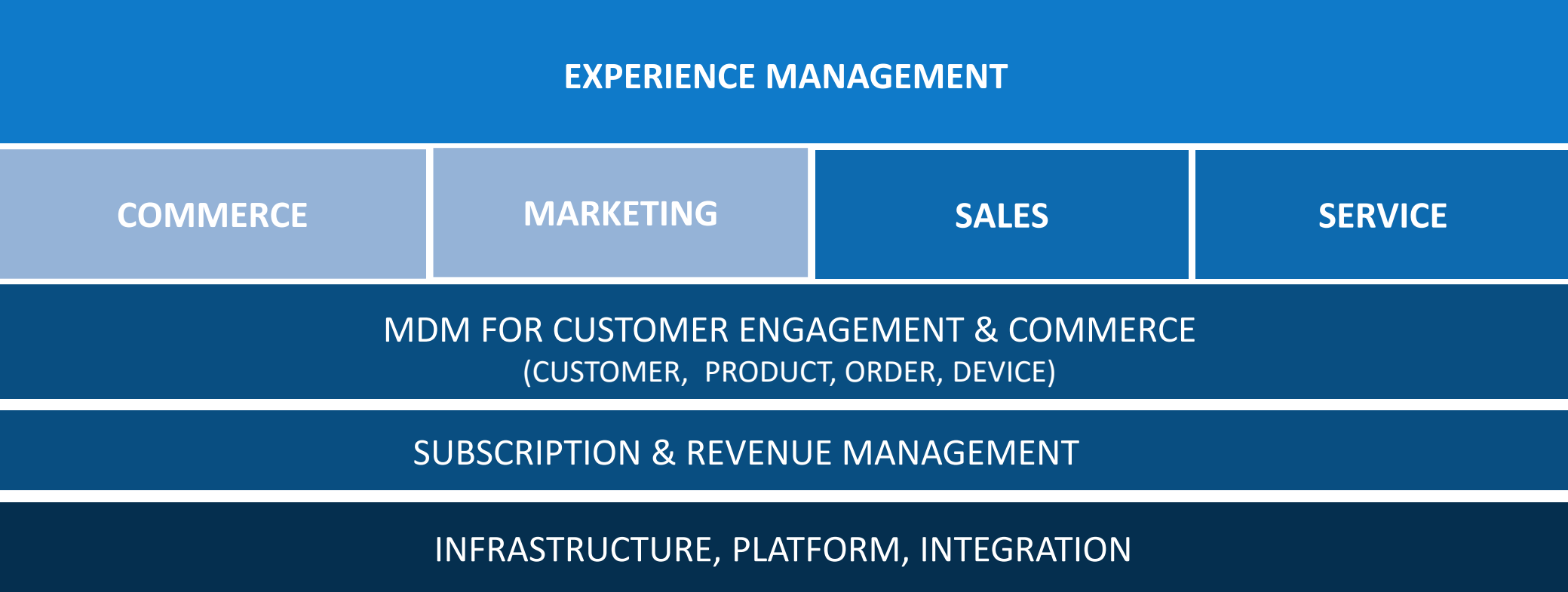


SAP CUSTOMER ENGAGEMENT & COMMERCE

OMNI-CHANNEL CUSTOMER ENGAGEMENT PLATFORM



Customer Data Management

B2C Consumers, Professionals

**Nik Fish**FRANKLIN STREET 114
10001 Sydney
Australia

+61420277265

alexkress@gmail.com

**Additional Data**

Gender	Male
Marital Status	Single
Date of Birth	11.03.1990

SAP ERP - Customer/Consumer0000165572 **Mobile/**+61420277265 **Mobile/**+61420277265 **Mobile/**+61420277265 **Email/**alexkress@gmail.com **Email/**alexkress@gmail.com alexkress@gmail.com **Address Data**FRANKLIN STREET 114
10001 Sydney
Australia **Business Data**

Consumer ID: 0000499773

Activity Score



364

Age



25

Gender



Male

Latest Activity



Recent

Marital Status



Single

Recent Interactions



40

Sentiment Score



Neutral

Reset Filters

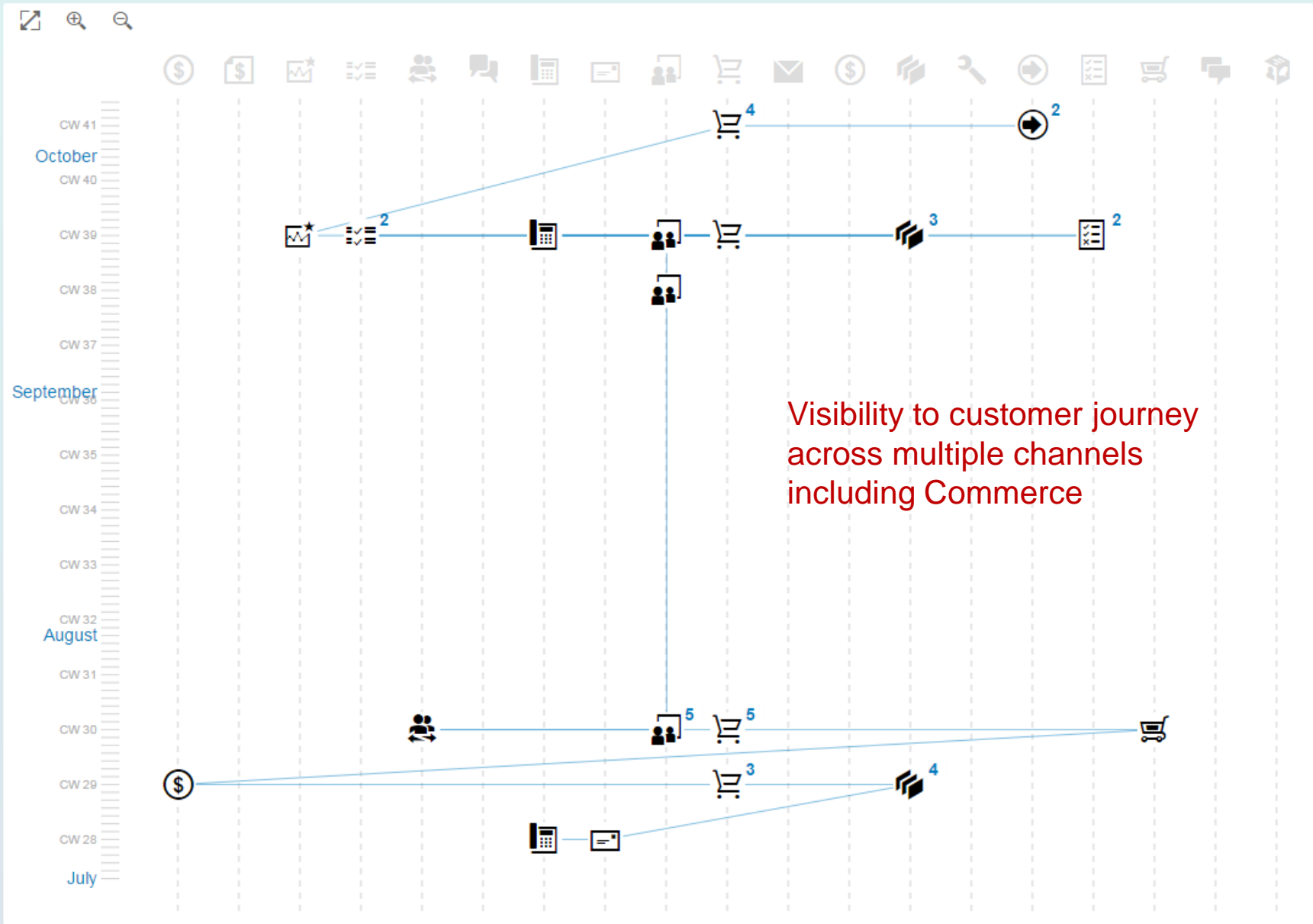
Pro Mixer NOX1010 VMX100USB DDM4000

All Inbound Outbound Unknown

Days Months Qu < > ...

