



Keynote Presentation **[Omnichannel Marketing]** The Power of AI in Omnichannel Marketing: How to Use & Implement it Successfully



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The Power of AI in Omnichannel Marketing: How to Use & Implement it Successfully

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Enterprise Account Executive



Marketers need an intelligent, channel-focused solution



Omnichannel personalization
is a business requirement

50%

of marketing budget spent
on omnichannel initiatives
reported by 42% of
retail executives

Source: Loyal Guru



Adoption of AI is critical to
business growth

122%

increase in cash flow by 2030 for
companies that fully absorb AI in
their operations

Source: McKinsey Global Institute



Continued growth and
complexity in marketing technology
ecosystems

91

martech tools used by
the average enterprise

Source: Chiefmartec.com

AI will power the next generation of winners

Unfortunately, your data is not AI ready



Disparate data silos



Quality and reliability issues



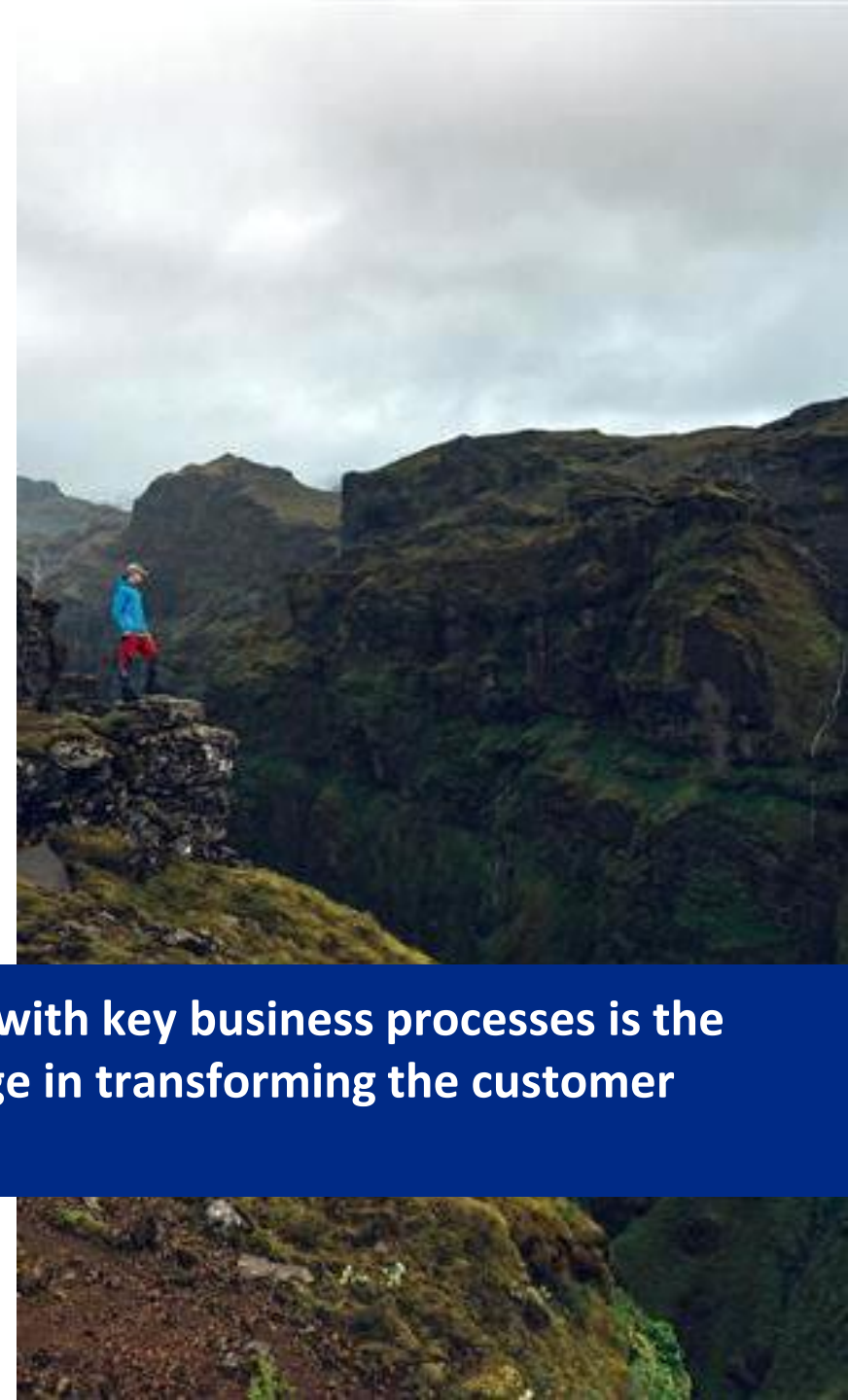
Navigating privacy, compliance, and ethics



