

# SAS® Results: Marketing Optimization

## SAS® Results

All organizations face challenges and are presented with opportunities. This invariably means there are questions that require answers.

SAS Results® enables organizations to meet these challenges and take advantage of the right opportunities by making the best possible decisions.

With our service, SAS hosts your data and our team of experts use our advanced analytics software to identify patterns that impact your organization. With our experts' skills acquired across industry, together with SAS intellectual property, there are very few problems that cannot be solved.

You receive the answers you need.

## Benefits

- Obtain expert help - SAS Results tackles the difficult business issues, often seen as "too hard right now".
- Access to skilled resource - Many organizations struggle to recruit and retain analytical talent. SAS Results provides access to these highly skilled individuals.
- Fast turnaround of key projects - Organizations often face difficulty in getting the right blend of IT and business to deliver key projects. SAS Results will provide rapid ROI.
- Bring in-house - As business conditions demand, SAS will provide support to enable organizations to bring SAS Results in-house.

## SAS Cloud Analytics Spectrum

SAS Cloud Analytics delivers the value of SAS software in a SAS-hosted or SAS-managed environment. Our hosting model is flexible, offering you the opportunity to design a SAS Cloud Analytics solution to meet your organization's unique needs. We have a variety of offerings to meet your needs whether they be Hosted Managed Services, Remote Managed Services, Software as Service or SAS Results.

## Introduction

Relevancy is the ultimate goal of all direct marketing. More relevant communications lead to higher response rates and campaign return on investment. Depending on your channel choice, it can also reduce your variable costs and make your customers less likely to withdraw their consent for you to market to them.

Customers are drowning in information and campaigns coming from marketing organizations. This is made all the more complex by the additional channels over which we now interact. Consumers are receiving information via desktops, laptops, e-readers, tablets, mobile phones, and kiosks.

This makes it more difficult to maintain loyalty and market effectively. Most customers are fickle and will leave your service for another that provides something similar at a small price discount. So how do you maintain brand value, whilst retaining customers?

SAS Results: Marketing Optimization enables you to maximize your marketing objectives and goals whilst meeting business constraints without deploying or configuring any software.

SAS Results will help you determine the optimal offers, through the right channel at the right time for customers. We can also provide insight into the implications of changing business constraints, such as budget, channel capacity and contact policies resulting in an increased marketing campaign ROI.

In addition, SAS can provide you with detailed reviews of statistical models to guarantee tuning for the best results possible, as well as developing propensity models with you to power more targeted marketing, maximize response rates and revenue.

Delivered by



## Challenges

There are several challenges faced by organizations which SAS Results can address:

- Marketing organizations have budget constraints that limit the number of offers they can send, however they will always want to ensure they reach the highest value customer with the right offer at the right time.
- As many communication channels are constrained by capacity caps, organizations need to ensure they are engaging customers that are most likely to respond.
- There is often a high level of uncertainty of the trade-offs between sending one offer via one channel to a customer versus another offer via a different channel.
- Some organizations struggle with higher customer opt-out rates, coupled with high customer fatigue as they are unable to effectively enforce contact policies.

## Benefits

SAS Results: Marketing Optimization will provide a number of benefits including:

- Improve Marketing ROI.
- Identify the best offer to provide to your customer to maximize revenue and minimize marketing costs.
- Enhance contact policies to ensure you aren't fatiguing your customers.
- Apply constraints and limitations to ensure your campaigns come in under budget and your channels can handle expected volumes.
- Gain visibility into the impact of providing one offer to a set of customers in place of another.
- Understand the benefit of changing business or operational constraints.
- "Learn with the experts" to the degree desired and in-source the solution when and if desired.

## Deliverables

We provide specific insight into your customers to improve your campaign targeting. These deliverables include:

- A weekly or monthly campaign plan detailing which offers to send to which customer, via what channel, at what time.
- Reports to enable you to understand the likely response rates by campaign and channel.
- Insight into the effect of business and operational constraints including the effect on ROI of changing constraints.
- Optionally, enhanced customer propensity or behaviour models to feed into the optimization process.

## Pricing

The service is priced per marketing campaign and will vary dependent on:

- The volume, variety, format and quality of the data that is required to carry out the analysis.
- The complexity of the business problem being solved. This will include the type of analysis and algorithms that are required to solve the problem.
- The format of the deliverables that will be passed back. This could include reports, analytic models, model score-code and model documentation.
- The frequency of the analysis; options include a single piece of analysis or a daily, weekly, monthly or quarterly refresh.

SAS will work with you to determine a fee based on your specific requirements.

## The SAS® Difference

All our customers have the same basic requirement: to solve a business problem or reveal new opportunities by applying world-class analytics to data assets they already possessed.

SAS enables businesses of any size to access and benefit from the world's most powerful analytics platform, together with SAS' intellectual property that is unavailable through any other channel.

Our flexible cost model not only provides the ability to apply SAS® software to your business problem, but also access SAS® Analytics experts and their cumulative experience on-demand.