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SAP to Acquire SeeWhy, the Real-Time Behavioral Marketing Company

WALLDORF — [SAP AG](#) today announced plans to acquire [SeeWhy](#), the market-leading provider of cloud-based behavioral target marketing solutions to help businesses increase customer engagement and drive revenues. The addition of SeeWhy complements the commerce platform of [hybris](#), an SAP company, with 1-to-1 personalized marketing based on real-time customer behavior that converts customer interactions into sales. The addition of SeeWhy will enhance the real-time customer engagement and commerce platform from hybris and across multiple SAP products by optimizing the customer experience and increases sales across an ever-growing number of delivery channels and touch points.

The growth of online and omni-channel commerce requires businesses across industries to transition to automated personalized marketing and experiences. Businesses are focusing on solutions that convert more traffic into purchases, and nurture customers across channels and devices, while marketers are shifting from one-size-fits-all marketing.

SeeWhy's behavioral marketing solutions trigger real-time 1-to-1 marketing campaigns using email, advertising across desktop, mobile and social channels, based on individual customer behaviors. These solutions elevate marketing from irrelevant noise into personal service — extending and differentiating the brand, and stimulating purchase. SeeWhy's solutions are proven to drive increases in conversion and spending, resulting in an average increase in recovery of 18 percent. SeeWhy's products deliver return on investment (ROI) that are among the highest in ecommerce, recovering more than US\$500 million annually in lost sales for many of the world's leading companies.

“SeeWhy's solutions for automating personalized campaigns in real time are a natural fit with hybris and SAP and promise even higher returns for our customers' investments in the hybris omni-commerce platform,” said Ariel Lüdi, CEO of hybris, and Carsten Thoma, president and co-founder of hybris. “This acquisition provides a fast-growing cloud business that will enable the next-generation platform for engaging customers and digital commerce.”

With headquarters in Boston, Mass., SeeWhy serves more than 4,000 top brands and retailers with solutions that rapidly improve conversion rates by automatically triggering the right marketing message on the right channel at the right time to complete sales. The company's patented platform, [SeeWhy CORE™](#), uses real-time in-memory processing to calculate the optimized next best action of individual customers, and trigger actions across a broad ecosystem of more than 30 top ad, ecommerce, email service providers, web analytics services and social networks via pre-packaged integrations.

“The combination of SeeWhy's market-disruptive products with SAP, the industry's leader in real-time business, will allow us to reach new customers, sources of data and markets to continue our growth trajectory,” said Scott Silk, CEO, and Charles Nicholls founder, SeeWhy. “Tight integration between supply and demand data will enable us to deliver a world-class shopping experience for every customer across offline and online channels.”

The transaction is subject to regulatory and other closing conditions. SAP expects to complete the transaction in the second quarter of 2014.

To learn more, visit the [SAP News Center](#).

For more information, press only:

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- See more at: <http://www.news-sap.com/sap-acquire-seewhy-real-time-behavioral-marketing-company/#sthash.RSVjLSas.dpuf>