

# Digitizing the Customer Experience

## CI360



# INTO THE WILD





**83%** of the consumers uses mobiles apps for customer service...

...**60%** of consumers reported wanting organizations to improve access to web support channels including social media.



**42%**

of Millennials are interested in helping companies to develop future products and services

**2X**

Millennials make nearly 2X as many mobile transactions as Generation X and baby boomers.





89%

of millennials trust recommendations from friends and family more than claims by the brand.

...61%

of customers are more likely to buy from companies that deliver personalised content and offers.<sup>2</sup>

*Nespresso. What else?*

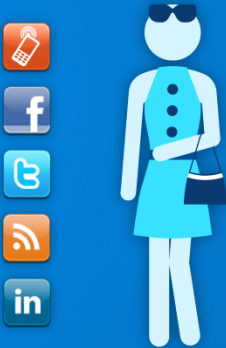


# Challenges

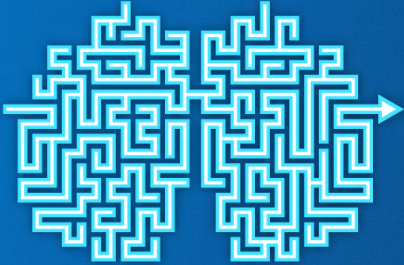
**EXPLOSION OF DATA:**  
Big Data vs. Right Data vs. Small Data



**EMPOWERED CONSUMERS:**  
Multi-Channels, Millennials



**EVOLVING Analytics:**  
Transforming the data



Data                      Insights



## 01 Listen

In real-time to customer-initiated actions and events indicating need



## 02 Understand

Their full profile and history, apply analytics models based in context.



