Acquiring and retaining customers is important. How can you:

- Ensure improved sales forecast accuracy, increase adoption, and win more deals.
- Build customer loyalty and boost sales using real-time personalization of offers.
- Gain insight into customer sentiment and interests to minimize downtime and increase first touch points.
- Put customers at the center of commerce with omnichannel experiences.
- Improve personalization with search and navigation experiences.
- Identify and engage customers across all channels and touchpoints.
- Manage day-to-day sales contacts efficiently by sending and receiving signals.
- Automate the salesforce to sell more from anywhere, accelerate the sales pipeline, and provide faster, more accurate answers automatically with SAP Marketing Cloud.
- Enable customers to control their profile, preference, branding, and context.
- Empower business users to manage product content for SAP Commerce Cloud.
- Create exceptional experiences across channels and touchpoints.
- Create personalized in-time, cross-channel, and product offers.
- Accelerate the sales pipeline with SAP Sales Cloud.
- Drive more conversions with SAP Marketing Cloud.
- Deliver an omnichannel customer service experience to exceed customers’ expectations.
- Offer a great experience by leveraging new technologies.
- Drive sales by providing relevant customer insights and dynamic insights in real time to enrich profiles.
- React quickly to market opportunities with marketing automation and integrated operations.
- Capture dynamic insights in real time to enrich profiles.
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