



Press Release

## "Nexoya Marketing Analytics" integrated into SAP Marketing Cloud

SAP customers can use artificial intelligence to optimize multi-channel digital marketing campaigns thanks to Nexoya integration / Free webinar on Nov. 19, 2020.

Zurich and Berlin, October 27, 2020 - SaaS start-up [nexoya Ltd.](#) is now a certified [SAP partner](#). In the SAP App Center, companies can find around 1,600 certified partner solutions that they can integrate into their SAP environment. Since the end of September, the "Nexoya Marketing Analytics" solution has also been available here. This optimizes marketing campaigns on the basis of machine learning and artificial intelligence. Thanks to the partnership, customers with SAP Marketing Cloud in use can read out their SAP data with Nexoya's solution and process it together with the data collected there. This allows them to estimate the future performance of digital marketing efforts, optimize campaigns, and align budgets based on data-driven predictions. Through integration, marketing experts receive analyses of information from completely different sources at the click of a mouse. This also involves processing data from third-party systems such as Google Analytics and exogenous factors such as weather data. In a [free webinar](#) on November 19, Nexoya and SAP will provide a practical insight into the possibilities that the partnership opens up for corporate marketing. Nexoya will also demonstrate its solution here using the [Emmi Group](#) as an example. Register for the webinar at: [l.nexoya.com/sap-webinar](https://l.nexoya.com/sap-webinar)

[The integration of "nexoya Marketing Analytics" into the SAP Marketing Cloud](#) solution enables SAP customers to compare and analyze data from campaigns or mailings with exogenous factors and data from third-party systems - such as information from Google Analytics, on the weather or on currencies. Nexoya uses modern AI methods for this purpose: Based on historical performance, it calculates how each individual campaign and each individual asset will behave in the future or how they correlate with other values. This results in a wide range of possibilities for the practical work of marketing teams: they can easily and quickly create targeted reporting and gain deep insights into their data. For example, they can correlate the open rate of a mailing sent via SAP Marketing Cloud in the Frankfurt area with the temperature measured in the city at the time of sending. Or they can determine the impact of email campaign frequency on sales, website traffic, or organic search terms on Google.

The Nexoya solution also enables marketing teams to optimize cross-channel campaigns: The AI aggregates and processes vast amounts of disparate data from many different channels, uncovering insights and correlations that improve return-on-investment. Using AI-based predictions, the algorithm calculates the optimal targeting of individual budgets. Unlike simple automation of processes, AI algorithms learn quickly about changing patterns, continuously improving their results. In this way, costs can be reduced by up to 30 percent, according to Nexoya's experience. Nexoya only collects non-personalized data that resides in certified Swiss data centers.

"Connecting the SAP Marketing Cloud solution with Nexoya enables marketers to easily analyze their data sources and use predictive analytics at the click of a mouse. For example, they can see if there is a correlation between their SAP Marketing Cloud-driven campaigns and other marketing metrics, such as the number of searches on Google. At the same time, they can have predictions calculated that provide information on whether their current campaigns will be successful or not," says Marco Hochstrasser, co-founder and CTO, Nexoya.

### **Emmi Group makes data-driven decisions in marketing**

The milk processor Emmi Group also wanted to benefit from these possibilities and decided to integrate Nexoya into SAP Marketing Cloud. The Emmi Group has 25 production facilities in Switzerland and subsidiaries in 14 countries worldwide. The marketing managers wanted to obtain a detailed analysis of the impact of their activities on end customers. The goal was to have all digital marketing metrics available centrally in one place for analysis, evaluation and predictive analytics. With the SAP Marketing Cloud solution and Nexoya's AI-based solution, Emmi Group is now able to analyze metrics in the area of customer engagement. The result is meaningful analyses, on the basis of which the probability of success of multi-channel campaigns is predicted.

"With Nexoya and SAP Marketing Cloud, we can now make data-driven decisions about our future marketing strategy based on aggregated KPIs," says Marcel Härtlein, Global Head Digital Transformation, Emmi Group.

More information: <https://www.nexoya.com/case-studies/emmis-success-story-with-sap-and-nexoya/>

### **Webinar: „How to Analyze Campaign Performance of SAP Marketing Cloud with External Data“**

The webinar shows how marketing teams can use the possibilities of SAP Marketing Cloud to improve campaign results with modern analytics methods. Marco Hochstrasser, co-founder and CTO of Nexoya, uses the example of "Nexoya Marketing Analytics" to show how third-party solutions can be integrated into the SAP solution. Participants will also learn how to use modern predictive analytics approaches to correlate, predict and compare performance results with external data. The webinar will be held in English and is aimed at marketing and IT professionals and executives. Participation is free of charge.

