

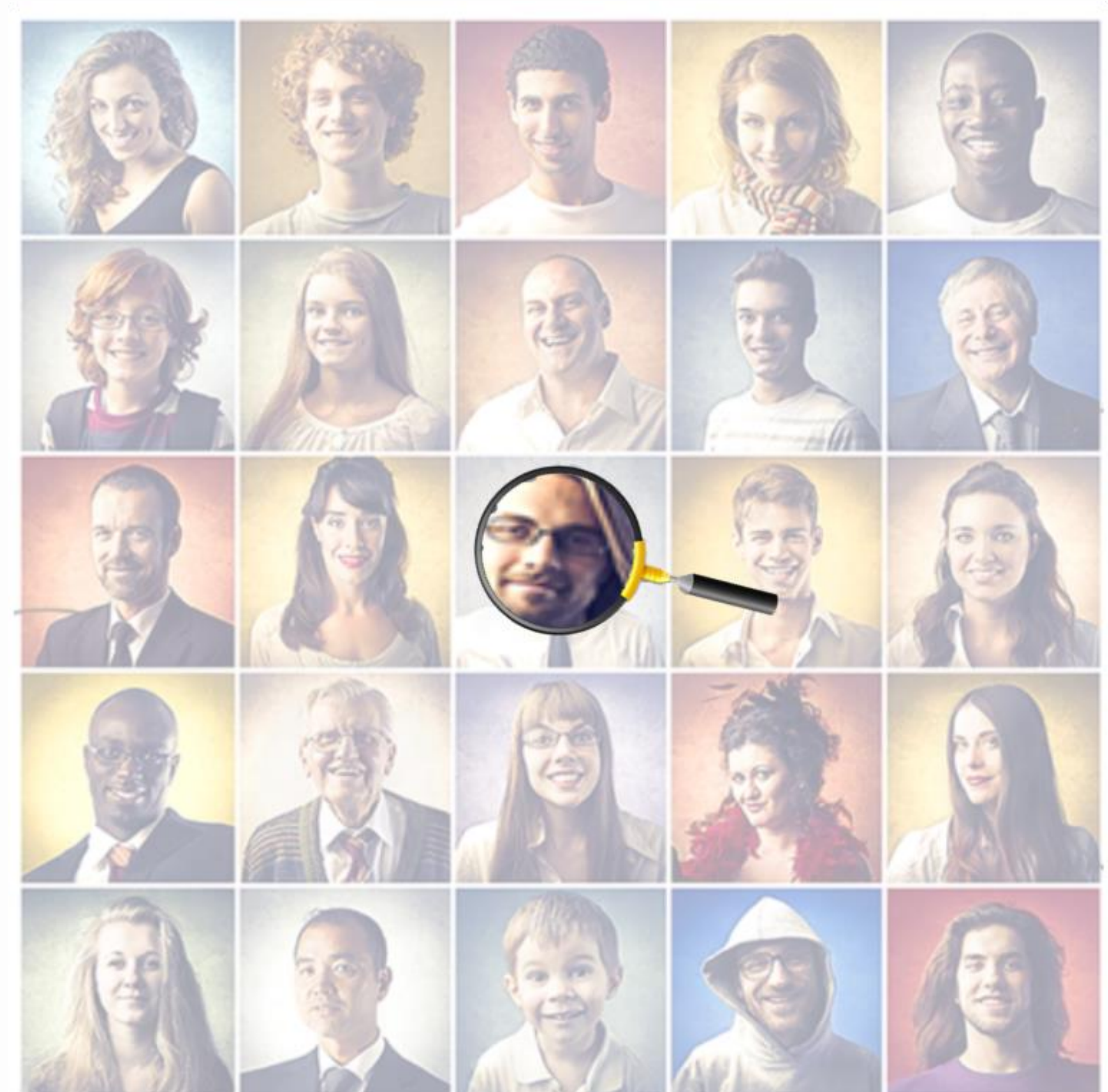


# Acorel Marketing Accelerator

(powered by SAP Marketing Cloud)

