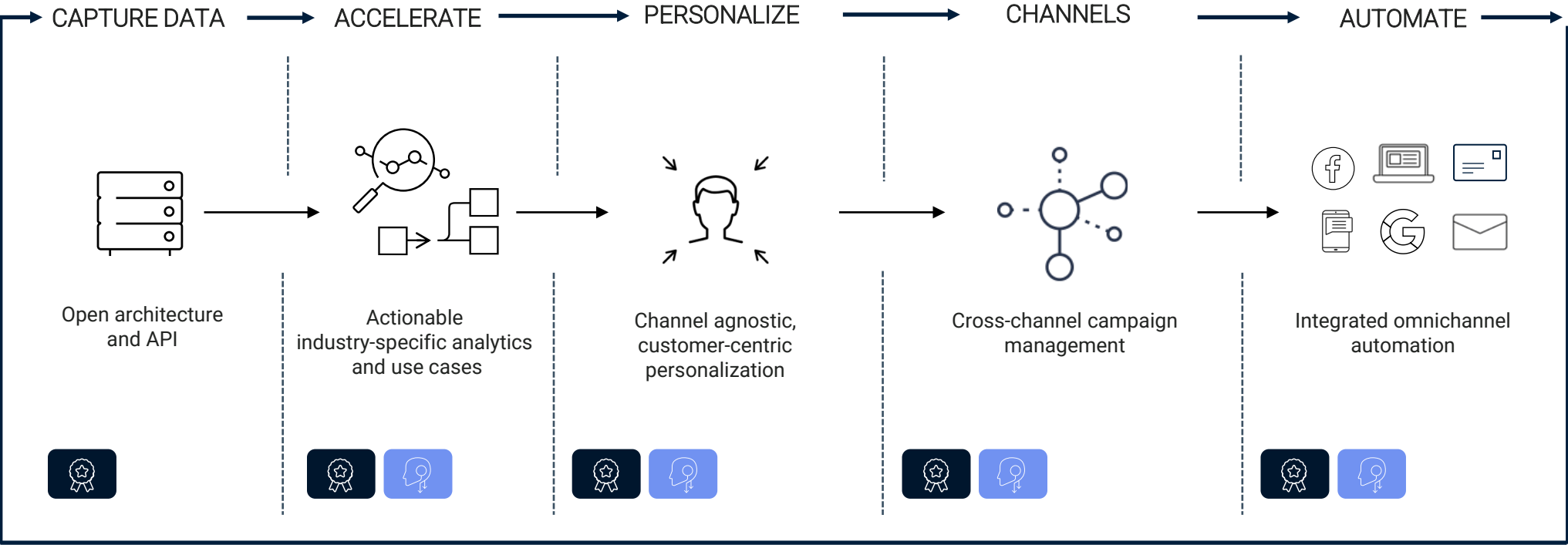
Position in the market



Lifetime Value Methodology



What makes Emarsys different



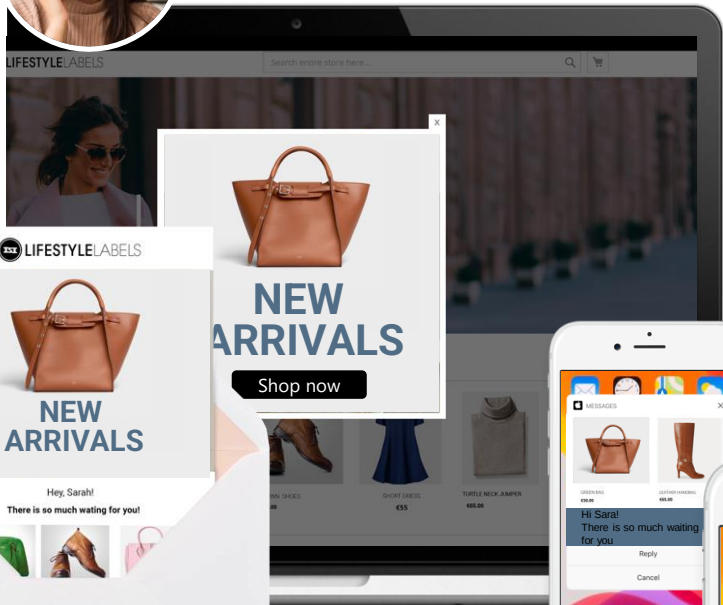
Fuelled by marketer-friendly AI 

Enhanced with fully Integrated Loyalty 

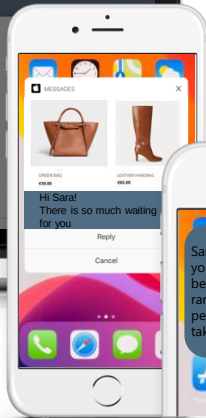
Personalize for the Customer First



Deliver hyper personalized experiences enabling commerce everywhere



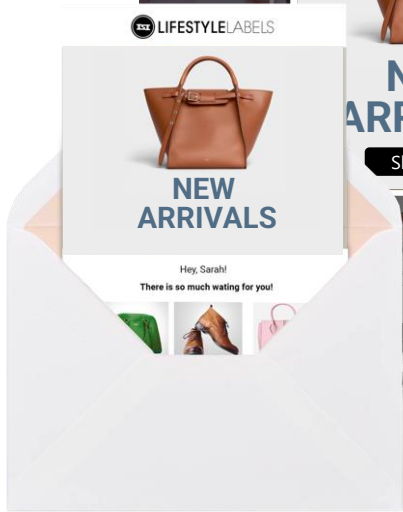
Website



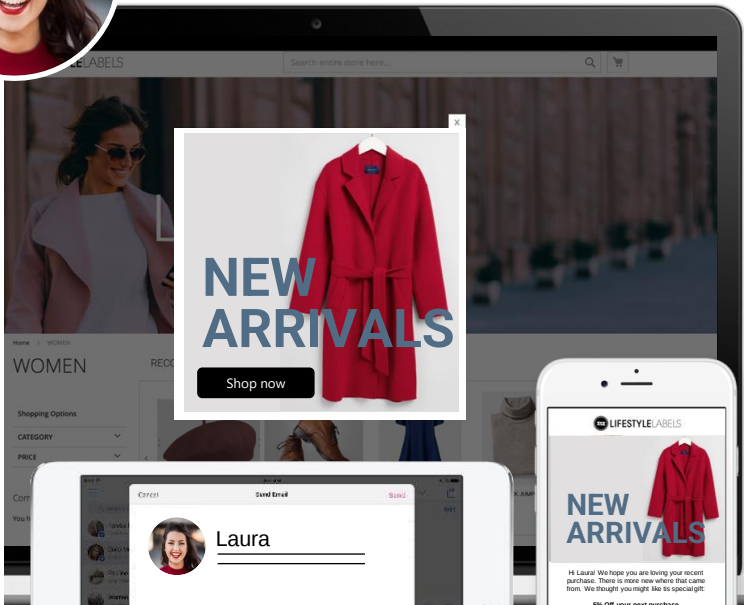
Push



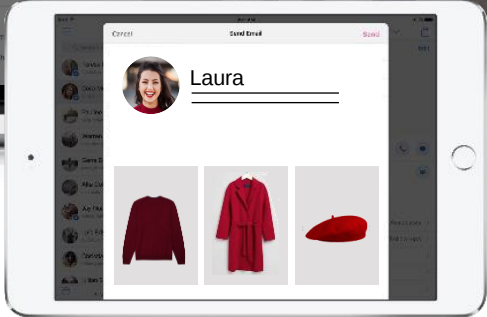
SMS



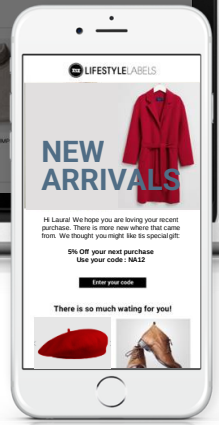
Direct mail



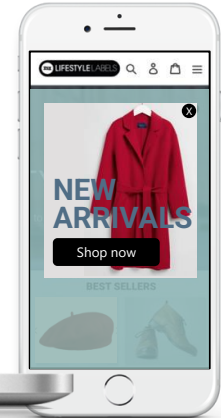
Website



Clienteling



Email



In App

PLATFORM DEMO



How Emarsys Moves the Needle



+80% YoY Revenue Growth
+53% Profitability (EBITDA)

BrandAlley

+24% Purchase Frequency

Love, Bonito

+64% New Customer Acquisition

CUE[®]

+70% Customer Lifetime Value



+48% Improvement In Customer Churn



+70% Active Customer Retention



+20% First Time to Second Purchase

Hanna Andersson

+70% New Customer Growth



+19% Average Order Value



+164% Revenue Growth



+62% Purchase Frequency

+13% Average Order Value

trilab
hair shop

+200% Active Database Growth

Tupperware[®]

5x-7x Email Revenue Growth



+110% Automation Revenue

LUISAVIAROMA

+37% Post-Purchase Campaign Conversions

THANK YOU

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KPS

