Step 1 - Select the Source System

SAP Emarsys Loyalty Campaign Simulator

Emarsys Contact (Customer)

Ricardo P (c111)	⌄

Source System (Commerce / CRM / ERP / Service)

SAP Commerce Cloud	⌄

Lifecycle Campaign Trigger (Emarsys Tactic)

Winback Campaign (winback_campaign_trigger)	⌄

Trigger Emarsys External Event

Download Campaign Activity Log (Real-Time Insight)

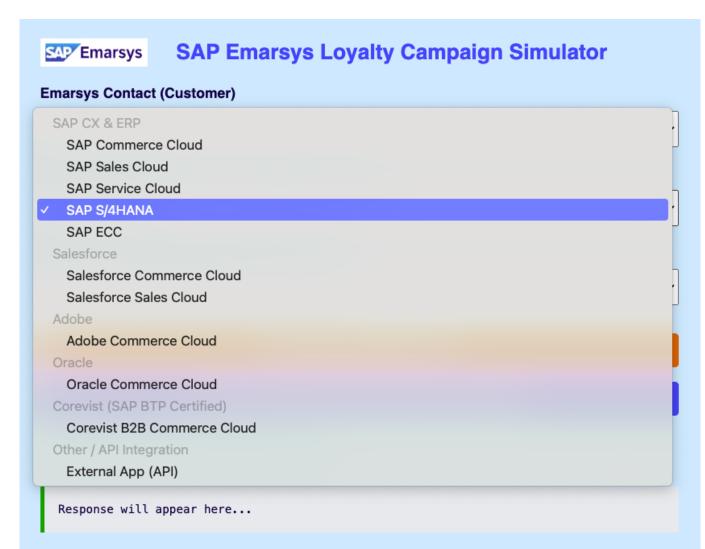**Simulated Emarsys Personalization Output**

> Response will appear here...

What the Source System Represents:

System	Possible Emarsys Trigger Context
SAP Commerce Cloud	Add to cart, checkout start, abandon cart
Salesforce Commerce Cloud	Order placed, wishlist saved
Oracle Commerce Cloud	New customer registration
SAP ECC / S/4HANA	Sales order created, invoice paid, item returned
Corevist B2B Commerce Cloud	Customer logs into portal, checks invoice, downloads price list
Service Cloud / CRM	Ticket closed, CSAT logged
CDP / CDC	Consent withdrawn, profile updated

This prototype is inspired by SAP Emarsys' product vision and built using CAP + Node.js to simulate external event activation, dynamic content delivery, and campaign insight logging.

Step 2 - Trigger the Emarsys External Event

SAP Emarsys | **SAP Emarsys Loyalty Campaign Simulator**

Emarsys Contact (Customer)

	SAP CX & ERP
	SAP Commerce Cloud
	SAP Sales Cloud
	SAP Service Cloud
✓	SAP S/4HANA
	SAP ECC
	Salesforce
	Salesforce Commerce Cloud
	Salesforce Sales Cloud
	Adobe
	Adobe Commerce Cloud
	Oracle
	Oracle Commerce Cloud
	Corevist (SAP BTP Certified)
	Corevist B2B Commerce Cloud
	Other / API Integration
	External App (API)

Response will appear here...

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This prototype is inspired by SAP Emarsys' product vision and built using CAP + Node.js to simulate external event activation, dynamic content delivery, and campaign insight logging.

Step 3 - Simulated Personalization Output

SAP Emarsys **SAP Emarsys Loyalty Campaign Simulator**

Emarsys Contact (Customer)

Ricardo P (c111)

Source System (Commerce / CRM / ERP / Service)

Corevist B2B Commerce Cloud

Lifecycle Campaign Trigger (Emarsys Tactic)

Winback Campaign (winback_campaign_trigger)

Trigger Emarsys External Event

Download Campaign Activity Log (Real-Time Insight)

Triggered at: 4/17/2025, 12:42:03 PM

Simulated Emarsys Personalization Output

Hello Ricardo P,

We miss you! Come back and enjoy 20% off your next order.

Use code **WELCOME20** at checkout.

Let me show you what a real-time campaign trigger can do — powered by SAP Emarsys and CAP.