## 03 Act

Engage in a timely, convenient and consistent way. Omni-channel



+

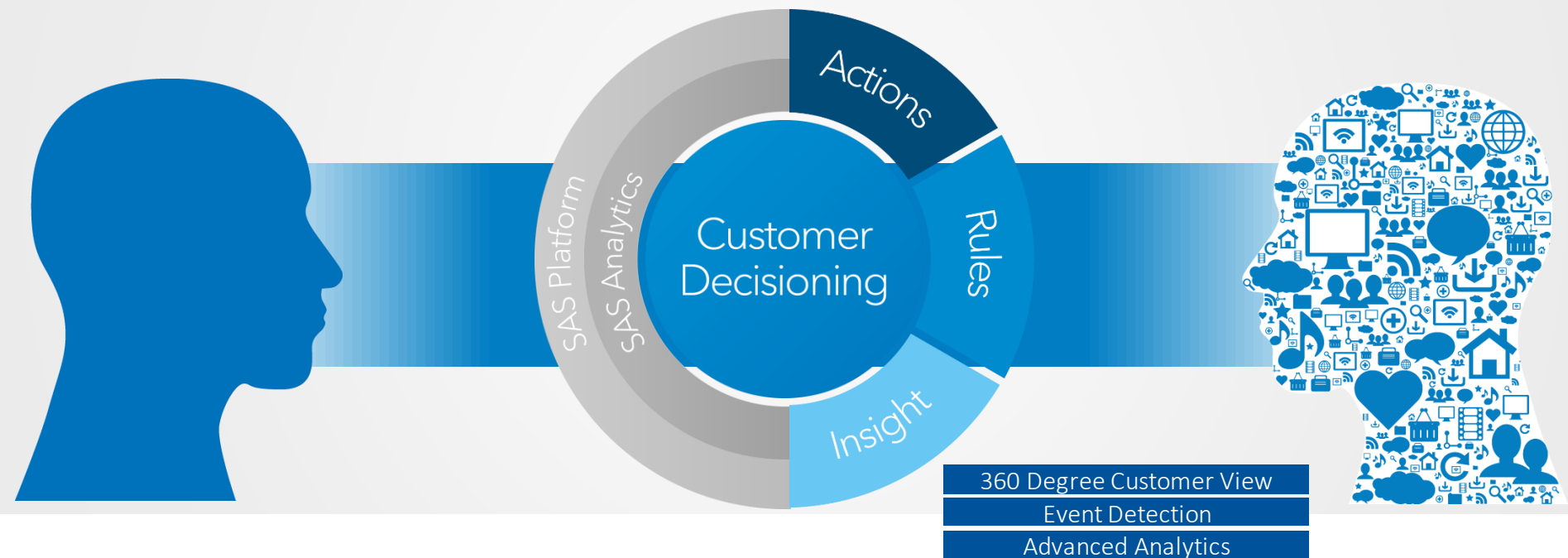


=

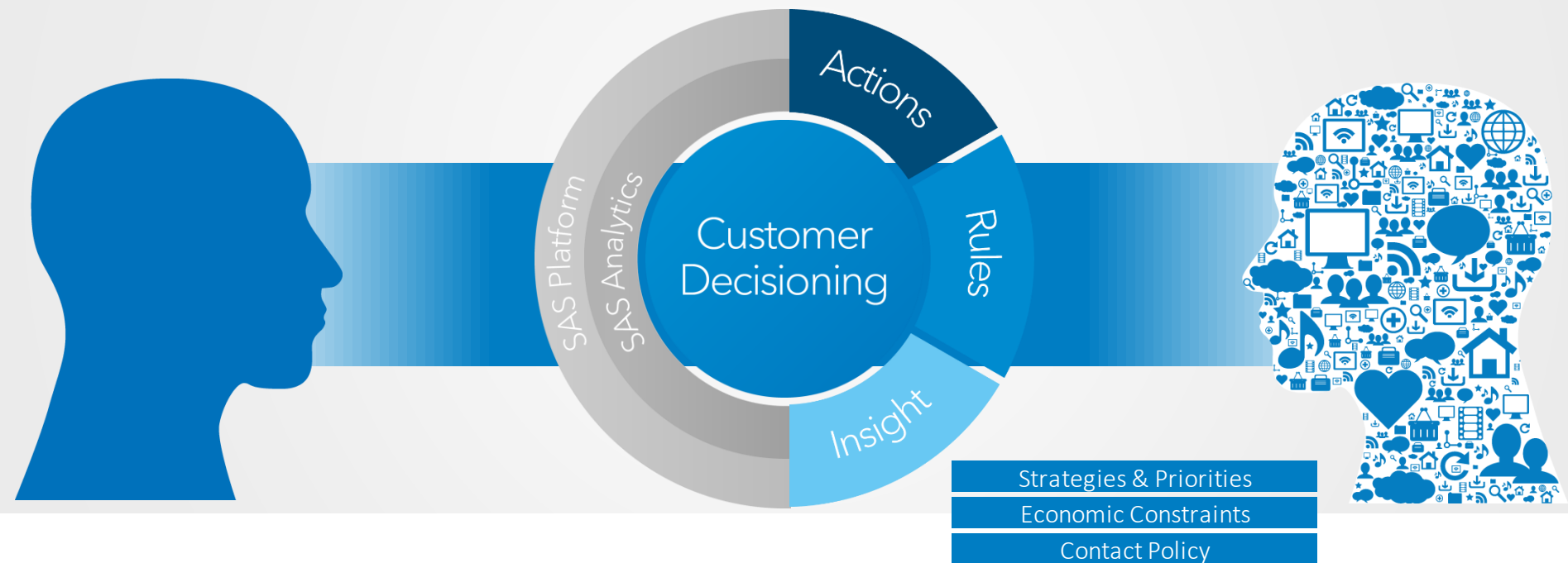




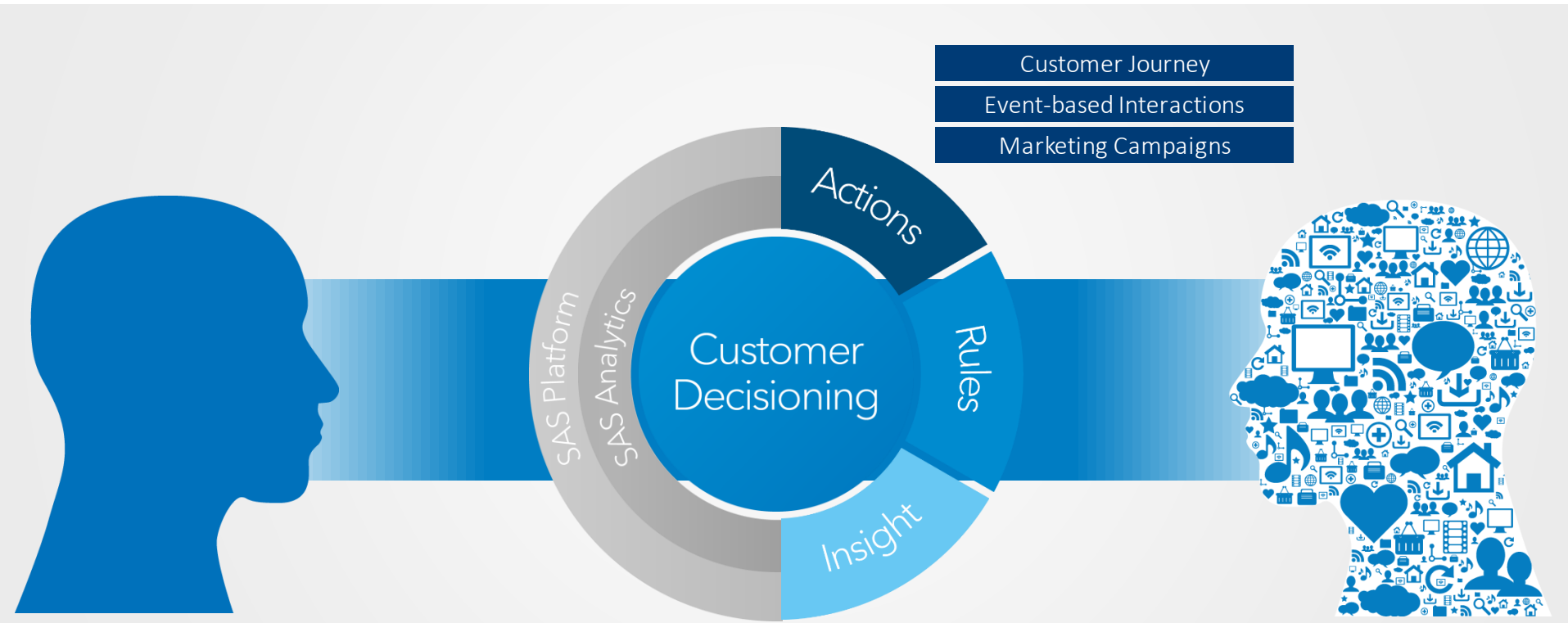
# Customer Decision Hub

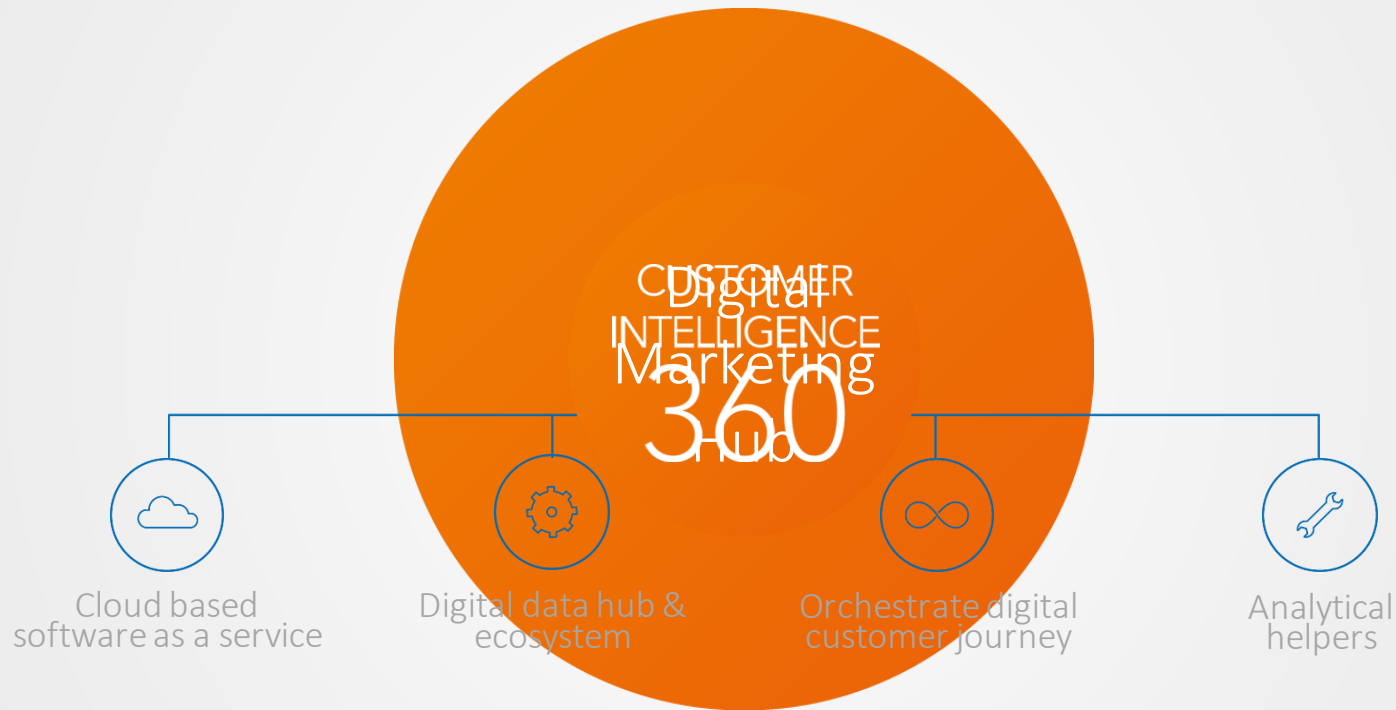


# Customer Decision Hub



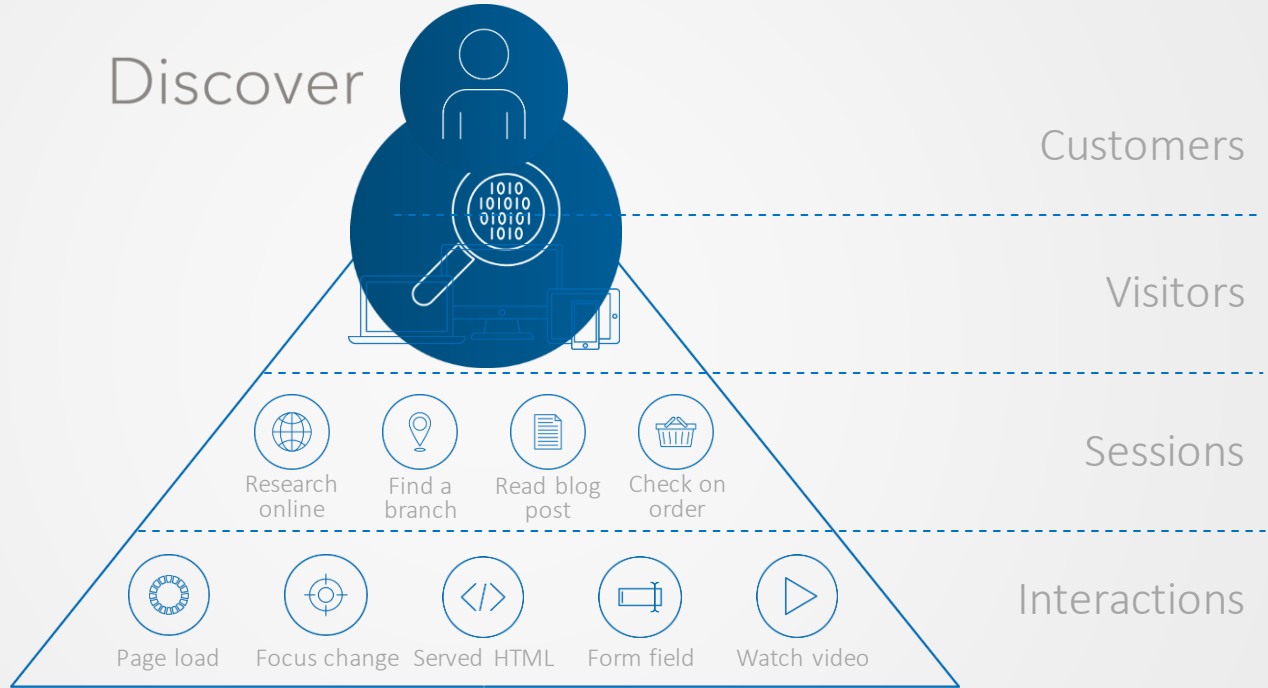
# Customer Decision Hub







# Discover





I want to go

I want to do

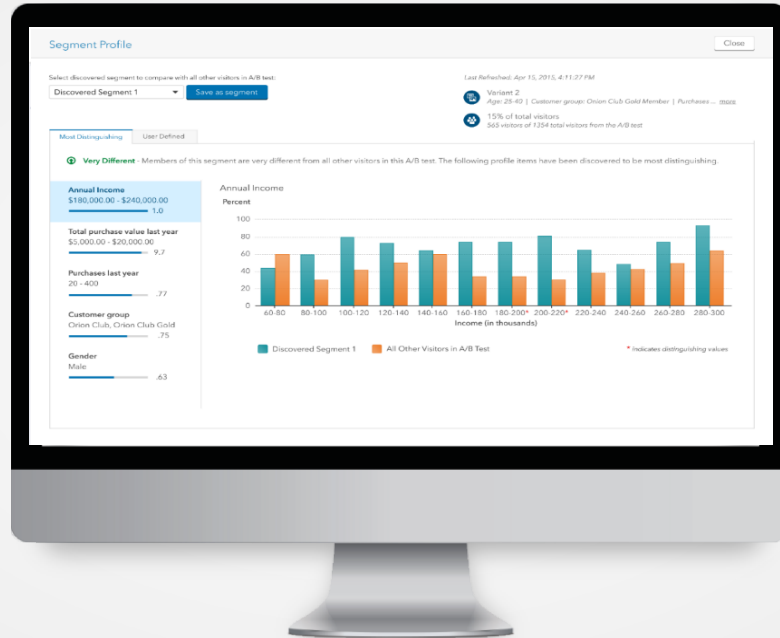


I want to know

I want to buy



# Engage





## Interaction Results

### My organic search

Organic search

36.2%

### The best direct

Direct

12.1%

### Referral origination 1

Referral

12.1%

### Paid search for 'sas'

Paid Search

6.0%

### A twitter campaign

Social

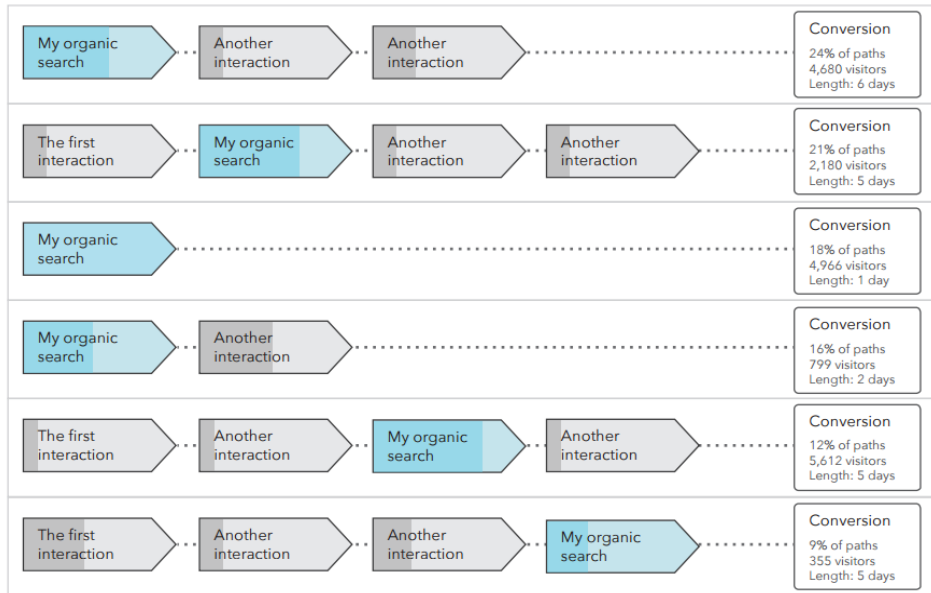
3.0%

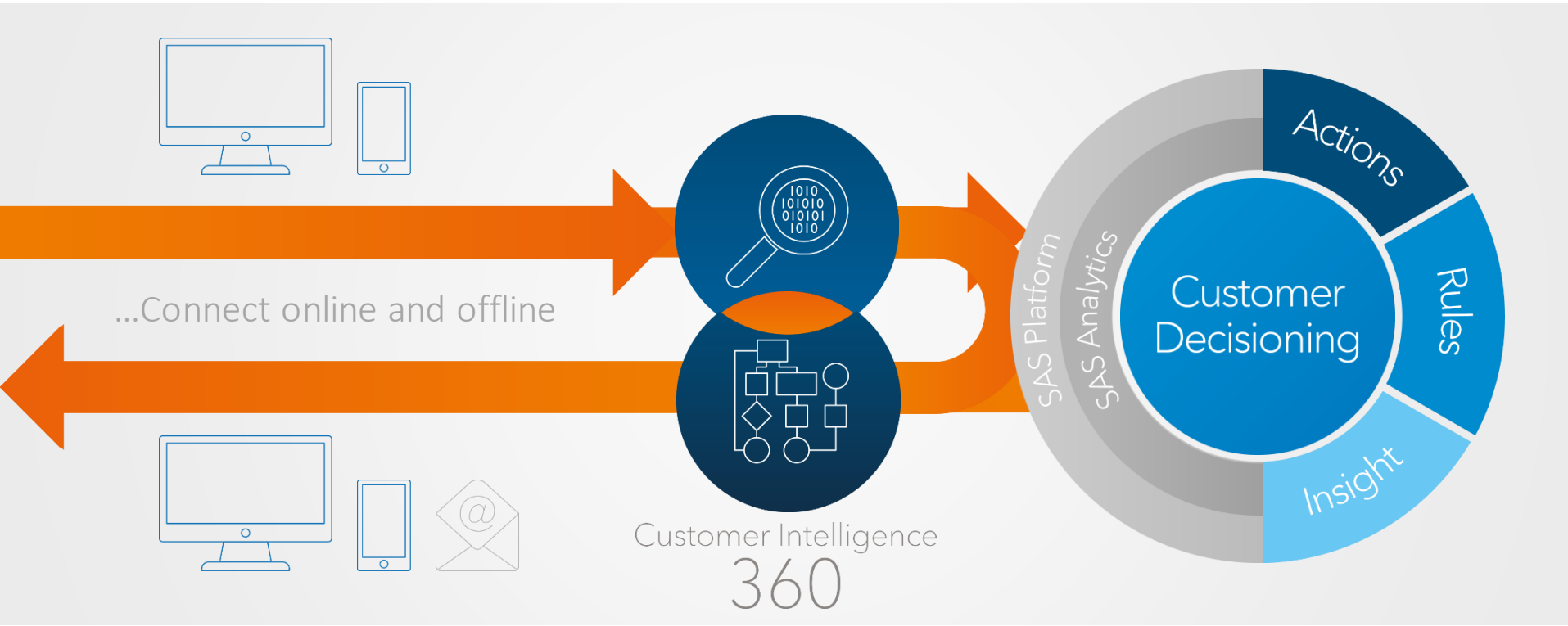
### The 100th Display

Display

## Customer Journeys

This is a list of common customer journeys ordered by conversion rate. Select an interaction node to see more






## TOUR PELO CI360

# Sign In to SAS®

User ID:

Password:

**SIGN IN**

[About](#) © 2002-2015 SAS Institute Inc. 

Side menu: Browse, Shortcut, Collection

Data Explorer, Report Designer, Activities, Tasks, Messages, Segments, Events, Assets, Spots, Operations

Welcome, alberto.diaz.finance@sas.com

Here are a few quick tips:

- Add application shortcuts to your home page. You can customize the color and the name.
- Click the icon beside "SAS® Home" in the banner to access your applications using a side menu.
- Sign out of your application by selecting your name and clicking "Sign Out".
- Join a SAS community for great discussions on tips and best practices: <https://communities.sas.com/welcome>

Recent

- Sign Up Confirmation - Variant 1 (7 Sep 2016 21:18:18)
- 0 - Display Sign Up Offer & Email Conf... (22 Sep 2016 16:46:04)
- 0 - Thank You - All Products (8 Sep 2016 15:08:04)
- MainOffer\_3rdParty\_Html\_1 (5 Aug 2016 19:58:57)
- Email Campaign Performance (LPTZOV) (22 Sep 2016 09:26:00)
- 0 - Thank You (7 Sep 2016 21:15:31)
- 0 - Thank You - Sign Up Related Image (23 Sep 2016 14:15:35)
- 0 - Homepage - Hero (7 Sep 2016 21:17:05)
- 0 - Landing Page - Sign Up - Click (7 Sep 2016 21:09:50)
- 0 - Homepage - NBA Set (7 Sep 2016 21:11:07)

Favorites

Content that you mark as a favorite will be displayed here. [Add favorites](#) now or later.

Visual Analytics Samples

/Products/SAS Visual Analytics/Visual Analytics Samples

- SAS Visual Analytics Sample Includes... (SAS report (2G))
- SAS Visual Analytics Sample (SAS report (2G))
- Capital Exposure and Risk Sample (SAS report (2G))
- Casino Floor Performance Sample (SAS report (2G))
- Revenue Optimization Sample (SAS report (2G))
- Student Analysis Sample (SAS report (2G))
- Warranty Analysis Sample (SAS report (2G))
- Wireless Call Quality Analysis Sample (SAS report (2G))

Links

Links will be displayed here. [Add links](#) now or later.

- Folders Filters
- Assets
    - Hero - Generic
    - Hero - NBO
    - Mobile - Banners
    - Mobile Hero - Generic
    - Mobile Hero - NBO
    - Mobile Secondary - Generic
    - Mobile Secondary - Messages
    - Mobile Secondary - NBO
    - Secondary - Global Community
    - Secondary - Messages
    - Secondary Offers - Generic
    - Secondary Offers - NBO
    - Thank You - Images

Folder: Assets  
0 assets



This folder is empty.

Upload Asset Upload Multiple Assets

Filter

Folders Filters

Hero - Generic

No items are available.

Folder: Hero - Generic  
8 assets


MainOffer\_Generic\_Html\_1



Open a new savings account today and receive a \$100 bonus upon your first deposit.

Text/HTML  
Created: 8 Aug 2016

MainOffer\_Generic\_Html\_2



SAS for Finance - bringing 45 years of experience to your doorstep.

Text/HTML  
Created: 8 Aug 2016

MainOffer\_Generic\_Html\_3



We build lifelong relationships - one customer at a time.

Text/HTML  
Created: 8 Aug 2016

MainOffer\_Generic\_Html\_4



Meet SAS for Finance's Chief Executive Officer, Dr. Jane Thompson.

Text/HTML  
Created: 8 Aug 2016

MainOffer\_Generic\_Html\_5



Learn how you can achieve financial success by speaking with a Financial Advisor today.