07.2015 10.2015

Lead 1	Sales Order 0	Opportunity 1	Activity 2
Personal Co... 1	Social Media 0	Phone 2	Letter 1
Event 7	Commerce 13	Email 0	Lead 0
Web Sites 7	Service Cen... 0	Campaign 2	Survey 2
Webshop pu... 1	Twitter 0	Facebook 0	



**Nik Fish**FRANKLIN STREET 114
10001 Sydney
Australia

+61420277265

alexkress@gmail.com



Activity Score



364

Age



25

Gender



Male

Latest Activity



Recent

Marital Status



Single

Recent Interactions



40

Sentiment Score



Neutral

Browsing Favorites



Digital Mixer



Digital Mixer



- Keeps track of browsing pattern and buying history from orders

Top Recommendations

Product	ID
Standard Laptop T530 i5 8GB	P-100
Monitor TFT 24-inch HP ZR2440w	P-109
DICOTA DataDeskBox 100	P-400
Superlight Laptop X230 i5	P-102
Pump PRECISION 104	P-104
Pump standard IDESNORM 100-402	P-402

Buying History

Product	ID	Revenue
X18 18 Channel	RESGAS	435 EUR
12 Bus Digital Mixer	BUSIGAS	1.369 EUR
DX2000USB prof 7 Channel ...	RESELEC	355 EUR
DX2000USB prof 5 ChannelD...	BUSIELEC	2.229 EUR



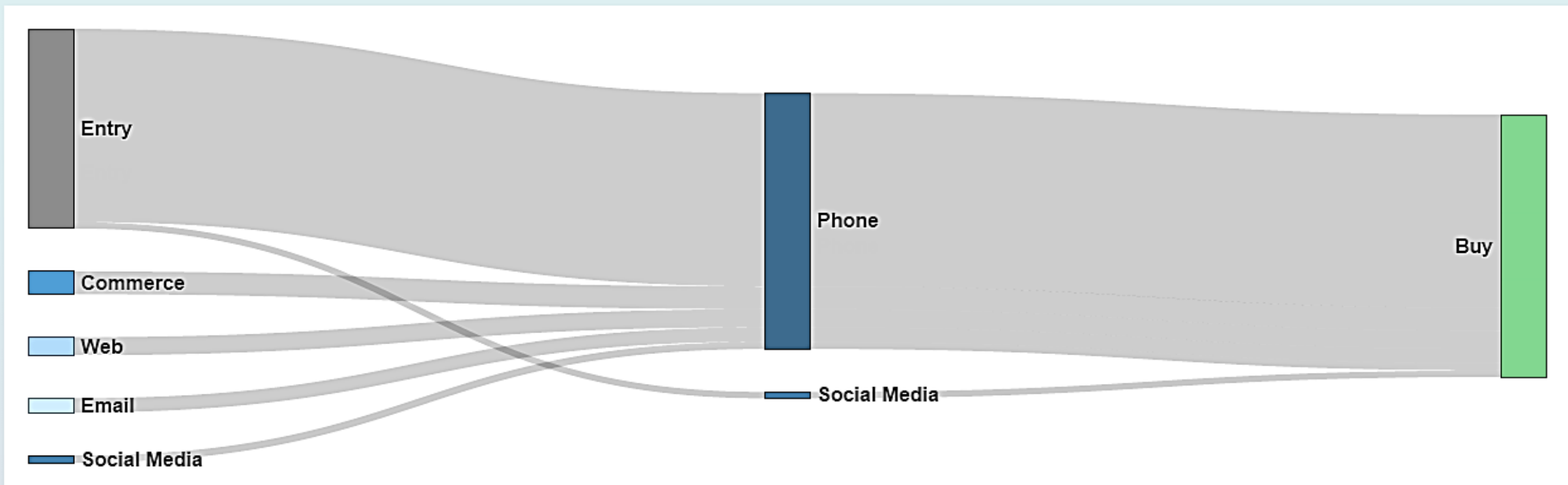
Standard

Show Filter Bar

Filters

Go

Customer Journeys (6)



Customer Data Management B2B Enterprise



Marina Bay Sands
Consum.Prod.Non-Food

PARK CENTRAL
United States / California

Enter Web Site
Add Social Media



Philippe Arnoul
Head of purchasing
Purchasing



Kate Jacob
Marketing Professional
Social Media Planning

+49165754503453
+4916575450348

kate.jacob@compmail.com

Reset Filters Select Favorite Contacts

DJ Controller Equalizer PA Systems

All Inbound Outbound Unknown

Days Months Quarters Years User-Defined

07.2015 10.2015

Lead: 0	Sales Order: 0	Opportunity: 2	Activity: 2	Personal Co...: 2	Social Media: 0	Phone: 7	Letter: 2
Event: 8	Commerce: 5	Email: 0	Lead: 0	Web Sites: 12	Service Cen...: 2	Campaign: 2	Survey: 3
Webshop pu...: 1	Twitter: 0	Facebook: 0					

Favorite All

Brain Perry ★
Personal assistant

Deena Stella ★
Executive Board

Philippe Arnoul ★
Head of purchasing

October 2015

Oct 6
Campaign
Campaign
Campaign ID 268, PD Campaña 2015
Philippe Arnoul

Oct 6
Campaign
Campaign
Campaign ID 273, T1
Philippe Arnoul

September 2015

Sep 27
PA Systems
League Game
Philippe Arnoul

Sep 27
Equalizer
Proceeded to Checkout
Philippe Arnoul

Sep 25
PA Systems
CRM Opportunity
Philippe Arnoul

Sep 25
Equalizer
OptIn for Marketing Permission
Philippe Arnoul

Sep 24



Marina Bay Sands
Consum.Prod.Non-Food

PARK CENTRAL
United States / California

[Enter Web Site](#)

[Add Social Media](#)



