SAP Customer Experience

SAP Engagement Cloud

January 2025

Today's Speakers

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Agenda

01
Evolution
How we've progressed from point capabilities to a unified engagement solution.

02
Vision & Strategy
Where we're headed and how we'll win in enterprise customer engagement.

03
Recent Innovations
The latest capabilities delivering measurable impact for customers today.

04
Key Investment Areas
Where we're doubling down to drive differentiation and long-term value.

05
Demo
See the vision come to life through real, end-to-end engagement scenarios.

Our solution has evolved as the problems facing our customers have changed

| Email Automation & Ecommerce Marketing | Marketing Cloud support for multichannel + B2C verticals | True Omnichannel and mobile-first engagement | Deep ecosystem integration and extensibility | Operational scalability & flexibility powered by AI |

2000 →→→ **Today**

- Launch of Email Service Provider
- Customer lifecycle segmentation (Smart Insights)
- Predict Recommendations

- Digital Ads
- Web Channel
- Industry best practice Tactics
- AI Segments
- Send-time optimization
- Strategic Ecommerce platform integrations

- Mobile engage
- SMS
- WhatsApp
- Mobile Wallet
- Real-time interactions & Web hooks

- Real-time interactions & Web hooks
- Expansion of vertical strategy to B2B
- Integration with strategic marketing & business systems (Commerce, B2B, CDP)

- Generative AI (Subject Line Generator, Product Finder, Report Builder, Campaign Translator)
- Agentic AI framework
- API-first engagements
- Multi-region, Multi-brand and Multi-department engagement orchestration
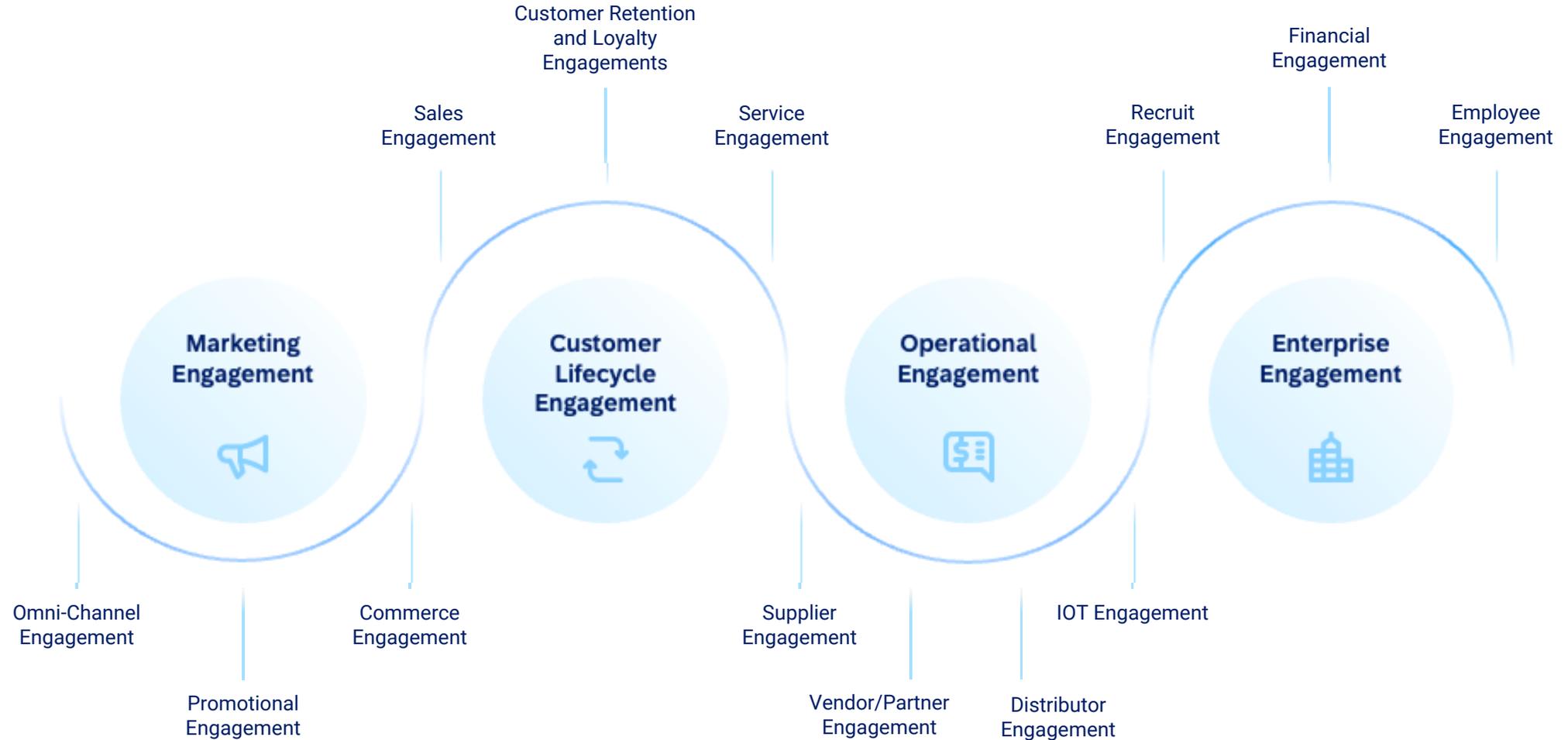
Vision & Strategy
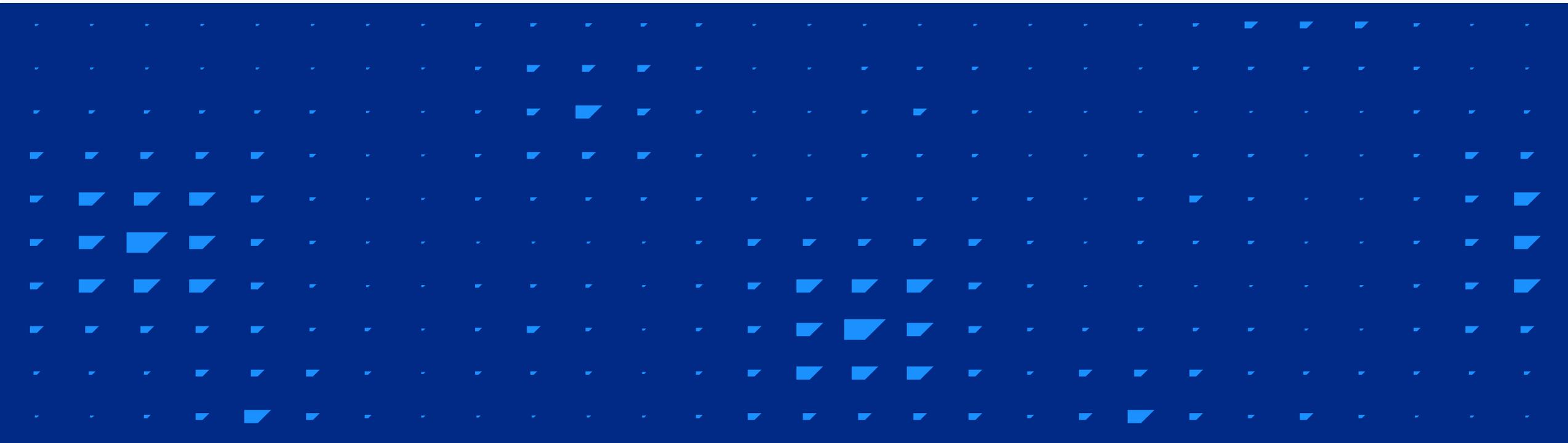
SAP Engagement Cloud is part of the CX portfolio
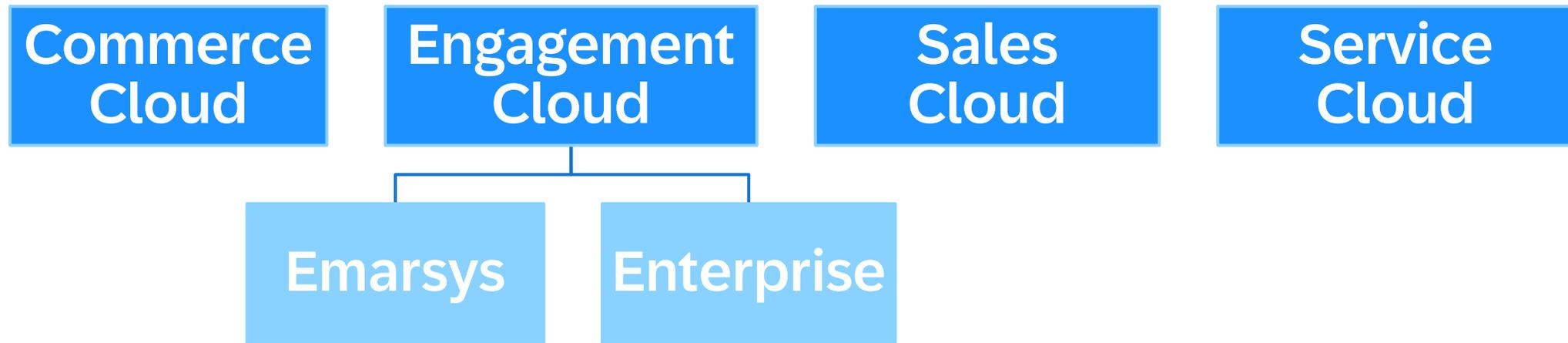
Commerce Cloud	Engagement Cloud	Sales Cloud	Service Cloud