Text/HTML  
Created: 8 Aug 2016

MainOffer\_Generic\_Html\_6



Buying a new house? Learn how you can be our next success story.

Text/HTML  
Created: 8 Aug 2016

MainOffer\_Generic\_Html\_7



SAS for Finance has been awarded Survey.com's Award for Best in Customer Service.

Text/HTML  
Created: 8 Aug 2016

MainOffer\_Generic\_Html\_8



With over 5,000 locations around the globe, a SAS for Finance bank is never too far away.

Text/HTML  
Created: 8 Aug 2016

sets

Home

SAS Customer Intelligence 360

Activities

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Settings

Data Collection

SAS Visual Analytics

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Report Designer

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Custom Graph Builder

Search

alberto.diaz.finance@3...

Select

Folder: Hero - Generic  
8 assets

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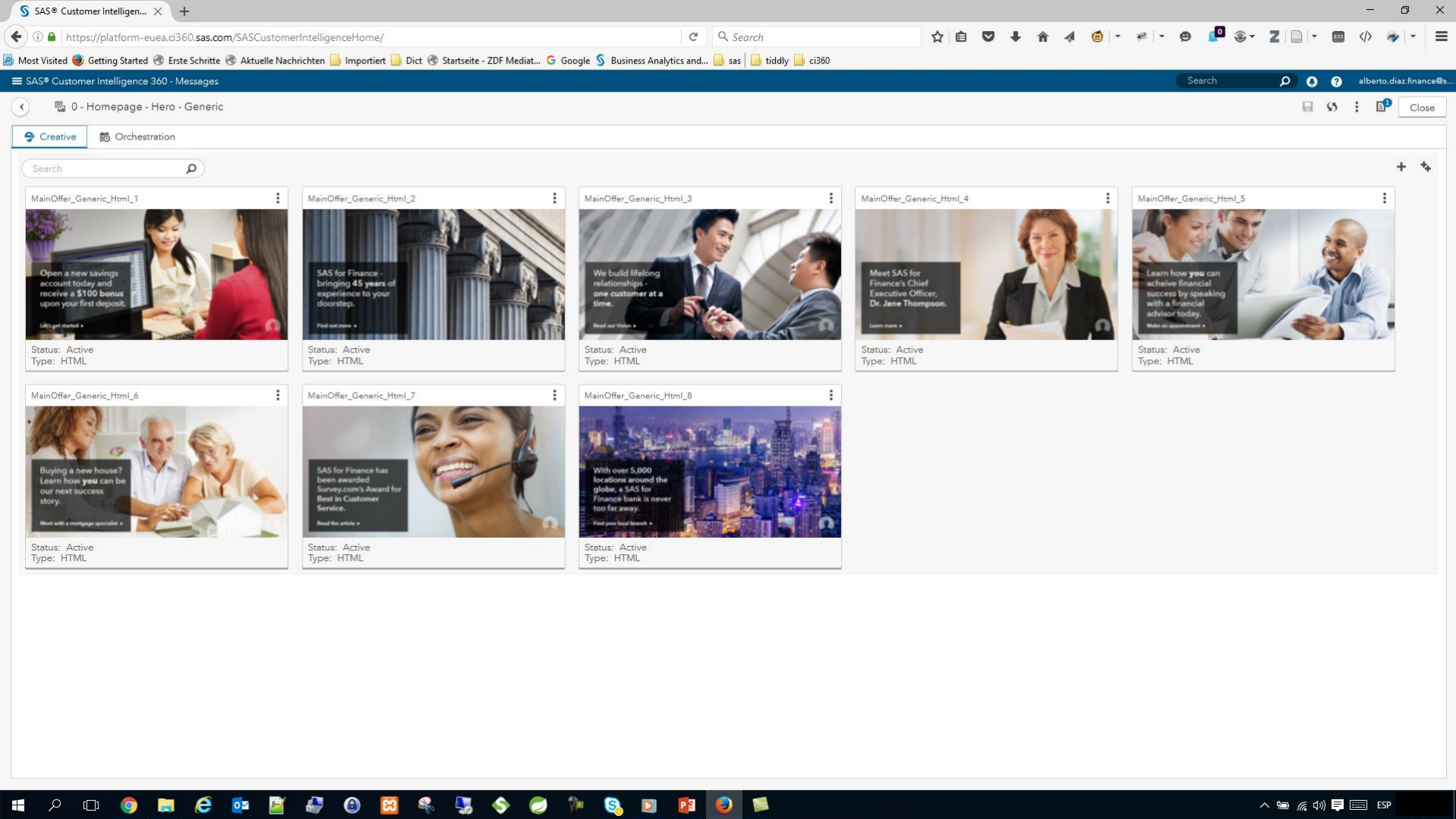
SAS® Customer Intelligence Home

https://platform-euea.ci360.sas.com/SASCustomerIntelligenceHome/

SAS® Customer Intelligence 360 - Messages

29 messages

Name	Number of Creatives	Last Modified	Modified By
0 - Homepage - Secondary - Credit Card	3	20 Sep 2016, 17:14:51	Jeri.roche.finance@sas.com
0 - Homepage - Secondary - Unsecured Lending	3	20 Sep 2016, 17:13:08	Jeri.roche.finance@sas.com
0 - Homepage - Secondary - Home Insurance	3	20 Sep 2016, 17:11:34	Jeri.roche.finance@sas.com
0 - Homepage - Secondary - Regular Savings	3	20 Sep 2016, 17:08:47	Jeri.roche.finance@sas.com
0 - Homepage - Secondary - Additional Products	11	20 Sep 2016, 17:06:31	Jeri.roche.finance@sas.com
0 - Homepage - Small Right - Generic	8	20 Sep 2016, 16:28:01	Jeri.roche.finance@sas.com
0 - Homepage - Hero - Credit Card	3	20 Sep 2016, 16:02:23	rob.sneath.finance@sas.com
0 - Homepage - Hero - Home Insurance	3	20 Sep 2016, 16:00:02	rob.sneath.finance@sas.com
0 - Homepage - Hero - Unsecured Lending	3	20 Sep 2016, 15:49:22	rob.sneath.finance@sas.com
0 - Homepage - Hero - Regular Savings	3	20 Sep 2016, 15:44:49	rob.sneath.finance@sas.com
0 - Homepage - Hero - Generic	8	20 Sep 2016, 15:42:26	rob.sneath.finance@sas.com
0 - Homepage - Hero - Additional Products	11	20 Sep 2016, 15:11:20	rob.sneath.finance@sas.com
0 - Logout - Incentives	2	31 Aug 2016, 16:42:52	rob.sneath.finance@sas.com
0 - Thank You - All Products	31	31 Aug 2016, 12:29:52	rob.sneath.finance@sas.com
0 - Mobile - Hero - Additional Products	12	16 Aug 2016, 17:03:50	Jeri.roche.finance@sas.com
0 - Homepage - Small Middle - Generic	3	11 Aug 2016, 16:38:32	rob.sneath.finance@sas.com
0 - Mobile - Small Right - Savings	3	11 Aug 2016, 12:09:37	rob.sneath.finance@sas.com
0 - Mobile - Small Right - Loans	3	11 Aug 2016, 12:05:59	rob.sneath.finance@sas.com
0 - Mobile - Small Right - Home Insurance	3	11 Aug 2016, 12:03:35	rob.sneath.finance@sas.com
0 - Mobile - Small Right - Credit Cards	3	11 Aug 2016, 12:00:44	rob.sneath.finance@sas.com
0 - Mobile - Service Messages	3	10 Aug 2016, 14:39:01	rob.sneath.finance@sas.com
0 - Mobile - Small Right - Default Content	8	10 Aug 2016, 12:54:09	rob.sneath.finance@sas.com
0 - Mobile - Hero - Unsecure Lending	3	10 Aug 2016, 12:28:56	rob.sneath.finance@sas.com
0 - Mobile - Hero - Regular Savings	3	10 Aug 2016, 12:24:10	rob.sneath.finance@sas.com
0 - Mobile - Hero - Home Insurance	3	10 Aug 2016, 12:19:52	rob.sneath.finance@sas.com
0 - Mobile - Hero - Credit Cards	3	10 Aug 2016, 12:16:31	rob.sneath.finance@sas.com
0 - Mobile - Hero - Default Content	8	10 Aug 2016, 12:13:03	rob.sneath.finance@sas.com



MainOffer\_Generic\_Html\_1

Open a new savings account today and receive a \$100 bonus upon your first deposit.

Life just started →

Status: Active  
Type: HTML

MainOffer\_Generic\_Html\_2

SAS for Finance - bringing 45 years of experience to your doorstep.

Find out more →

Status: Active  
Type: HTML

MainOffer\_Generic\_Html\_3

We build lifelong relationships - one customer at a time.

Read our Vision →

Status: Active  
Type: HTML

MainOffer\_Generic\_Html\_4

Meet SAS for Finance's Chief Executive Officer, Dr. Jane Thompson.

Learn more →

Status: Active  
Type: HTML

MainOffer\_Generic\_Html\_5

Learn how you can achieve financial success by speaking with a financial advisor today.

Make an appointment →

Status: Active  
Type: HTML

MainOffer\_Generic\_Html\_6

Buying a new house? Learn how you can be our next success story.

Meet with a mortgage specialist →

Status: Active  
Type: HTML

MainOffer\_Generic\_Html\_7

SAS for Finance has been awarded Survey.com's Award for Best in Customer Service.

Read the article →

Status: Active  
Type: HTML

MainOffer\_Generic\_Html\_8

With over 5,000 locations around the globe, a SAS for Finance bank is never too far away.

Find your local branch →

Status: Active  
Type: HTML

- Home
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- Assets
- Spots**
- Operations
- Settings
- Data Collection
- SAS Visual Analytics
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- Report Designer
- Report Viewer
- Custom Graph Builder

Generic

Search Close

MainOffer\_Generic\_Html\_2

SAS for Finance - bringing 45 years of experience to your doorstep.

Read the article

Status: Active  
Type: HTML

MainOffer\_Generic\_Html\_3

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Read our Vision

Status: Active  
Type: HTML

MainOffer\_Generic\_Html\_4

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Learn more

Status: Active  
Type: HTML

MainOffer\_Generic\_Html\_5

Learn how you can achieve financial success by speaking with a financial advisor today.

Watch all appointments

Status: Active  
Type: HTML

MainOffer\_Generic\_Html\_7

SAS for Finance has been awarded Survey.com's Award for Best in Customer Service.

Read the article

Status: Active  
Type: HTML

MainOffer\_Generic\_Html\_8

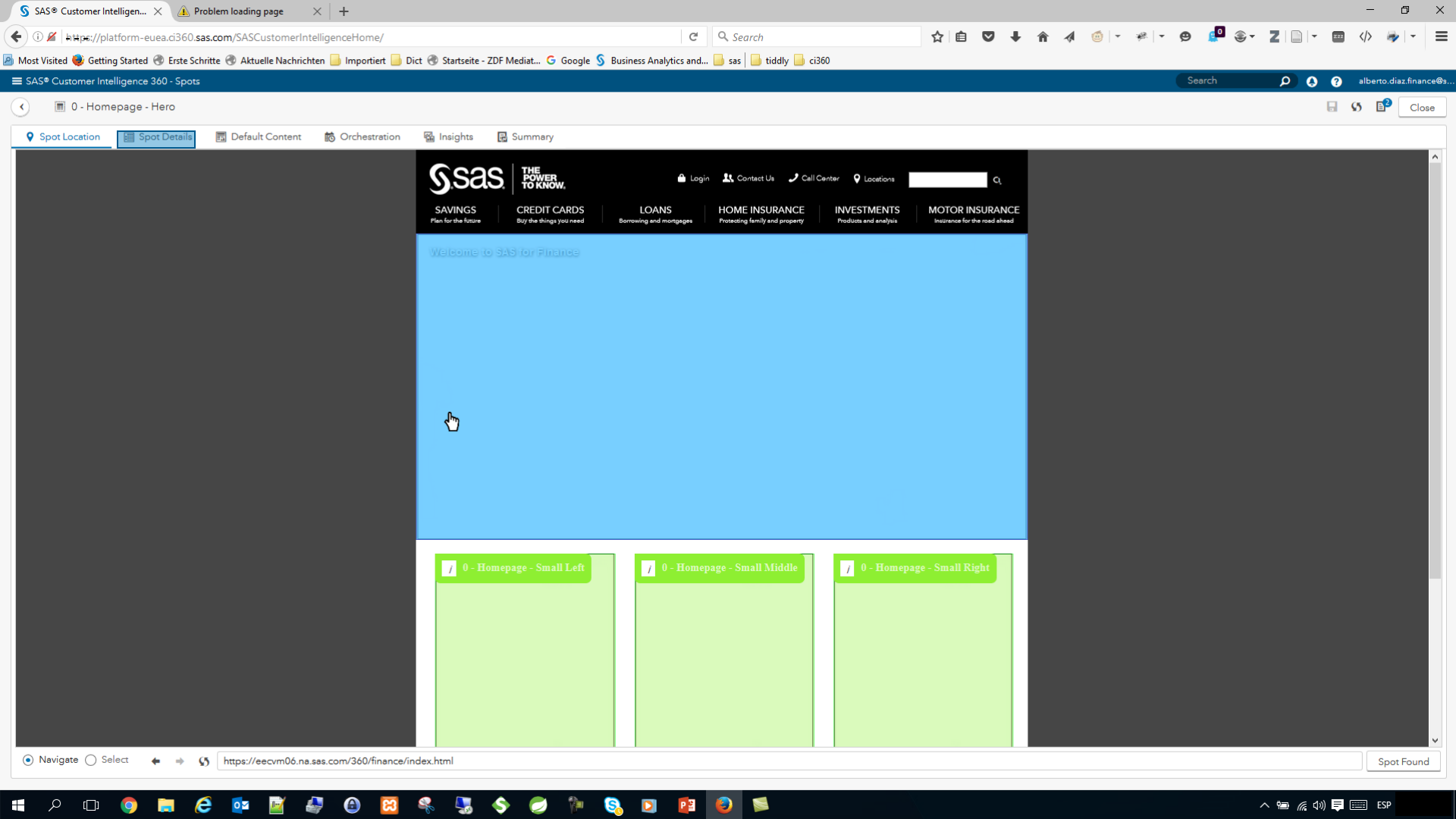
With over 5,000 locations around the globe, a SAS for Finance bank is never too far away.