Philippe Arnoul
Head of purchasing
Purchasing

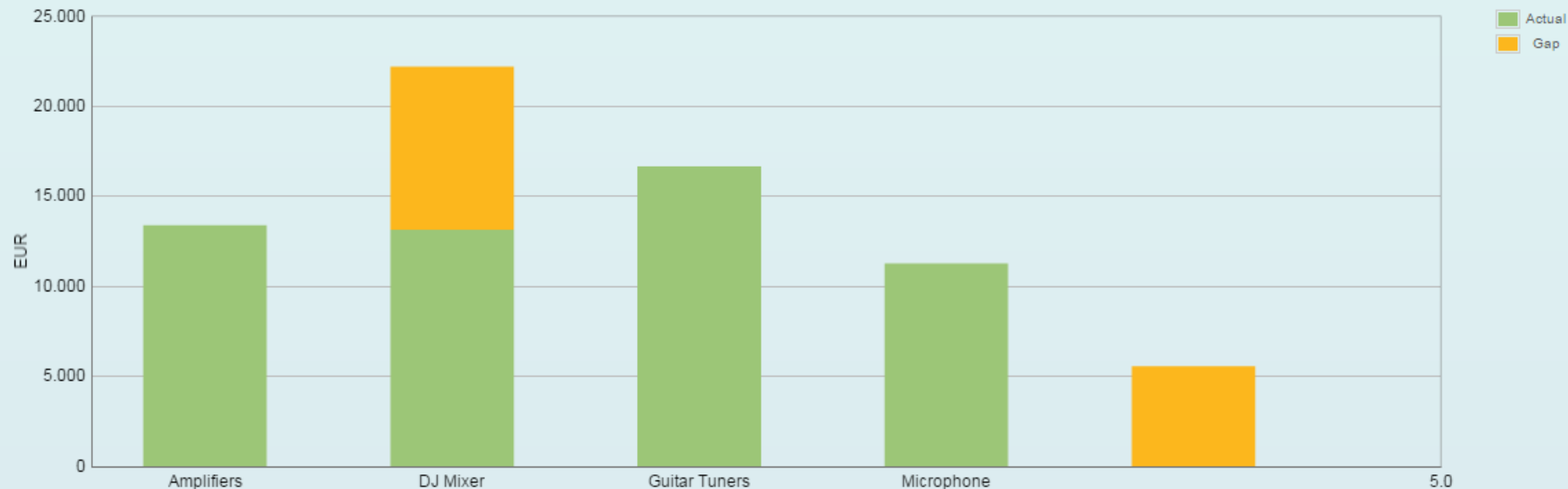


Kate Jacob
Marketing Professional
Social Media Planning

+49165754503453
+4916575450348

kate.jacob@compmail.com

Revenue Distribution Calculated Against Industry Consum.Prod.Non-Food



Product Segment	ID	Actual Revenue	Actual Distrib...	Target Revenue	Target Distri...	Revenue Gap	Expected Margin
Amplifiers	ZCO...	13.404 EUR	25 %	5.554 EUR	10 %	0 EUR	0 EUR
DJ Mixer	ZCO...	13.150 EUR	24 %	22.216 EUR	40 %	9.066 EUR	1.665 EUR
Guitar Tuners	ZCO...	16.662 EUR	31 %	16.662 EUR	30 %	0 EUR	0 EUR
Microphone	ZCO...	11.271 EUR	21 %	5.554 EUR	10 %	0 EUR	0 EUR
	ZCO...	0 EUR	0 %	5.554 EUR	10 %	5.554 EUR	0 EUR

**Marina Bay Sands**

Consum.Prod.Non-Food

PARK CENTRAL

United States / California

Enter Web Site

Add Social Media

**Philippe Arnoul**

Head of purchasing

Purchasing

**Kate Jacob**

Marketing Professional

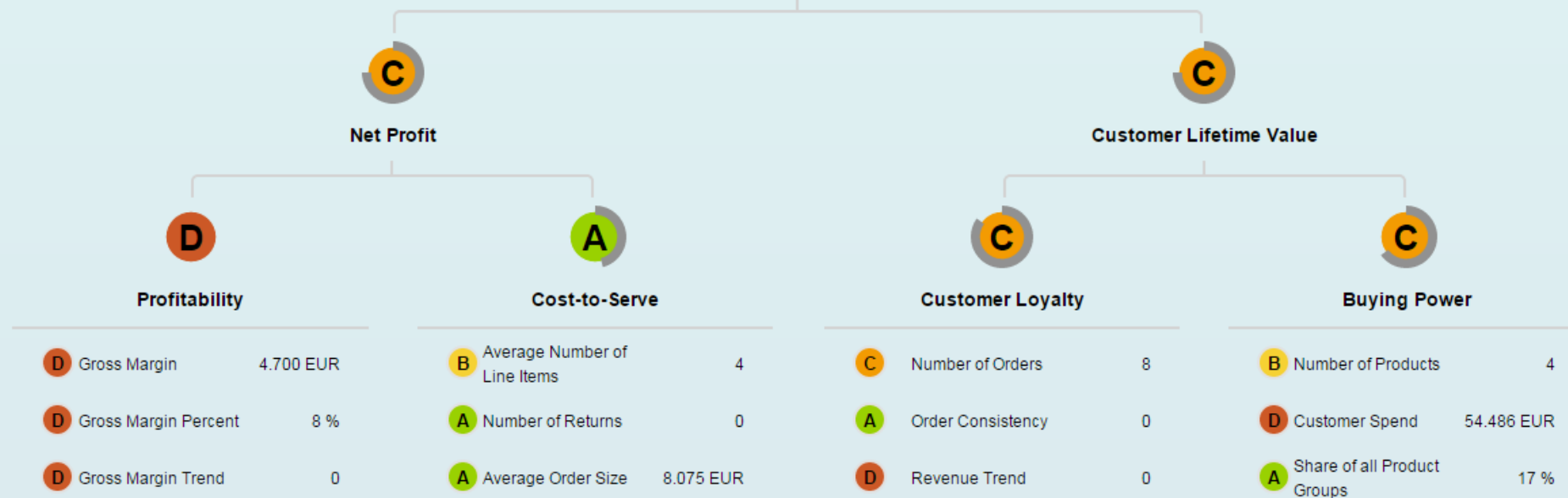
Social Media Planning

+49165754503453

+4916575450348

kate.jacob@compmail.com

Scorecard Calculated Against Sales Organization USA Denver

Marginal

Customer Segmentation

Building segments on the fly
Predictive Model

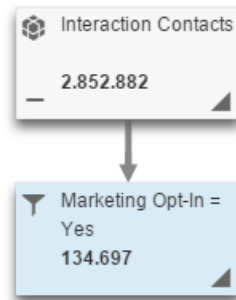
New Segmentation Model Profile: Interaction Contacts



100%

▼ **Contacts**

- Country
- Region
- City
- City Postal Code
- Industry
- Account
- Account ID
- Department
- Job Function
- Contact Level
- Loyalty Status
- Tenure
- Gender
- Age
- Marital Status**
- No. of Children
- Hobby
- Registration Channel
- Marketing Opt-In
- Preferred Channel
- Email Opt-In
- Phone Opt-In
- Last Contact
- Target Group
- Date of Latest Change
- Geolocation

