



## SAS® OnDemand: Campaign Management

Maximize performance and minimize time to ROI with this software-as-a-service (SaaS) offering

### What does SAS® Campaign Management do?

SAS Campaign Management provides you with an easy-to-use solution to plan, test, execute and manage marketing campaigns ranging from basic to sophisticated, multichannel campaigns. Users can define more precisely targeted segments, manage multiple channels, automate triggered campaigns, report on campaign success and employ predictive models to improve response rates.

### Why is SAS® Campaign Management important?

SAS Campaign Management leads to a better return on marketing investment and a healthier bottom line. Deployed via software as a service (SaaS), SAS Campaign Management is designed to provide organizations value quickly and with minimal IT support.

### Who is SAS® Campaign Management intended for?

SAS Campaign Management provides capabilities for multiple users, including marketers who define program and campaign strategies, executives who are responsible for marketing effectiveness, and campaign managers who create target segments and execute campaigns.

### Why SaaS?

SaaS provides a cost-effective solution for those looking for an externally managed software solution that minimizes the need for IT resources, provides rapid time to value (up and running in days instead of months) and has the ability to be funded through an operational rather than a capital expenditure.

As the global marketplace becomes more complex, with more consumers, channels and competition, marketing organizations must be more innovative in communicating with customers. Ensuring maximum marketing ROI requires an analytical approach to marketing that offers predictive insight into customer behavior and campaign effectiveness. Customers want to feel as though companies understand them – and they expect to be treated consistently across every communication channel.

Yet in today's economy, organizations need to make wise investments in systems and technology, choosing ones that provide the most value for the cost and are flexible enough to grow with the organization. So how do you select a solution that meets both your current and future needs without breaking the budget? By choosing SAS.

SAS Campaign Management provides an integrated marketing software solution that helps you deliver campaigns that are targeted and tracked for maximum benefit with minimal support from in-house IT resources. Easily and rapidly create, modify and manage marketing campaigns across multiple channels and then report on campaign success. Because it is deployed via SaaS, SAS Campaign Management leads to a better return on marketing investment, quick time to value and a healthier bottom line.

### Key Benefits

- **Improve conversion and retention rates.** SAS Campaign Management provides prepackaged analytical models to improve your customer insights and help you better target your marketing programs to attain, retain and grow customers.
- **Create campaigns easily and efficiently.** From complex marketing programs to simple, opportunistic campaigns aimed at a precise audience, SAS Campaign Management enables campaign managers to quickly and graphically create multichannel, multistage campaigns.
- **Gain quick value with minimal investment.** SAS Campaign Management is deployed in a SaaS environment that minimizes IT support requirements – send the data to SAS and we manage the rest. Up and running in days instead of months, SaaS will provide a very rapid time to value. A Web browser is all you need to manage your customer lists and get started creating campaigns.
- **Choose a system that grows with your organization.** Flexible pricing/deployment options give customers not only a cost-effective option, but also one that they won't be boxed into years from now. SAS' comprehensive suite provides flexible deployment options, allowing you to move to a hosted or on-site implementation as your needs change.



## Solution Overview

SAS Campaign Management provides the capabilities you need to easily and quickly plan, create and report on marketing campaigns that are better targeted for maximum effectiveness.

### Campaign-management dashboard.

This powerful Web-based tool gives users the flexibility to manage their campaign management environment. Checklists provide a list of tasks required to complete any given campaign, approval steps necessary to provide checks and balances, and e-mail notifications to alert users about campaign status.

**Customer segmentation, profiling and testing.** SAS Campaign Management provides out-of-the-box customer

analytics that drive smarter, better targeted and more profitable campaigns, including response models to predict client propensity to certain offers. Customer segmentation models help you identify the most profitable customer segments and opportunities to migrate customers into more profitable segments.

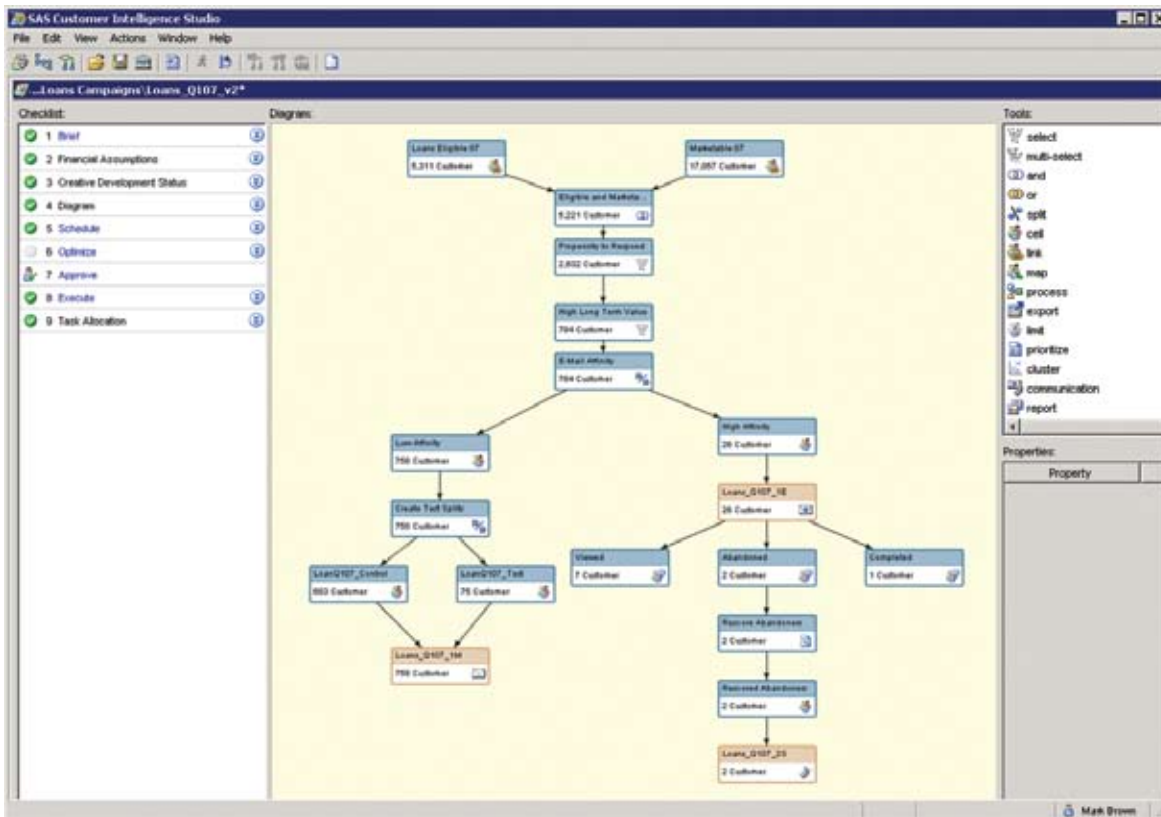
With the easy-to-use selection tools, you can determine the appropriate target audience for any campaign. You can also view histograms to determine trends and make selections, or perform cell splits either randomly or according to specific variables in customer data.

