SAP Hybris ⟨y⟩

**Business Transformation Study | Consumer Products**

Emmi Group: How does technology help a milk and cheese company create a better consumer experience?

Emmi is the largest Swiss milk processor and one of the most innovative premium dairies in Europe. In Switzerland, the company focuses on the development, production and marketing of a full range of dairy and fresh products as well as the production, ageing and trade of primarily Swiss cheeses. **Tradition and innovation balance perfectly to deliver distinctive offerings of the highest quality** to the retail and food service trades. Emmi is known for multiple strong brands within the Emmi Group like Kaltbach or Emmi Caffé Latte.

When Emmi started their Digital Transformation the number one priority was the Digital Consumer Experience. They had already countless digital touchpoints like social channels and websites. The aim was to know the consumer better and shift from traditional marketing to personalized digital marketing. To achieve this a omnichannel digital marketing platform like SAP Hybris Marketing Cloud was needed.
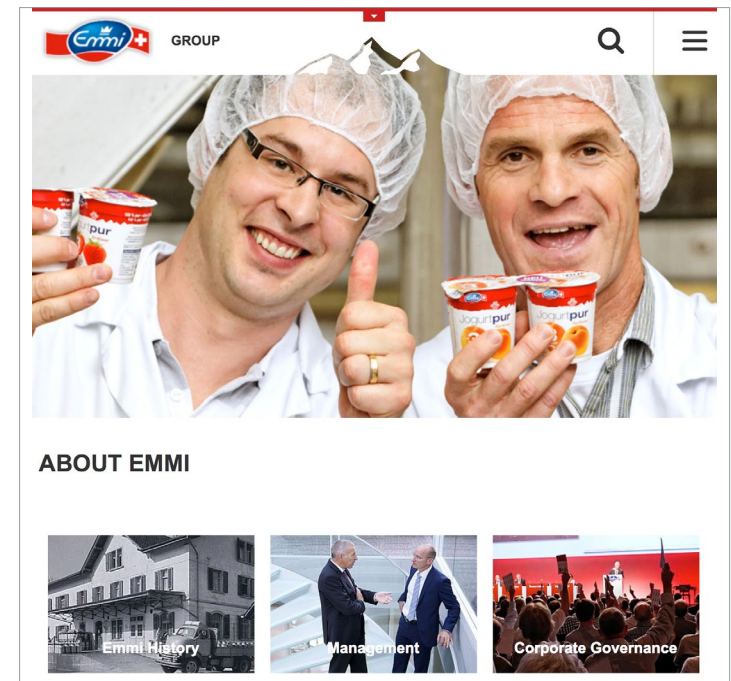
Emmi Creates Richer Consumer Profiles
with SAP Hybris Marketing Cloud

Company

Emmi Group

Headquarters

Lucerne, Switzerland

Industry

Consumer Products

Products and Services

Milk processor and dairy products

Employees

~ 5,900

Revenue

~ €2,840 Mio

SAP Solution

SAP Hybris Marketing Cloud

Objectives

- Make marketing measurable and improve effectiveness
- Become an agile and data driven marketing organization
- Become independent from agencies and take over responsibility
- Leverage cross-brand know-how

Why SAP Hybris

- SAP Hybris Marketing Cloud is a digital marketing platform to market on various channels
- SAP Intelligent Notification 365, e-mail API from SAP Digital Interconnect, is integrated into the SAP Hybris Marketing platform, offering a high amount of E-Mails per month as part of the subscription

Resolution

- Go Live within 11 weeks from system provision to first productive campaign
- First E-Mail campaign leading to a landing page to win tickets for a swiss ski event
- Clear tracking of send, delivered and opened E-Mails
- Extension of the target group via Facebook Audience and Look-a-like Campaigns

Future plans

- Incorporate further brands and divisions on the platform
- Use more channels and increase the number of known consumers

31%

Increase of known consumer

3

Times higher conversion rate

66%

Increase in registration-to-click rate with Facebook look a likes

Realtime

Insights into marketing performance

"SAP Hybris Marketing Cloud **solutions allow us to create marketing campaigns independently and enrich our consumer profiles**, where we can use our marketing budget more efficiently."
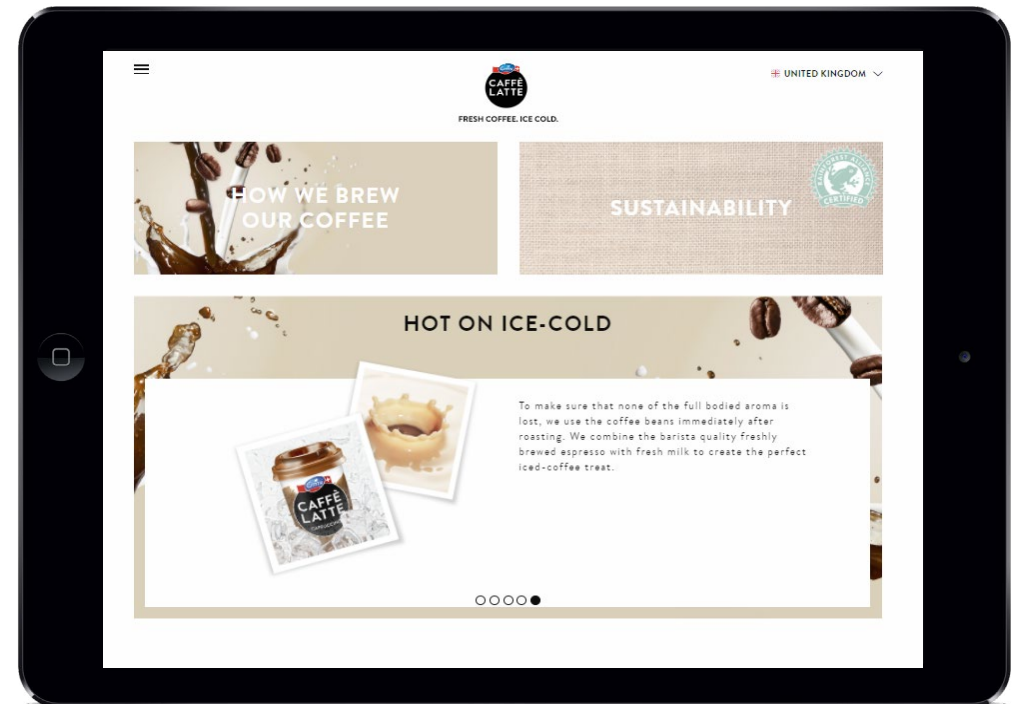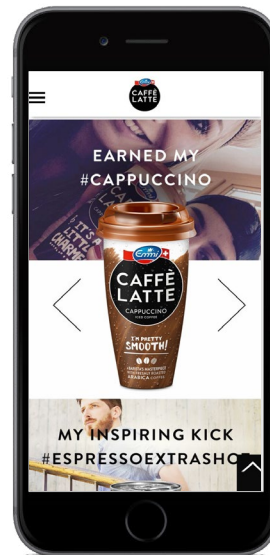
Marcel Härtlein, Head Digital Transformation - Emmi Group

Web Site

group.emmi.com

Partner

SAP Consulting

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