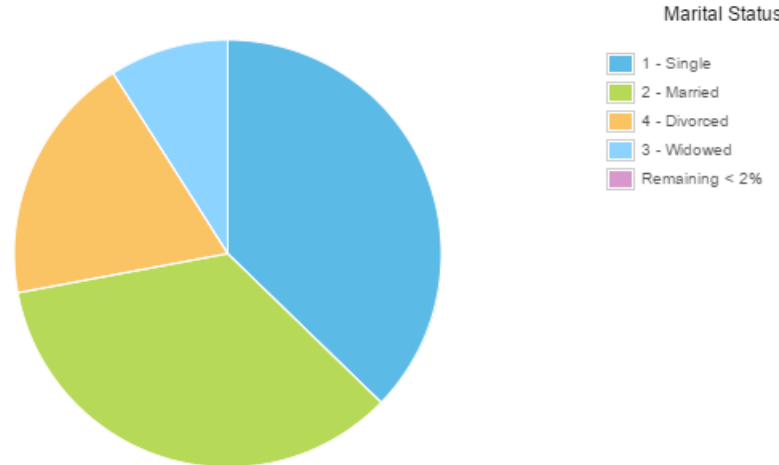


Preview for Segment: Marketing Opt-In = Yes

Keep Exclude Separate Distribute >>

	Marital Status	Description	Count
<input type="checkbox"/>	1	Single	50.178
<input type="checkbox"/>	2	Married	46.889
<input type="checkbox"/>	4	Divorced	25.475
<input type="checkbox"/>	3	Widowed	12.152
<input type="checkbox"/>			3
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			

Pie Chart



New Segmentation Model Profile: Interaction Contacts

Search bar



Settings 100% Zoom icons

- Contact Level
- Loyalty Status
- Tenure
- Gender
- Age
- Marital Status
- No. of Children
- Hobby
- Registration Channel
- Marketing Opt-In
- Preferred Channel
- Email Opt-In
- Phone Opt-In
- Last Contact
- Target Group
- Date of Latest Change

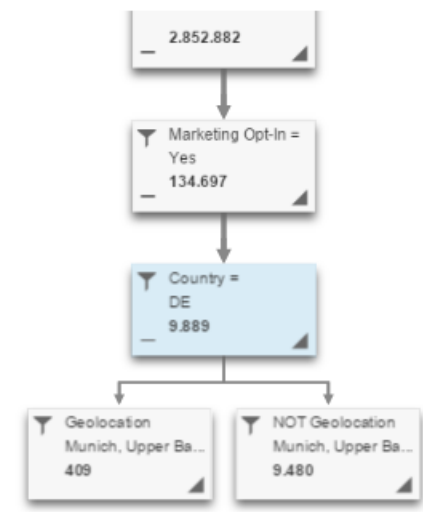
Geolocation

Interactions

- CRM Campaign
- Channel
- Communication Medium
- Interaction Type
- Item of Interest
- Interaction Date

Interaction Rating

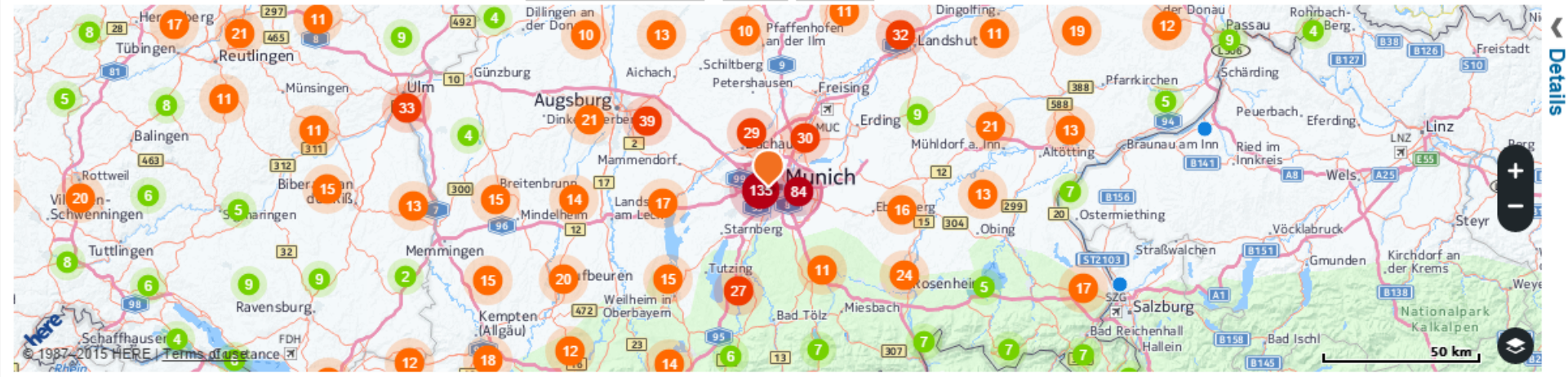
- Sentiment Score
- Activity Score



Preview for Segment: Country = DE

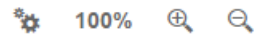
Geospatial Map

Keep Exclude Separate Distribute Stadtbezirk 08 Sch km Add Radius Draw Polygon Hide Clustering



Details

HELP PERSONALIZATION



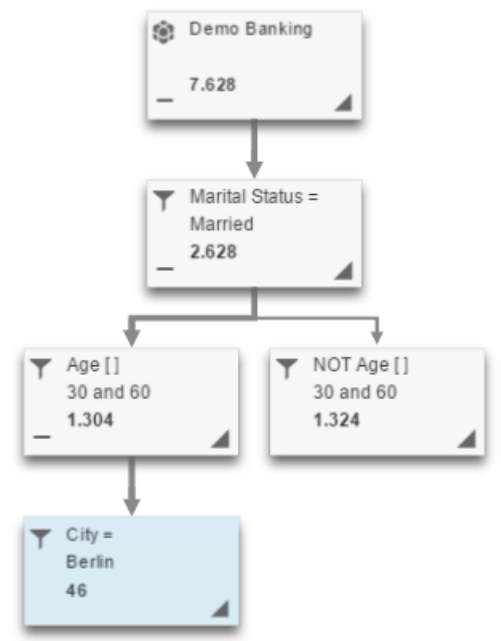
- Filtered Communication Channel
- Regular Communication Channel
- Email Allowed
- Phone Contact Allowed
- Hobby
- Loyalty Status

▼ Activities

- Segment
- Income
- Wealth
- F-Score
- S-Score
- S-Percent
- Time Deposit: Current Amount
- Checking Acc.: Current Amount
- Checking Acc.: Last Months Transacti...
- Checking Acc.: 3 Months Avg. Transa...
- Checking Acc.: 1 Year Avg. Transacti...
- Current Credit Card Balance
- Home Loan: Current Amount
- Auto Loan: Current Amount
- Personal Loan: Current Amount
- Investment Acc.: Current Amount
- Retirement Acc.: Current Amount
- Savings Acc.: Current Amount
- Sum of Deposits
- Sum of Investments
- Sum of Lendings

