



SAS® MARKETING OPTIMISATION SERVICES

■ Key Benefits

- **Improve Marketing Decisions:** You will be able to run 'what-if' analyses identifying the impact of different targeting, segmentation and prioritisation decisions leading to higher response rates, improved channel effectiveness and reduced spend.
- **Enhance Contact Strategy:** Avoid over-saturating customers and violating corporate governance requirements by eliminating uncoordinated and conflicting communications.
- **Reduce Risk and Control Costs:** SAS consultants are familiar with all aspects of SAS technology and understand how to deliver best value from SAS Marketing Optimisation. By dealing with our experts, you can be sure that the job will be done properly first time.

Cutting through the noise and delivering the right message to receptive customers, whilst lowering costs and increasing productivity presents a serious challenge for marketers. Predictive modelling improves campaign effectiveness, but alone cannot deal with multiple constraints such as channel capacity, budget, customer contact policies, expected campaign profitability and conflicting offers being delivered simultaneously.

The SAS® Marketing Optimisation solution addresses these issues, and ensures that you target customers with offers that maximise your campaign performance.

Our solution is supported by a comprehensive set of services from ensuring that an investment in SAS Marketing Optimisation is right for your organisation through to achieving the best possible returns for your business.

Service description

SAS Marketing Optimisation Services have been created to enable you to realise the benefits of an optimised campaign approach and answer questions such as:

- What is the potential value of marketing optimisation to my organisation and how will it impact business processes?
- Do we have the campaign data and analytical capabilities needed to support optimisation?
- How do we integrate optimisation with our campaign delivery processes?

Whether you are at the exploratory stage, looking for a serviced approach or require a fully integrated deployment, our expert consultants will enable you to succeed.

Service activities

SAS Marketing Optimisation Services provide a flexible, modular approach. Each service is outlined below and can be customised to your specific requirements.

Readiness Assessment

- Understand how an optimisation strategy will impact your business
- Understand capability requirements
- Benefit from a comprehensive report detailing all aspects of an optimised campaign approach together with a roadmap for your next steps.

Value Analysis

- Compare your current processes against optimised procedures, enabling you to accurately measure the potential value of optimisation, determining the case for investment
- Optimisation value analysis can be undertaken against historical campaign data with no impact upon your current business. Alternatively, we will sample your data and run a pilot campaign for assessment purposes.

Application Deployment

- Our experienced consultants will ensure that your SAS Marketing Optimisation deployment is efficiently architected and implemented to meet your requirements



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- The basic data-driven operations can be enhanced through further integration work.

Business Process Alignment

- Processes such as customer targeting, timing, modelling, channel selection, segmentation and choice of offer will be impacted by an optimisation strategy
- Our experts will make sure that you make best use of our solution to enhance your processes.

Data Integration

- Source data, such as targeting information, model scores, business constraints and objectives, may come from a variety of sources. Often your data analysts will spend 80% of their time sourcing and organising, and only 20% analysing and modelling. Automating and integrating data provision will significantly improve your productivity
- Our consultants can design and build data integration processes to provide you with optimal performance.

Analytics

- Maximum benefit from optimisation is obtained by accurately modelling inputs such as propensity score and offer value
- Our analytical experts can work with you to develop these models.

Skills Development

- Working with our Education department, we will help you to identify gaps in skills and develop an appropriate programme of training and development
- Our experienced consultants can also offer on site user support and knowledge transfer.

Managed Service

- We can run your marketing optimisation as a 'managed service'. Our consultants can implement within your environment, giving you control and the ability to insource when you are ready
- Alternatively, we can fully manage the process on your behalf with only regular transfers of data required.

Service deliverables

For details of deliverables, estimated prices and duration, please refer to the supplementary SAS Customer Intelligence catalogue.

The SAS Advantage

We understand and can apply SAS technology better than anyone else. Our development expertise spans three decades, and our experience with customers around the world is unrivalled. You can rest assured that with every engagement, our methodologies and best practices will deliver tangible results for your organisation.

Now, with the SAS Marketing Optimisation Services you can make an informed choice as to the best way to optimise your marketing campaigns.



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