SAP Emarsys
Functional Specifications

This specifications document describes key features and functionalities delivered with the various editions of SAP Emarsys.

SAP Emarsys

- Unified Contact Engagement Profile
- Content Personalization using contact data and vouchers
- Combined segments across contact data, email behavior, and geolocation
- Ecommerce Integrations
- Website Data Collection
- Automation Programs
- Email Interactions
- Transactional and Marketing Emails
- Email Inbox Preview
- Drag Drop Visual Content Editor
- Voucher Management Solution
- Deliverability solution
- Email Reply Management
- Email trend Reporting
- AI Email Send Time Optimization

SAP Emarsys, omnichannel marketing option

- SMS access
- Web Push notifications
- Web Channel
- CRM Ads

SAP Emarsys, advanced integration capabilities

- Open Data
- Web behavior segments
- Historical decisions, based on past events data
- Interactions Pub/Sub channel, Pub/Sub integration
- Relational Data
- Relational Segments
- External Content

SAP Emarsys, e-commerce accelerator

- Ecommerce Strategic Dashboard
- Ecommerce Tactics
- Smart Insight
- Smart Insight segments, based on purchase data
- AI segments
- Interactions based on wish list and product catalogue updates
- Product Recommendations for email, website, mobile apps

SAP Emarsys, e-commerce accelerator, offline stores option

- Retail Strategic Dashboard
- Retail Tactics
- Store Dashboard

SAP Emarsys, e-commerce accelerator, loyalty module

- Built in loyalty solution with native integration
- Variety of personalized loyalty actions to members and non-members
- Variety of reward types including Exclusive Access
- Tiers, points, spend, status, based programs
- Loyalty member groups (family accounts)
- Referral program
- Loyalty Website Wallet integrations
- Loyalty API for custom integrations
- Multi currency and multi-language support

SAP Emarsys, mobile app marketing option

- Seamlessly incorporate mobile push/in app/inbox campaigns
- Single customer centric profile of users for personalized automation campaigns product recommendations

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