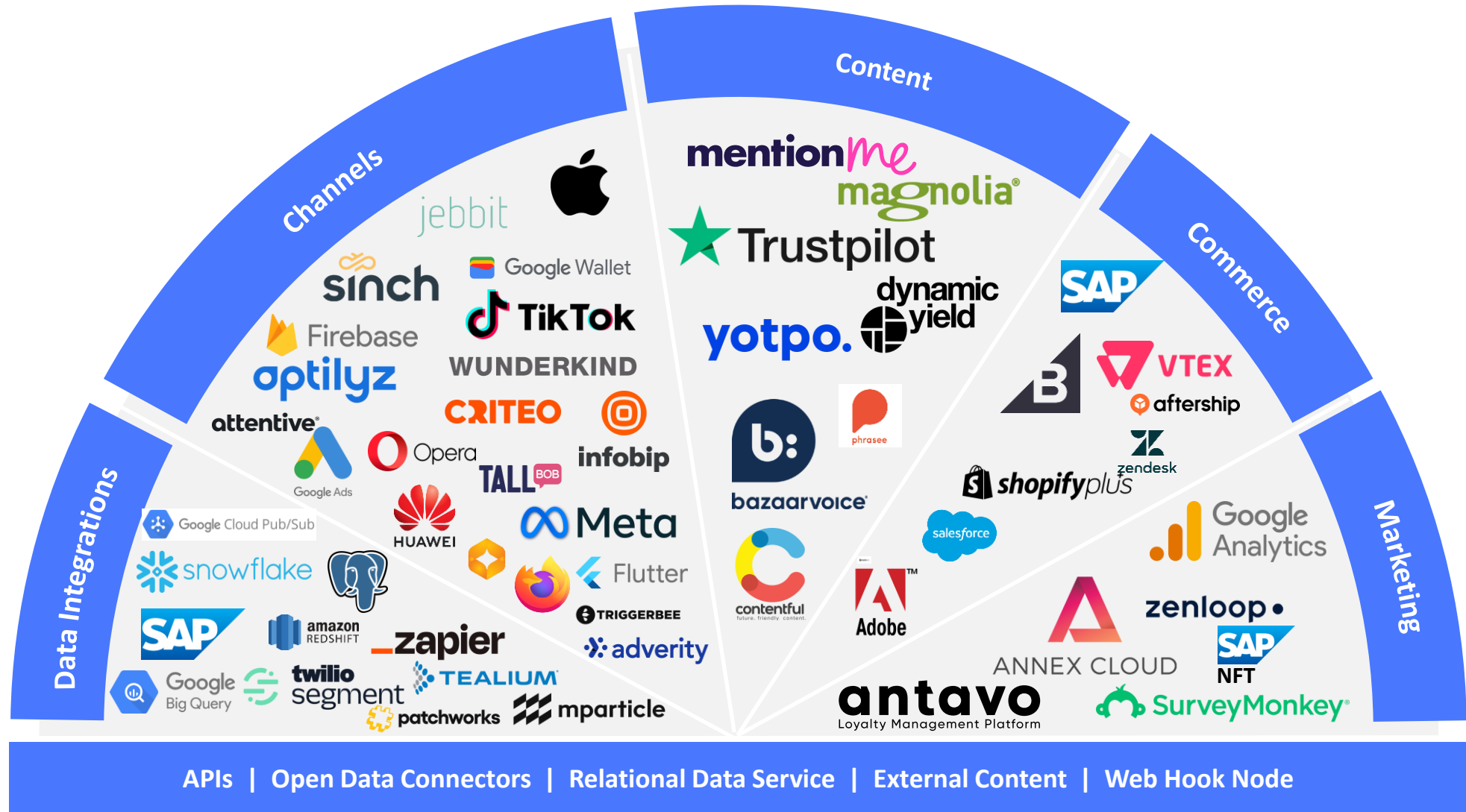
Disconnected from business processes

#1

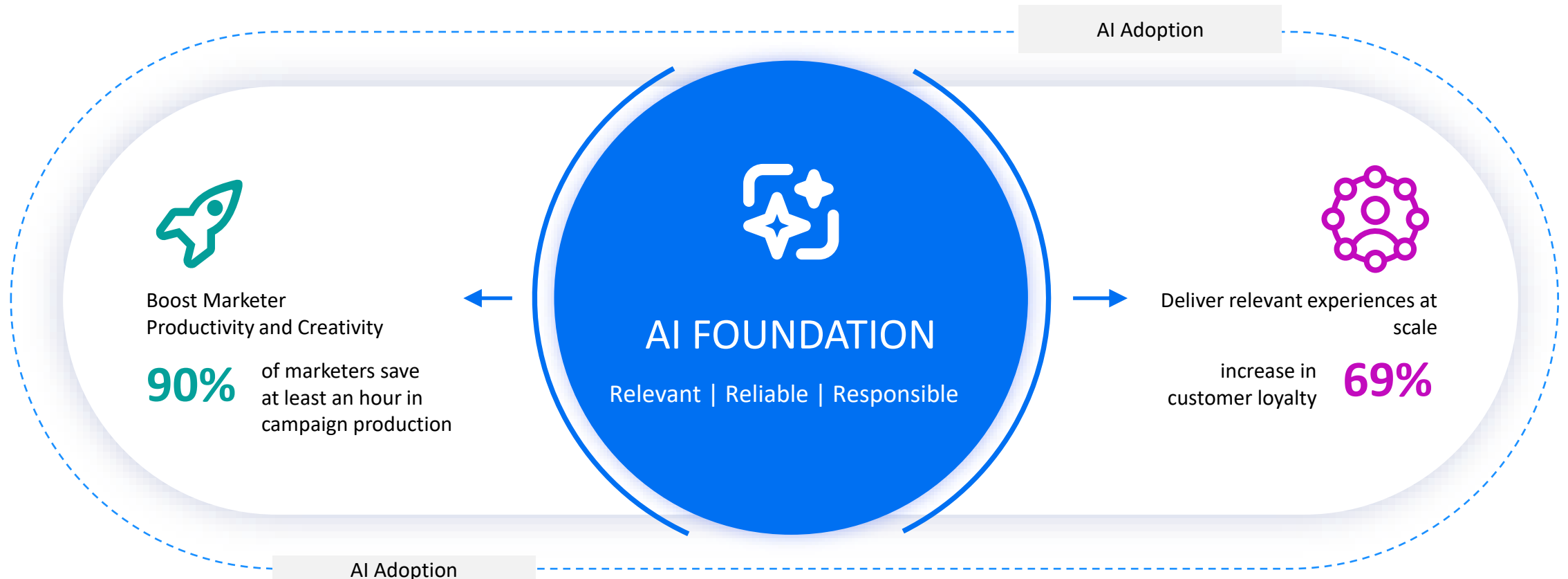
Integration with key business processes