How Can a Holistic View of Marketing Performance Help You Make Better Decisions?

Bringing premium Swiss dairy products to consumers in more than 60 countries worldwide

With brands that are recognized in households across Europe and the United States, Emmi Group is Switzerland’s largest milk processor. Selling its milk, cheese, and yogurt products through retailers, the company wanted to understand how its efforts to engage with end consumers using a wide range of marketing and social media channels were affecting sales. To achieve this, EMMI decided to gather KPIs from across several its marketing operations, providing insights into key success factors for campaigns and supporting data-driven decision-making.
With access to relevant KPIs, the company can make informed decisions on optimizing tactics in changing market conditions.

With the SAP® Marketing Cloud solution and the AI marketing analytics tool from nexoya Ltd., Emmi Group was able to:

- Activate the solution quickly thanks to smooth integration between SAP Marketing Cloud and nexoya
- Analyze customer engagement KPIs across multiple digital marketing channels
- Gain insights into the impact on performance of external factors such as the weather
- Harness artificial intelligence to find surprising positive and negative performance anomalies
- Use predictive analytics to forecast the likelihood of success of multichannel marketing campaigns
- Correlate different data sources with the traffic generated through social media platforms and e-mail campaigns
- Support decision-making to optimize the allocation of the marketing budget

“With SAP Marketing Cloud and nexoya, we can evaluate marketing activities across multiple channels and make data-driven decisions about our future digital experience strategy.”

Marcel Härtlein, Global Head Digital Transformation, Emmi Group