Engagement Cloud
- Emarsys
- Enterprise

Disclaimer: In Beta, with general availability planned for Q1 2026.

Evolution from SAP Emarsys to SAP Engagement Cloud
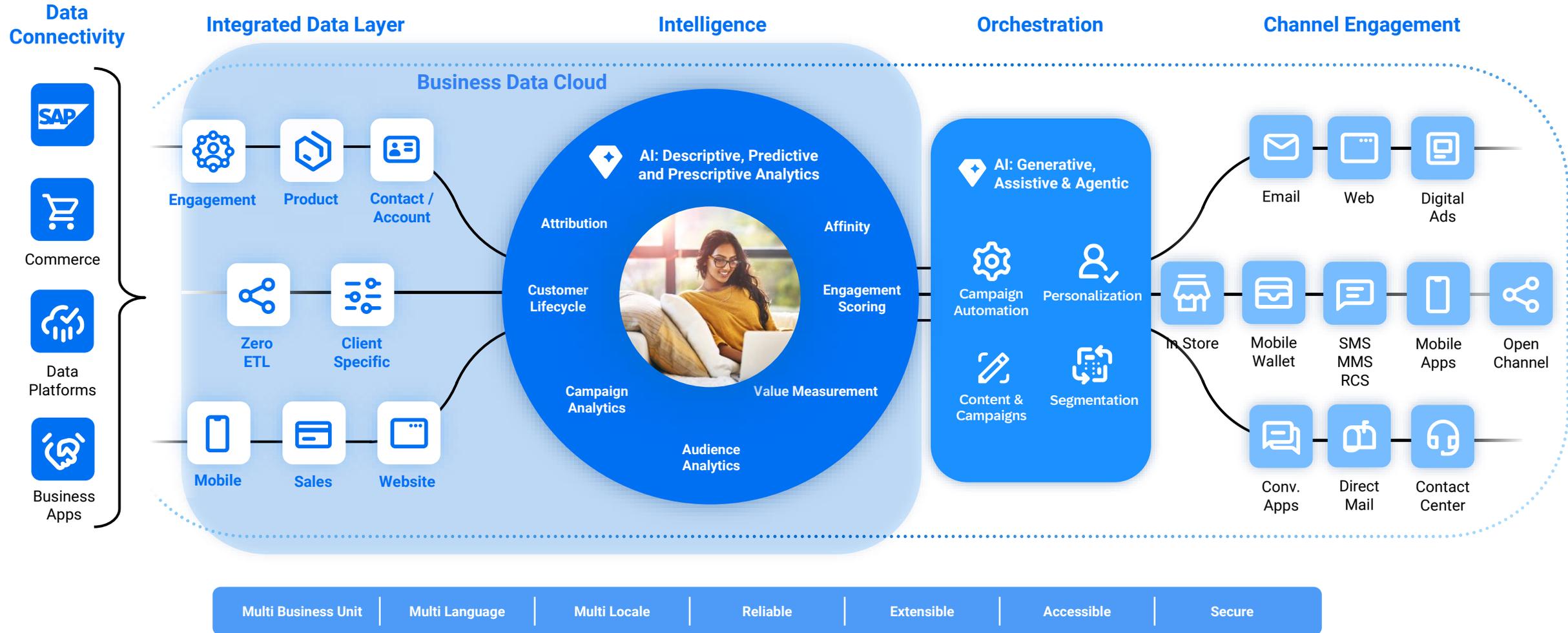
Engagement Happens At Every Touchpoint with a Brand

Customer Retention
and Loyalty
Engagements

Sales
Engagement

Service
Engagement

Financial
Engagement

Recruit
Engagement

Employee
Engagement

**Marketing
Engagement**

**Customer
Lifecycle
Engagement**

**Operational
Engagement**

**Enterprise
Engagement**

Omni-Channel
Engagement

Commerce
Engagement

Supplier
Engagement

IOT Engagement

Promotional
Engagement

Vendor/Partner
Engagement

Distributor
Engagement

From SAP Emarsys to SAP Engagement Cloud

From a product line in SAP Customer Experience to an engagement layer for SAP Business Suite

Marketing engagement	Commerce engagement	Sales and service engagement	Product engagement	Supplier engagement	Finance engagement	Employee engagement

✦ AI assistants in Joule I Embedded AI

SAP Engagement Cloud

Channels

E-mail	Mobile apps	Mobile wallet	Web	Digital ads	Conversational	Direct mail	In-store	Open channel / API

Content

Orchestration and personalization

Engagement layer

Next best action	Predictive analytics	ML / AI	Lifecycle mgt.	Indicators	Journey orchestration	Advanced segmentation

Insight apps and base capabilities

SAP Business Data Cloud (SAP BDC)

C360	Contacts / accounts	Products	Leads	Opportunities	Orders	Inventory	Engagement events	Others

Data layer

SAP Engagement Cloud Architecture

Connect data from any source, gain insights about your customer and engage across online and offline channels

Data Connectivity

- SAP
- Commerce
- Data Platforms
- Business Apps

Integrated Data Layer

Business Data Cloud

- Engagement
- Product
- Contact / Account
- Zero ETL
- Client Specific
- Mobile
- Sales
- Website

Intelligence

AI: Descriptive, Predictive and Prescriptive Analytics

- Attribution
- Affinity
- Customer Lifecycle
- Engagement Scoring
- Campaign Analytics
- Value Measurement
- Audience Analytics

Orchestration

AI: Generative, Assistive & Agentic

- Campaign Automation
- Personalization
- Content & Campaigns
- Segmentation

Channel Engagement

- Email
- Web
- Digital Ads
- In Store
- Mobile Wallet
- SMS MMS RCS
- Mobile Apps
- Open Channel
- Conv. Apps
- Direct Mail
- Contact Center