is the top challenge in transforming the customer experience



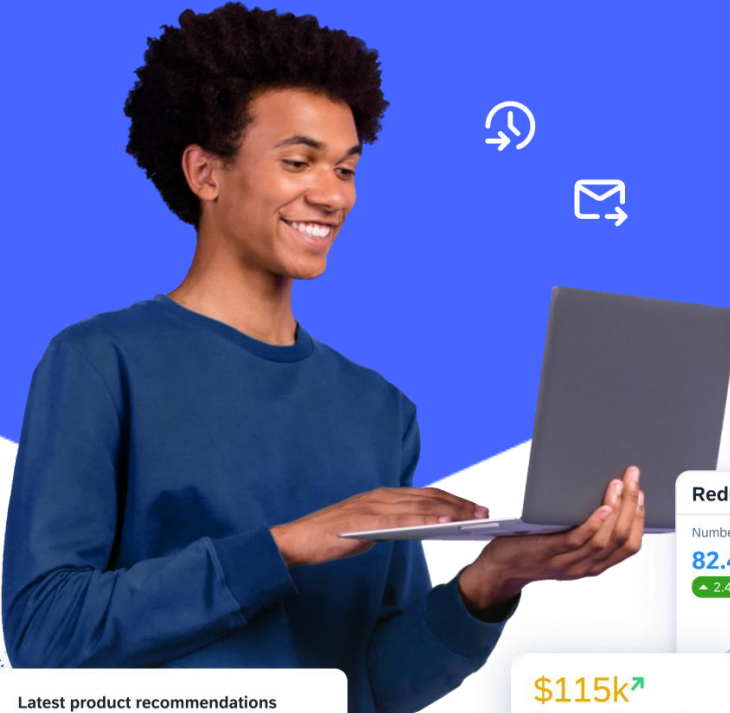
Open Ecosystem – 75+ technology partner integrations



