

# SAS® Customer Intelligence 360

The multichannel marketing hub for the way business is done today



## Overview

Today's consumers are flooded with more information and offers than ever before. Standing out from the crowd and getting your customers' attention often means the difference between success and failure. Can you deliver? What if every time customers interacted with you, they got exactly what they needed or wanted, with minimal effort? What if your marketing campaigns became more targeted and yielded better response rates based on analytically based segmentation capabilities?

SAS Customer Intelligence 360 is designed to do all that and more. Whether it's reaching out via digital channels or directly to your customers, SAS offers a multichannel marketing hub for the modern marketing organization.

## Benefits

SAS Customer Intelligence 360 helps you get the attention of your customers and take the most effective actions. Marketers can use everything they know about a customer to enable more relevant, targeted and individualized communications on all marketing channels.

### Ability to Perform True Predictive Marketing

Unlike traditional "marketing cloud" solutions, SAS Customer Intelligence 360 uses dynamic data collection technology that avoids channel-based web analytics tagging. You can take that data, which belongs to your brand, and turn it into insight to make more accurate decisions about customers during real-time interactions. By doing this, brand marketers can meet each customer's needs at the right time and place and in the right context - all down to the individual level.

That's why "360" is in the name. It provides a complete view of everything needed to optimize the individual customer journey. That's the confidence that marketers need as they create and deliver a consistent customer experience over both direct and digital channels - aiding their brands in adopting a true hybrid marketing approach.

## Agile Strategic Marketing Planning

Provide all your stakeholders with full visibility into marketing plan objectives and schedules so they can create and approve plans collaboratively and transparently. Easy access to detailed campaign information helps marketers select the best options during the planning stages of marketing campaigns and activities.

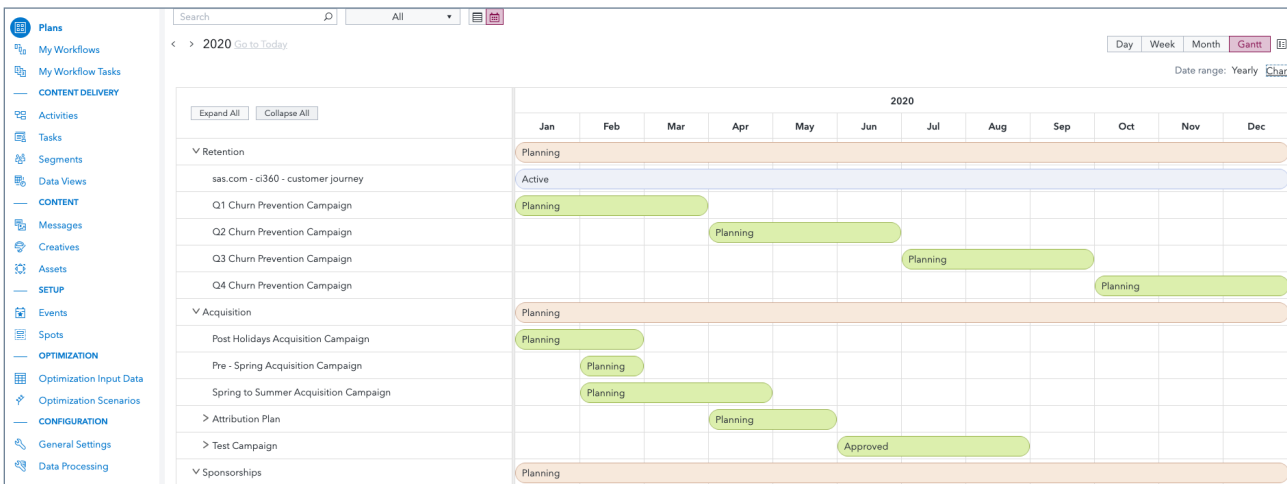
## Marketing Workflows

SAS Customer Intelligence 360 provides real-time visibility into your marketing process and timelines. You can configure and automate workflow tasks to facilitate collaboration across all stakeholders.