▼ Calculated Scores

- Customer Banking Score
- Buying Propensity
- Cancellation Propensity



Preview for Segment: City = Berlin

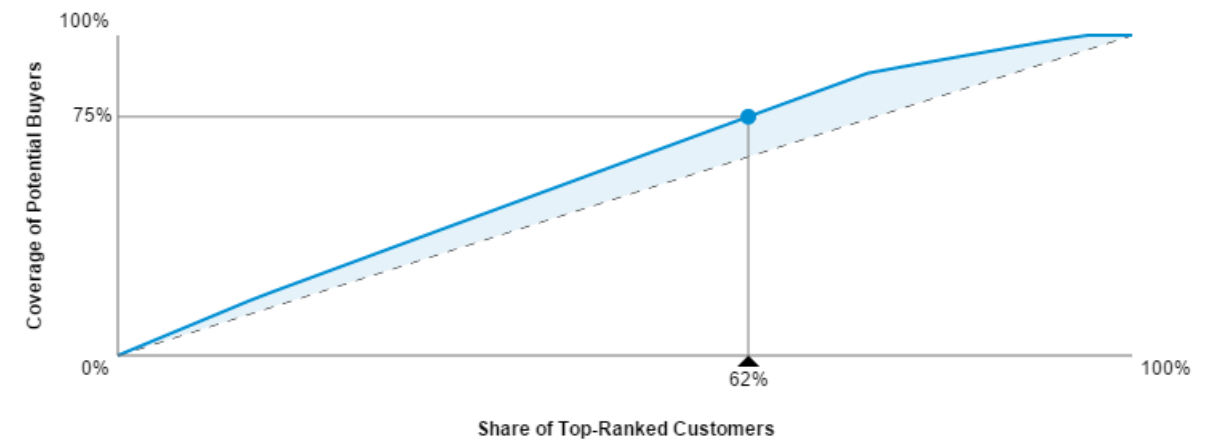
Keep

Banking Product > Giro Account

Top-Ranked Customers:	<input type="text" value="62"/>	%
Selected Customers:	<input type="text" value="29"/>	
Coverage of Potential Buyers:	<input type="text" value="75"/>	%
Predicted Potential Buyers:	<input type="text" value="23"/>	
Propensity:	<input type="text" value="0,7824"/>	

Predictive Model ID: 1540
 Predictive Model Name: PMM Test 25052015
 Owner: Lan Zhang

Gain Chart

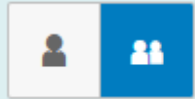


Customer Acquisition

Email Campaign

Facebook Ads

Personalized Content



Recent



In Preparation



Released



Completed

promo| ✕

Target Groups (1)

Create Merge Intersect Subtract



Target Group	ID	Members	Owner	Status	C...	...	Created	Changed	Operation	Segment...	C...
Special Promo	8000001...	576	Erwin Tenhumberg	Released	Dy...	0	09.07.2014	09.07.2014		High Tech ...	



Done



CAMPAIGN



Overview

ID:

440

Status:

Released

Execution:

Finished

Marketing Area:

Global

*Name:

SM_Email Campaign_Dry10042017v4

Description:

Email Campaign

*Category:

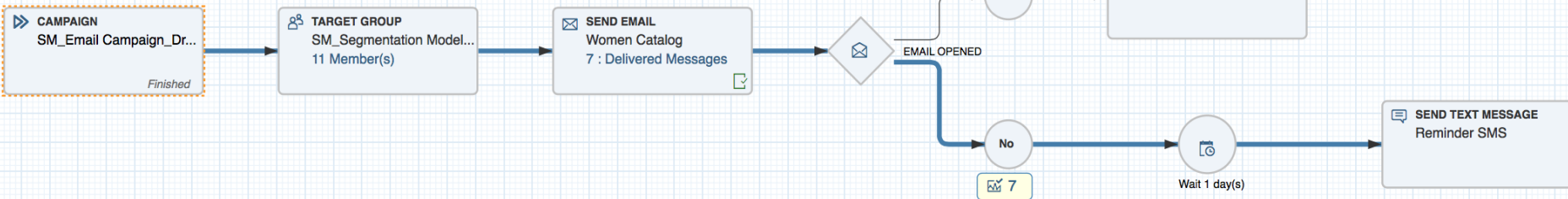
Automated Campaign

*Start Date:

10/04/2017

*End Date:

10/11/2017

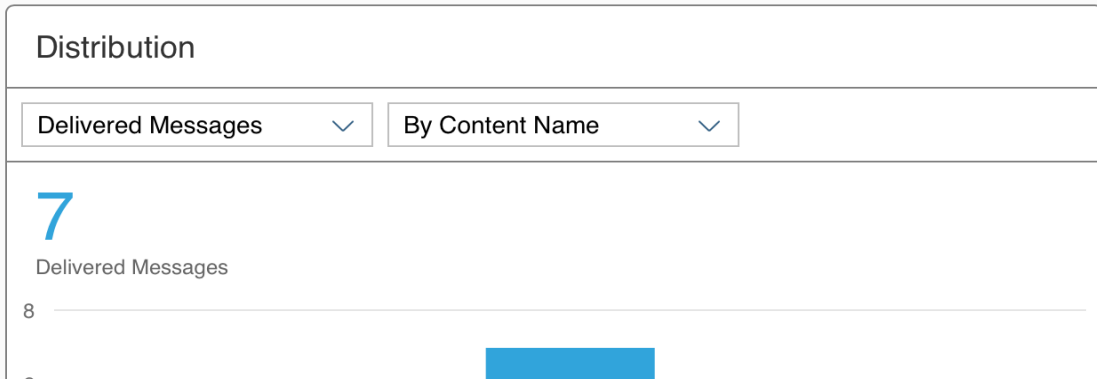
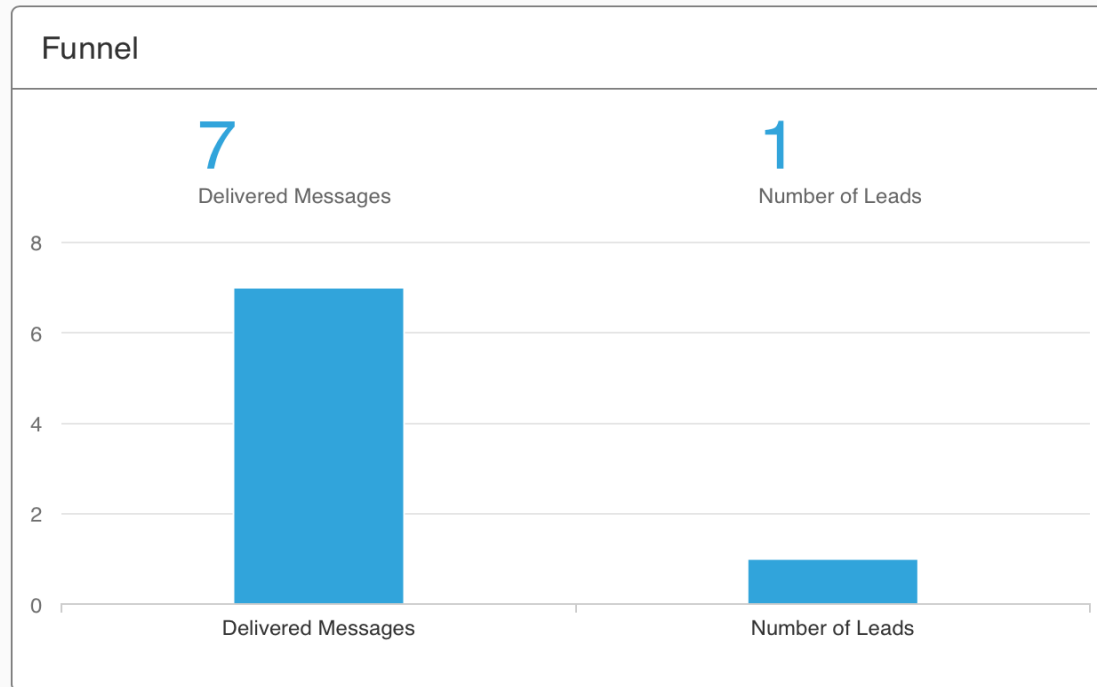
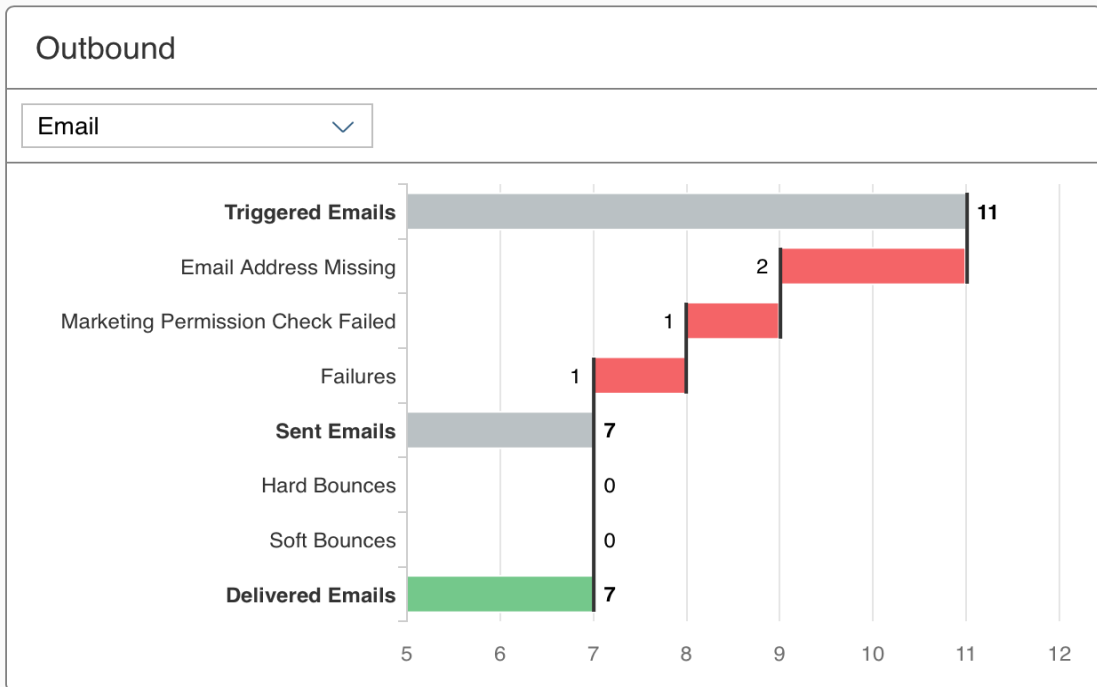