Convergence between consumers and marketers attitudes on AI

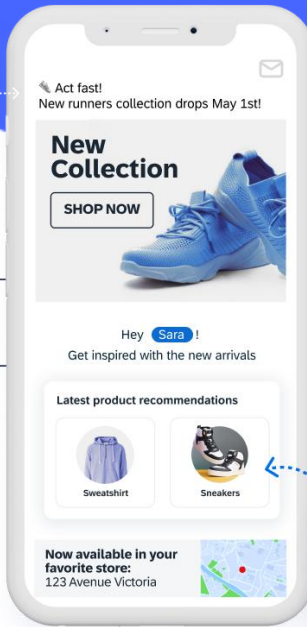


Power the Marketer



Subject line generator

- Exclusive release! Runners collection coming soon!
- Act fast! New runners collection drops May 1st! ✓
- Hurry! Limited stock for new runners



Personalized Tokens

Latest product recommendations

Sweatshirt Sneakers



AI Segmentation

- Contacts whose cart value...
- is low
 - is medium
 - is high

Hey there! 🎉 Enjoy a Free Shipping when you spend \$100+

Join our loyalty program! and access our exclusive members sale

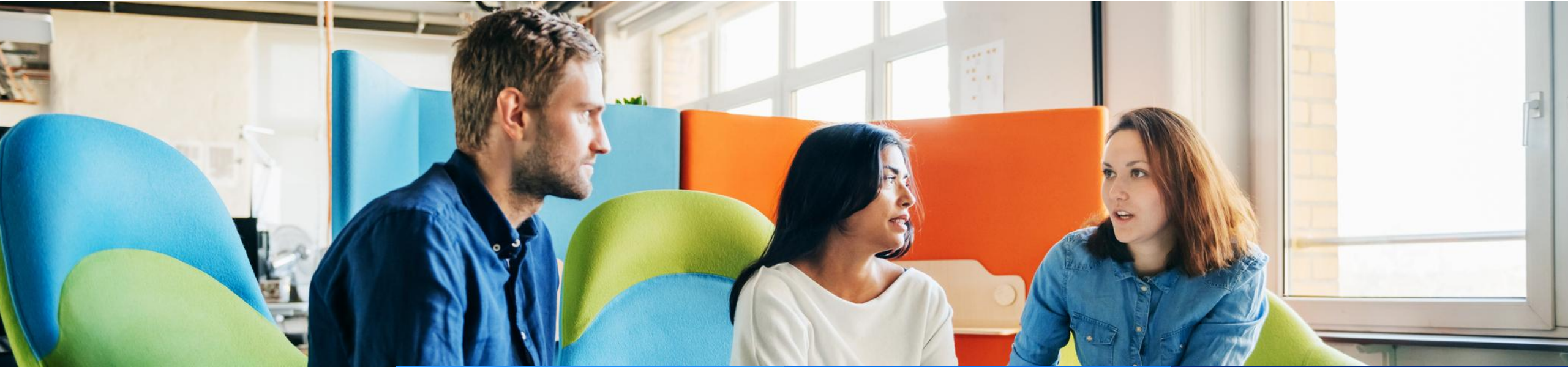
Reduce customer churn



\$115k ↑
Revenue from web recommendations



How AI is used to deliver exceptional experiences in SAP Emarsys



Advanced Calculations

Examples include: A/B Testing, Revenue & Event Attribution, Customer lifecycle analytics (Smart Insight)