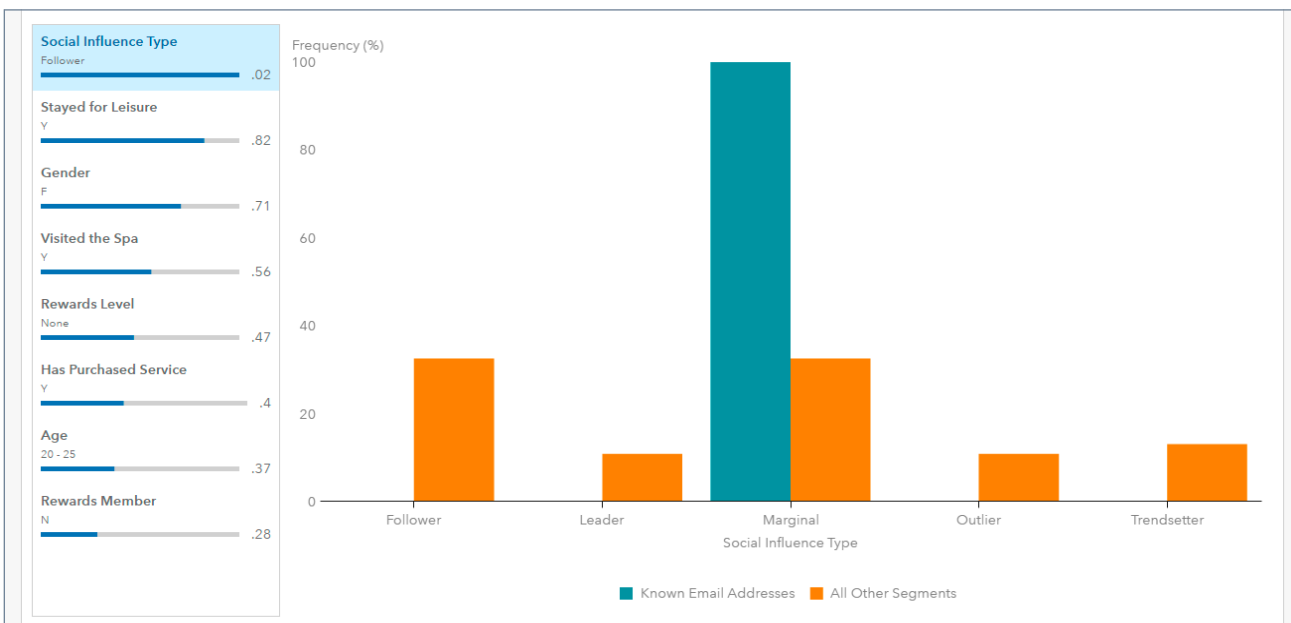
The system automatically calculates changes to project timelines or associated deliverables based on project status or changes made by the project manager (e.g., changes in marketing goals, resources or scope).

## Integrate Online and Offline Data Across Channels

Easily combine data coming from SAS Customer Intelligence 360 with data from your offline customer channels - call center, CRM, POS, etc. Integrate data from all of these channels inside SAS Customer Intelligence 360. As a result, you'll gain a richer, more meaningful multichannel customer understanding. With our hybrid architecture, you can use all your data how you want, when you want, and keep it where you want to. This means organizations aren't limited to what is captured in their marketing cloud but can leverage data from all customer channels to benefit the entire enterprise.



Embedded marketing resource management provides a comprehensive view of all planned, in market, and completed activities.



Guided analytic techniques, such as segment profiling (left), enable marketers to make smarter choices about segmentation and activity execution.

## Challenges

- **Insufficient understanding of online customer interactions.** If you don't know exactly what happens when a customer interacts with your company through online channels, you'll be unable to implement an effective customer-focused strategy.
- **Lack of individualization capabilities.** Traditional solutions are unable to perform cross-channel customer targeting via the web, which can lead to abandonment, acquisition and churn problems.
- **Inaccessible customer insight.** The reporting capabilities of traditional web analytics solutions are complex, technology focused and targeted primarily at IT users and web analysts,

making it difficult or impossible to get customer insight into the hands of marketers who need it most.

