nagarro

How brands using Emarsys are benefiting?

44% increase in revenue

42% increase in conversion rate

42% increase in orders

12% increase in purchase frequency

72% campaigns are sent through AI solutions

For demo, contact us at:
sapcxpractice@nagarro.com

Connected Marketing Package powered by Emarsys

Nagarro's turnkey solution to accelerate your online sales with automated omnichannel campaigns

With Connected Marketing, you can:

- Personalize your customer experience at every stage, from your web content to campaign messages.
- Foster user loyalty through automated omnichannel marketing actions.
- Offer the right product to the right customer through in-depth analysis of purchasing behaviours.
- Track the impact of marketing actions on your business results.

Our value proposition:

- **A market-leading customer engagement** platform with intelligent analysis, segmentation, and campaign features.
- **Recognized expertise** from Nagarro in integrating Customer Experience solutions and key Marketing, Sales & E-commerce processes.
- **Rapid and efficient deployment** with well-structured project management.
- **Expert-led** support and guidance to ensure seamless adoption and value recognition.

Boost customer engagement

Foster customer loyalty and drive purchases

Eliminate time-consuming and costly marketing efforts

Master the ROI of campaigns

Scope of services

Our Connected Marketing Package provides the following services* and is powered by over 30 proven e-commerce programs adaptable to your business strategy.

Customer Data Platform

- E-commerce website integration
- Social media integration
- Unified 360° customer profiles
- Segmentation: Demographic, behavioural, and geolocation data, sales and product data
- Multichannel identity resolution
- Data health dashboards

Multichannel personalization

- Content conditioned by contact data, segments, and product sales data
- WYSIWYG Campaign Editor with drag-and-drop capability
- Customizable templates
- Multichannel product recommendations (AI)
- Real-time content based on real-time conditions

Marketing automation

- Customer journey framework
- Trigger-based campaigns
- A/B testing program
- Automated tactics
- Omnichannel execution
- Filters on real-time personalized events including history
- Email add-on activation

Reporting & analysis

- Strategic dashboard
- Campaign analytics
- Web engagement analysis
- Customer lifecycle analysis
- Revenue impact reports
- Product affinity reports
- Product recommendation analysis

Project methodology

Prepare

- Project plan development
- Project team design
- Steering committee and governance

Explore

- Workshops with business experts
- Solution design
- Demonstration and initial hands-on experience with the solution

Realize

Integration/sprints containing:

- Configuration
- Demonstration
- Key user testing
- Key user training

Deploy

- Production system initialization
- Data transfer to the new system

Pricing

Category	Item	Unit price* No.	Unit	Number of units	Annual price*
License	Software license price for a 3-year commitment	From 21,000 €	Per user	1	21,000 €
Implementation	Software Implementation in 10 weeks by Agile SAP Activate Methodology and deployment in 4 phases	From 50,000 €	Indicative price	1	50,000 €

* Indicates the possibility of modification based on business requirements

About Nagarro's SAP expertise

Nagarro is your one-stop partner for SAP Customer Experience , BTP, S/4HANA Integration, and Analytics. With 25+ years of SAP expertise and 950+ CX specialists, we deliver connected lead-to-cash, marketing-to-revenue, and service lifecycle. Our industry playbooks and accelerators for Retail, Manufacturing, and Construction turn strategy into measurable outcome. Know more about our SAP CX expertise here.