Predictive AI

Examples include: Send time optimization, Product recommendations, AI segments

Generative AI

Examples include: Subject line generator, Preheader Generator, Segment Generator

Conversational AI

Examples include: SAP Joule

AI-powered Efficiency: Segmentation & Personalization

Simplifying Segmentation & Personalization

Get inspiration, accelerate, fine tune and scale

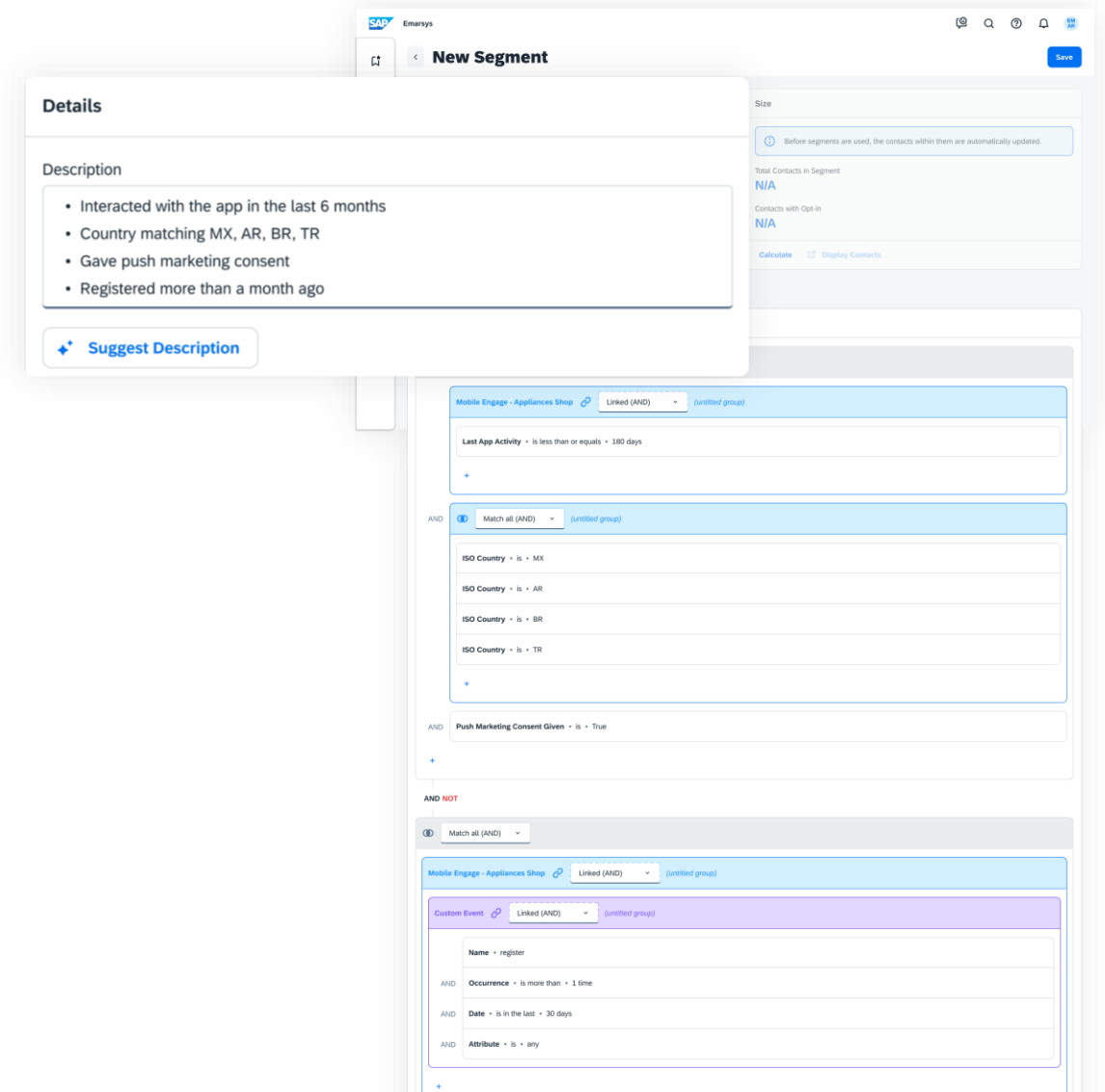
Use Generative AI to create and optimize content while ensuring brand tone of voice