SM_Email Campaign_Dry10042017v4 Released | Finished

Stop Copy

- OVERVIEW
- AUTOMATION
- TARGET GROUP
- SUCCESS**
- SPEND
- COLLABORATION
- JOURNEY



Customer Acquisition

Email Campaign

Facebook Ads

Personalized Content



Rene Liaw GWT Office Grand Opening ribbon cutting with Mayor of Richmond Hill 2:15pm! 50 West Pearce St, Richmond Hill. See you all there!!! 3 hours ago

Wall

Info

Photos

Boxes

Video

Write something...

Attach:



Share

View Photos of Rene (332)

Send Rene a Message

Poke Rene

Information

Relationship Status:

Married to
Heidi Tsao

Birthday:

October 15, 1980

Current City:

Toronto, ON

Mutual Friends

5 friends in common

See All

Jamie
Maltman

Julius Ko

Sherry
Zhao

Friends



Rene Liaw GWT Office Grand Opening ribbon cutting with Mayor of Richmond Hill 2:15pm! 50 West Pearce St, Richmond Hill. See you all there!!!

3 hours ago · Comment · Like



Restie Cariaso Today?
Why during business hours?

3 hours ago



Rene Liaw All grand openings of offices especially with the Mayor will have to be during business hours. However, the office is open from 3pm-8pm for us to go and take a look. Office party starts at 8pm. Can you come after your work?

2 hours ago



Jamie Maltman Hope you can make it!

2 hours ago

Write a comment...

RECENT ACTIVITY

Rene and Joanne Wezyk are now friends. · Comment · Like · Add as Friend

Rene and Mia Garmash are now friends. · Comment · Like · Add as Friend

2 more similar stories

Rene is attending Become Financially Free through Designer Jewelry, Watches and Handbags. · Comment · Like · RSVP to this event

Create an Ad

Toronto 1-Day
Coupons ×

Sign up for 1 ridiculously huge coupon emailed free to you each day. Toronto's best restaurants, spas & more. See today's!

Like

Self Improvement
Biz? ×

More than ever, people recognize the need to be better...yes, even you! Now is your chance to join this explosive industry!

Like

Jackson-Triggs

Chat (Offline)

CAMPAIGN

Kamera64 Q3 2015

KEY INFORMATION

ID: 28239

Campaign: Kamera64 Q3 2015

Category: Facebook Ads

Status: Released

Execution St...

Owner: Michael Knoespel

Marketing Area: Global

Program:

Priority: Low

Start Date: 20.09.2015

End Date: 08.10.2015

CRM Campa...

FACEBOOK

Campaign: 6030661969164

Objective: Click to Website

Ad Account: Kamera64 Werbekonto (1445875795718968)

Status: ■

DESCRIPTION

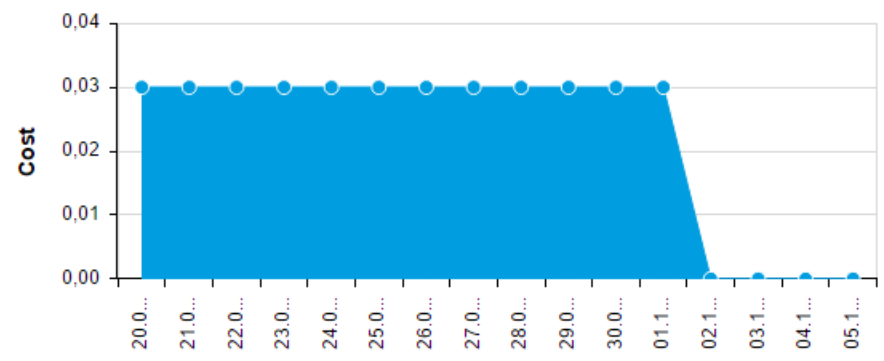
INTERESTS

No interests assigned

ADMINISTRATIVE DATA

Changed By: Michael Knoespel

0,03 USD
Cost per Click



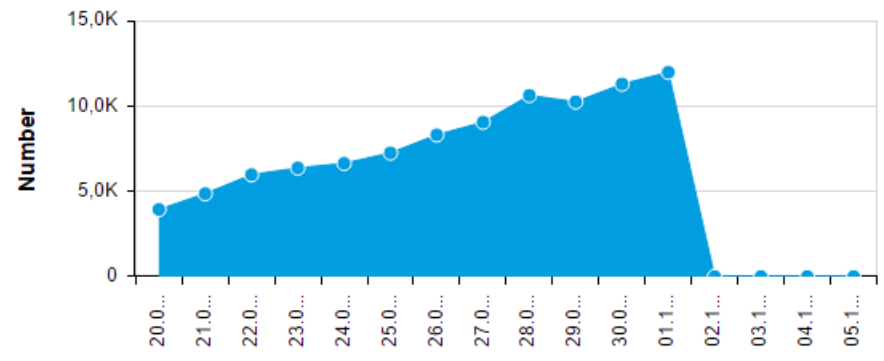
Facebook Spend
Total Planned - Facebook Ads

