

SAS® for Marketing Performance Management

Delivering a unique combination of tactical and strategic insights for managing and improving your marketing efforts



Overview

Managing the marketing organization's performance has been an ongoing challenge for marketing leadership and their teams, and marketing executives are increasingly being asked to identify and validate marketing's impact on shareholder value. Now there's an answer.

SAS® for Marketing Performance Management helps you understand, align and improve the performance of your marketing efforts, as well as quantify how marketing contributes to your company's overall success.

While most marketing performance solutions available today address only tactical issues, the SAS solution confronts the bigger challenge of mapping tactics to corporate strategy.

SAS combines analytically derived tactical and strategic insights and delivers them via a single, comprehensive marketing framework designed to solve the key marketing performance management issues you face.

■ Our approach

Develop a customer-centric, strategy-driven process that:

- Gives timely and complete access to critical information.
- Is enabled by the right technology.
- Takes full advantage of the power of analytics.
- Instills confidence in strategic decision making.



Challenges

- Aligning activities and resources with strategies and goals.
- Linking marketing performance to financial performance.
- Establishing and maintaining marketing team accountability.
- Integrating and optimizing cross-functional spending.
- Understanding and improving the efficiency and effectiveness of marketing activities.

The solution

SAS® for Marketing Performance Management delivers a unique combination of tactical and strategic capabilities for managing and improving your organization's marketing efforts. This lets decision makers spend less time looking for answers and more time driving strategic decisions.

Understand. Align. Manage. Optimize. Improve. Achieve.

Benefits

Align marketing activities and resources with strategies and goals

Whether your hot button is proving marketing's value to the board of directors or coordinating cross-divisional marketing activities, SAS helps you identify, quantify and prioritize opportunities.

- Use powerful analytic insight to predict decision outcomes before they're made.
- Verify how well your activities align with your strategy.
- Determine whether or not you are achieving your goals.
- Understand how changes in one marketing initiative may affect another.

Link marketing performance to financial performance

Tying marketing impact measures to traditional financial accounting metrics can be quite a challenge—so much so that it can prevent cross-functional collaboration between the marketing and finance departments. SAS helps bridge the gap with a foundation for organizational alignment that lets you:

- Develop plans and report results using common data.
- Use forecasting and other advanced analytics within a framework of marketing metrics for effective collaboration and coordination between marketing and finance.

Maintain marketing team accountability

Using the right marketing metrics and providing performance feedback are critical if you want to influence behavior and affect positive change. With SAS, you'll know if your strategy is achieving desired goals, so you can make necessary changes in a timely fashion.

- Generate and view the metrics you need—from simple revenue metrics to advanced customer value metrics—to drive the behavior you want.
- Provide dynamic, individually tailored performance feedback to your team.
- Associate incentives with actions, and reward your team for successful results.

Integrate and optimize spending across marketing

Brand managers, campaign managers, ad execs, digital marketing specialists and external agency partners all have objectives that they work very hard to achieve. SAS helps you achieve alignment among such divergent teams by enabling you to:

- Continuously track and improve the effectiveness of your marketing spend.
- Coordinate all marketing activities.
- Allocate your budget to maximize impact.
- Perform what-if analyses to forecast the impact of different investment scenarios.
- Optimize your marketing mix and its impact on revenue and profitability.

Capabilities

SAS for Marketing Performance Management provides everything you need to manage and improve your marketing efforts on an ongoing basis.

Visualization of metrics

From executives to all levels of the marketing organization, SAS delivers timely visualization of and collaboration on metrics based on individual roles. More than just a dashboard, SAS provides:

- **Transparency** to foster accountability within and across marketing.
- **Scorecards** with timely information that enable early detection of and timely reaction to problems.
- **Drill-down ability**, for digging deeper into metrics to understand the issue and its cause so you can resolve it.

Standard marketing KPIs

Understanding the right metrics for your organization is vital. Our solution includes standard marketing KPIs that comprise marketing best practices. Only SAS covers all four areas that are crucial to ensuring alignment and accountability.

- **Marketing program metrics** provide insights on the efficiency and effectiveness of your marketing efforts.
- **Customer metrics** look at multiple customer dimensions for insights on their satisfaction, value, segment migration, etc.
- **Business/financial metrics** are macro level (sales, profitability, cost, etc.) and give executives a quick reading on the marketing's financial impact.
- **Marketing process metrics** focus on process efficiency to identify best practices and areas for improvement.

Analytically driven insights

Understanding the causal relationships between metrics and the marketing activities that drive them is crucial. SAS gives you a historical view and a forward look at trends, not just a snapshot in time, with:

- **Advanced analytics** so you can forecast the results of a campaign targeted at high-value customers.
- **Correlation analysis** to validate the forecast and connect the campaign to the results.
- **Trending** so you can understand aberrations and isolate factors such as seasonality, weather, etc.
- **Predictive capabilities** so you can direct resources to areas more likely to produce higher returns or proactively address issues before they happen.

Integrated view across marketing

SAS incorporates all marketing activities—e.g., direct marketing, e-mail and Web marketing, mass marketing—into a single, integrated view, so you can:

- **Discover the optimal marketing mix** and most effective spending levels to achieve business objectives.
- **Make timely adjustments** to sales and marketing plans by using reports that are updated automatically through models embedded in the scorecard.
- **Perform what-if analyses** to forecast the impact of different scenarios.
- **Deliver performance feedback** to all interdependent groups so you can put new insights into action.

The SAS difference

The bottom line objectives for marketing performance management are reaping more return from your marketing spend and achieving sustainable growth. It's an enormous task that entails much more than simply looking at a few metrics.

Only SAS provides an integrated platform for enterprise marketing management and a range of solutions—from campaign management and optimization to Web analytics and customer profitability—to address your extensive marketing tasks. No other vendor offers this breadth of focused capabilities:

- A 360° view of your customer.
- Intelligent segmentation capabilities.
- Effective campaign execution.
- Efficient integration across the marketing mix.
- Ability to monitor results and make adjustments as needed

Complete view of all your data

A single, complete view of all your data ensures consistency, accuracy and reliability. SAS gives you:

- **Access to all customer data** across the enterprise—including disparate databases and even spreadsheets—to improve reliability and consistency.
- **Powerful data cleansing tools** for more accurate and reliable marketing metrics and predictive models.

■ Support for your entire marketing process

Only SAS provides a fully integrated marketing platform to support all facets of marketing, including:

- Performance management
- Data quality
- Data integration
- Campaign management
- Campaign optimization
- Event-driven marketing
- E-mail and text messaging marketing
- Forecasting
- Marketing mix analysis
- Business intelligence
- Predictive modeling
- Activity-based costing
- Integrated budgeting, planning and reporting.

About SAS

SAS is the leader in business intelligence software and services. Customers at 40,000 sites, including 96 of the top 100 FORTUNE Global 500® companies, use SAS software to manage and gain insights from vast amounts of data, resulting in faster, more accurate business decisions; more profitable relationships with customers and suppliers; compliance with governmental regulations; research breakthroughs; and better products. Only SAS offers leading data integration, intelligence storage, advanced analytics and business intelligence applications within a comprehensive enterprise intelligence platform. Since 1976, SAS has been giving customers around the world **The Power to Know.®** www.sas.com



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