Drive greater value from product catalog data

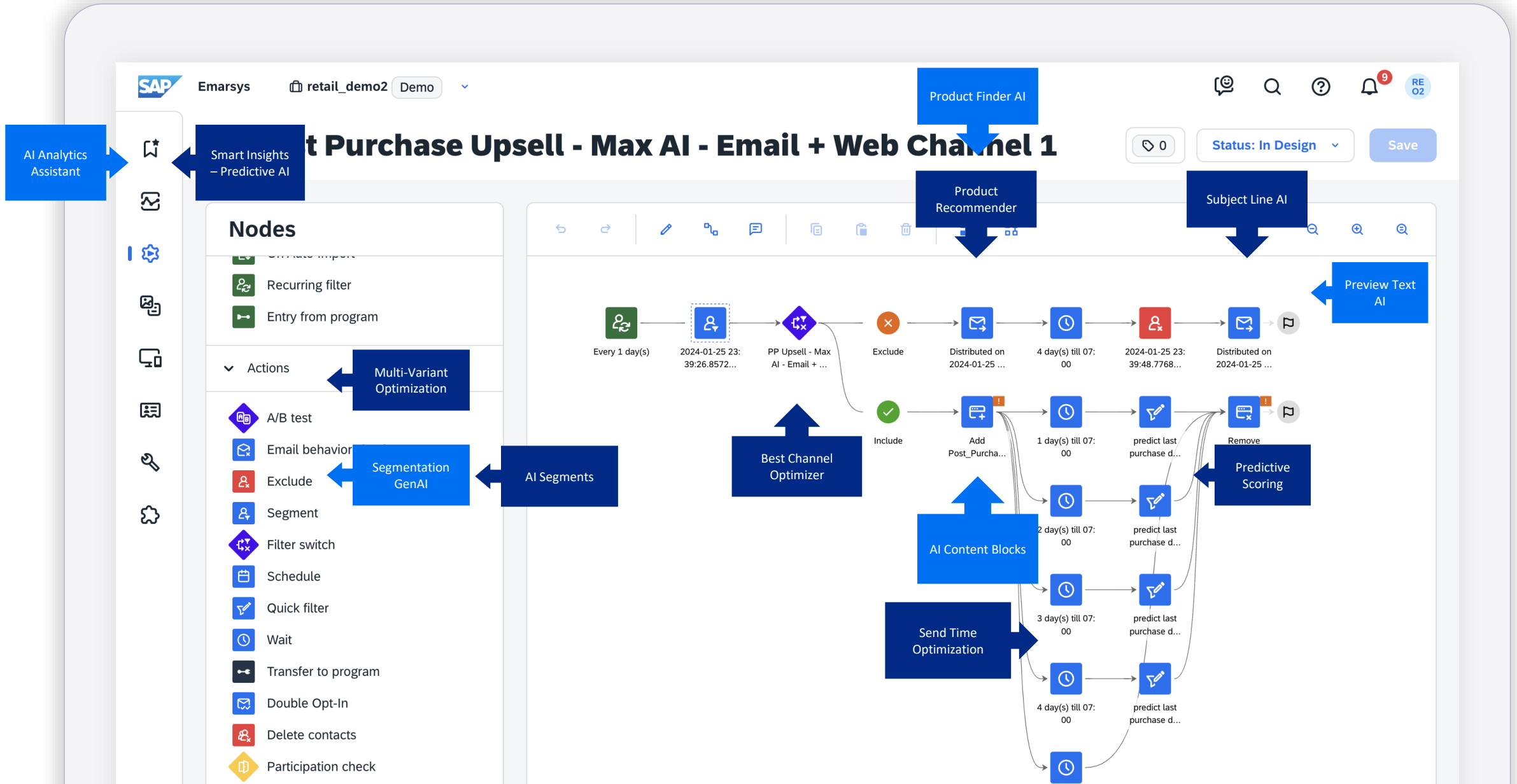
Search your product catalog with AI Product Finder and insert products in campaigns to drive business outcomes like engagement, profit-margin, inventory, etc.

Personalize more, more easily

Create and insert personalized content with AI across customer engagement channels



SAP Emarsys AI Vision: Intelligent Customer Engagement



Relevant, reliable, responsible AI drives customer adoption and better business outcomes

By leveraging AI and automation against rich vertical first-party data, Emarsys allows brands like ours to **generate greater *insights*** into consumer behaviors, **create more consistent, personalized journeys**, and **deliver them across all our consumers' different touchpoints**, whether online or offline, within one single platform.



