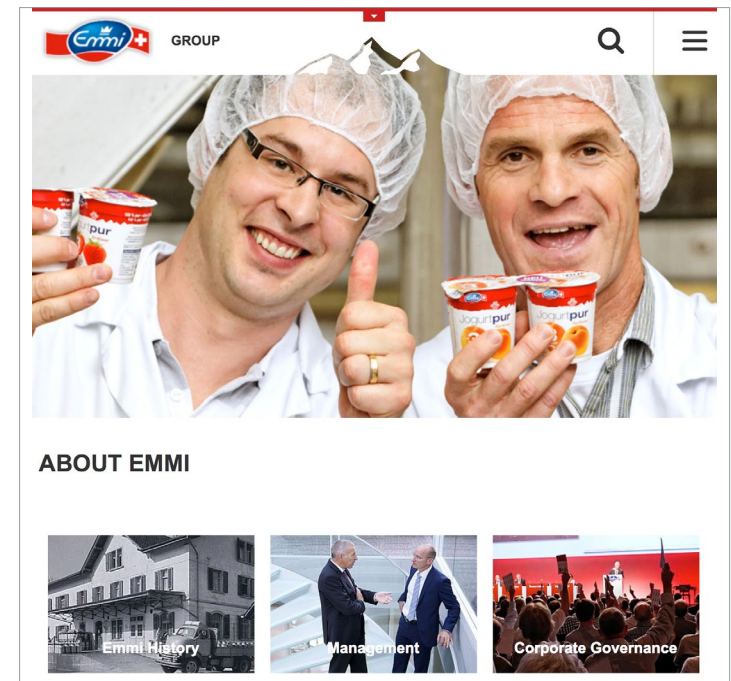


# Emmi Group: How does technology help a milk and cheese company create a better consumer experience?



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 an 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.”

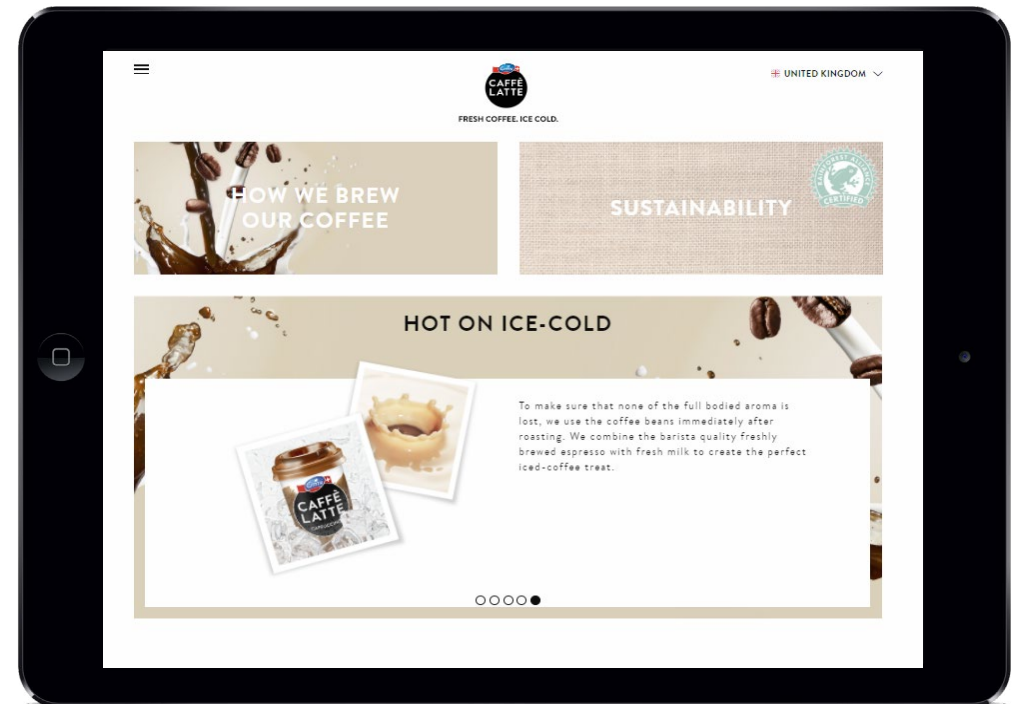
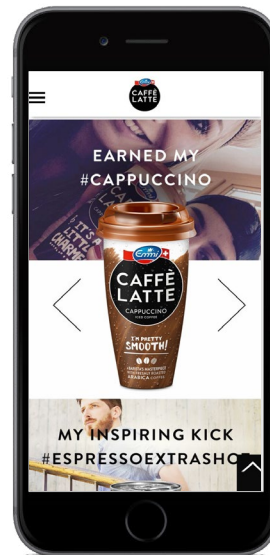
Marcel Härtle, Head Digital Transformation - Emmi Group

### Web Site

[group.emmi.com](http://group.emmi.com)

### Partner

SAP Consulting



© 2018 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company. The information contained herein may be changed without prior notice. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors. National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platform directions and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, and they should not be relied upon in making purchasing decisions.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. All other product and service names mentioned are the trademarks of their respective companies. See <http://global.sap.com/corporate-en/legal/copyright/index.epx> for additional trademark information and notices.