

**SAP AG**

Walldorf, Germany

[www.sap.com](http://www.sap.com)**Results**

- Enabled testing of 100 website iterations annually
- Discovered detailed attributions that overvalued display ads by 8% and undervalued SEM by 14%
- Measured how personalization drives 300% more conversions than one-off campaigns, shaping digital strategies
- Revealed 47% lift in conversion through button optimization tests

SAP

## Wanted: one billion satisfied users

SAP uses Adobe Marketing Cloud to create high-impact, optimized digital experiences that increase conversion

For SAP to reach its goal of one billion users by 2015, the company will require focused digital marketing that provides audiences with the right message at the right time on the right device. One of the key resources in achieving that ambitious goal is Adobe Marketing Cloud, including Adobe Analytics, Adobe Target, and Adobe Experience Manager solutions, according to Shawn Burns, global vice president of Digital Marketing at SAP.

"Adobe Marketing Cloud allows us to create a digital experience that delivers relevant information to our customers at all times—by industry, by LOB, by geography, and more," says Burns. "It doesn't matter how visitors come to SAP.com or any of our other SAP web properties. Adobe Marketing Cloud helps enable us to be relevant to them from the moment they engage with us."

SAP began using Adobe Analytics to establish a rich understanding of what's going on across its web properties. As one of the world's largest global providers of enterprise software, the company clearly recognized the value of knowing more about customers' online interactions, including which pages get most traffic, and how content is being used. By gaining a baseline understanding of experiences across its digital properties, SAP marketers can more easily develop targeted strategies to refine digital marketing activities.

SAP also uses Adobe Analytics along with Adobe Target to capture and analyze data and then test strategies, transforming data and experiences into actionable insights. For instance, the company tests approximately 100 iterations of its main website, SAP.com, every year. The changes can be minor, such as updating colors on buttons, or more extensive, such as creating entirely new page templates.

"With A/B testing in Adobe Target supporting 25 or more real-time tests a quarter, we are able to deliver digital experiences that are more relevant to our customers and help capture higher-value leads through online channels," says Burns. "We've seen conversion increases of up to 47% just by changing copy on buttons in our website. This isn't focus groups, nor is it market research. We don't have to spend six months figuring out what works and what doesn't. It's happening in real time and we can immediately act on the insights."

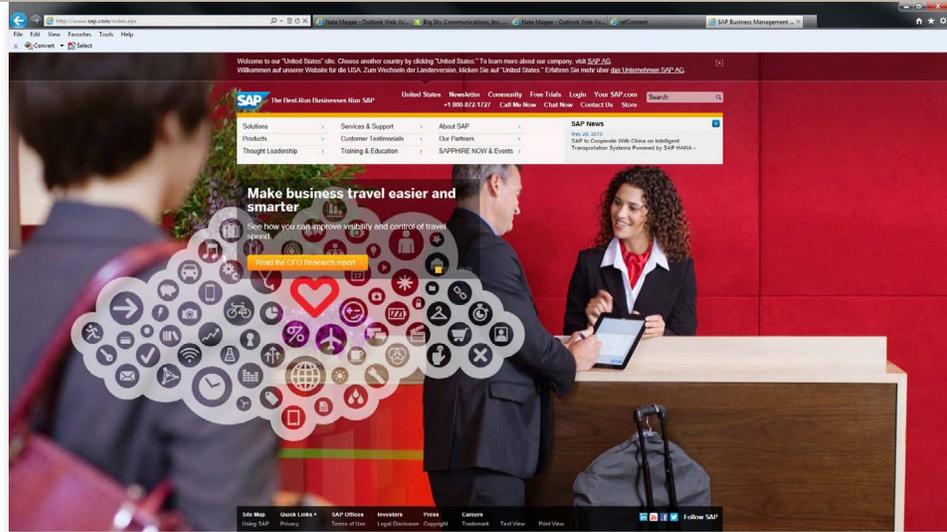
### Linking touch points to revenues

Adobe Target is helping SAP drill down into the performance of individual marketing efforts, such as paid search engine marketing, banner ads, and social media. Jake Sapirstein, senior director of Digital Marketing at SAP, runs the Test Lab that conducted the company's pilot program to more accurately quantify attribution, identifying which customer interactions deserve credit for sales and conversion.

The SAP digital marketing team previously relied on first-touch and last-touch attribution models to attribute sales and conversion. However, because some sales may involve a large number of touch points with multiple stakeholders, it can make specific attribution more difficult. Because of this, the SAP team turned to Adobe Marketing Cloud solutions to help measure complex interactions—throughout the conversion funnel and across channels—to better understand customer engagement across the sales cycle.

With Adobe solutions, SAP can measure customer interactions over long periods of time across channels including paid, owned, and earned customer interactions. Rather than just seeing high-level insights into overall campaigns or programs, digital marketers can gain more granular insights into interactions down to individual content, such as a potential lead's click through in a specific email.

SAP uses Adobe Marketing Cloud, including Adobe Analytics, Adobe Target, and Adobe Experience Manager solutions, to accurately measure visitor behaviors and preferences to deliver superior customer experiences across digital properties.



### Challenge

- Reach one billion SAP software users by 2015
- Drive more higher-value leads from web properties
- Efficiently provide personalized user experiences on global websites

### Solution

- Leverage Adobe Marketing Cloud to create unique, relevant customer experiences
- Analyze data and act upon insights with Adobe Analytics and Adobe Target solutions
- Cost-effectively manage large web presence and improve personalization in real time with Adobe Experience Manager

### Systems at a glance

Adobe Marketing Cloud, including Adobe Analytics, Adobe Target, and Adobe Experience Manager solutions. Capabilities used include:

- Adobe SiteCatalyst™
- Adobe Test&Target™

In early use of the Adobe solutions, the SAP teams quickly identified—both holistically and at a more granular level—how customers moved through sales cycles. They also found siloed reporting practices among the SAP marketing teams, which created overlap in how leads were attributed. Using Adobe Marketing Cloud, SAP can more accurately attribute conversion to specific marketing campaigns and content, better crediting teams for their efforts and incorporating more successful strategies into future campaigns.

“Previous analytics tools and attribution methodologies of other third parties that we used didn’t let us accurately see how marketing initiatives across SAP teams were impacting customers,” says Sapirstein. “Plus, there was a lot of overlap in reporting. With Adobe Marketing Cloud, SAP managers now have a better grasp on which activities are yielding the highest returns and which ones need to be abandoned or reworked.”

By using Adobe solutions, SAP digital marketers also uncovered key trends about how leads moved through the conversion funnel. For instance, it became evident that combining tactics, such as banner and social media, created greater conversion than banner ads alone. In addition, analysis with Adobe Marketing Cloud showed how creating synergies among touch points is much better at driving conversions than investing in single, isolated activities.

“With Adobe Marketing Cloud, one of the biggest wins for us is that it allows us to look critically at how we allocate our resources,” says Sapirstein. “For example, we realized by using the last-touch model for attribution we overvalued display ads by 8% and undervalued paid search engine marketing by 14%. The actionable data we gain from Adobe solutions help us better balance our investments in various channels and activities.”

### Efficient web operations, better experiences

Much of SAP’s business is initiated by customer visits to the company’s global websites. With this in mind, SAP is also taking advantage of other Adobe Marketing Cloud solutions, including Adobe Experience Manager, to cost-effectively create and publish targeted, personalized web content.

Constantly striving to enhance customer experiences, the company’s development and testing begins on its primary site, SAP.com. By taking a data-driven approach to its testing and optimization strategies, the company is improving customer engagement with more relevant, personalized experiences and driving conversion. Currently, the digital marketing team is using Adobe Experience Manager to transform experiences on the main company website; soon, however, they will also be pushing out launch updates across web properties worldwide.

“The more personalized, targeted experiences we are creating are driving 300% more conversions than any of our more traditional digital campaigns,” Burns says. “Once we understand which experiences are best received by audiences with the Adobe Target solution, we can use Adobe Experience Manager to launch those changes out to every experience across devices and countries.”

*“Adobe Marketing Cloud allows us to create a digital experience that delivers relevant information to our customers at all times—by industry, by LOB, by geography, and more.”*

Shawn Burns, global vice president, Digital Marketing, SAP

### Unified platform for the future

The fully integrated solutions in Adobe Marketing Cloud dramatically simplify workflows and reporting at SAP, helping the organization enhance digital strategies and accelerate optimization.

Compared to its past analytics platform, which required the company to invest a lot of time and resources to coordinate data analysts' work with other groups, Adobe solutions offer increased visibility into digital marketing operations across business areas and promote collaboration. As a result, the company can focus more of its efforts on digital marketing optimization today and in the future.

Looking ahead, the digital marketing team plans to focus even more attention on mobile users and engaging customers via social channels. “Mobile traffic to our website jumped by more than 300% over the past year. Many conversations about SAP solutions regarding big data, cloud, and mobility are happening outside corporate websites,” says Burns. “We have to keep expanding our reach to engage customers across channels and devices. We expect the Adobe solutions will continue to play critical roles as our customers and digital strategies evolve.”

**For more information**  
[www.adobe.com/solutions/  
digital-marketing.html](http://www.adobe.com/solutions/digital-marketing.html)



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#### SAP Forward-looking Statement

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Note: percentage improvements are derived from industry standard digital marketing lift calculations where A/B testing is employed to improve online conversion rates: (digital design (alternative) conversion rate – digital design (control) conversion rate) / digital design (control) conversion rate.

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