Multi Business Unit	Multi Language	Multi Locale	Reliable	Extensible	Accessible	Secure

Recent innovations and investment areas

Our innovation road map is anchored in our differentiators

We don't just build technology; we partners to become our customers for the long term, delivering delivering purpose-built solutions for marketers across three strategic pillars:

Channels & Content
Omnichannel excellence

Insights & Analytics
Data-driven intelligence

Platform Flexibility
Composable, extensible solution

Trusted
Enterprise-grade, scalability, and performance

Major customer innovations
100+ innovations delivered in 2025

Channels & Content

Conversational:
- WhatsApp , LINE (pilot)
- Conversational Messaging (EA)
- CTA Buttons

Mobile wallet:
- Pass Notifications
- Segmentation
- Event-based automation

SMS multiple short codes

Digital ads
- Criteo
- Microsoft

.NET MAUI binding for mobile app

New segment editor

Brand center for omnichannel content blocks (EA)

Mobile wallet

Insights & Analytics

AI-assisted report builder

AI-assisted product finder

AI-assisted segment description generator (pilot)

AI segments for mobile push (pilot)

Recommendation center (pilot)

Integrated custom reports

Revenue attribution for conversational channels

Data & Activity Summary + Contact Search Enhancements

Updated link tracking report

Platform Flexibility

Real-time SAP Customer Data Cloud (SAP CDC) connector: Topic field sync and improved schema management

SAP CDP connector: Mobile push and in-app activities sync

Standard sales data API improvements

Partner tactics: Mercaux (in-store)

Account engagement::
- Fact Sheet
- Account-based Segmentation
- On-Behalf Personalization (CRM Agnostic)

Asset tagging

Engagement events

Trusted

| | IdP user management | Embedded SAP support | AI Consent Management | UI Translation: Support for Trad. Chinese & Italian | Accelerated adoption services |

Ready to scale at a moment's notice, when it matters most

Delivering just another "normal day" on Black Friday and Cyber Monday

- 2.25+B messages sent yielding 337+M messages opened across all channels on Black Friday alone

- 200M API calls served while sending 2.1B messages on Cyber Monday

- Peak email speeds of 188MM (generated) and 171MM (sent) per hour helping our customers reach the inbox before their competitors do

- 100% Delivery within SLA and no incidents

- 37% decline in support requests year-over-year for the holiday weekend

- 27% increase in utilization of Data Segmentation with 20% greater processing speed

20%
increase in customer engagements

2.25B+
messages sent on Black Friday in 2025

SMS +47.8%
Mobile Push +39%
Mobile Inbox +100.2%
strong channel growth

Roadmap

Key investment areas unleash the power of engagement

Data connectivity and extensibility
Adaptive

SAP BDC/SAP CDP universal schema builder, engagement events

AI-first innovation
Insightful

Embedded AI: Report builder, segment description generator, campaign translator, and content composer

Joule agentic marketing workflows

Enterprise-grade operations
Trusted

Unified SDK
Unified segmentation and automation
Business areas

Always-on omnichannel excellence
Connected

Mobile-first

Centralized content creation and management

Open channel integration

Channel analytics and performance insights

Scale and performance: Billions of personalizations, messages, recommendations per day

Conversational channels

Engage in dialogue with customers

Leverage conversational messaging to engage in conversations that deepen customer relationships:

- WhatsApp — **Released**
- LINE — Pilot
- RCS — Planning
- SMS — Planning

Extend reporting coverage

Developing

Leverage open data to export channel metrics for reporting in preferred Third party analytics tools.

Support interactive buttons for quick responses

Released

Enable phone numbers, links, or keywords using CTA and quick-reply buttons to reduce friction and human error in responses.

Deepen conversations with expanded messaging options

Planning

Engage with unsolicited messages through new message types, like carousels, and with conversational AI to determine next-best session engagements.
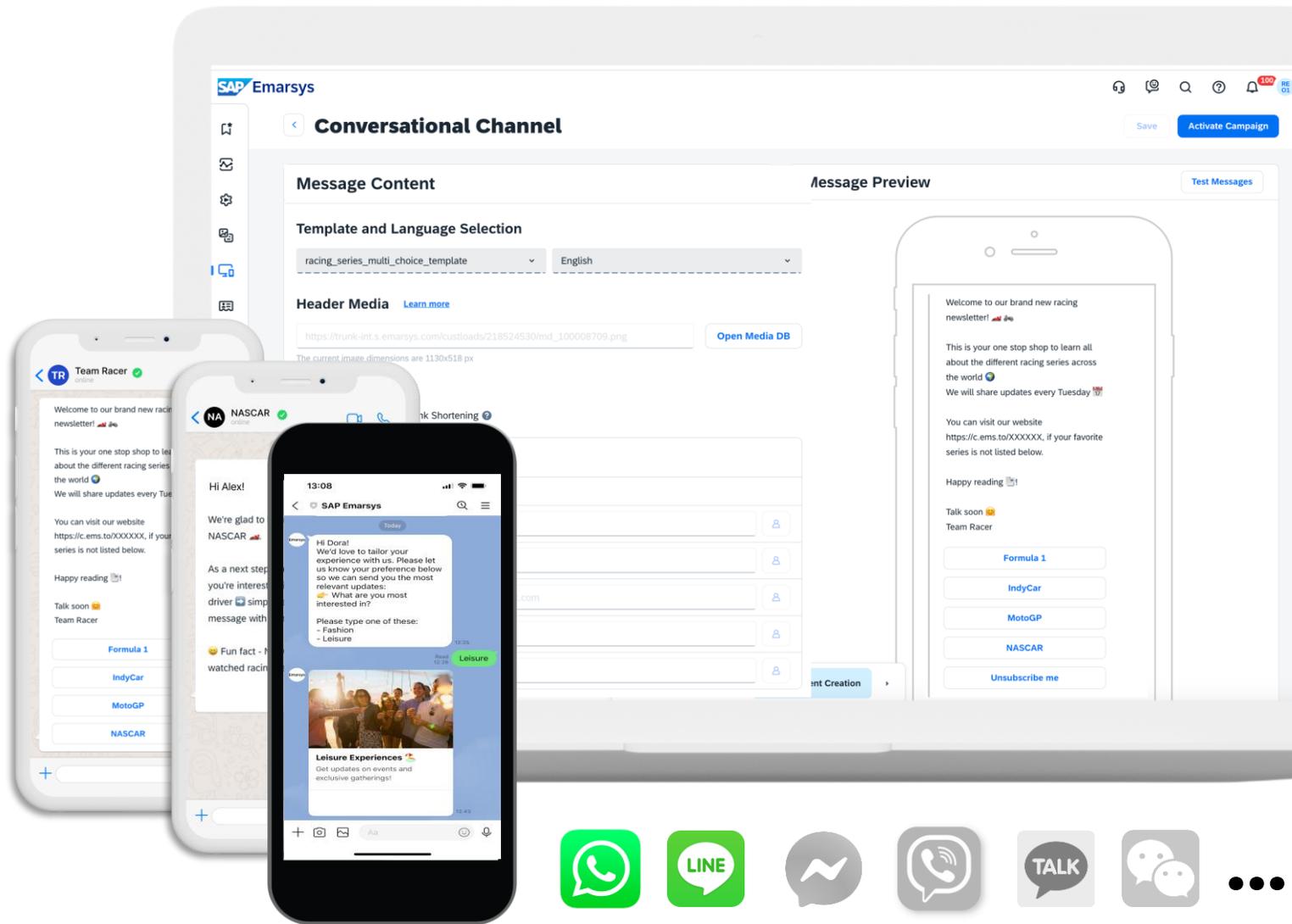
Innovations driving omnichannel excellence
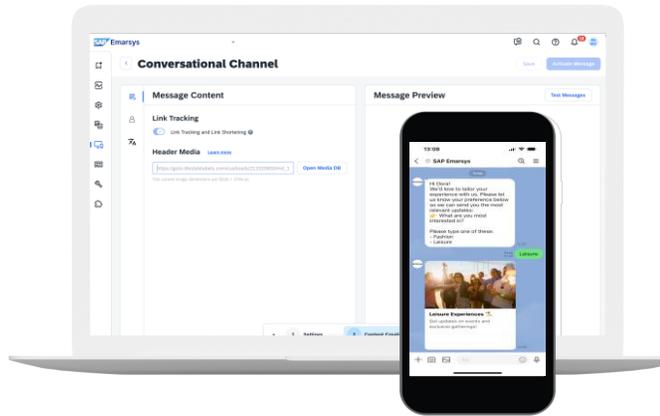
Channel expansion
Meet customers on their preferred channels and experiment with new impactful technologies. Engage in active dialogue through conversational channels from WhatsApp to LINE, RCS, and even conversational SMS, or expand reach with additional ad network integrations.
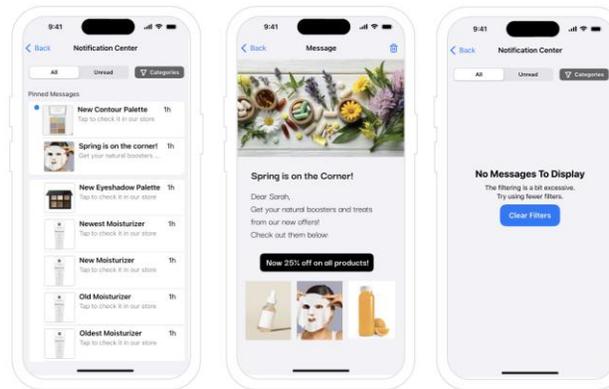
Embedded messaging
Deliver messages to customers with a modernized message inbox for both web and mobile app channels. Improve delivery with no need for opt-ins and allow customers to access when they need it—whether that's now or later.
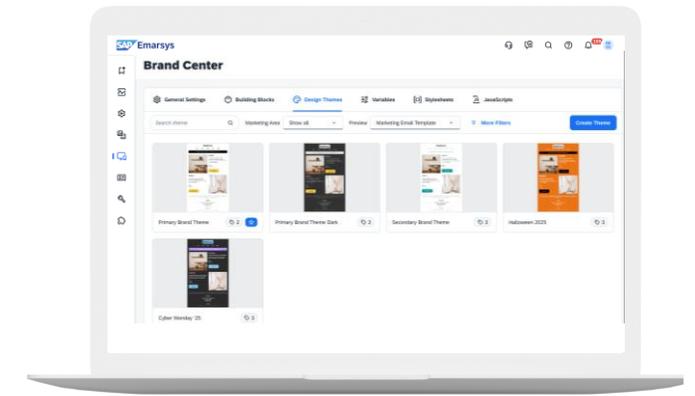
Brand center
Centralize content creation, management, and distribution of on-brand, reusable assets across channels. Create variables, themes, and style sheets for content blocks by brand, region, or at a global level and apply them uniformly with a click of a button.