Find your local branch

Status: Active  
Type: HTML

11 spots

Channel	Name	Type	Status	Last Published	Last Modified	Modified By	Number of Spots
	0 - Logout	Single	Active	1 Sep 2016, 12:49:16	1 Sep 2016, 12:49:16	rob.sneath.finance@sas.com	1
	0 - Thank You	Single	Active	31 Aug 2016, 16:13:29	31 Aug 2016, 16:13:29	rob.sneath.finance@sas.com	1
	0 - Mobile - Home - Small Left	Single	Active	17 Aug 2016, 11:31:03	17 Aug 2016, 11:31:04	rob.sneath.finance@sas.com	1
	0 - Mobile - Home - Small Right	Single	Active	17 Aug 2016, 11:31:00	17 Aug 2016, 11:31:02	rob.sneath.finance@sas.com	1
	0 - Mobile - Home - Banner	Single	Active	10 Aug 2016, 12:34:02	10 Aug 2016, 12:34:02	rob.sneath.finance@sas.com	1
	0 - Mobile - Home - Hero	Single	Active	10 Aug 2016, 12:33:17	10 Aug 2016, 12:33:19	rob.sneath.finance@sas.com	1
	0 - Homepage - Small Right	Single	Active	9 Aug 2016, 17:13:24	9 Aug 2016, 17:13:26	rob.sneath.finance@sas.com	1
	0 - Homepage - NBA Set	Set	Active	5 Aug 2016, 00:26:19	9 Aug 2016, 17:13:25	rob.sneath.finance@sas.com	2
	0 - Homepage - Hero	Single	Active	9 Aug 2016, 17:12:53	9 Aug 2016, 17:12:56	rob.sneath.finance@sas.com	1
	0 - Homepage - Small Left	Single	Active	1 Aug 2016, 15:00:12	1 Aug 2016, 15:00:13	rob.sneath.finance@sas.com	1
	0 - Homepage - Small Middle	Single	Active	1 Aug 2016, 14:58:21	1 Aug 2016, 14:58:22	rob.sneath.finance@sas.com	1



SAS® Customer Intelligen... Problem loading page

https://platform-euea.d360.sas.com/SASCustomerIntelligenceHome/ Search


Most Visited Getting Started Erste Schritte Aktuelle Nachrichten Importiert Dict Startseite - ZDF Mediat... Google Business Analytics and... sas tiddly ci360

SAS® Customer Intelligence 360 - Spots Search alberto.diaz.finance@...

0 - Homepage - Hero Close

Spot Location Spot Details **Default Content** Orchestration Insights Summary

Add default content to this spot. ⓘ



Open a new savings account today and receive a \$100 bonus upon your first deposit.

Let's get started ▶

### Message

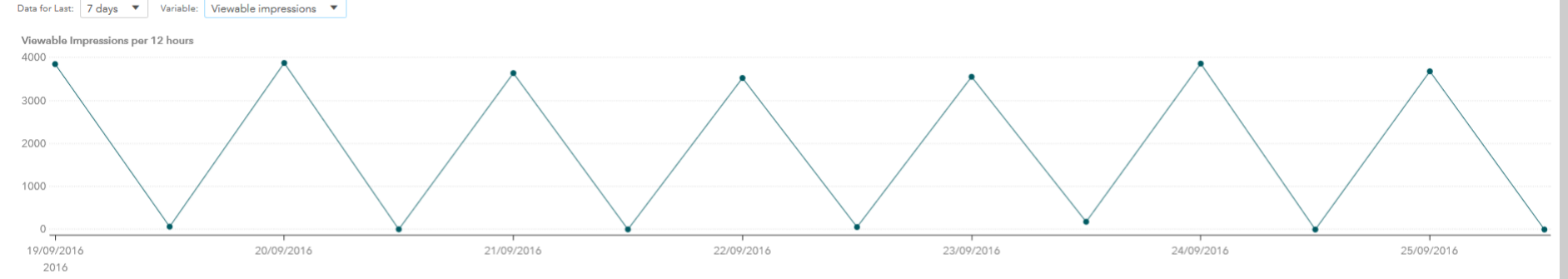
Message name:  
0 - Homepage - Hero - Generic

Last modified:  
20 Sep 2016, 15:42:26

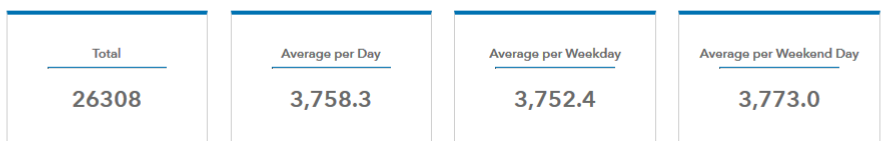
### Select Creatives

<input checked="" type="checkbox"/>	MainOffer_Generic_Html_1
<input type="checkbox"/>	MainOffer_Generic_Html_2
<input checked="" type="checkbox"/>	MainOffer_Generic_Html_3
<input type="checkbox"/>	MainOffer_Generic_Html_4
<input checked="" type="checkbox"/>	MainOffer_Generic_Html_5
<input type="checkbox"/>	MainOffer_Generic_Html_6
<input checked="" type="checkbox"/>	MainOffer_Generic_Html_7
<input type="checkbox"/>	MainOffer_Generic_Html_8

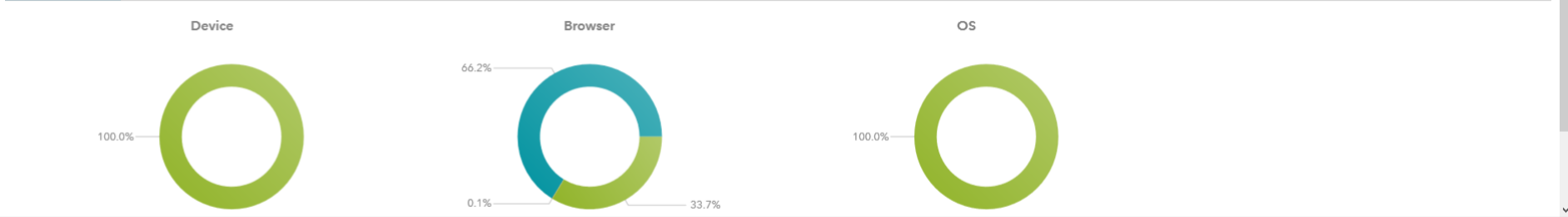
Spot Performance  
Data for Last: 7 days Variable: Viewable impressions



Metrics for Viewable Impressions:



User Attributes





User: *Unknown*

Age: --

Gender: --

NBA1: --

NBA2: --



Login Contact Us Call Center Locations

- SAVINGS Plan for the future
- CREDIT CARDS Buy the things you need
- LOANS Borrowing and mortgages
- HOME INSURANCE Protecting family and property
- INVESTMENTS Products and analysis
- MOTOR INSURANCE Insurance for the road ahead

Welcome to SAS for Finance



Open a new savings account today and receive a \$100 bonus upon your first deposit.

Let's get started ▶



Our Global Community

With SAS for Finance branches in more than 60 countries, our best in class financial services are never too far away.

Locate a branch ▶

We're Here to Help

- ▶ Lost or stolen cards
- ▶ PPI complaints
- ▶ Trouble logging in
- ▶ Rates and charges
- ▶ Financial guidance from independent experts
- ▶ Ways to contact us



SAS for Finance - bringing 45 years of experience to your doorstep.

Find out more ▶





User: *Unknown*

Age: --

Gender: --

NBA1: --

NBA2: --

## We're Here to Help You Save Time and Money

Savings is the foundation on which any sound financial life is built—so at SAS for Finance we want to help you save. That's why we have carefully designed a full range of personal savings accounts, and money market accounts to help you achieve your savings goals.

- ▶ Read our [Consumer Account Agreement](#)
- ▶ See [important details](#) about Step Rate CD rates and APYs.



**QUESTIONS?**

Speak with a banking specialist or visit our [FAQ page](#).

SAVINGS ACCOUNT TYPE	INTEREST RATE	MONTHLY SERVICE FEE
Way2Save Savings <a href="#">learn more</a>	.01%	\$5
Money Market Savings <a href="#">learn more</a>	.03 - .05%	\$10
High Yield Savings <a href="#">learn more</a>	.03 - .05%	\$25
Standard Personal Savings <a href="#">learn more</a>	.01%	none



User: Unknown  
Age: --  
Gender: --  
NBA1: --  
NBA2: --



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Receive up to 1.75% gross fixed interest on balances over \$2000 for the 3 year term.

Learn more ▶



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Report Viewer

Custom Graph Builder

Summary

Viewable impressions

Category	Value
Total	26308
Average per Day	3,758.3
Average per Weekday	3,752.4
Average per Weekend Day	3,773.0

Device

Browser

OS

SAS® Customer Intelligen... Problem loading page... https://platform-euea.ci360.sas.com/SASCustomerIntelligenceHome/ Search

SAS® Customer Intelligence 360 - Events Filter Select

12 events

Channel	Name	Type	Status	Last Published	Last Modified	Modified By
0	FAQ - Close Account - Click	Click	Active	31 Aug 2016, 15:19:37	31 Aug 2016, 15:19:37	rob.sneath.finance@sas.com
0	Landing Page - Page View	Page View	Active	31 Aug 2016, 14:06:40	31 Aug 2016, 14:06:40	rob.sneath.finance@sas.com
0	Landing Page - Sign Up - Click	Click	Active	31 Aug 2016, 12:19:43	31 Aug 2016, 12:19:43	rob.sneath.finance@sas.com
0	Mobile - Page View	Mobile	Active	15 Aug 2016, 12:03:24	15 Aug 2016, 12:03:24	rob.sneath.finance@sas.com
0	Search - Home Insurance	Page View	Active	9 Aug 2016, 13:20:07	9 Aug 2016, 13:20:07	rob.sneath.finance@sas.com
0	Search - Loans	Page View	Active	9 Aug 2016, 13:19:47	9 Aug 2016, 13:19:47	rob.sneath.finance@sas.com
0	Motor Insurance - Page View	Page View	Active	4 Aug 2016, 16:02:00	4 Aug 2016, 16:02:00	rob.sneath.finance@sas.com
0	Investments - Page View	Page View	Active	4 Aug 2016, 16:00:31	4 Aug 2016, 16:00:31	rob.sneath.finance@sas.com
0	Home Insurance - Page View	Page View	Active	4 Aug 2016, 15:55:33	4 Aug 2016, 15:55:33	rob.sneath.finance@sas.com
0	Loans - Page View	Page View	Active	4 Aug 2016, 15:54:31	4 Aug 2016, 15:54:31	rob.sneath.finance@sas.com
0	Credit Card - Page View	Page View	Active	4 Aug 2016, 15:53:22	4 Aug 2016, 15:53:22	rob.sneath.finance@sas.com
0	Savings - Page View	Page View	Active	4 Aug 2016, 15:52:25	4 Aug 2016, 15:52:25	rob.sneath.finance@sas.com

https://design-euea.ci360.sas.com/SASWebMarketing/?view=MKT\_CONTENT\_ASSETS&launchedFromAppSwitcher=true&useTransitionSplash=true#

Navigate to a page that defines this event.

**sas** THE POWER TO KNOW. | Login | Contact Us | Call Center | Locations

SAVINGS: Plan for the future | CREDIT CARDS: Buy the things you need | LOANS: Borrowing and mortgages | HOME INSURANCE: Protecting family and property | INVESTMENTS: Products and analysis | MOTOR INSURANCE: Insurance for the road ahead

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Money Market Savings <a href="#">learn more</a>	.03 - .05%	\$10
High Yield Savings <a href="#">learn more</a>	.03 - .05%	\$25
Standard Personal Savings <a href="#">learn more</a>	.01%	none

**sas** THE POWER TO KNOW.

Products: Savings, Credit Cards, Loans, Home Insurance, Investments

About Us: About SAS for Finance, Company History, Values and Vision, About the CEO, Careers

About the Site: Security Statement, Legal Notice, Privacy Policy, Terms and conditions, Accessibility, Site Map

Contact Us: Find a branch, Email Customer Service, Call Center Information, Technical Support, Website Feedback

Company Confidential - For Internal use only  
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This demo website was created by Britt Gillis of the Customer Intelligence Practice.  
Please contact [britt.gillis@sas.com](mailto:britt.gillis@sas.com) with questions or concerns.

