



MARKETING TRANSFORMATION WITH SAP EMARSYS FOR EUROPE'S LEADING DIETARY SUPPLEMENTS PRODUCER

About Client

Nutriversum is a rapidly expanding start-up in the health food and sports nutrition niche. Their 7 product lines with 150+ products enable consumers to find the most fitting supplements.

Executive Summary

Nutriversum wanted a solution that could support their successful customer-first approach, scale with their business, and enable them to innovate and stay ahead of the competition in a challenging market.

They chose Techwave and SAP as the optimum partners to rapidly deploy a customer-centric marketing solution. By implementing SAP Emarsys, Techwave delivered industry-specific best practice automation.

The solution enabled Nutriversum to support its goal of acting as a virtual sports and fitness coach for their customers by collecting valuable behavioural customer data.

techwave

Established in 2004, is a global end-to-end IT services & solutions company that develops long-term relationship with clients by leveraging unique delivery models and expert frameworks.

Vertical: Health & Beauty

Company Size:
Expanding start-up

Region: Central Europe

Key Challenges:
Ensuring that new products remained aligned to the needs of customers



Business Challenges

- No existing solution that could offer shoppers the right products based on their fitness goals or innovate new products and solutions that anticipate future customer's interests
- Absence of a platform that could drive a personalized experience online through historical customer data and tracking and predicting customer purchase behaviours
- Lack of ability to interact with existing customers and no integration with social advertising
- Inability to identify at-risk customers who are likely to churn or to predict who the most valuable customers would be

Techwave's Strategy & Solution

Delivered the solution based on SAP Emarsys Customer Engagement.

Enabled the client to accurately understand customer behaviours and build new marketing segments using SAP Emarsys built-in AI tools.

Automated existing manual marketing processes.

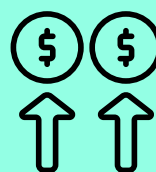
Provided a detailed understanding of customer journeys and past purchases.

Developed new offers for products based on their demand & sales.

Business Outcomes



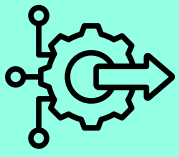
Accelerated revenue growth from the existing customer base through lifecycle segments



Increased the second purchase rates by leveraging the captured data of customer journeys



Business Outcomes



Reduced manual work and enabled data-driven marketing campaign planning



Increased data efficiency for marketing analysis

Featured Technologies



About Techwave

Headquartered in Houston, TX, Techwave provides Global Technology and Engineering Services and Solutions. A certified SAP Gold Partner, Techwave has driven digital transformation for 600+ clients worldwide since its inception in 2004.

Techwave provides end-to-end SAP services encompassing GROW with SAP, RISE with SAP, SAP AMS, Data Migration, BTP, Analytics, and more.



**RISE
WITH
SAP**

**Business
Transformation
as a Service**

**GROW
WITH
SAP**

**Adopt Cloud ERP,
quickly and
confidently**



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