Native integration with SAP CDP and SAP BDC

As the SAP Business Data Cloud (SAP BDC) solution becomes the foundational data layer for SAP, data from SAP applications and other systems can be accessed more easily and provide a standard model for insights and activation.

Drive business insights engagement data connected to SAP BDC
By synchronizing customer engagement data and events captured in the SAP engagement solutions, users across the business can benefit from unified data and improved analysis through insight apps.

Act on a true 360 of your customer across the business
Segment audiences, personalize content, make smarter recommendations, and more based on a comprehensive set of data from front-end customer applications **and** back-end operational systems.

Intelligent applications

Adaptive experiences

Planning and simulations

Partner applications

Connect, discover, and govern business data

Business data fabric

Data products

Harmonized data models

SAP apps
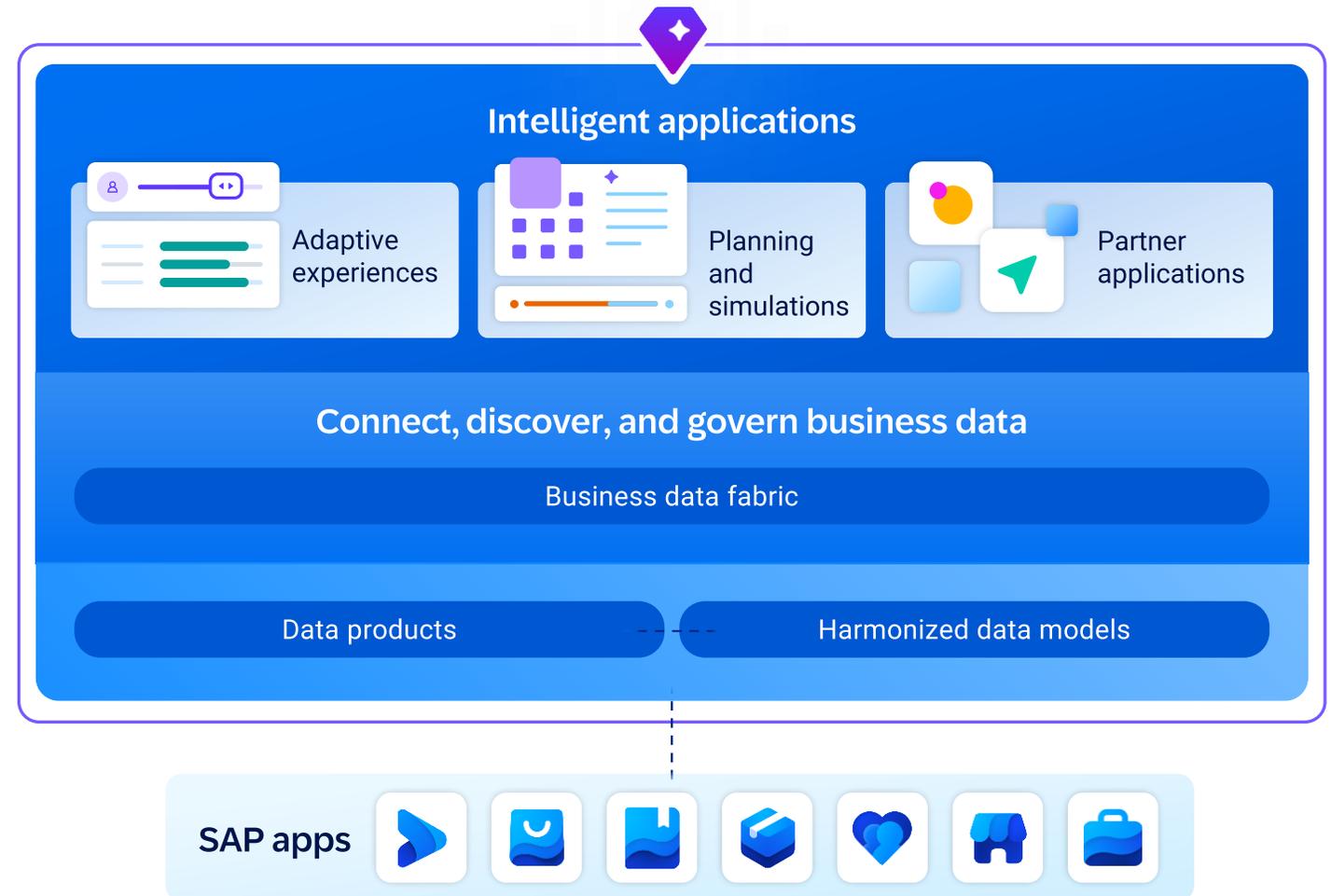
Engagement events
Capture, manage, and act on external events from anywhere in a central hub

Deliver highly personalized, data-driven marketing at scale, with a robust engagement events service.

