



SAS® Marketing Automation for Insurance

Maximize customer profitability through more effective communications

As the insurance marketplace grows more competitive with each passing day, the need to effectively establish and grow profitable customer relationships increases as well. Commoditization and technological advancements have opened new options for customers and reduced the cost of switching insurance providers. Rising customer lapse rates and high acquisition costs also continue to chip away the bottom line.

To succeed, insurance providers must not only improve their ability to retain customers, but find new ways to maximize customer profitability over the life of each customer relationship via all sales channels including agents, brokers and the Internet. To accomplish these objectives, marketers require more precise segmentation and more frequent and sophisticated communications than ever before—communications that involve multiple stages and span multiple channels, from radio and television to direct mail, telemarketing, e-mail and the Web. But many marketers are finding that limitations in their marketing automation technology are hampering their ability to implement the complex, agile customer communication strategies that today's marketplace realities demand.

Gathering and optimally structuring mountains of disparate customer data is an additional hurdle facing marketing organizations in the insurance industry, often requiring IT resources that are difficult to spare.

Given so many obstacles and such high stakes, how can you improve the efficiency of your marketing efforts and

ensure that the right offer is reaching the right person at the right time?

A powerful combination

By fully integrating SAS' powerful customer analytics with industry-leading campaign management technology, SAS® Marketing Automation for Insurance enables you to gain a complete picture of your customers, automate complex marketing campaigns and increase both their efficiency and profitability.

SAS Marketing Automation for Insurance combines marketing analytics and campaign management in a predefined insurance data environment, which quickly provides highly targeted marketing campaign selections and response recognition rules for retention, loyalty, customer acquisition, development, activation and re-activation.

Key features include:

- Integration between pre-built insurance analytical models and campaign management processes, which maximizes the value of your most current customer and campaign information, providing reliable and timely knowledge to maximize campaign returns.
- Prebuilt suggested campaigns that can be implemented as templates. Campaigns exist for customer acquisition, development, retention and reactivation.
- In-depth campaign management functions that enable you to optimize campaigns and channels by automatically tracking each campaign element.



- Integrated prioritization and scheduling for complex, multichannel, multistage campaigns.
- Efficient selection, screening and filtering of internal and purchased contact lists to produce clean, non-duplicated target lists, without reliance on the IT group.
- Coordination and optimization of outbound and inbound communications over multiple channels for hundreds of thousands or hundreds of millions of customers.
- The ability to create, deliver and track high-volume, opt-in, personalized e-mail marketing campaigns based on a thorough understanding of the customer.
- Dynamic response handling to automatically update customer contact history, response tracking and analytical processes.
- Automatic updates to the central customer data store of customer contact history, response history and analytical results.

Comprehensive insurance intelligence

SAS Marketing Automation for Insurance is available as a component of SAS Insurance Intelligence Solutions, a suite of software and services that combines award-winning analytic, data warehousing and campaign management technology with decades of industry experience. Through proven, prebuilt processes, techniques and models, SAS Insurance Intelligence Solutions speed up both implementation and results—giving you significant returns within months, not years.

SAS Insurance Intelligence Solutions provide powerful, integrated intelligence for numerous aspects of your business, including marketing automation, performance management, customer retention, cross-sell and up-sell, customer segmentation and claims prediction.

About SAS

SAS is the market leader in providing a new generation of business intelligence software and services that create true enterprise intelligence. SAS has more than 800 insurance customers worldwide. In all, SAS solutions are used at more than 40,000 sites—including 90 percent of the Fortune 500—to develop more profitable relationships with customers and suppliers; to enable better, more accurate and informed decisions; and to drive organizations forward. SAS is the only vendor that completely integrates leading data warehousing, analytics and traditional BI applications to create intelligence from massive amounts of data. For more than 25 years, SAS has been giving customers around the world *The Power to Know*®. Visit us at www.sas.com.



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