SAP is a Germany-based software and service company best known for its business management and mobile technology products. Since 2006, SAP has used eMarketer Total Access to stay on top of trends and support digital marketing decisions.

Denise Leo is VP of Integrated Media at SAP, and is responsible for optimizing media spending across the company. In her role, Leo educates colleagues about digital marketing and best practices, also applying her insights to SAP’s broader digital program.

“\textit{I know eMarketer is a place where I’m going to get really good, current information. It’s up to date and reflective of the industry trends as they unfold, almost in real time.}”

—Denise Leo, Vice President of Integrated Media, SAP

Support Digital Decisions

Leo uses eMarketer to ensure SAP’s online marketing program is heading in the right direction. “I’m doing a lot of convincing in my role—getting people to look at how we should be evolving as a marketing organization, where we should be spending our money or whether we should take up the ‘next big thing,’” Leo says. She turns to eMarketer Total Access for “anything related to digital media,” adding that she commonlyresearches B2B marketing as well as digital trends in foreign markets. In addition to informing SAP’s marketing team of current trends, eMarketer research also plays a role in how the marketing group allocates its marketing dollars, Leo says.

Deliver Compelling Presentations

By providing information on a wide variety of digital marketing topics, eMarketer Total Access enables Leo to craft presentations for both external and internal audiences. For example, when the SAP marketing group discussed the idea of moving toward a pull-marketing model, Leo says she was able to glean a variety of data points and research reports on the topic from eMarketer Total Access, as well as interviews and case studies featuring brands that have been shifting from push to pull marketing. She was then able to compile this information into a compelling presentation for her team.

Understand the Latest Industry Trends

Leo stresses the importance of keeping her organization up to date on digital trends. “The information I’m looking for needs to be not only what’s going on today, but what’s going on tomorrow too.” In addition to timeliness, reliability matters, also. “I know eMarketer is a place where I’m going to get really good, current information,” she says. “It’s up to date and reflective of the industry trends as they unfold, almost in real time.”

Save Time and Resources

eMarketer’s method of gathering data, insights and analysis from thousands of information sources, filtering it and putting it into perspective has helped Leo research more efficiently. She remarks that it’s also saved her time. “Prior to eMarketer, researching was very difficult—I spent a lot of time online,” Leo says, adding that using eMarketer Total Access “cuts my searching time in half.”

Conclusion

For a global organization such as SAP, eMarketer Total Access delivers reliable information that helps the company’s marketers make more informed, strategic decisions. Additionally, it saves the company time and resources by providing trusted research on the topics they care about the most.

“It really helps me do my job,” Leo says.