Connect event data from any source with a flexible API

Ingest inbound events from external data sources, like commerce or service systems, and efficiently connect your data to unlock additional marketing use cases.

Harmonize event onboarding for smoother activation

Onboard customer events through a self-serve API interface and standardized event data schemas *(planning)* to enable omnichannel insights and activation.

Activate smoothly across marketing workflows

Enhance segmentation, create richer personalization rules, and trigger real-time automation programs based on external events.

Track and analyze event activity to gain insights

Monitor event processing to minimize errors and help ensure data integrity, then set up attribution against any event(s) and measure event-based campaign performance.
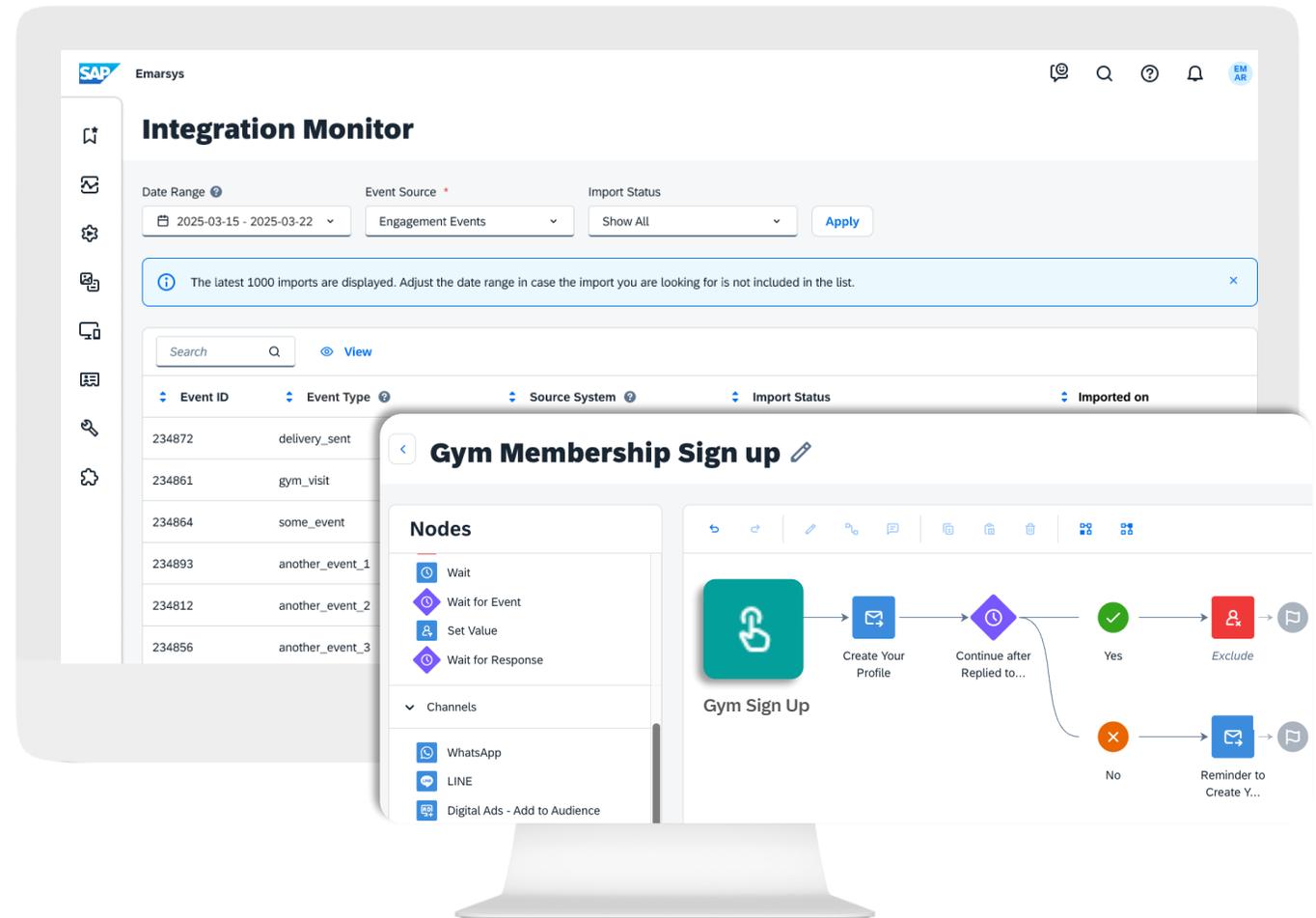
Universal schema builder [Pilot]

Connect external data and streamline activation from a single data configuration

Simplify data use to create sophisticated use cases
Streamline consumption of data from external systems and eliminate data duplication, making it easier to maximize your business data for any use case or industry.

Reduce operational complexity with centralized schemas
Create and manage data schemas from a unified data set to improve efficiency and drive campaign segmentation and content personalization simultaneously.

Unlock more value from your data
Combine customer and business data to create hypertargeted segments, tailor information, and personalize offers based on contact attributes or related objects to achieve marketing and business outcomes.

# Data and asset separation with business areas

When business entity independence is not required, use authorizations to control access to customer data, content, and campaigns within a single SAP Engagement Cloud account.

Separate and govern data access in a single account
Manage customer data within a single account structure, but allow user access to view only the data and profiles based on their authorizations (for example, customers of Brand X).

