ANDX GEOLOCATION

Add-on for SAP Marketing Cloud

Geolocation segmentation is one of the most useful tools in SAP Marketing Cloud. But the system is unable to convert an address to Longitude and Latitude geographic values, which are essential for geolocation segmentation. So, you have 2 options: either pay for expensive licenses of third parties (for example Google Maps) or take advantage of our effective and cheap extension.

THE ADVANTAGES

Effectiveness

If you wish to target your campaign only to a certain area, you don't need to manually click out towns and villages from a list. Define a radius in kilometres, mark its centre and your target group is created.

Accuracy

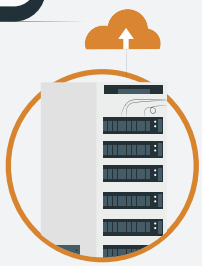
Segment your customers with a lot better accuracy. Thanks to the option of drawing a polygon you are able to cover even asymmetrical areas more precisely than ever before.

Lower error rate

Manual selection of places from a list is accompanied by a big chance of making errors. With our extension, you are able to display all your contacts on a map, so no customer will be left unnoticed while segmenting.

Price

Our system extension uses a free geolocation web service, which means no increase in your monthly expenses due to new licenses.



Take advantage of the full potential of SAP Marketing Cloud without the need to invest into other expensive licenses. This is made possible thanks to our system extension.