Date: Thursday, 19th of November 2020

Time: 16:00- 17:00

Registration: [l.nexoya.com/sap-webinar](https://www.nexoya.com/sap-webinar)

### **More information**

„Nexoya Marketing Analytics“ in SAP-App-Center:

[www.sapappcenter.com/en/product/display-0000059097\\_live\\_v1/Marketing%20Analytics%20Platform](https://www.sapappcenter.com/en/product/display-0000059097_live_v1/Marketing%20Analytics%20Platform)

Emmi Group case study with nexoya and SAP:

<https://www.nexoya.com/case-studies/emmis-success-story-with-sap-and-nexoya/>

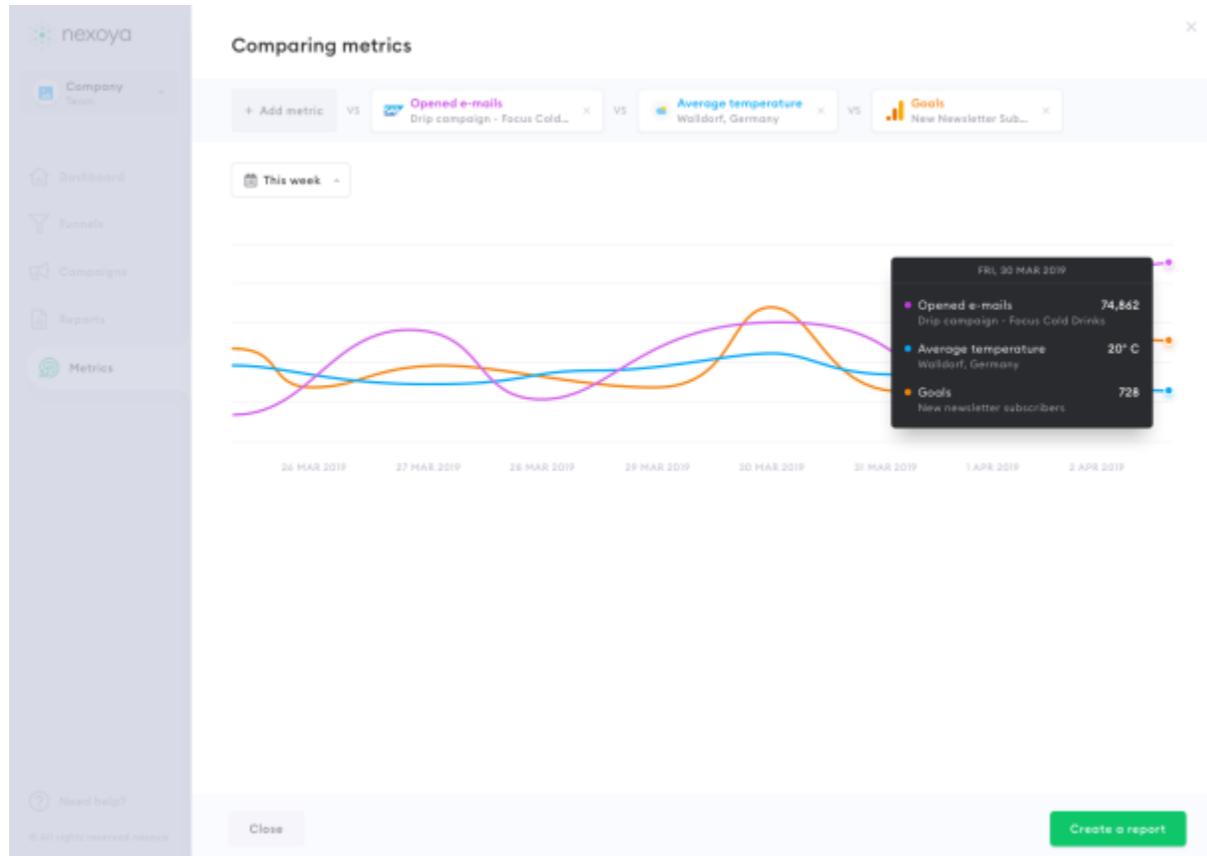
List of all Nexoya-integrations: [www.nexoya.com/integrations](https://www.nexoya.com/integrations)