- **No unified view of the customer.** Difficulty accessing and combining customer information across channels and business units results in an incomplete view of the customer and an inability to fully understand - and predict - customer behavior.
- **Inability to customize direct marketing campaigns.** Each organization has unique practices that are important for tactical efficiencies and competitive advantage. Organizations must be able to create reusable custom procedures for direct campaigns based on their unique business requirements.

### A Complete and Unified Customer Profile

The data captured by SAS Customer Intelligence 360 isn't about pages and clicks; it's about people - everything they see and do, and everywhere they go. SAS Customer Intelligence 360 captures the complete online behavior of customers at a detailed level and can associate it with existing offline customer data sources - e.g., promotional, demographic and purchase-based information - to provide a complete picture of the customer. By combining these typically disparate data sources into a unified view of the customer, you'll gain valuable insight into a customer's needs.

### Provide a Personalized, Multichannel Customer Experience

Capturing the wealth of information that customers leave on your website - their buying plans, significant life changes, etc. - and effectively integrating it with a library of personalized offers and content that is ready for presentation at the right moment will lead to a much improved customer experience while also satisfying customers' privacy preferences and concerns. In addition, multiple decision-making methods - from business rules to predictive models to multivariate tests (via custom predictive models) - help ensure that the customer gets the most relevant and personalized offers.

### Transform Better Insights Into Better Marketing Performance

Most marketing organizations don't have the in-house expertise to develop the latest forecasting techniques for their marketing initiatives. SAS Customer Intelligence 360 includes analytics that can give you a forward-looking view of your customers' journeys, helping you understand the most significant business drivers, forecast how drivers and business measures will perform in the future, and run goal-seeking routines to determine optimal levels - even if you don't have a statistician on staff.

### Spend Marketing Dollars More Effectively

While most online analytics vendors require form- and field-level tagging, SAS embeds a single line of HTML code in each webpage to enable dynamic data collection - without expensive tagging costs. Page design changes are accounted for automatically during data capture, eliminating the need to continually retag the page. Having integrated digital asset management to assist in delivering those assets means easier integration with other tools and quicker time to market.

### Start Small and Add On as Needed

The modular nature of SAS Customer Intelligence 360 allows you to start small and add on over time, following a natural growth path. For example, you can start with dynamic data collection and analysis. Next, add capabilities to push offers, messaging and content into mobile, web and email channels - while testing, tracking and measuring performance along the way. In addition, as your organization embraces the online capabilities SAS has to offer, you can adopt additional components of the SAS Customer Intelligence suite.

## SAS Customer Intelligence 360 Difference

- **A true multichannel marketing hub.** Combines both direct campaign management and digital into one solution. By combining detailed online customer behavior data with customer data from other offline channels, you get a complete view of the customer and a better understanding of customer behavior, which translates into more successful offers and campaigns.
- **Streamlined marketing operations.** Integrate and manage all marketing processes across your business for greater consistency, efficiency and effectiveness – from marketing strategy development and planning to content creation, campaign execution and post-campaign analysis.
- **Real-time marketing that's actually real-time.** Only SAS combines the customer insight derived from real-time data collection with advanced analytics and business logic to ensure that the best offer is made to the customer at the right time – in real time.
- **Meaningful customer insight – not just page hits.** SAS Customer Intelligence 360 links all website activity to a customer entity and combines it with existing offline data for a complete picture of the customer that goes well beyond page hits.
- **An evolutionary growth path.** With SAS Customer Intelligence 360, you can start small and add on at your own pace, following a natural growth path.