SAS Customer Intelligence Home

Home

SAS Customer Intelligence 360

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Status	Last Published	Last Modified	Modified By
Active	5 Sep 2016, 13:29:14	5 Sep 2016, 13:29:14	rob.sneath.finance@sas.com
Active	5 Sep 2016, 13:28:39	5 Sep 2016, 13:28:39	rob.sneath.finance@sas.com
Active	4 Aug 2016, 13:23:11	4 Aug 2016, 13:23:11	rob.sneath.finance@sas.com
Active	4 Aug 2016, 13:22:38	4 Aug 2016, 13:22:38	rob.sneath.finance@sas.com
Active	4 Aug 2016, 13:21:54	4 Aug 2016, 13:21:54	rob.sneath.finance@sas.com
Active	4 Aug 2016, 13:21:17	4 Aug 2016, 13:21:17	rob.sneath.finance@sas.com
Active	4 Aug 2016, 13:20:35	4 Aug 2016, 13:20:36	rob.sneath.finance@sas.com
Active	4 Aug 2016, 13:19:55	4 Aug 2016, 13:19:55	rob.sneath.finance@sas.com
Active	4 Aug 2016, 13:19:05	4 Aug 2016, 13:19:05	rob.sneath.finance@sas.com
Active	4 Aug 2016, 13:18:18	4 Aug 2016, 13:18:18	rob.sneath.finance@sas.com
Active	4 Aug 2016, 13:16:58	4 Aug 2016, 13:16:58	rob.sneath.finance@sas.com
Active	4 Aug 2016, 13:11:47	4 Aug 2016, 13:11:48	rob.sneath.finance@sas.com
Active	4 Aug 2016, 13:11:02	4 Aug 2016, 13:11:02	rob.sneath.finance@sas.com
Active	4 Aug 2016, 13:06:31	4 Aug 2016, 13:06:31	rob.sneath.finance@sas.com
Active	4 Aug 2016, 13:05:29	4 Aug 2016, 13:05:29	rob.sneath.finance@sas.com
Active	4 Aug 2016, 13:04:45	4 Aug 2016, 13:04:45	rob.sneath.finance@sas.com
Active	4 Aug 2016, 13:04:08	4 Aug 2016, 13:04:08	rob.sneath.finance@sas.com
Active	4 Aug 2016, 13:03:28	4 Aug 2016, 13:03:28	rob.sneath.finance@sas.com
Active	4 Aug 2016, 13:02:50	4 Aug 2016, 13:02:50	rob.sneath.finance@sas.com
Active	4 Aug 2016, 13:01:52	4 Aug 2016, 13:01:52	rob.sneath.finance@sas.com
Active	4 Aug 2016, 13:01:10	4 Aug 2016, 13:01:10	rob.sneath.finance@sas.com
Active	4 Aug 2016, 13:00:34	4 Aug 2016, 13:00:34	rob.sneath.finance@sas.com
Active	4 Aug 2016, 12:59:52	4 Aug 2016, 12:59:52	rob.sneath.finance@sas.com
Active	4 Aug 2016, 12:58:35	4 Aug 2016, 12:58:35	rob.sneath.finance@sas.com
Active	4 Aug 2016, 12:57:47	4 Aug 2016, 12:57:47	rob.sneath.finance@sas.com
Active	4 Aug 2016, 12:57:09	4 Aug 2016, 12:57:09	rob.sneath.finance@sas.com
Active	4 Aug 2016, 12:56:27	4 Aug 2016, 12:56:27	rob.sneath.finance@sas.com

https://design-euea.ci360.sas.com/SASWebMarketing/?view=MKT\_CONTENT\_ASSETS&launchedFromAppSwitcher=true&useTransitionSplash=true#

42 tasks

Channel	Name	Type	Status	Last Published	Last Modified	Modified By	Variants	Creatives	Spots	Metrics	Recomm
📱	0 - Mobile - Hero - NBA1 - Loans - MAB	Mobile AB	Active	11 Aug 2016, 11:21:46	11 Aug 2016, 11:21:47	rob.sneath.finance@sas.com	3	Yes	1	1	Pending
📱	0 - Mobile - Hero - NBA1 - Savings - MAB	Mobile AB	Active	11 Aug 2016, 11:19:41	11 Aug 2016, 11:19:43	rob.sneath.finance@sas.com	3	Yes	1	1	Pending
📱	0 - Mobile - Hero - NBA1 - Home Insurance	Mobile AB	Active	11 Aug 2016, 11:18:59	11 Aug 2016, 11:19:00	rob.sneath.finance@sas.com	3	Yes	1	1	Pending
📱	0 - Mobile - Hero - NBA1 - Additional Products	Mobile	Active	11 Aug 2016, 11:02:40	11 Aug 2016, 11:02:46	rob.sneath.finance@sas.com	1	Yes	1	1	--
📱	0 - Mobile - Banner - A/B Test	Mobile AB	Active	10 Aug 2016, 12:38:25	10 Aug 2016, 12:38:26	rob.sneath.finance@sas.com	2	Yes	1	1	Pending
🌐	0 - Homepage - Hero - NBA1 - Credit Cards	Web AB	Active	10 Aug 2016, 10:43:38	10 Aug 2016, 10:43:40	rob.sneath.finance@sas.com	3	Yes	1	1	Yes
🌐	0 - Homepage - Hero - NBA1 - Savings - MAB	Web AB	Active	10 Aug 2016, 10:42:55	10 Aug 2016, 10:42:57	rob.sneath.finance@sas.com	3	Yes	1	1	Yes
🌐	0 - Homepage - Hero - NBA1 - Home Insurance	Web AB	Active	10 Aug 2016, 10:41:20	10 Aug 2016, 10:41:21	rob.sneath.finance@sas.com	3	Yes	1	1	Pending
🌐	0 - Homepage - Hero - NBA1 - Loans - MAB	Web AB	Active	10 Aug 2016, 10:40:32	10 Aug 2016, 10:40:34	rob.sneath.finance@sas.com	3	Yes	1	1	Pending
🌐	0 - Homepage - Hero - Loans - Page View	Web	Active	9 Aug 2016, 17:33:32	9 Aug 2016, 17:33:33	rob.sneath.finance@sas.com	1	Yes	1	1	--
🌐	0 - Homepage - Hero - Home Insurance - Page View	Web	Active	9 Aug 2016, 17:32:11	9 Aug 2016, 17:32:13	rob.sneath.finance@sas.com	1	Yes	1	1	--
🌐	0 - Homepage - Hero - Savings - Page View	Web	Active	9 Aug 2016, 17:31:15	9 Aug 2016, 17:31:16	rob.sneath.finance@sas.com	1	Yes	1	1	--
🌐	0 - Homepage - Hero - Credit Card - Page View	Web	Active	9 Aug 2016, 17:30:16	9 Aug 2016, 17:30:17	rob.sneath.finance@sas.com	1	Yes	1	1	--
🌐	0 - Homepage - Hero - Home Insurance - Search	Web	Active	9 Aug 2016, 17:26:38	9 Aug 2016, 17:26:39	rob.sneath.finance@sas.com	1	Yes	1	1	--
🌐	0 - Homepage - Hero - Loans - Search	Web	Active	9 Aug 2016, 17:26:05	9 Aug 2016, 17:26:06	rob.sneath.finance@sas.com	1	Yes	1	1	--
🌐	0 - Homepage - Hero - Motor Insurance - Page View	Web	Active	9 Aug 2016, 13:07:02	9 Aug 2016, 13:07:03	rob.sneath.finance@sas.com	1	Yes	1	1	--
🌐	0 - Homepage - Hero - Investments - Page View	Web	Active	9 Aug 2016, 13:06:27	9 Aug 2016, 13:06:28	rob.sneath.finance@sas.com	1	Yes	1	1	--

Aksinia Martinova | SAS® Customer Intelligen... | +

https://platform-euea.d360.sas.com/SASCustomerIntelligenceHome/ | Search

Most Visited | Getting Started | Erste Schritte | Aktuelle Nachrichten | Importiert | Dict | Startseite - ZDF Mediat... | Google | Business Analytics and... | sas | tiddly | ci360

SAS® Customer Intelligence 360 - Tasks | Search | alberto.diaz.finance@...

0 - Homepage - Hero - Savings - Page View | Close

Content | Targeting | Insights | Orchestration

0 - Homepage - Hero

Spot

Spot name:  
0 - Homepage - Hero

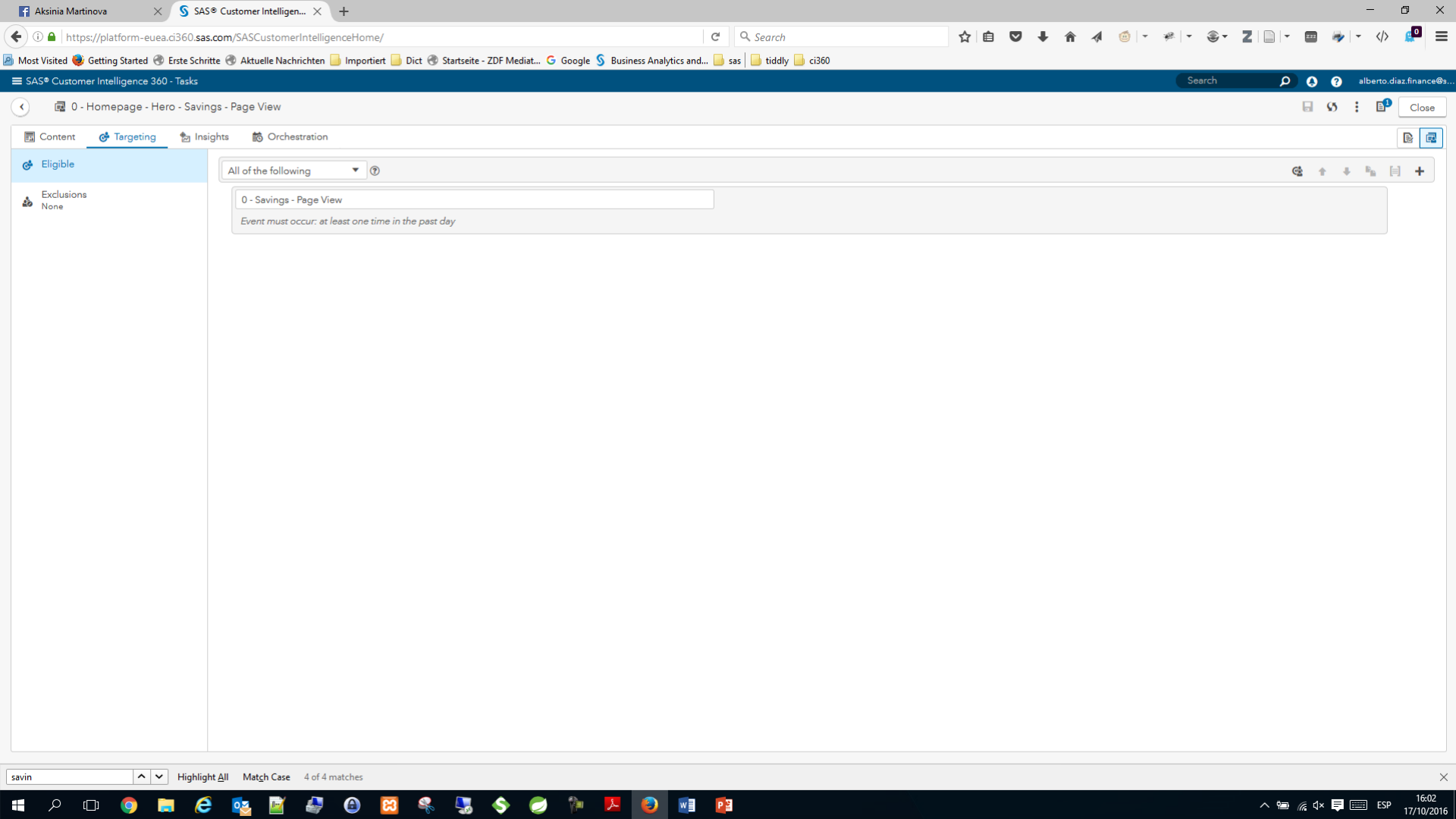
Channel:  
Web

Dimension:  
Billboard (970px x 250px)

savin | Highlight All | Match Case | 4 of 4 matches

16:00 17/10/2011





0 - Savings - Page View  
Event must occur: at least one time in the past day



User: *Unknown*

Age: --

Gender: --

NBA1: --

NBA2: --



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SAVINGS Plan for the future

CREDIT CARDS Buy the things you need

LOANS Borrowing and mortgages

HOME INSURANCE Protecting family and property

INVESTMENTS Products and analysis

MOTOR INSURANCE Insurance for the road ahead

Welcome to SAS for Finance

Receive up to 1.75% gross fixed interest on balances over \$2000 for the 3 year term.

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Our Global Community

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Locate a branch ▶

We're Here to Help

- ▶ Lost or stolen cards
- ▶ PPI complaints
- ▶ Trouble logging in
- ▶ Rates and charges
- ▶ Financial guidance from independent experts
- ▶ Ways to contact us



Buying a new house? Learn how you can become our next success story.

Speak with a mortgage specialist ▶



User: *Unknown*

Age: --

Gender: --

NBA1: --

NBA2: --

**sas** THE POWER TO KNOW

SAVINGS Plan for the future  
CREDIT CARDS Buy the things you need  
LOANS Borrowing and mortgages  
HOME INS Protecting family

**Customer Login**

Welcome to SAS for Finance internet banking. Please login using the details required.

Username / Email:

Password:

Programs and data held on SAS systems are private. Unauthorized access is prohibited and is in violation of the Computer Misuse Act 1990, which may result in criminal offences and claim for damages. Customers should keep their details confidential and to contact SAS immediately if they are aware someone has accessed their details.

