

# SAP XM DMP

Real-Time Data Management Platform

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Overview

## INTRODUCING SAP XM

Last spring, we introduced SAP Exchange Media (SAP XM) - the premium online media network powered by SAP HANA, built to support real-time digital advertising, to maximize return on media for advertisers and publishers, and to provide more relevant advertising to consumers. SAP XM helps to manage demand and supply of digital media in a fully transparent and efficient way, through a direct connection of advertisers and publishers in the cloud.

SAP Exchange Media connects with the SAP Hybris Marketing solution and other back-office software which enables a seamless and privacy-safe deployment of company data for advertising campaigns. As a result, advertisers can target and measure their campaigns more precisely.

## TAKING IT TO THE NEXT LEVEL

Now, SAP XM takes it to the next level by developing a **next-generation Data Management Platform (DMP)**. By combining, analyzing and linking first-party data with user activities and third-party data, SAP XM supports advertisers in designing and targeting their sales pitches. The DMP will improve advertisers' opportunities in segmenting and targeting the right customer, at the right time, through the right channel, with the right message – and thereby improve sales.

In addition, SAP XM's new DMP will generate a great number of new opportunities, enabling advertisers a greater engagement with their customers.

SAP XM's vision is to make advertising relevant again. With the new DMP solution, advertisers can create even more valuable customer experiences across all channels and touch points.

## KEY FUNCTIONS

SAP XM's new DMP will leverage advertisers' first-party data as well as behavioral and event-related data from consumers' online activities. Custom filters, based on all collected data within the DMP, will support advertisers to create segments that can be activated within SAP XM's DSP, incl. leading social media platforms.

That solves two key business challenges:

- 1 First of all, it allows advertisers to easily access and deploy first-party data sitting behind a firewall, including data from the SAP Hybris E-commerce and Marketing solution.
- 2 Secondly, SAP XM provides in-depth analytics via a managed service that help advertisers justify their marketing spend in ways that make sense to CFOs who expect real numbers. SAP XM will track additional purchases on the ecommerce platform and tie them back to advertising campaigns, providing a transparent view on the business. As a result, advertisers' audiences will be activated as segments in the connected DSPs so that advertisers can receive a near-time update of segment data and act upon these. When new consumer activities are recorded, the segment rules are reapplied, so changes are forwarded successively to the connected DSPs.

## KEY BENEFITS

### TRUST

- Data Privacy, data protection (EU level) and security
- Superior data quality

### TECHNOLOGY

- Real-time computing & advanced analytics powered by SAP HANA

### INTEGRATION

- Seamless integration to first-party data from corporate systems, e.g. customer relationship management or e-commerce systems
- Leverage of pre-integrated third-party data sources
- Enablement of second-party data exchange (between advertisers and with publishers)

We believe that transforming the digital advertising industry requires partnerships. We invite you to become one of 5 exclusive global co-innovation partners.

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## SAP XM. Digital Media. Simplified.

For more information about SAP XM, its DMP plans or advice on how to get started, please contact us: [www.sapexchange.media/solutions/dmp/overview](http://www.sapexchange.media/solutions/dmp/overview) or [hello@sapexchange.media](mailto:hello@sapexchange.media).

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