## Capabilities

### Guided Analytics

You don't need to be a data scientist. Built-in, easy-to-use analytical processes allow you to use SAS analytics and data management capabilities. Integrated analytics guides (such as automatically derived segmentation and applied optimization) empower true predictive marketing. These capabilities augment the intelligence that business or marketing analysts already have about their customer base, making them smarter and more efficient marketers for both direct campaigns and digital channels.

### Activity Maps

As customer experiences evolve and customers expect service and contextual engagement across various channels, devices and points in time, you need to be able to account for how customers move across inbound and outbound channels. Being able to stitch digital and traditional data together to create a complete customer profile allows you to perform the cross-channel digital engagement and attribution that provides clarity in today's complex and fragmented environment.

### Open Data Model

SAS houses all your data in an open, customer-centric model that promotes further data exploration and analysis for downstream marketing efforts. This open data model can access data where it resides, unlike other "marketing clouds" that require data duplication since data must be moved into their cloud platform.

### Post-Data-Collection Contextualization

You can use SAS to convert gathered data into information for customer analysis and reporting – so website administrators won't have to apply new tags every time the page design changes. In addition, prebuilt data models enable immediate data analysis and reporting, eliminating the burden on IT to design a complex data loading and reporting infrastructure.

### Predictive Models, Forecasting and Goal-Seeking Routines

Marketers can use predictive analytics to project specific business goal completion based on the performance drivers and metrics of a current campaign. You can also identify the most significant underlying drivers of a particular business metric and present them in an easy-to-use business report.

### Anonymous Behavior Capture

The activities of everyone who visits your website – whether identifiable or not – are recorded in a private, secure manner over time. Once a visitor is identified, any previously anonymous behavior is assigned to that person automatically, resulting in a much richer profile than would otherwise be possible.

### Streamlined Marketing Planning

SAS optimizes your marketing operations from end to end with capabilities for planning and financial management, creative production management, reporting and analytics, integrated calendars, and digital asset management.

### Analytics-Based Digital Advertising

Serving dynamic ad creative in real time has never been easier. You can create targeted customer advertising segments and communications while adhering to consumer preferences and privacy requirements. And make ad calls with a flexible template-based system for multiple display ads – or an entire broadcast ad break.

### Customer Data Platform

Collect, enhance, extend and activate customer data in real time to move beyond other customer data platforms in the market today. SAS has an integrated suite of products to collect zero and first-party data, append second- and third-party data, perform deterministic identity management and resolution, and segment audiences to create and activate customer journeys. The best part? This innovative approach joins online and offline data for a complete picture of

customer activity without requiring you to lift-and-shift all your data into a marketing cloud. This advancement reduces duplication and synchronization costs, controls privacy, increases data quality and speeds time to value. You can detect events as they happen and incorporate that data into relevant, analytics-ready customer profiles.

## Components

### SAS 360 Discover

Gain a more complete view of your customers by using SAS 360 Discover to dynamically capture interactions, transform those individual interactions into customer-centric knowledge and then integrate this knowledge with customer insight from other channel views.

### SAS 360 Engage

Effectively target and deliver offers to customers who have interacted with your organization over various channels, including email, mobile apps or the web. Take insights from SAS 360 Discover, as well as other analytical information, and interact with customers across all their various channels.

#### SAS 360 Engage: Direct

Create segments and run campaigns in a workflow style format. Apply analytics throughout the campaign process to make more intelligent business decisions. Engage with customers over direct channels to boost acquisition, retention and loyalty efforts.

#### SAS 360 Engage: Digital

Extract analytical insights from online data and orchestrate meaningful customer interactions across digital channels (web, mobile, social, etc.). Merge digital customer behavior insights for more confident marketing attribution. Tie digital intelligence

to traditional data sources and test creative along the way to determine ideal interaction methods.

### SAS 360 Engage: Email

Create, manage, test and personalize emails to prospects and customers. Preview email content across devices and platforms while understanding deliverability rates and iteratively improving your email efforts.