Products: Savings, Credit Cards, Loans, Home Insurance, Investments

About Us: About SAS for Finance, Company History, Values and Vision, About the CEO, Careers

About the Site: Security Statement, Legal Notice, Privacy Policy, Terms and conditions, Accessibility, Site Map

Contact Us: Find a branch, Email Customer Support, Call Center, Technical Support, Website Feedback

B122 | jeri.roche@sas.com

	B	E	F
1	email	F5_NBA1	F5_NBA2
2	kunal.alagh@sas.com	Tax Efficient Savings	Home Insurance Products
3	brian.alfond@sas.com	Regular Savings Products	Regulated Investments
4	jun.harashima@sas.com	Unsecured Lending	Other General Insurance
117	deepak.ramanathan@sas.c	3rd Party Offers	Branch and Phone Banking S
118	blair.reeves@sas.com	3rd Party Offers	Standard Checking Account
119	yasmim.lee@sas.com	Credit Cards	Value Added Checking Acco
120	colin.reid@sas.com	3rd Party Offers	Motor Insurance Products
121	sarah.rittman@sas.com	3rd Party Offers	Branch and Phone Banking S
122	<b>Jeri.roche@sas.com</b>	<b>Credit Cards</b>	<b>Car Insurance</b>
123	alexey.rundasov@sas.com	Branch and Phone Banking	Standard Checking Account
124	craig.rutkowski@sas.com	Value Added Checking Acco	Home Insurance Products
125	carlos.salgado@sas.com	Regular Savings Products	Tax Efficient Savings
126	krzysztof.skaskiewicz@sas.	Credit Cards	Motor Insurance Products
136	peter.thomasson@sas.com	Branch and Phone Banking	Other General Insurance
137	chris.toth@sas.com	Other General Insurance	Regulated Investments
138	ryan.treichler@sas.com	3rd Party Offers	Other General Insurance
139	toshi.tsuboi@sas.com	3rd Party Offers	Branch and Phone Banking S
140	maxim.tsukanov@sas.com	Mobile Banking Services	Standard Checking Account
141	mike.turner@sas.com	Standard Checking Account	Mobile Banking Services
142	eric.vessier@sas.com	3rd Party Offers	Standard Checking Account
143	andres.villa@sas.com	3rd Party Offers	Value Added Checking Acco
144	mike.walker@sas.com	Mobile Banking Services	Branch and Phone Banking S
145	simon.waller@sas.com	Pension and Life Insurance	Other General Insurance
146	william.wash@sas.com	3rd Party Offers	Branch and Phone Banking S
147	norman.webb@sas.com	Other General Insurance	3rd Party Offers
148	carie.whalen@sas.com	Regular Savings Products	Unsecured Lending
149	davidl.williams@sas.com	Tax Efficient Savings	Pension and Life Insurance
150	irene.xu@sas.com	Standard Checking Account	Unsecured Lending
151	peter.zelter@sas.com	3rd Party Offers	Mobile Banking Services
152	erik.degruijter@sas.com	Home Insurance Products	Motor Insurance Products
153	gerrit.vanwyngaard@sas.cc	Branch and Phone Banking	Mobile Banking Services
154	rene.van.der.laan@sas.con	Value Added Checking Acco	3rd Party Offers




User: *Unknown*

Age: --

Gender: --

NBA1: --

NBA2: --



THE POWER TO KNOW

Login Contact Us Call Center Locations

SAVINGS Plan for the future CREDIT CARDS Buy the things you need LOANS Borrowing and mortgages HOME INSURANCE Protecting family and property INVESTMENTS Products and analysis MOTOR INSURANCE Insurance for the road ahead


### Customer Login

Welcome to SAS for Finance internet banking. Please login using the details requested.

Username / Email:  x

Password:

Programs and data held on SAS systems are private. Unauthorized access is prohibited and is contrary to the Computer Misuse Act 1990, which may result in criminal offences and claim for damages. Customers are reminded to keep their details confidential and to contact SAS immediately if they are aware someone knows their details.




**Products**  
Savings  
Credit Cards  
Loans  
Home Insurance  
Investments

**About Us**  
About SAS for Finance  
Company History  
Values and Vision  
About the CEO  
Careers

**About the Site**  
Security Statement  
Legal Notice  
Privacy Policy  
Terms and conditions  
Accessibility  
Site Map

**Contact Us**  
Find a branch  
Email Customer Service  
Call Center Information  
Technical Support  
Website Feedback



Company Confidential - For internal use only  
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This demo website was created by Britt Gillis of the Customer Intelligence Practice.  
Please contact britt.gillis@sas.com with questions or concerns.



User: *jerri.roche*  
Age: 41  
Gender: F  
NBA1: *Credit Card*  
NBA2: *Car Insurance*

Welcome to SAS for Finance

Get 0% interest on purchases for the first 12 months after opening your account.

Discover more ▶

**Our Global Community**

With SAS for Finance branches in more than 60 countries, our best in class financial services are never too far away.

Locate a branch ▶

**Internet Banking**

- ▶ Make payments online
- ▶ Keep yourself secure
- ▶ Watch our Internet Banking demo
- ▶ Use our Money Manager tool
- ▶ Online International Payments Service
- ▶ Download our app
- ▶ See what else you can do online

Free guaranteed Replacement Car cover for 12 months when you buy our comprehensive cover online.

Find out more ▶

SAS Customer Intelligence Home

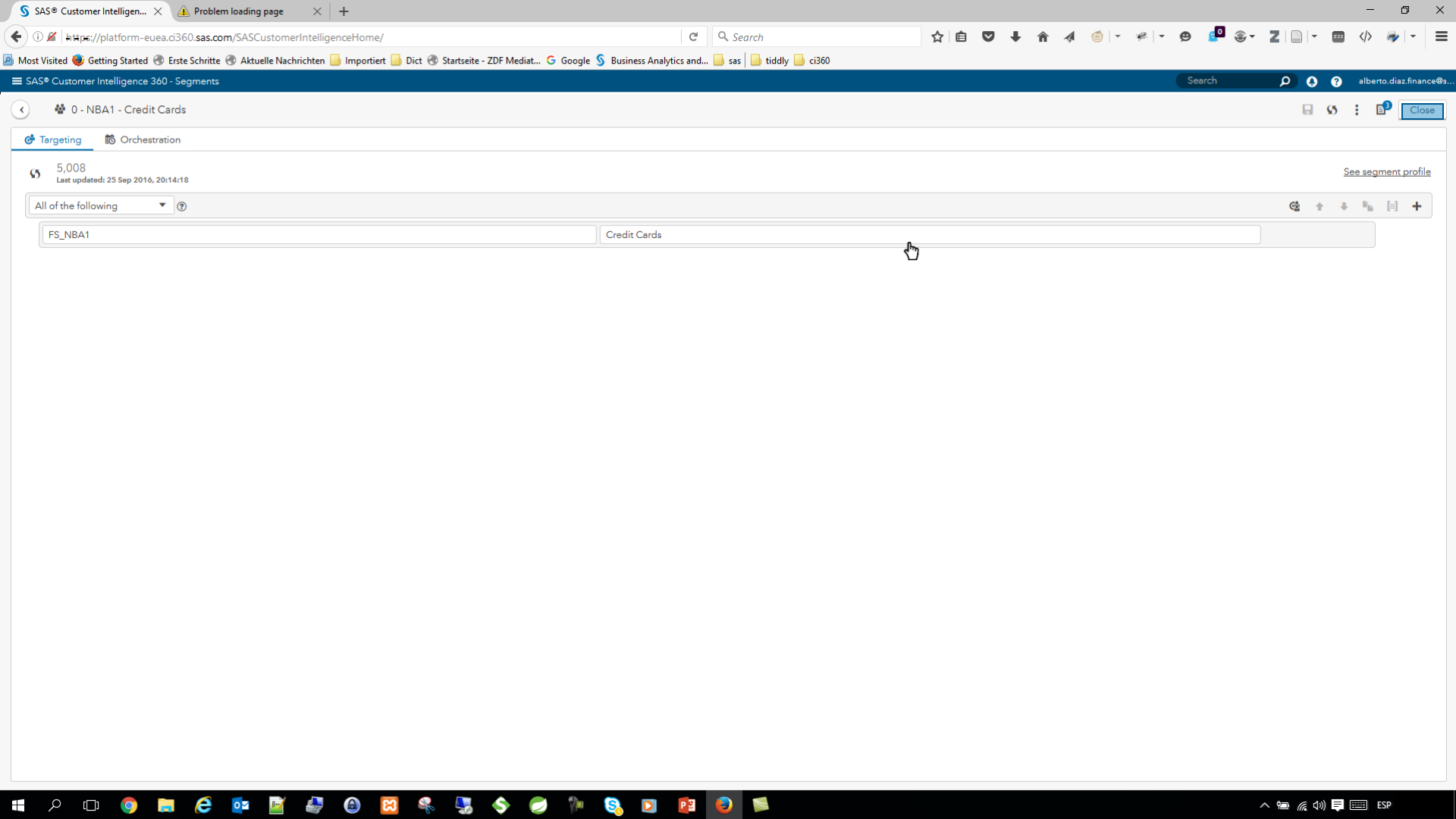
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Type	Status	Last Published	Last Modified	Modified By
Click	Active	31 Aug 2016, 15:19:37	31 Aug 2016, 15:19:37	rob.sneath.finance@sas.com
Page View	Active	31 Aug 2016, 14:06:40	31 Aug 2016, 14:06:40	rob.sneath.finance@sas.com
Click	Active	31 Aug 2016, 12:19:43	31 Aug 2016, 12:19:43	rob.sneath.finance@sas.com
Mobile	Active	15 Aug 2016, 12:03:24	15 Aug 2016, 12:03:24	rob.sneath.finance@sas.com
Page View	Active	9 Aug 2016, 13:20:07	9 Aug 2016, 13:20:07	rob.sneath.finance@sas.com
Page View	Active	9 Aug 2016, 13:19:47	9 Aug 2016, 13:19:47	rob.sneath.finance@sas.com
Page View	Active	4 Aug 2016, 16:02:00	4 Aug 2016, 16:02:00	rob.sneath.finance@sas.com
Page View	Active	4 Aug 2016, 16:00:31	4 Aug 2016, 16:00:31	rob.sneath.finance@sas.com
Page View	Active	4 Aug 2016, 15:55:33	4 Aug 2016, 15:55:33	rob.sneath.finance@sas.com
Page View	Active	4 Aug 2016, 15:54:31	4 Aug 2016, 15:54:31	rob.sneath.finance@sas.com
Page View	Active	4 Aug 2016, 15:53:22	4 Aug 2016, 15:53:22	rob.sneath.finance@sas.com
Page View	Active	4 Aug 2016, 15:52:25	4 Aug 2016, 15:52:25	rob.sneath.finance@sas.com

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SAS® Customer Intelligence 360 - Segments

32 segments

Name	Status	Last Published	Last Modified	Modified By
0 - Customer Value - LowValue	Active	5 Sep 2016, 13:29:14	5 Sep 2016, 13:29:14	rob.sneath.finance@sas.com
0 - Customer Value - HighValue	Active	5 Sep 2016, 13:28:39	5 Sep 2016, 13:28:39	rob.sneath.finance@sas.com
0 - NBA1 - 3rd Party	Active	4 Aug 2016, 13:23:11	4 Aug 2016, 13:23:11	rob.sneath.finance@sas.com
0 - NBA1 - Branch and Phone Banking Services	Active	4 Aug 2016, 13:22:38	4 Aug 2016, 13:22:38	rob.sneath.finance@sas.com
0 - NBA1 - Credit Cards	Active	4 Aug 2016, 13:21:54	4 Aug 2016, 13:21:54	rob.sneath.finance@sas.com
0 - NBA1 - Home Insurance Products	Active	4 Aug 2016, 13:21:17	4 Aug 2016, 13:21:17	rob.sneath.finance@sas.com
0 - NBA1 - Mobile Banking Services	Active	4 Aug 2016, 13:20:35	4 Aug 2016, 13:20:36	rob.sneath.finance@sas.com
0 - NBA1 - Motor Insurance Products	Active	4 Aug 2016, 13:19:55	4 Aug 2016, 13:19:55	rob.sneath.finance@sas.com
0 - NBA1 - Other General Insurance	Active	4 Aug 2016, 13:19:05	4 Aug 2016, 13:19:05	rob.sneath.finance@sas.com
0 - NBA1 - Pension and Life Insurance	Active	4 Aug 2016, 13:18:18	4 Aug 2016, 13:18:18	rob.sneath.finance@sas.com
0 - NBA1 - Regular Savings Products	Active	4 Aug 2016, 13:16:58	4 Aug 2016, 13:16:58	rob.sneath.finance@sas.com
0 - NBA1 - Regulated Investments	Active	4 Aug 2016, 13:11:47	4 Aug 2016, 13:11:48	rob.sneath.finance@sas.com
0 - NBA1 - Secured Lending	Active	4 Aug 2016, 13:11:02	4 Aug 2016, 13:11:02	rob.sneath.finance@sas.com
0 - NBA1 - Standard Checking Account Services	Active	4 Aug 2016, 13:06:31	4 Aug 2016, 13:06:31	rob.sneath.finance@sas.com
0 - NBA1 - Tax Efficient Savings	Active	4 Aug 2016, 13:05:29	4 Aug 2016, 13:05:29	rob.sneath.finance@sas.com
0 - NBA1 - Unsecured Lending	Active	4 Aug 2016, 13:04:45	4 Aug 2016, 13:04:45	rob.sneath.finance@sas.com
0 - NBA1 - Value Added Checking Account	Active	4 Aug 2016, 13:04:08	4 Aug 2016, 13:04:08	rob.sneath.finance@sas.com
0 - NBA2 - Branch and Phone Banking Services	Active	4 Aug 2016, 13:03:28	4 Aug 2016, 13:03:28	rob.sneath.finance@sas.com
0 - NBA2 - 3rd Party	Active	4 Aug 2016, 13:02:50	4 Aug 2016, 13:02:50	rob.sneath.finance@sas.com
0 - NBA2 - Credit Cards	Active	4 Aug 2016, 13:01:52	4 Aug 2016, 13:01:52	rob.sneath.finance@sas.com
0 - NBA2 - Home Insurance Products	Active	4 Aug 2016, 13:01:10	4 Aug 2016, 13:01:10	rob.sneath.finance@sas.com
0 - NBA2 - Mobile Banking Services	Active	4 Aug 2016, 13:00:34	4 Aug 2016, 13:00:34	rob.sneath.finance@sas.com
0 - NBA2 - Motor Insurance Products	Active	4 Aug 2016, 12:59:52	4 Aug 2016, 12:59:52	rob.sneath.finance@sas.com
0 - NBA2 - Other General Insurance	Active	4 Aug 2016, 12:58:35	4 Aug 2016, 12:58:35	rob.sneath.finance@sas.com
0 - NBA2 - Pension and Life Insurance	Active	4 Aug 2016, 12:57:47	4 Aug 2016, 12:57:47	rob.sneath.finance@sas.com
0 - NBA2 - Regular Savings Products	Active	4 Aug 2016, 12:57:09	4 Aug 2016, 12:57:09	rob.sneath.finance@sas.com
0 - NBA2 - Regulated Investments	Active	4 Aug 2016, 12:56:27	4 Aug 2016, 12:56:27	rob.sneath.finance@sas.com



