



CUSTOMER SUCCESS STORIES

SAP Ariba amplifies its executives & builds new influencer relationships via the Thinkers360 analyst & influencer community





CUSTOMER:

SAP Ariba



TOM AUGENTHALER

Influencer Marketing Specialist
551 Media LLC for SAP Ariba

OPPORTUNITY:

Expanding brand awareness and amplifying executives and thought leadership content among the Procurement community as well as prominent B2B analysts and influencers.

THINKERS360 SOLUTIONS:

Thought Leadership Marketing, Social Media Marketing, Sponsored Thought Leadership Leaderboards, Press Release Service.

RESULTS:

Sponsored leaderboard for SAP Ariba furthered brand awareness, showcased employee advocates & built new relationships with procurement influencers.

OVERVIEW

Seeking to expand its brand awareness, SAP Ariba needed a capable partner that could amplify its executives & thought leadership content to new elements of the Procurement community, as well as prominent B2B analysts and influencers



As a global leader in enterprise applications and business AI, SAP stands at the nexus of business and technology. For over 50 years, organizations have trusted SAP to bring out their best by uniting business-critical operations spanning finance, procurement, HR, supply chain, and customer experience.

"Using Thinkers360 helped us significantly boost SAP Ariba's thought leadership within the B2B & procurement space. By tapping into key influencers and sharing impactful, targeted content, we heightened our presence & engaged in deeper, more valuable conversations with our audience. The result? Increased visibility and stronger industry recognition for SAP Ariba as a leader in the field."



Tom Augenthaler

Influencer Marketing Specialist
551 Media LLC for SAP Ariba

| OPPORTUNITY

Seeking to expand its brand awareness, SAP Ariba wanted to amplify its executives & thought leadership content among new elements of the Procurement community as well as prominent B2B analysts and influencers.

| THINKERS360 NETWORK AND PLATFORM

SAP Ariba choose Thinkers360 for its ability to reach new and diverse elements of its Procurement audience as well as leading B2B analysts & influencers. Thinkers360 provided Thought Leadership Marketing, Social Media Marketing, Sponsored Thought Leadership Leaderboards, and its Press Release Service.

This helped "influence the influencers" among Thinkers360's opt-in B2B analyst and influencer community with over 100M followers on social media combined. Thinkers360 curated and amplified the profile and portfolio of SAP Ariba's Chief Digital Officer and provided custom thought leadership articles and interviews both on its own platform as well as other prominent publications.

| RESULTS

Sponsored leaderboard for SAP Ariba furthered brand awareness, showcased employee advocates and built new relationships with procurement influencers. In addition, the CDO was able to place among the Top 10 Thought Leaders & Influencers on Procurement in the world-renowned Thinkers360 leaderboards.



THINKERS360 RATING

RATINGS

5.0 ★★★★★

Quality
SERVICE & DELIVERABLES

5.0

Schedule
ON TIME / DEADLINES

5.0

Cost
VALUE / WITHIN ESTIMATES

5.0

Willing to Refer
NPS

5.0



Connecting global brands and audiences with the world's premier B2B thought leaders, analysts & influencers for game-changing results.

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