2,5K
Total Planned (USD)

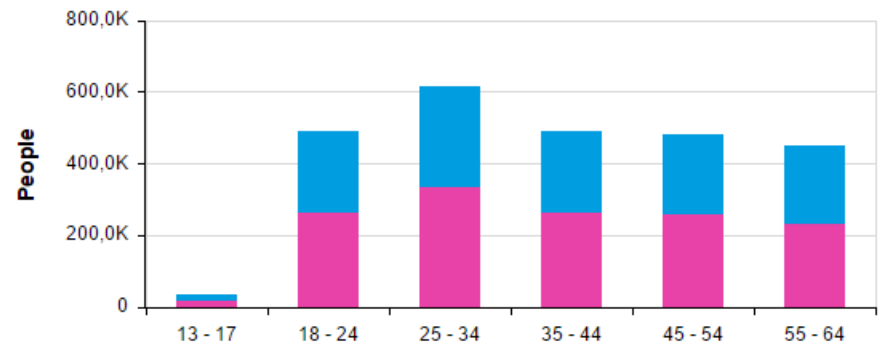
3,7K
Facebook Ads (USD)



96,5K
Clicks



2,6M
People Reached



Authenticate

To Be Released

Release

Activate

Deactivate

Reject

Discard

Complete

Restart

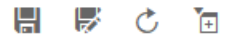
Copy

Customer Acquisition

Email Campaign

Facebook Ads

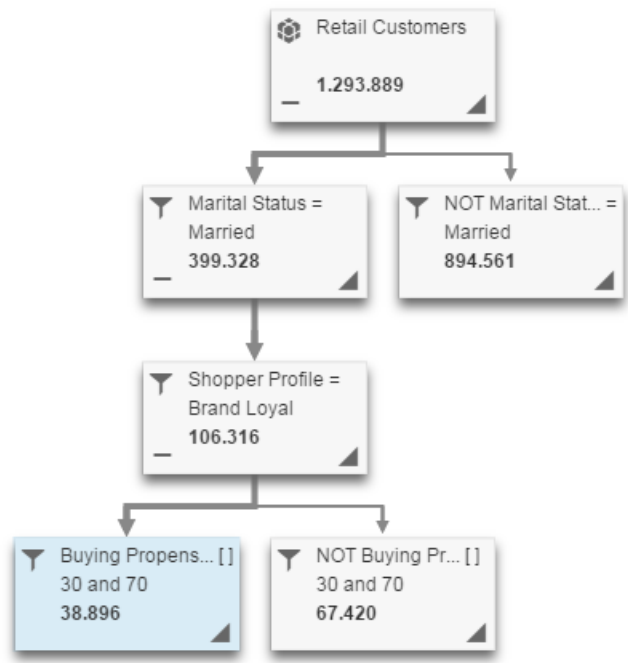
Personalized Content



100%

- Average Spend by Month
- Total Annual Spend
- Customer Value
- ZIP Code
- State
- City
- Marital Status
- Last Name
- First Name
- Gender Description
- Gender
- Age
- Average Number of Items per Transaction
- Most Purchased Department
- Shopper Profile
- Store Visit Frequency
- Preferred Contact Method
- Income Level
- Club Member
- Club Member Description
- Customer Tenure
- VIP Customer Indicator
- Staff Indicator
- Student Indicator
- Children
- Country

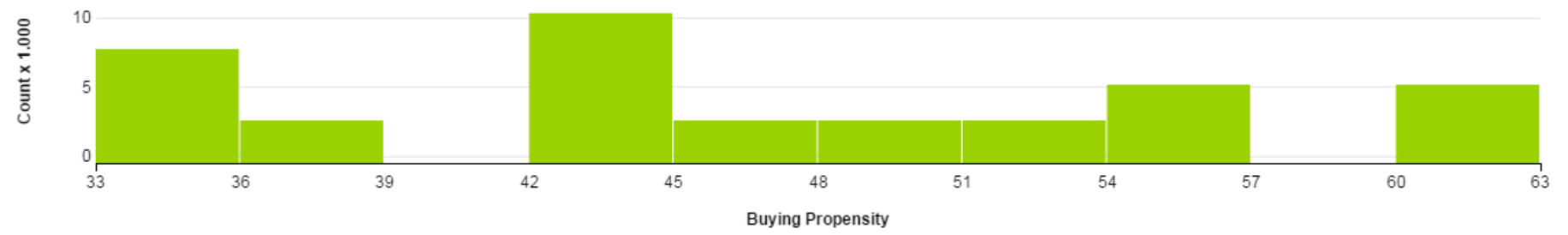
- Key Figures
- Customer Tenure
 - Children
 - Total Annual Spend
 - Average Spend by Month
 - Buying Propensity





Preview for Segment: Buying Propensity [] 30 and 70

Histogram

Keep Exclude Separate



Home | Menu > 

 WCMS Page View | Live Edit | Navigation | Customer Segments

Shortcuts ▾

All segments

Blacklist (0)

Quickcollection (0)

Websites ▾

Apparel Site UK

Apparel Site DE

Electronics Site




History ▾


Undo | Redo

no elements


Camera Cro ... / Online) Customer Segments



Camera Cross Selling Segment (Electronics Content Catalog / Online)



  