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Active	4 Aug 2016, 13:11:47	4 Aug 2016, 13:11:48	rob.sneath.finance@sas.com
Active	4 Aug 2016, 13:11:02	4 Aug 2016, 13:11:02	rob.sneath.finance@sas.com
Active	4 Aug 2016, 13:06:31	4 Aug 2016, 13:06:31	rob.sneath.finance@sas.com
Active	4 Aug 2016, 13:05:29	4 Aug 2016, 13:05:29	rob.sneath.finance@sas.com
Active	4 Aug 2016, 13:04:45	4 Aug 2016, 13:04:45	rob.sneath.finance@sas.com
Active	4 Aug 2016, 13:04:08	4 Aug 2016, 13:04:08	rob.sneath.finance@sas.com
Active	4 Aug 2016, 13:03:28	4 Aug 2016, 13:03:28	rob.sneath.finance@sas.com
Active	4 Aug 2016, 13:02:50	4 Aug 2016, 13:02:50	rob.sneath.finance@sas.com
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Active	4 Aug 2016, 12:57:09	4 Aug 2016, 12:57:09	rob.sneath.finance@sas.com
Active	4 Aug 2016, 12:56:27	4 Aug 2016, 12:56:27	rob.sneath.finance@sas.com

https://design-euea.ci360.sas.com/SASWebMarketing/?view=MKT\_CONTENT\_ASSETS&launchedFromAppSwitcher=true&useTransitionSplash=true#

SAS Customer Intelligence Home

42 tasks

Channel	Name	Type	Status	Last Published	Last Modified	Modified By	Variants	Creatives	Spots	Metrics	Recomm
	Sign Up Confirmation - Variant 2	Email	Active	2 Sep 2016, 17:04:12	2 Sep 2016, 17:04:13	rob.sneath.finance@sas.com	1	Yes	0	1	--
	Sign Up Confirmation - Variant 1	Email	Active	2 Sep 2016, 17:04:12	2 Sep 2016, 17:04:12	rob.sneath.finance@sas.com	1	Yes	0	1	--
	0 - Thank You - Sign Up Related Image	Web	Active	2 Sep 2016, 17:03:36	2 Sep 2016, 17:04:11	rob.sneath.finance@sas.com	1	Yes	1	1	--
	0 - Homepage - Hero - NBA1 - Additional Products	Web	Active	2 Sep 2016, 16:07:03	2 Sep 2016, 16:07:09	rob.sneath.finance@sas.com	1	Yes	1	1	--
	0 - Logout - Savings Incentive	Web	Active	31 Aug 2016, 16:15:13	31 Aug 2016, 16:15:14	rob.sneath.finance@sas.com	1	Yes	1	1	--
	0 - Mobile - Hero - Travel Insurance - Page View	Mobile	Active	16 Aug 2016, 18:04:12	16 Aug 2016, 18:04:14	rob.sneath.finance@sas.com	1	Yes	1	1	--
	0 - Mobile - Hero - Credit Card - Page View	Mobile	Active	16 Aug 2016, 17:29:05	16 Aug 2016, 17:29:07	rob.sneath.finance@sas.com	1	Yes	1	1	--
	0 - Mobile - Hero - Savings - Page View	Mobile	Active	16 Aug 2016, 17:28:13	16 Aug 2016, 17:28:15	rob.sneath.finance@sas.com	1	Yes	1	1	--
	0 - Mobile - Hero - Loans - Page View	Mobile	Active	16 Aug 2016, 17:27:15	16 Aug 2016, 17:27:16	rob.sneath.finance@sas.com	1	Yes	1	1	--
	0 - Mobile - Hero - Home Insurance - Page View	Mobile	Active	16 Aug 2016, 17:26:45	16 Aug 2016, 17:26:46	rob.sneath.finance@sas.com	1	Yes	1	1	--
	0 - Mobile - Hero - Investments - Page View	Mobile	Active	16 Aug 2016, 17:26:07	16 Aug 2016, 17:26:08	rob.sneath.finance@sas.com	1	Yes	1	1	--
	0 - Mobile - Hero - NBA1 - Credit Cards	Mobile AB	Active	15 Aug 2016, 11:38:37	15 Aug 2016, 11:38:39	rob.sneath.finance@sas.com	3	Yes	1	1	Pending
	0 - Mobile - Small Left - Service Messages	Mobile	Active	11 Aug 2016, 16:44:30	11 Aug 2016, 16:44:31	rob.sneath.finance@sas.com	1	Yes	1	1	--
	0 - Homepage - Small Middle - Service Messages	Web	Active	11 Aug 2016, 16:42:07	11 Aug 2016, 16:42:08	rob.sneath.finance@sas.com	1	Yes	1	1	--
	0 - Mobile - Small Right - NBA2 - Additional Products	Mobile	Active	11 Aug 2016, 13:08:17	11 Aug 2016, 13:08:23	rob.sneath.finance@sas.com	1	Yes	1	1	--
	0 - Mobile - Small Right - NBA2 - Credit Cards	Mobile AB	Active	11 Aug 2016, 13:01:54	11 Aug 2016, 13:01:55	rob.sneath.finance@sas.com	3	Yes	1	1	Pending
	0 - Mobile - Small Right - NBA2 - Home Insurance	Mobile AB	Active	11 Aug 2016, 12:59:49	11 Aug 2016, 12:59:50	rob.sneath.finance@sas.com	3	Yes	1	1	Pending
	0 - Mobile - Small Right - NBA2 - Savings - MAB	Mobile AB	Active	11 Aug 2016, 12:57:24	11 Aug 2016, 12:57:25	rob.sneath.finance@sas.com	3	Yes	1	1	Pending
	0 - Mobile - Small Right - NBA2 - Loans - MAB	Mobile AB	Active	11 Aug 2016, 12:47:50	11 Aug 2016, 12:47:52	rob.sneath.finance@sas.com	3	Yes	1	1	Pending

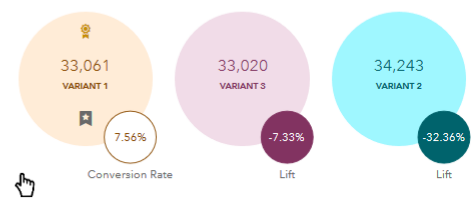
SAS® Customer Intelligence 360 - Tasks

Search credit

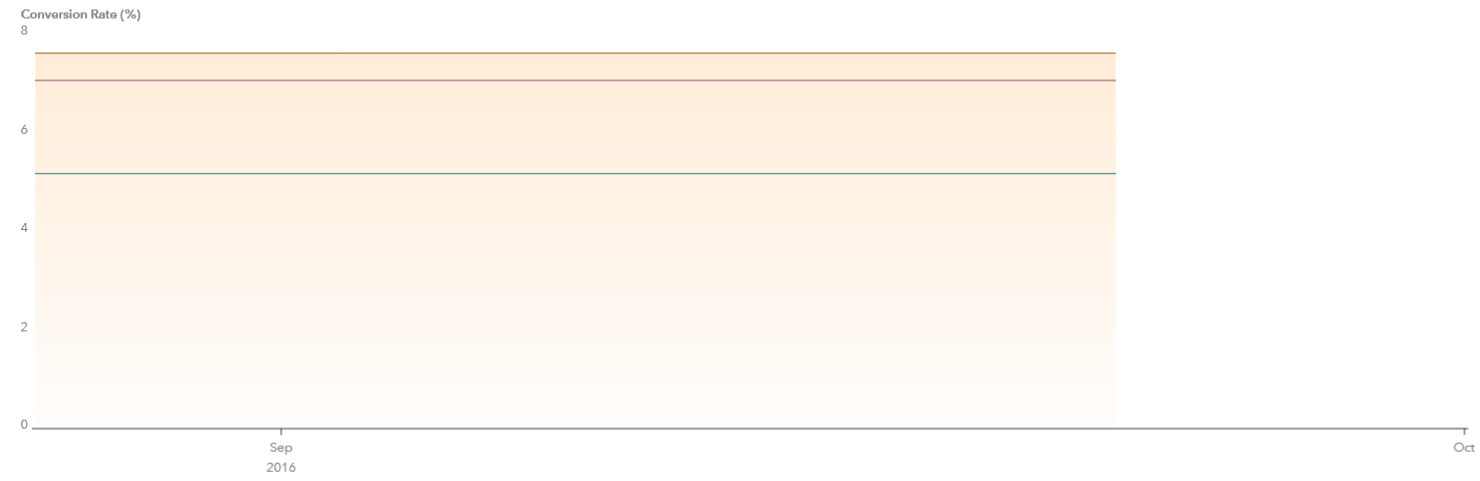
6 tasks

Channel	Name	Type	Status	Last Published	Last Modified	Modified By	Variants	Creatives	Spots	Metrics	Recommend
	0 - Mobile - Hero - Credit Card - Page View	Mobile	Active	16 Aug 2016, 17:29:05	16 Aug 2016, 17:29:07	rob.sneath.finance@sas.com	1	Yes	1	1	--
	0 - Mobile - Hero - NBA1 - Credit Cards	Mobile AB	Active	15 Aug 2016, 11:38:37	15 Aug 2016, 11:38:39	rob.sneath.finance@sas.com	3	Yes	1	1	Pending
	0 - Mobile - Small Right - NBA2 - Credit Cards	Mobile AB	Active	11 Aug 2016, 13:01:54	11 Aug 2016, 13:01:55	rob.sneath.finance@sas.com	3	Yes	1	1	Pending
	0 - Homepage - Small Right - NBA2 - Credit Cards	Web AB	Active	11 Aug 2016, 11:26:14	11 Aug 2016, 11:26:15	rob.sneath.finance@sas.com	3	Yes	1	1	Pending
	0 - Homepage - Hero - NBA1 - Credit Cards	Web AB	Active	10 Aug 2016, 10:43:38	10 Aug 2016, 10:43:40	rob.sneath.finance@sas.com	3	Yes	1	1	Yes
	0 - Homepage - Hero - Credit Card - Page View	Web	Active	9 Aug 2016, 17:30:16	9 Aug 2016, 17:30:17	rob.sneath.finance@sas.com	1	Yes	1	1	--

### Variant Performance



### Conversion Rate Per Variant



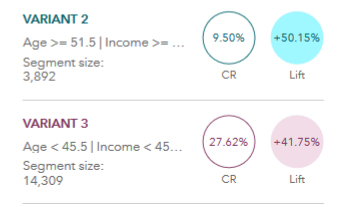
Active ✓

Active date: 10 Aug 2016, 10:43:38  
Data updated: 22 Sep 2016, 05:54:13

46 Days | 100,324 Total Visitors

Estimated required sample size: 18,747 ⓘ  
>100%

### Segment Variant Winners



SAS® Customer Intelligen... X Problem loading page X +

https://platform-euea.d360.sas.com/SASCustomerIntelligenceHome/ Search

Most Visited Getting Started Erste Schritte Aktuelle Nachrichten Importiert Dict Startseite - ZDF Mediat... Google Business Analytics and... sas tiddly ci360


SAS® Customer Intelligence 360 - Tasks Search alberto.diaz.finance@...

0 - Homepage - Hero - NBA1 - Credit Cards Close

Content Targeting Performance Orchestration Insights Summary

< > Variant 1 - 34%

0 - Homepage - Hero



Get 0% interest on purchases for the first 12 months after opening your account.