Set content permissions for regions and users
Expose only the content, campaigns, and programs relevant to a user, based on their brand or region, from within a single account (versus distinct business units).
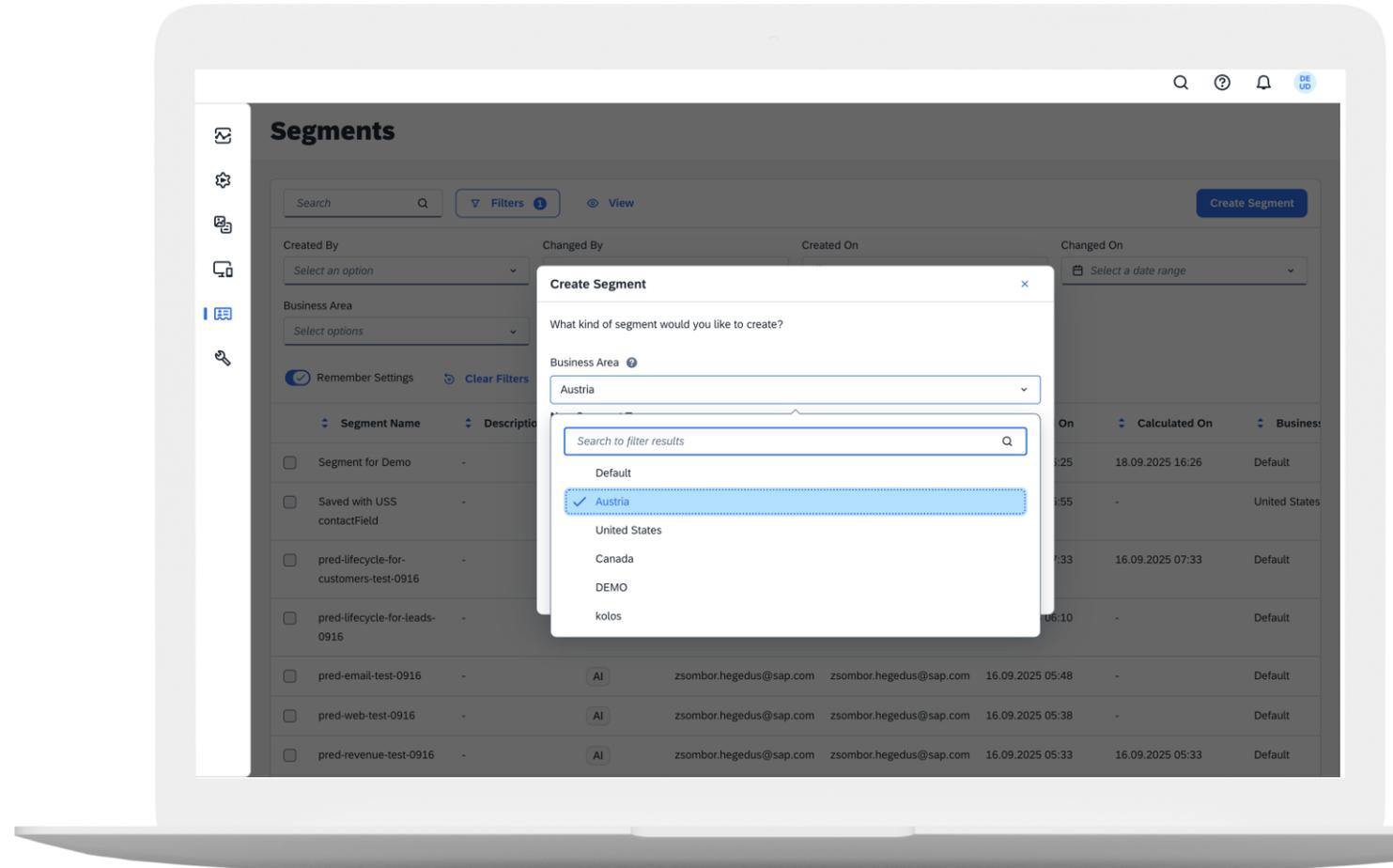
SAP Engagement Cloud SDK

Natively cross-platform SDK that delivers enterprise-grade performance and reliability with shared business logic for optimal simplicity.

Reduce integration complexity and time
By leveraging a uniform SDK for Android, iOS and Web, a single integration guide and shared business logic, teams can implement customers experiences like Embedded Messaging with out-of-the-box UIs and realize ROI up to 40% faster.

Built for enterprise scale and simplicity
A unified SDK for all mobile and web channels creates a consistent developer experience, reducing friction for teams managing multiple platforms, brands, or even regions.

Improve data collection quantity and quality
Considered a form of first-party data collection, the unified SDK enables greater data capture, bypassing ad blockers and cookie consent barriers while ensuring that data is collected in a consistent fashion across channels.

Unified and intelligent segmentation
Standardize segment creation with a streamlined editor

Create segments faster with a streamlined UI and advanced capabilities like grouping, categorization, and logic nesting.

Supported segment types:

- Contact, smart insights, geolocation, e-mail, and mobile behavior — **Released**
- Relational, AI, mobile engage, web behavior, web push, SMS, loyalty — **Planning**

Intelligent segmentation — **Planning**
Generate audiences based on business targets and natural language prompts. Autosegment identification based on agentic clustering.

Categorize segments for quick access — **Pilot**
Use customizable tags to group related segments and filter for faster search and execution.
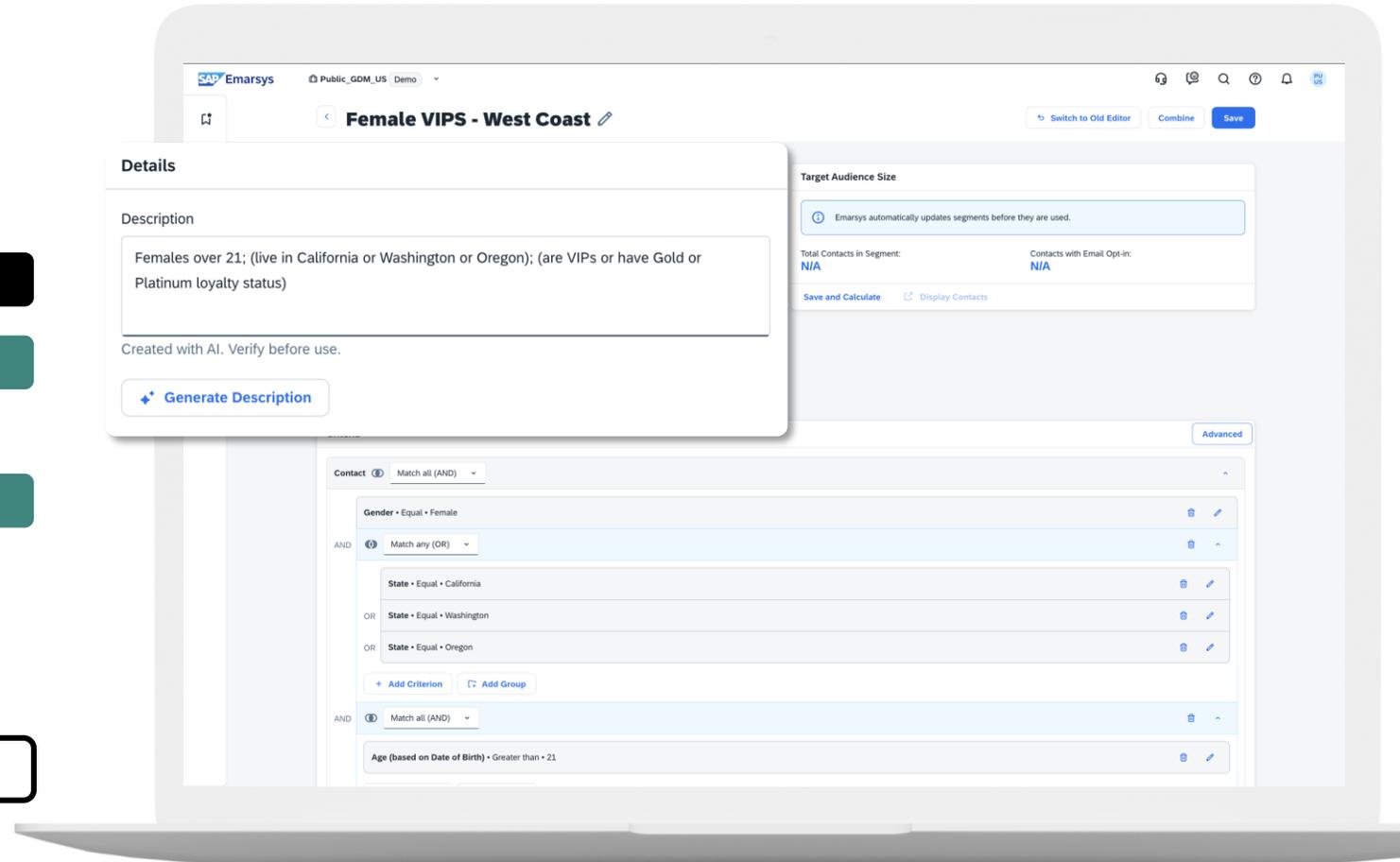
Unified and intelligent automation
Build unique and intelligent customer experiences and journeys

**Streamline creation with a consolidated editing experience**

Build audience or event-based automations with more agility and flexibility with a consistent tool set and UI, regardless of program entry source.