## PACKAGE SCOPE

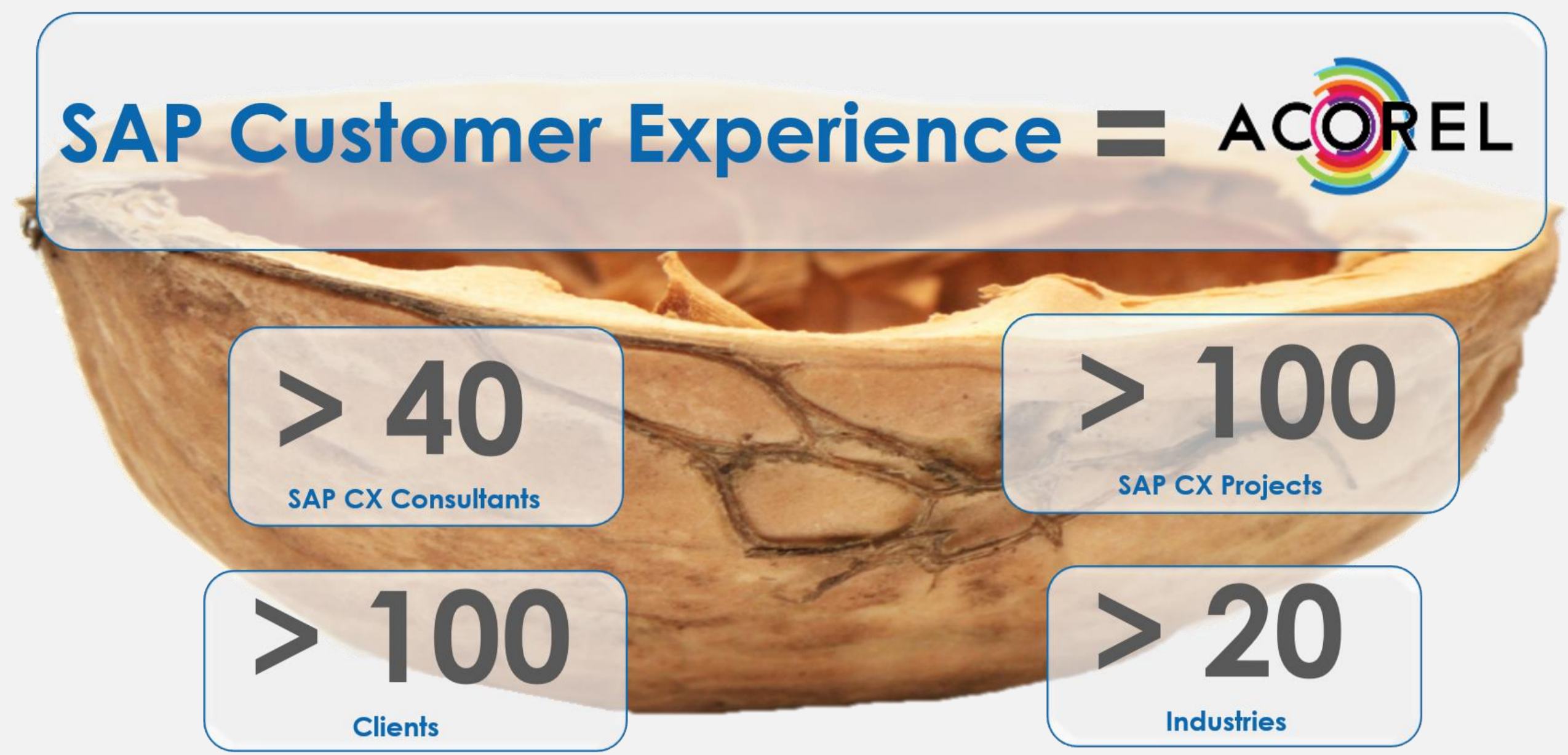
- **Consumer and Customer Profiling:** Building your customer's golden record and creating your customer's Profile Dashboard and Account Factsheet.
- **Segmentation and Campaign Execution:** Build your own content (email & landing pages), create simple segmentation and target groups and multi-wave email campaigns.
- **Marketing Analytics:** Have immediate insight in your campaign's success
- **Integration:** Get integrated with SAP Sales Cloud, your webshop and/or your backend systems.



# VALUE PROPOSITION

- Understand what your ideal customers are looking for, what matters to them most and how to best speak to them.
- Work with dynamic customers, increase pipeline quantity & quality. Boost your campaign ROI.
- Interactive visualization of your customer profiles and segmentation models. MEASURE, MANAGE AND ANALYZE!
- Integrate SAP Marketing Cloud with SAP Sales Cloud or Webshop will help you keep track of your increases in lead generation. Sales will help adjust and readjust until you have a system in place, which benefits both Marketing & Sales.
- GDPR proof
- Implementation by highly experienced consultants with focus on SAP Sales -, SAP Service -, SAP Commerce - and SAP Marketing Cloud.

# ACOREL IN A NUTSHELL



To get more info, go to: [acorel.nl/marketing](http://acorel.nl/marketing)

# DEPLOYMENT TIME & PRICING\*

SAP Marketing Cloud licences as per € 3.500 p/m	
BASIC €50K	EXTENDED €80K
<ul style="list-style-type: none"> <li>✓ Account Factsheet/ Profile Dashboard/ Golden Record</li> <li>✓ Marketing Analytics (Analytics Cloud)                             <ul style="list-style-type: none"> <li>- General Configuration</li> <li>- Marketing Executive Dashboard</li> <li>- Analytical Stories</li> </ul> </li> <li>✓ Simple Segmentation/ Target Groups/ Multi-Wave Email Campaigns/ Content Studio</li> <li>✓ Campaign Success</li> </ul>	<ul style="list-style-type: none"> <li>✓ Basic</li> <li>+ Custom Score Builder</li> <li>+ Lead Management</li> <li>+ Trigger Based Campaign</li> <li>+ Enhance Segmentation</li> <li>+ Integration with SAP Sales Cloud, ECC or CRM (1 system)</li> </ul> <p><small>* All prices in Euro's. License price is based on the Standard Edition and 100K contacts. Acorel Terms and Conditions may apply. Please contact us for a complete quote.</small></p>
<b>8 weeks</b>	<b>12 weeks</b>

# DELIVERY APPROACH