Discover more >

Spot

Spot name:  
0 - Homepage - Hero

Channel:  
Web

Dimension:  
Billboard (970px x 250px)

Windows taskbar: Search, File Explorer, Edge, Outlook, Word, PowerPoint, Chrome, Task View, Start Menu, System Tray (Network, Volume, ESP)

< > Variant 1 - 34%

0 - Homepage - Hero



### Variants

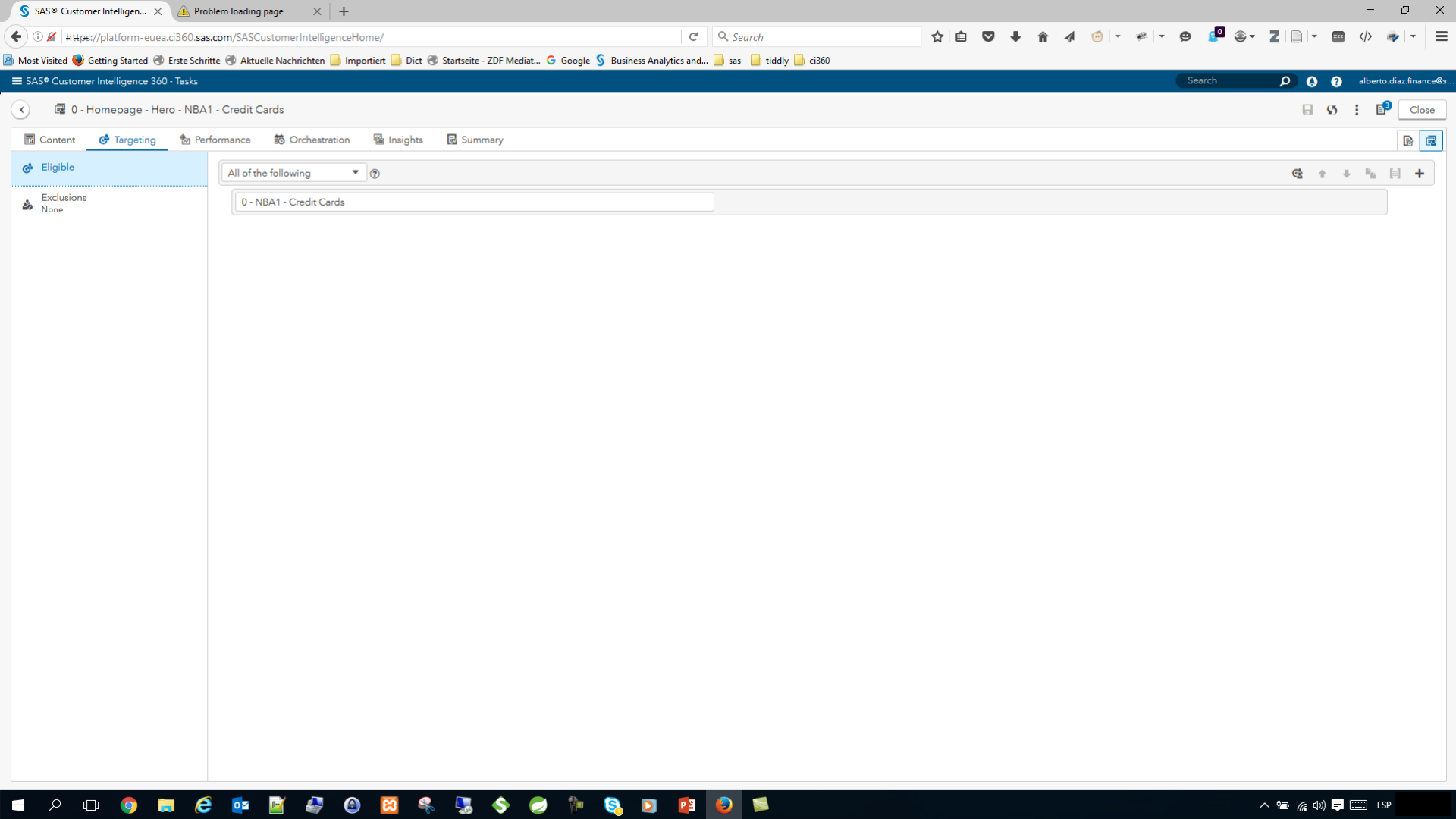
Optimize distribution to favor winning variant ?

+ [icon] [icon] [icon] [icon]

Variant Name	Distribution (%)
Variant 1	34
Variant 2	33
Variant 3	33

Preview in Site

Estimated required sample size:  
**18,747** ?



## Segment Profile

Close

Select discovered segment to compare with all other visitors in A/B test:  
 Segment 1

Data updated: 22 Sep 2016, 05:54:13

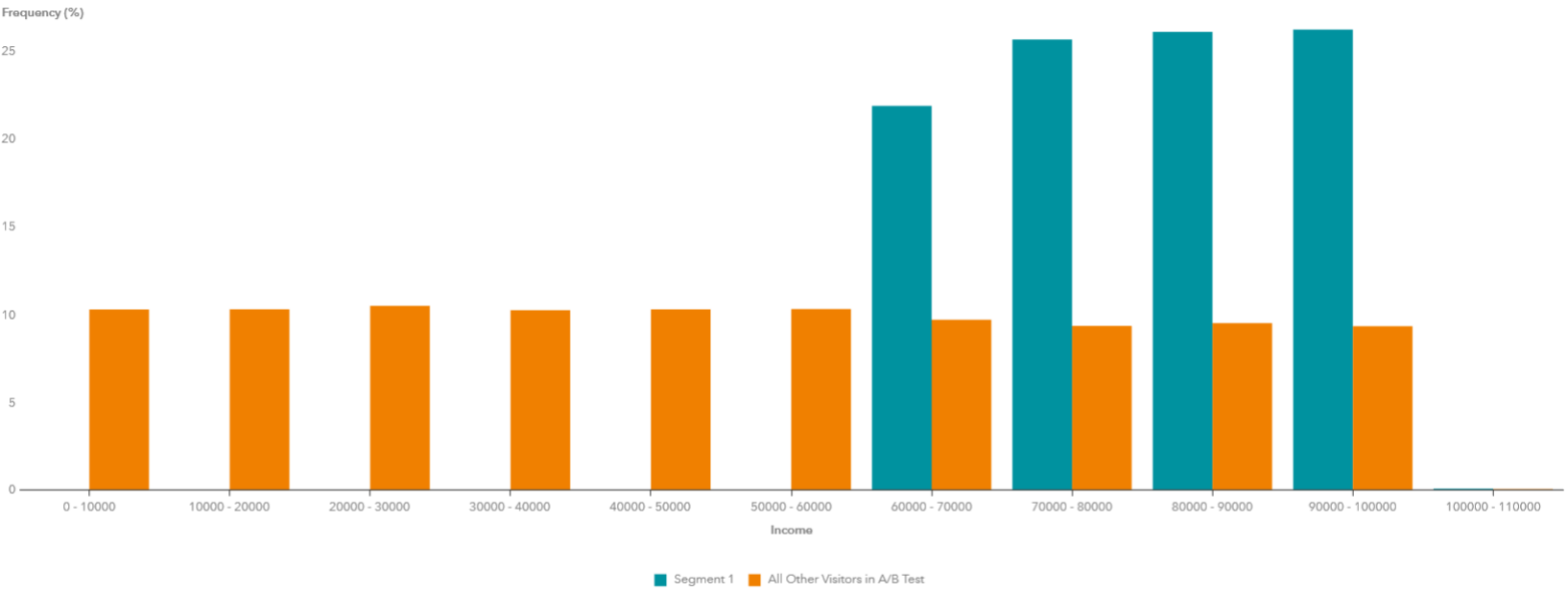
Variant 2  
 Age >= 31.5 | Income >= 61950 | Revenue Last 12 Mnth < 5800.5

3.88% of total visitors  
 3,892 visitors of 100,323 total visitors from the A/B test

Most Distinguishing Criteria User-Defined Criteria

**Very Different** - Members of this segment are very different from all other visitors in this A/B test. The following profile items have been discovered to be most distinguishing.

- Income**  
0 - 30000 .57
- Age Group**  
Adult .54
- Age**  
20 - 50 .48
- Revenue Last 6 Mnth**  
2000 - 3000 .28
- Revenue Last 12 Mnth**  
4000 - 8000 .26
- Revenue Last 3 Mnth**  
500 - 1000 .25
- Transactions Last 6 Mnth**  
.01
- Churn Risk**  
.01
- Transactions Last 3 Mnth**  
.01
- Transactions Last 12 Mnth**  
.01



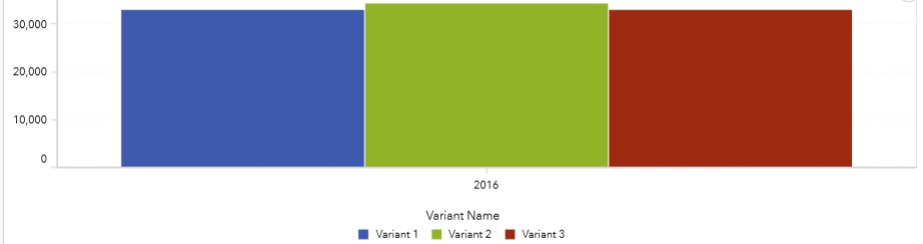


AB Variant Performance

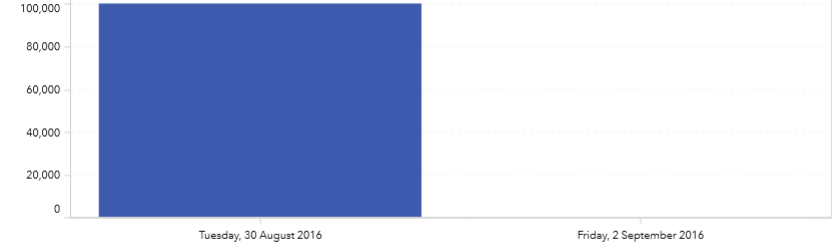
AB Variant Performance Task Performance Weekly Task Performance Cumulative Task Performance

### How does your task perform over time?

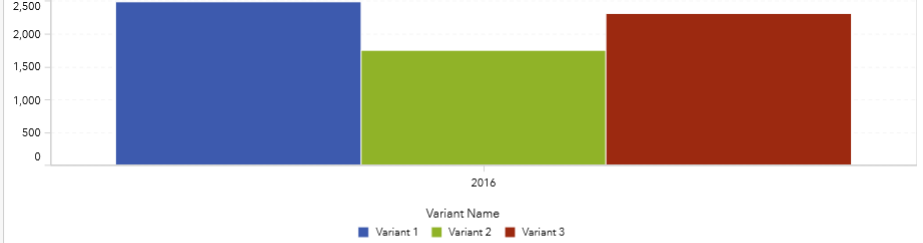
Number of impressions seen



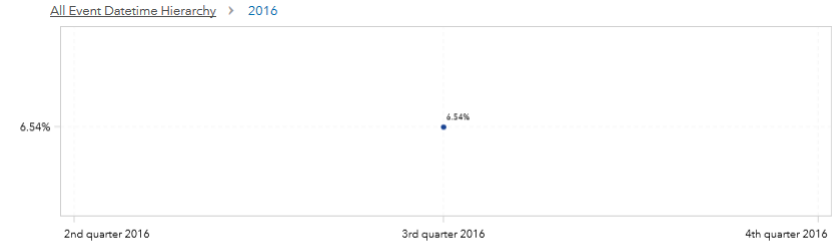
Number of unique users



Number of people who reached the conversion goal



Conversion rate





## SAS is a leader in:



Customer analytics



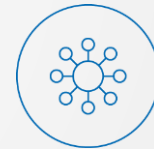
Cross channel campaign management



Digital marketing analytics



Integrated marketing analytics



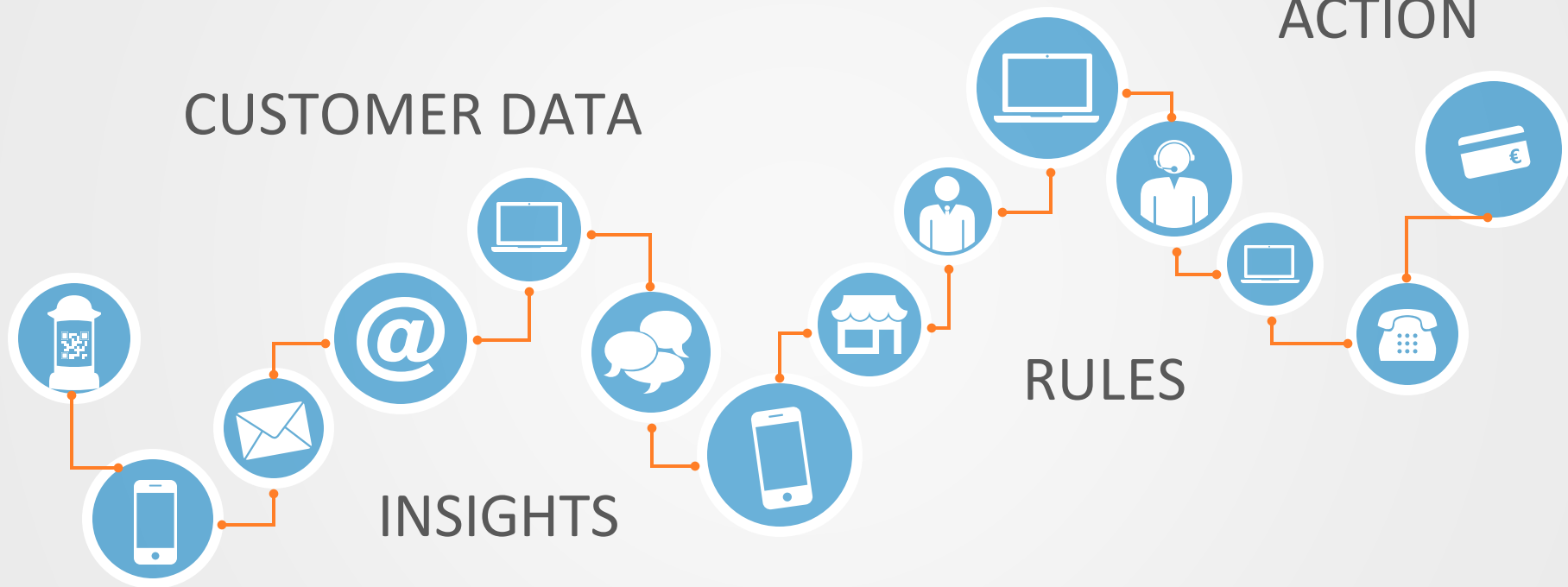
Multi-channel campaign management



Marketing resource management

CUSTOMER DATA

ACTION



RULES

INSIGHTS

# Obrigado!

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+32 491 907 187