↓



 Customer Segment Rules +

 Camera Accessory Rule 


 Camera Rule 

↓

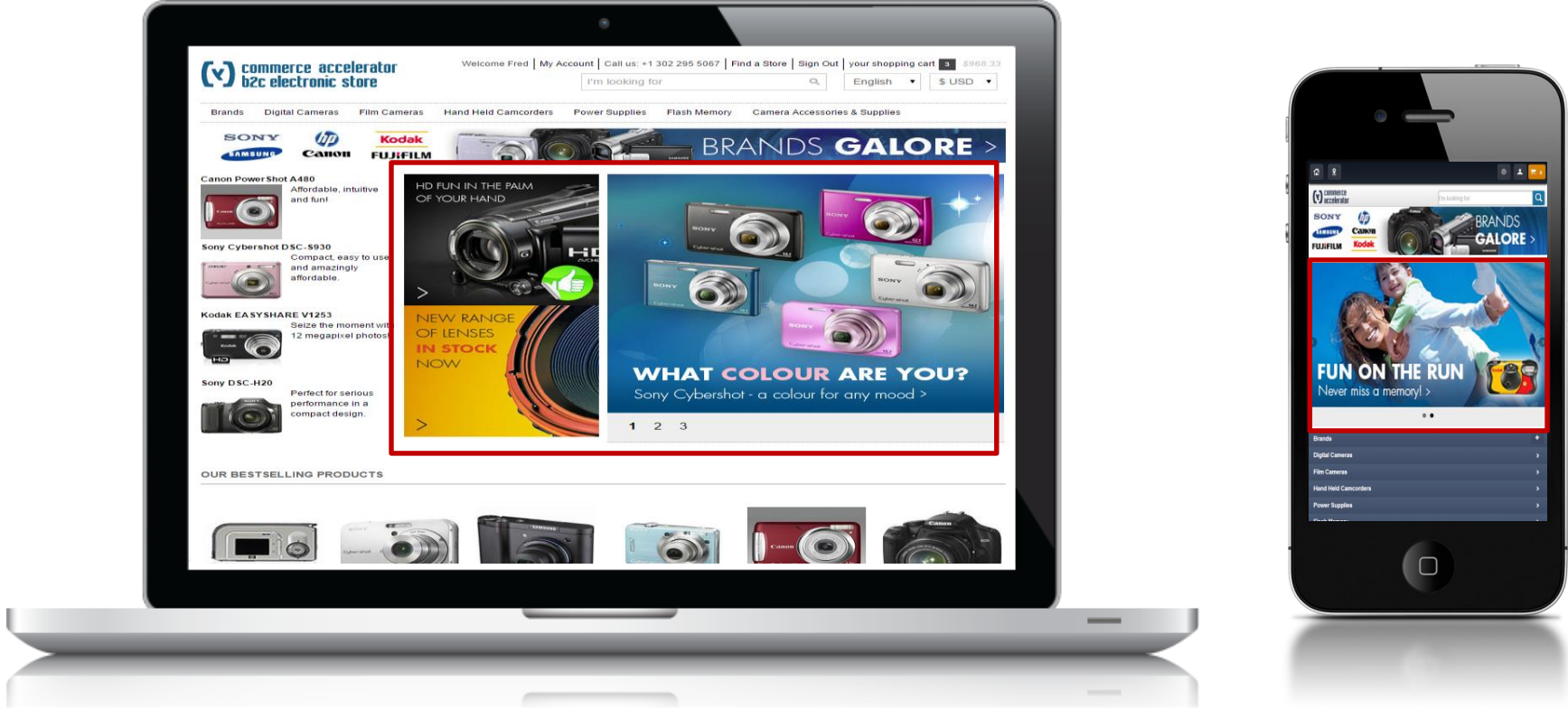
 Output Actions +

 Show or hide a WCMS Component for Purchased Category Suggestions (regular) 

↓



Personalized Content across channels



Customer Conversion

Abandoned Shopping Cart

Retarget campaign for abandoned shopping carts

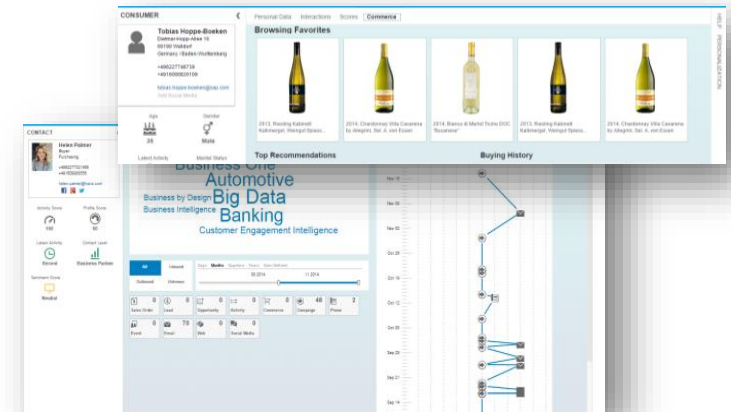
- Enrich Contact Profile with browsing favorites
- Event Trigger campaigns for abandoned shopping carts

Commerce Sites

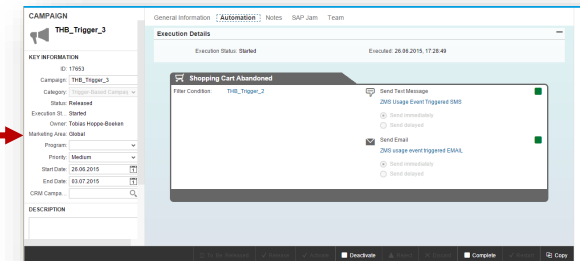


Hybris Marketing :
Injection of tracking snippet

Profile Enrichment



Trigger Based Campaigns for abandoned shopping carts



CAMPAIGN

THB_Trigger_3

KEY INFORMATION

ID: 17653

Campaign: THB_Trigger_3

Category: Trigger-Based Campaign

Status: Released

Execution St... Started

Owner: Tobias Hoppe-Boeken

Marketing Area: Global

Program: [dropdown]

Priority: Medium

Start Date: 26.06.2015

End Date: 03.07.2015

CRM Campa... [search]

DESCRIPTION

[Empty description box]

Execution Details

Execution Status: Started Executed: 26.06.2015, 17:28:49

Shopping Cart Abandoned

Filter Condition: THB_Trigger_2

- Send Text Message
 - ZMS Usage Event Triggered SMS
 - Send immediately
 - Send delayed
- Send Email
 - ZMS usage event triggered EMAIL
 - Send immediately
 - Send delayed

Market Recommendation

Recommendation in Commerce



SUMMERSALE

KEY INFORMATION

Status: Active
 Name: SUMMERSALE
 Model Type ID: SAP_MOST_VIEW...
 Model Type: SAP - Most Viewed Items
 Active On: 02.09.2015

DESCRIPTION

(Empty model)

KEYWORDS

REFERENCE

Name: SAP_DEFAULT_T...
 Model Type ID: SAP_TEMPLATE
 Model Type: SAP - Template

GENERATION DETAILS

Last Generated On: 02.09.2015
 Status: Successful

ADMINISTRATIVE DATA

Changed On: 01.09.2015
 Changed By: Kate Jacob
 Created By: Kate Jacob
 Created On: 01.09.2015

+ Add Step

1 Recommend

+ Add Algorithm

Top Sellers (SAP ERP)

2 Re-Rank

+ Add Algorithm

Detect Cyclic Items and Re-Rank

3 Filter

+ Add Algorithm

Remove Items Already in the Cart

Canon PowerShot A480



Affordable, intuitive and fun!

Sony Cyber-shot DSC-S930



Compact, easy to use and amazingly affordable.

Kodak EASYSHARE V1253



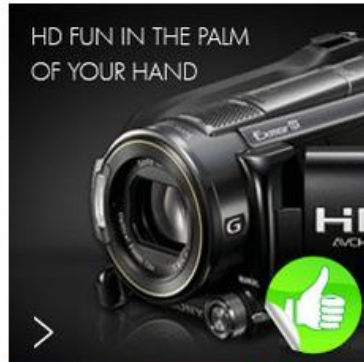
Seize the moment with 12 megapixel photos!

Sony DSC-H20




Perfect for serious performance in a compact design.

HD FUN IN THE PALM OF YOUR HAND



NEW RANGE OF LENSES IN STOCK NOW




WHAT COLOUR ARE YOU?
Sony Cyber-shot - a colour for any mood >

1 2 3

OUR BESTSELLING PRODUCTS



Photosmart E317 Digital Camera	\$114.12	DSC-N1	\$485.57	NV10	\$264.69	Cyber-shot W55	\$260.87	PowerShot A480	\$99.85	EOS450D + 18-55 IS Kit	\$574.88
--------------------------------	----------	--------	----------	------	----------	----------------	----------	----------------	---------	------------------------	----------

DIGITAL COMPACT CAMERAS

DIGITAL SLR CAMERAS

CAMERA AND CAMCORDER MEMORY

CAMERA ACCESSORIES AND SUPPLIES

