



# manage your target group

## Generate more and better leads with marketing automation

Does this sound familiar to you?

- Your customers expect personalized information at different times and on different channels
- Your marketing becomes more and more important & turns into an own sales channel
- Your customers are partially no longer accessible via the usual channels

Nowadays, it is especially important that you can address your customers digitally and automate processes through targeted support in online marketing and thus generate qualified leads.

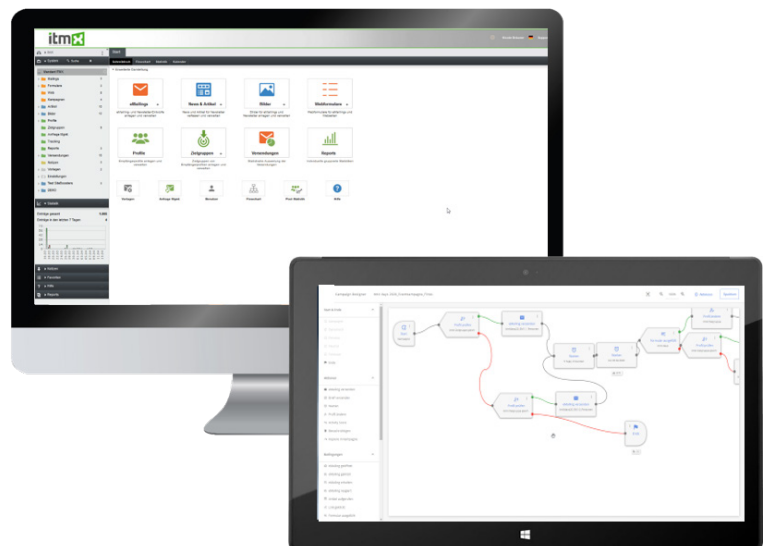
Is this what you want and wish?

- You want to reach your customers on their Customer Journey - even without personal contact?
- You want to reach your customers with relevant content and use customer data profitably?
- You would like to be able to pre-qualify your leads before handing them over to sales?

**You operate an SAP system (ERP or S/4HANA) and need a quick solution?**

We can help you. With our itmX takeoff specials we offer you the possibility to make your communication channels "digitally ready" at a fixed price.

**Fixed price and only four weeks project duration until Go-Live**





## Our services:

- **Implementation of itmX marketing on your SAP system**
- Implementation of the interface to the Marketing Automation Tool**
- **Full integration in your SAP system with the following modules:**
  - Address Management
  - Selection of participants
  - Campaign Management
  - Marketing Automation Tool in the Cloud (Best Practice)
  - Newsletter- & form creation with your layout
  - Use of all necessary functions for professional newsletter distribution including whitelisting and analytics
  - Possibility to create landing pages including individual scoring
- **Test and launch of the itmX marketing solution**
- **Two days user training by experienced consultants**
- **Professional project management**
- **Modern project management tools**

Optionally, we offer a 2-day workshop for the strategic alignment of your marketing together with our strategy consultants following the implementation.

## Your benefits

- Selection of target groups using numerous characteristics, including SAP master data
- Fine tuning of target groups
- Simple newsletter creation
- Automated campaign execution
- Individual scoring of lead and customer interactions
- Professional Lead Nurturing
- Efficient lead generation

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## At a glance:



Possibility of selection on SAP data basis



Personalized, automated Campaigns



DSGVO-compliant Data management

**Realize the perfect campaign management**