In progress

Generate and optimize automation programs with AI

Use conversational AI and marketing agents to quickly create automation programs with channel, frequency, auto-pathing, and send-time optimization for specific individuals, segments, or even campaign goals.

Planning
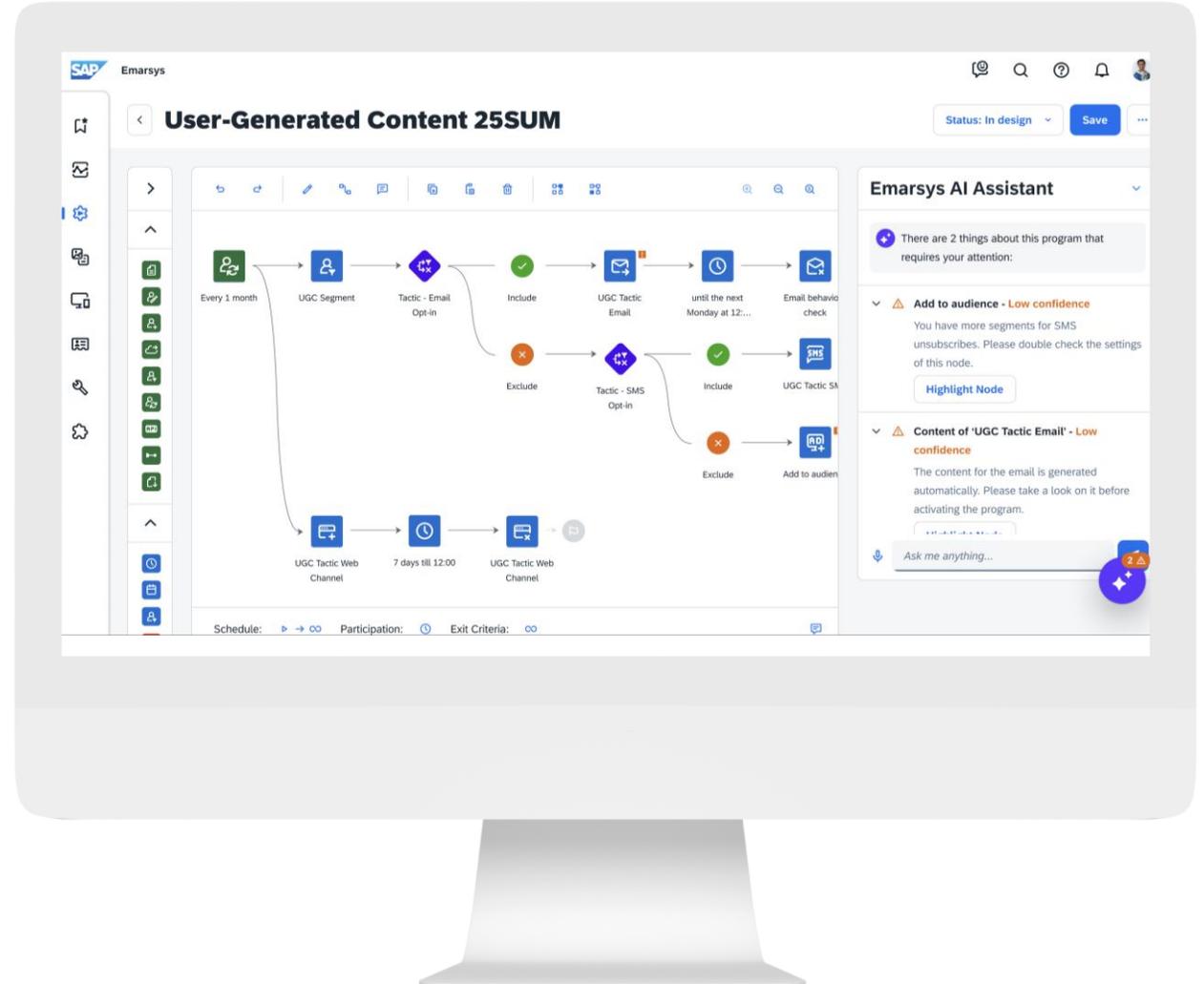
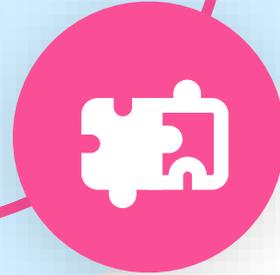# Solve real customer problems with redefined intelligence

Understand your data to know your customers and make better decisions
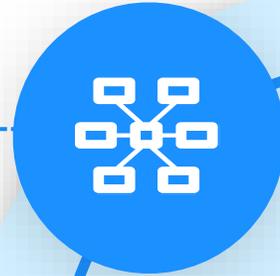
Enable a unified set of data across customers and teams

Gain agility to change course when market demands require it

Solve the most critical needs of your business

How SAP engagement solutions use AI to deliver exceptional experiences

Advanced calculations

Surface actionable engagement and performance insights using sophisticated mathematical models.

Examples include:

- ✓ A/B testing
- ✓ Revenue and event attribution
- ✓ Customer lifecycle analytics (smart insight)

Targeted AI

Transform customer experiences with deep insights, predictions, and personalized recommendations driven by machine learning.

Examples include:

- ✓ Send-time optimization
- ✓ Recommendation center
- ✓ AI segments

Generative AI

Accelerate campaign creation and improve content relevancy by quickly generating text and images using large language AI models.

Examples include:

- ✓ Content generation (for example, text copy)
- ✓ Campaign translation
- ✓ AI product finder

Agentic AI (planning)

Increase productivity, solve complex multistep tasks, and access deep expertise. Reimagine workflows with an always-on expert on your side.

Examples include:

- ✓ Joule copilot
- ✓ Agentic segmentation and audience clustering
- ✓ Automation optimization and pathing
- ✓ Continuous campaign monitoring
- ✓ Engagement agent for advanced customer orchestration

AI assistants in Joule for the marketing experience

Planning

Transform workflows and supercharge productivity with a conversational marketing agent

Accelerate execution and improve customer experiences with agentic workflows

Orchestrate complex task sequences and communicate with other business process agents (such as service agent, finance agent) to expedite user workflows and power personalized customer experience:

- Generate segments, content, personalized offers/recs, or even automation programs
- Build reports on the fly based on data across your systems
- Query data and information across the business to turn insights into action

