



Arvato Systems Takes SAP Marketing Cloud to new levels for New Pig

When New Pig Corporation, sellers of the World's best stuff for leaks, drips, and spills®, needs to do more with SAP Marketing Cloud, they call on Arvato Systems.

"Working with Arvato Systems has been a Godsend. This project has enabled us to progress from being able to turn out one or two campaigns in a quarter to doing multiple campaigns per month."

Greg Whitaker

eCommerce Digital Marketing Strategist, New Pig

Background Situation

Communications with customers is a key aspect of New Pig's marketing mission. Keeping customers up to date on products, best practices, and industry and regulatory changes leads to enhanced sales opportunities and long-term customer retention. With over 2 million emails sent per month, effective campaign management is crucial. Manually changing email preferences is both expensive and error-prone, as well as a potential point of customer friction. New Pig needed a solution to increase email conversions by expanding the OOB capabilities of SAP Marketing Cloud.

Vision

New Pig teamed with Arvato Systems to add capabilities and to fill the gaps in personalization, segmentation, customer preferences, and management of marketing campaigns in the existing SAP Marketing Cloud solution with a goal of:



The Customer

- Customers trust New Pig to solve their tough leak and spill problems and keep their workplaces clean, safe, and productive.
- Since 1985, New Pig has revolutionized leak and spill management with both products and services used by more than 300,000 industrial, commercial, utility, institutional, military, and government facilities across more than 100 countries.
- Their customer focus is second to none, whether it is a human being answering the phone within two rings to all orders shipping within 24 hours to free expert advice to their No Guff Guarantee® on every product they sell, no matter what.

Industry

- Manufacturer for industrial cleaning solutions



- Reducing bounced emails and allowing customers to self-manage their communication preferences such as type and frequency of emails and up-date their email addresses to get the right email going to the right people at the right time
- Increasing online conversion rates for re-order and related-product orders via increased personalization and targeted recommendations
- Automating the prioritization and personalization of marketing campaigns to ensure that the type and frequency of emails have the maximum effectiveness

Solution

Arvato created the Preference Center application to enhance the personalization options available in SAP Marketing Cloud. New Pig customers can manage their contact preferences using the Preference Center, indicating what newsletters and other emails they would prefer to see. This information is persisted in a DynamoDB database and is a serverless application (using AWS API Gateway and Lambda) that increases New Pig's ability to target their customer campaigns beyond what is available OOB in SAP Marketing Cloud.

Arvato also expanded the personalization and segmentation capabilities within Marketing Cloud by expanding the SAP Customer Model to drive re-order, product substitution, and personalized recommendations. Custom attributes are then used when building campaigns and give additional insights on purchased products and customer behavior.

Arvato Systems is working closely with New Pig to create a campaign priority system designed to automate campaigns and ensure that communications are targeted where they will have the most significant impact. This process greatly expands SAP Marketing Cloud capabilities and sets the stage for campaign personalization using predictive AI, anticipating customer needs just as they are ready to buy.

Finally, Arvato built additional automation that allows New Pig to handle "bounced" emails that, for whatever reason, do not reach the customer. By creating additional segmentations based on the "bounce reason," New Pig can report, resolve issues, and target campaigns specifically to these customers leading to recouping lost sales and customer contact.

Customer Benefits

"The SAP Marketing Cloud and the surrounding systems have a complex architecture that makes implementing many of the tool's advanced features difficult. Often, we would find that we knew what we wanted to do, we knew that the system could do it, but we didn't know how to build it.



Case Overview

Task

- Adding features to fill the gaps in personalization, segmentation, customer preferences, and management of marketing campaigns in the existing SAP Marketing Cloud solution

Technology

- SAP Marketing Cloud

Result

- The new *Preference Center* enables New Pig customers to manage their contact preferences, indicating what newsletters and other emails they would prefer to see.



We have tried our hand with SAP Expert Services on several occasions and were disappointed with the results. Answers were slow in coming, the process was arduous, and the resulting solutions often were a compromise on the goal. Arvato Systems has been a night and day difference. Whenever we bring them projects, we can quickly scope the project in terms of time and stated goals. The turn-around time is quick, and the results delivered are exactly matching what we expected, a greatly working solutions.

We have done full-scope projects and the resulting documentation at the end of the project is wonderful. Detailed information on the project, variables we can change if we need to tweak the solution after the fact and screenshots to ensure that we could hand the document to anyone on the team and let them make the needed adjustments.

We have also done more ad-hoc projects and consulting with Arvato Systems and that too, has been extremely valuable. We find that one hour phone calls to discuss what we want to do, and then have our Arvato Systems engineer walk us through how to do it have enabled our key team members to learn how to manipulate the more complex features of the platform. This enablement has allowed us to increase our campaign output.

In short, if you are considering an SAP consultant to help you maximize your SAP Marketing Cloud investment- hire Arvato Systems. You won't regret it."

Greg Whitaker

eCommerce Digital Marketing Strategist, New Pig

How Can We Inspire You Today?

About Arvato Systems

Arvato Systems is an international IT specialist that supports major companies in Digital Transformation. We stand for strong industry knowledge, in-depth technology expertise and a clear focus on customer requirements.

Working as a team, we develop innovative IT solutions, transition our clients into the Cloud, integrate digital processes, and take on IT systems operation and support. As part of Bertelsmann, we are built on the solid foundations of a German global corporation. At the same time, we rely on our strong strategic partner network with top international players such as AWS, Google, Microsoft and SAP. We make the digital world easier, more efficient and more secure and our customers more successful.

We Empower Digital Leaders.
arvato-systems.com

You have questions, need information or a contact?
Get in touch with us.

Arvato Systems | **Marcel Muscat** | Director of Commerce
Email: marcel.muscat@arvatosystems.com
us.arvato-systems.com