### SAS 360 Engage: Optimize

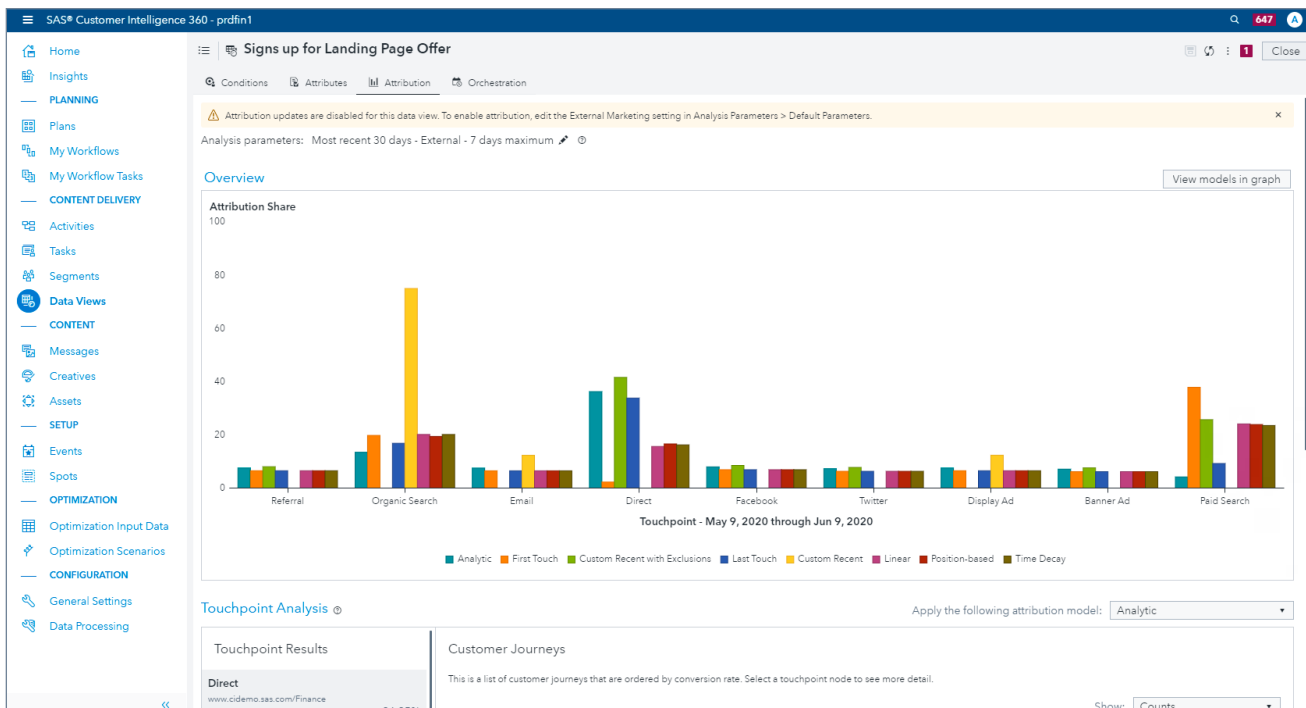
Perform analytics-based marketing and campaign optimization that finds the sweet spot between volume and margin. Alter what-if scenario constraints to determine the best business tradeoffs. This can be done in a hybrid manner, keeping PII data safe.

### SAS 360 Plan

Helps marketing departments operate more efficiently and demonstrate greater accountability. SAS 360 Plan optimizes marketing operations from end to end, including strategic planning and budgeting, resource and marketing content management, global marketing execution and analysis, and more.

### SAS 360 Match

Manage the monetization of your advertising efforts with flexibility and transparency with SAS 360 Match. This solution allows retailers, banks, publishers and broadcasters to adapt quickly to market changes and customers' needs through advertising agility and experimentation. The solution allows stories to be derived from advertising data - reducing friction and ensuring success via narrow and accurate ad forecasting.



SAS Customer Intelligence 360 solves marketer's toughest challenges, such as attribution, through the use of integrated analytics.



To learn more about SAS solutions, please visit: [sas.com](https://sas.com)

