

Hey Friend in MarTech

Welcome to Munvo's quarterly **SAS Marketing Solutions** newsletter.

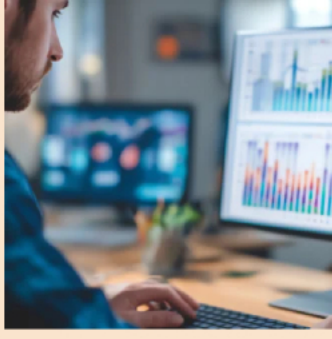
At Munvo, we help organizations unlock the value of their customer data with advanced analytics and marketing technology. As a proud **SAS partner**, we deliver innovative solutions that transform how businesses engage, analyze, and grow.

Each newsletter shares practical insights including SAS updates, market trends, client stories, blogs, and team highlights to help you make smarter decisions, enhance customer experiences, and maximize your SAS investment.

Here's what's new in our SAS practice!

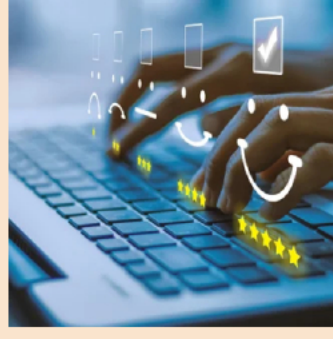
Latest Insights from Our Blog

Our team has recently published new thought leadership articles focused on maximizing your SAS investment:



[Rethinking how we build modern marketing](#)

Modern marketers need Customer Engagement Platforms (CEPs) that use unified data and real-time decisioning to deliver personalized, next-best-action experiences instead of disconnected campaigns.



[Building modern marketing journeys](#)

SAS Customer Intelligence 360 unifies segmentation and real-time decisioning to deliver seamless, adaptive omnichannel journeys from a single platform.



[Deploy offers and activate segments in real time across channels](#)

SAS Customer Intelligence 360 delivers instant audience activation, real-time cross-channel orchestration, and unified analytics, all from a single platform.

[Learn more about Munvo SAS Practice](#)

In our next edition, we'll highlight our real-time marketing expertise and share even more of our client successes.

Upcoming SAS Workshop

Join us for our upcoming interactive workshop designed for marketing and analytics leaders looking to get more from their SAS platform.



SAS Modernization Planning Workshop

Next sessions: March 13th & April 13th

Planning a move from SAS Marketing Automation to CI 360? Learn what it takes to modernize your marketing operations, from infrastructure readiness to capability mapping and long-term scalability.

[Reserve Your Spot](#)



SAS CI360 Hands-On Workshop

Next sessions: March 16th & April 14th

Learn how SAS Customer Intelligence 360 (CI 360) moves from audience creation to real-time activation to omni-channel journey orchestration. See how marketers can run dynamic customer journeys in a single UI, with minimal IT support.

[Reserve Your Spot](#)

Upcoming at SAS Innovate 2026

Insights You Won't Want to Miss

sas innovate

APRIL 27 - 30, 2026 | GAYLORD TEXAN

SAS Innovate is where data, AI, and marketing leaders come together to explore the latest innovations shaping customer engagement and analytics.

This year's event features sessions on how organizations are using AI and data-driven strategies to deliver more meaningful, personalized customer experiences.



Agentic AI, Built Into SAS Customer Intelligence 360

This session showcases the SAS 360 Agent, highlighting its current capabilities: automated journey creation, content suggestions, conversational analysis, campaign orchestration, and real-time insights, while also presenting the product roadmap and co-creation opportunities for AI-powered marketing.

[Session Details](#)



AI-Driven Customer Churn Prediction and Prevention with SAS

This session demonstrates how AI and large language models in SAS Intelligent Decisioning can predict customer churn for a retail company and generate personalized retention offers, showing how to use AI and real-time data for proactive customer engagement.

[Session Details](#)

[View the full list of sessions here](#)

Whether you're optimizing your current SAS environment or planning your next evolution, Munvo is here to help you turn insight into action!

Connect with Munvo's SAS Experts!

[Contact us](#)