Help ensure humans are always in the loop

Generated results and suggestions come complete with context and allow for iterative user input, keeping users in control.
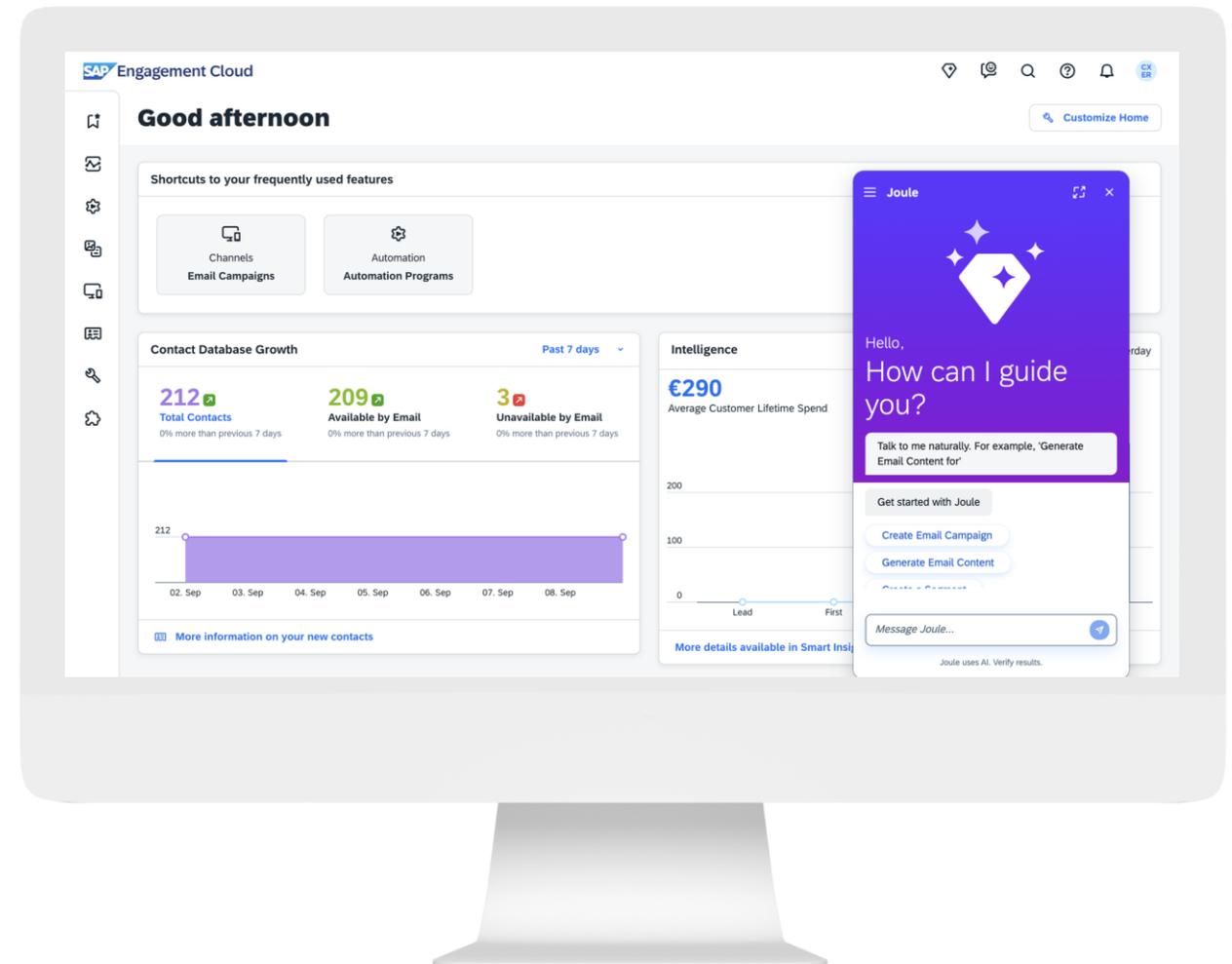
AI-assisted content and campaign creation
Craft compelling content for different campaign message components quickly

Improve productivity with AI-generated descriptions
Use generative AI to create clear, easy-to-understand summaries of existing segments,* making them easier to find and use across teams.

Localize campaigns and scale across markets faster
Effortlessly translate campaign content directly in the e-mail editor in SAP engagement solutions to streamline localization, enabling consistent brand messaging across regions and languages.

Easily create and scale 1 to 1 content with AI
Empower AI to turn your audience, product, and segment descriptions into highly relevant content and campaign messaging, saving you time and effort.

Use AI to maximize channel engagement and revenue
Leverage AI-driven channel engagement scoring to target segments most likely to engage on a given channel so you can optimize spend and ROI.
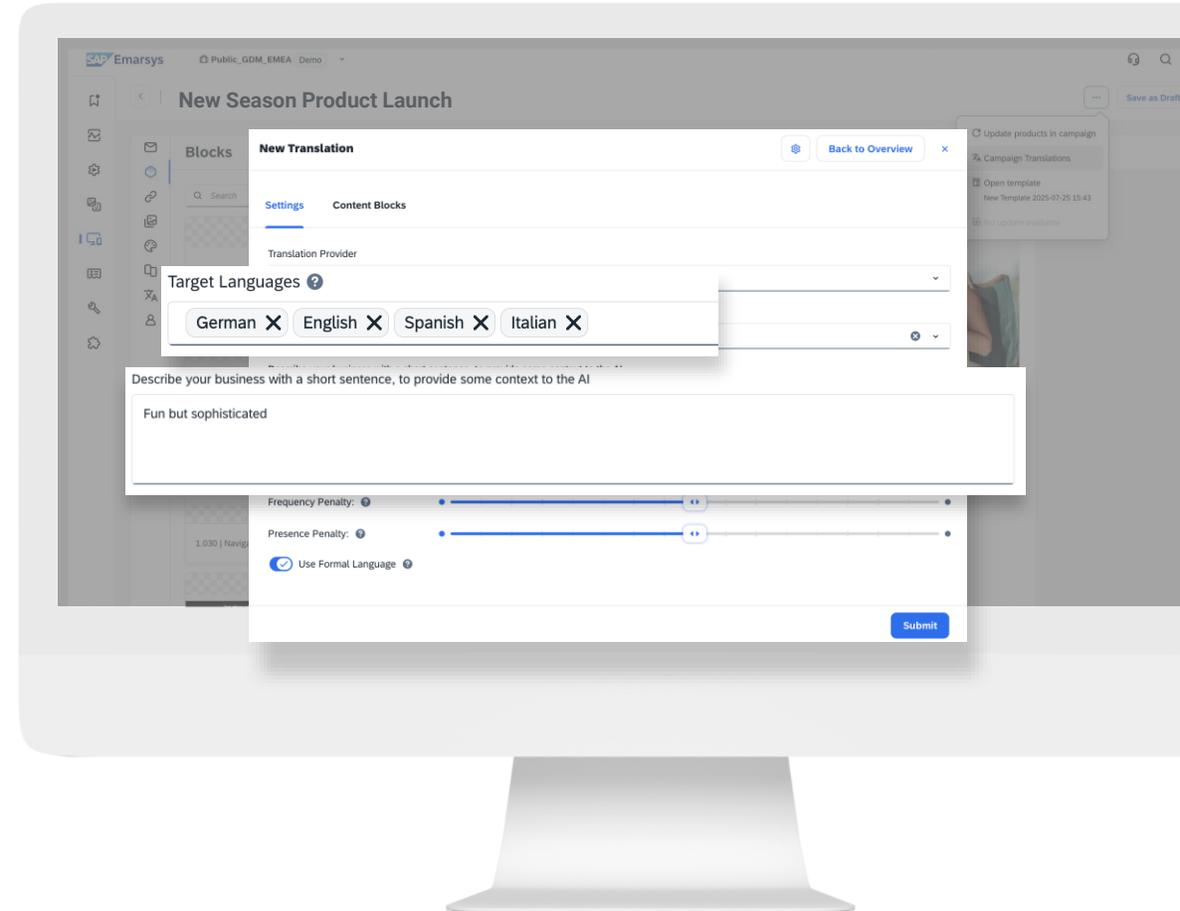
Pilot

Pilot

Planning

Planning

*Only contact, e-mail/mobile behavior, geolocation, and smart insight segments currently supported

Demo

Q&A

Name
Job title
Address
City
Email

SAP Bring out your best.