nexoya

Emmi's Success Story with SAP and nexoya

Company's overview

- **Company:** Emmi
- **Industry:** Dairy products
- **Headquarters:** Lucerne, Switzerland
- **Size:** 3,300 employees
- **Type:** Corporation
- **Optimised marketing channels:** Facebook, Google Analytics, YouTube, Twitter, Google Ads, Instagram, SAP, Google DCM

AIM

In this case study, Nexoya together with SAP shows how better decisions can be made on the basis of aggregated marketing KPIs and with the help of artificial intelligence.

SOLUTION

Emmi Group decided to use nexoya and the SAP Marketing Cloud to analyze the influence of marketing activities. For example, how E-mail campaigns or social media activities have an impact on marketing performance.

To understand these dynamics, Emmi Group decided to collect and analyse KPIs from various marketing channels and sources. These findings helped to understand the success of campaigns and thus facilitate data-based decision-making.

KEY BENEFITS

- Analyze digital marketing KPIs across multiple channels.
- Use artificial intelligence to detect noticeable positive and negative anomalies.
- Use predictive analysis to predict the success of cross-channel marketing campaigns.
- Integrate data from the SAP Marketing Cloud easily and quickly into Nexoya

"With SAP and Nexoya, we can assess marketing activities across various channels and make data-driven decisions. "

Marcel Härtlein
Global Head Digital Transformation, Emmi Group