## Image material

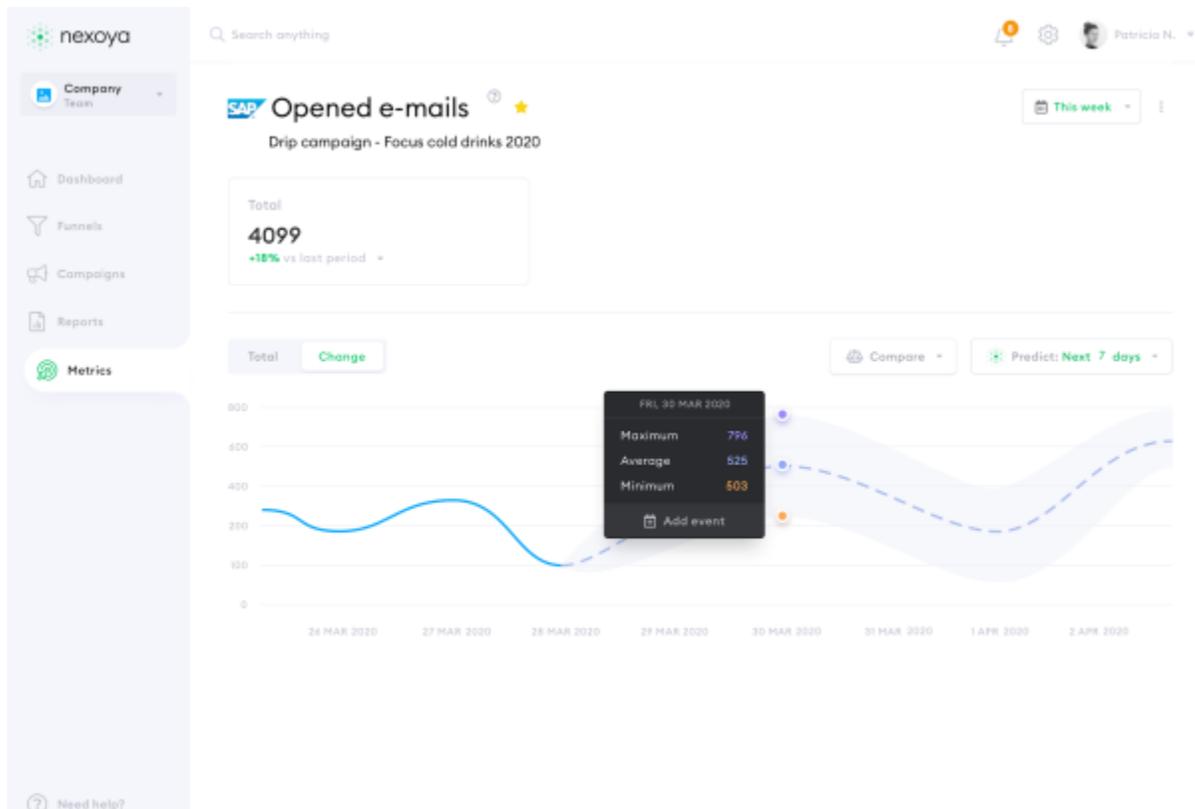
The images are available for download in printable resolution:

[www.nexoya.com/wp-content/uploads/2020/10/nexoya-SAP-Metrics-in-compare-with-weather-google-analytics-1.png](http://www.nexoya.com/wp-content/uploads/2020/10/nexoya-SAP-Metrics-in-compare-with-weather-google-analytics-1.png)

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SAP Marketing Cloud customers can read out their data with Nexoya's solution and process it together with the data collected there. Third-party systems such as Google Analytics and exogenous factors such as weather data are also taken into account here. (Graphic: nexoya Ltd.)



Based on historical performance, "Nexoya Marketing Analytics" calculates how each asset will behave in the future. (Image: nexoya Ltd.)

### About Nexoya

Since 2018, the Zurich-based start-up Nexoya Ltd. has been implementing automated analyses for the digital marketing of medium-sized and large companies - in a user-friendly manner and in compliance with data protection laws. Based on machine learning, the SaaS platform "Nexoya Marketing Analytics" optimizes multi-channel marketing campaigns: For this purpose, the solution aggregates key figures from different channels such as Google Ads, Instagram or Facebook, presents them clearly and takes over the monitoring of the key figures. Based on the collected data and using artificial intelligence (predictive analytics), Nexoya then optimizes the campaign budgets. In this way, the solution relieves marketing teams of routine operational tasks, simplifies automated data-driven decisions and reduces marketing costs by up to 30 percent. Nexoya only collects non-personalized data that is stored in certified Swiss data centers. Customers include well-known companies such as Emmi Group, Generali, CSS or The House Agency. [www.nexoya.com](http://www.nexoya.com)

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