

What's the Secret Formula for Getting Food Ingredient Innovation to the Right Customers?

Enhancing the nutritional value of foods to meet consumer demands for healthier eating is just one way food ingredient giant Doehler innovates to keep pace with changing consumer tastes. The company creates product experiences based on natural additions that leading food and beverage companies use as the basis of product differentiation on crowded supermarket shelves. As part of its digitalization strategy, Doehler recognized it was time to adopt more sophisticated marketing tools to enable advanced customer profiling.

To better address individual customer needs and improve campaign effectiveness, Doehler needed to improve its profiling intelligence and integrate this data with its golden records. To meet these requirements, SAP Digital Business Services used an agile cloud approach to implement the SAP® Hybris® Marketing Cloud solution and integrated it with Doehler's existing business intelligence system. The company now has an aggregated view of the customer, allowing for more effective segmentation and helping it deliver truly targeted and successful marketing campaigns.





Understanding Customers Better with SAP® Hybris® Marketing Cloud



Doehler GmbH
Darmstadt, Germany
www.doehler.com

Industries

Chemicals and consumer products

Products and Services

Technology-driven natural ingredients, ingredient systems, and integrated solutions for the food and beverage sector

Employees

5,000

Revenue

€1.35 billion

SAP® Solutions and Services

SAP® Digital Business Services offerings, SAP Activate methodology, and the SAP Hybris® Marketing Cloud solution

Food ingredient leader Doehler worked with SAP Digital Business Services to implement SAP Hybris Marketing Cloud. By integrating it with an existing business intelligence system, Doehler now runs highly effective marketing campaigns.

Before: Challenges and Opportunities

- Need for a sophisticated marketing solution to address individual customer needs and capture profiling data from multiple customer interactions
- Ability to integrate customer profiling data with a golden record for aggregated customer data
- Ability to increase marketing cut-through and effectiveness

Why SAP

- Key part of an overall digitalization strategy supported by multiple SAP solutions
- Proven capabilities of SAP Digital Business Services at every stage of the digital transformation journey
- SAP Activate to support exploration, testing and configuration, integration setup, and deployment
- “Train-the-trainer” approach that allowed the Doehler team to configure and understand the system on its own
- Modern, simple, and scalable cloud marketing solution that provided a best fit for the business

After: Value-Driven Results

- Higher-quality data through integration of aggregated profiling data with a single golden record
- Significantly improved customer response and conversion rates from running highly targeted marketing campaigns aimed at specific customer segments
- Greater visibility thanks in part to the ability to drill down into customer records from multiple sources
- More-effective customer segmentation, enabling more-successful marketing campaigns

“SAP Digital Business Services supports Doehler in establishing an integrated, state-of-the-art campaign management solution resulting in higher-quality data and more-effective marketing.”

Pierre Wiese, Head of Business Solutions Commercial, Doehler GmbH

SAP Hybris (x)

130

Countries around the world where customers are served

100%

On-time and within-budget implementation

360°

View of customer profiles with transactional and behavioral data from multiple channels

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