Rick Almeida
VP Ecommerce

+5x

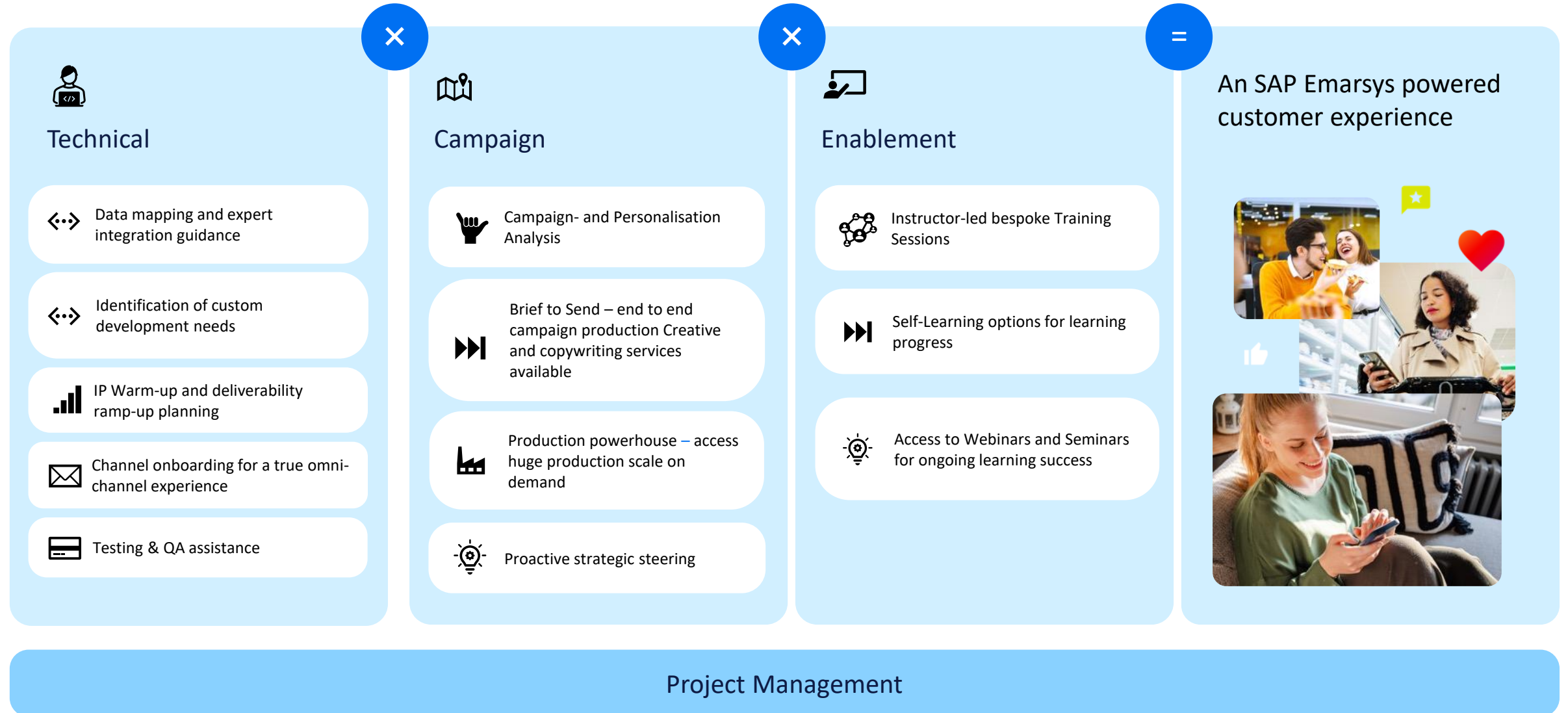
revenue share from email
and web in 6 months

Product used:

- Predictive AI Segments
- Product Recommendations
- Send-time Optimization



3 Layers of Technical Onboarding



SAP Emarsys

Purpose-built for marketers to deliver personalized, omnichannel experiences tailored to your industry

RETAIL & E-COMMERCE	CONSUMER GOODS	SPORTS & ENTERTAINMENT	HOSPITALITY & TRAVEL	COMMUNICATIONS & MEDIA
 	 	 	 	 
 	 	 	 	 
 	 	 	 	 
 	 	 	 	 
 	 	 	 	 
 	 	 	 	 
 	 	 	 	 
 	 	 	 	 
 	 			
 	 			
 				

Thank you.

Stefan Leifhelm
Enterprise Account Executive

Let's connect:

