

# SAP Hybris Cloud Marketing – Do not waste your clients' time

- ✓ Get information about known customers and unknown people in real time.
- ✓ Merge, combine and enrich profiles on all channels
- ✓ Track the context, interests and predictions for a 360° rich view of the client
- ✓ Develop people from anonymous contacts to high value customers and fans of your brand
- ✓ Predict the probability of buying, interacting, showing interest and other behaviors in real time
- ✓ Mix implicit and explicit customer data
- ✓ Information on all the relevant interactions of your clients
- ✓ Participation and social monitoring, analysis of feelings about structured and unstructured data
- ✓ Easy data loading and extensibility for SAP and non-SAP data