### Campaign planning and execution.

Process-driven campaign flows make it easier to create campaigns quickly and manage hundreds of campaigns simul-

taneously. SAS Campaign Management provides all the tools necessary to build simple or complex campaigns across all marketing channels. From simple selection criteria to creating reusable segments, users can select the appropriate audience for a campaign, and execute the proper global- and campaign-level suppressions.

With SAS Campaign Management, channels are managed appropriately to ensure seed lists are appended, list layouts are correct, last-minute excludes are managed, and appropriate offer codes are embedded to ensure proper offer delivery. Once planning and approvals are complete, campaigns are scheduled to run in a "lights-out" manner, whether it be a one-time or recurring campaign.



**SAS® OnDemand: Campaign Management** allows users to build simple or complex campaigns using an intuitive graphical interface.

### **Campaign performance reporting.**

The solution includes prepackaged campaign performance reporting to ensure you know which campaigns are working and which aren't. These reports provide a quick pulse of ongoing campaigns to determine if a new creative test is more effective than its control, if a campaign is getting a positive return on investment, or if one channel is outperforming another. And, you aren't limited to the prepackaged reports provided with the solution. Users also have access to industry-leading, Web-based capabilities to build ad hoc reports that answer the hot question of the day from executives.

**Minimal IT support.** Setting up your environment with SAS Campaign Management is easy. Using a Web-based workflow process, simply upload your data into industry-specific templates. Then, use a Web-based facility to modify the prepackaged, best-practice marketing templates to best fit your needs. Now you're ready to create marketing campaigns – without the installation, support and administration expenses of an on-premise direct marketing environment.

**Award-winning SAS support.** SAS' enterprise-class support provides the necessary foundation for you to successfully run your campaign management solution. Solutions are hosted and made available 24/7, with a 99 percent uptime guarantee in a state-of-the-art, secure environment that ensures business continuity.

## **Key Features**

### **Campaign management dashboard**

- Workflow to manage your environment.
- E-mail notifications of campaign status.
- Ability to plan, develop, schedule, approve and execute multichannel campaigns.
- Easy-to-use, campaign Web interface.
- Standard templates for best-practice campaign tasks, such as last-minute excludes.

### **Customer segmentation, profiling and testing**

- Pick lists and histograms for easy creation of selection criteria.
- Multiselection capabilities enable complex segment creation without visual clutter.
- Prebuilt customer analytics that drive smarter campaigns, e.g., response models to predict client propensity to certain offers, etc.
- Support for wildcard selection.
- Percentage, count and analytic techniques for creating test cells and other splits. Splits can include remainder rows.
- Decile and quantile ranks for banding, ranking and selection.
- Customizable filters for list creation.
- Waterfall view of selection criteria.
- Selection from various entity levels within a campaign (individual, household, account and individual product).
- Ability to switch between entity levels while building campaigns.
- Unique marketing processes can be easily incorporated into the solution to minimize the amount of pre- and post-processing marketing activities to get campaigns out the door.

### **Campaign planning and execution**

- Easy creation, viewing and editing of campaign diagrams.
- Easy sharing and reuse of campaigns and campaign components.
- Communication prioritization within and across campaigns.
- Approval processes to ensure proper sign-offs before campaigns are executed.
- Campaign costs can be captured and calculated on a per-piece or per-thousand basis.
- Multiple costs and revenues can be estimated and tracked for any offer.
- Campaign- or communication-specific data can be incorporated from templates.
- Specific campaign definitions and fields, as well as communication definitions and fields, can be created.
- Gantt chart view of campaigns and communications.
- Campaign briefs for planned or active campaigns.

### **Campaign-performance reporting**

- Out-of-the-box reports to manage marketing performance.
- Example reports include campaign performance, cell performance and channel performance.
- Web-based, ad hoc reporting capabilities for additional customer and performance analysis as needed.

### **Minimal IT support**

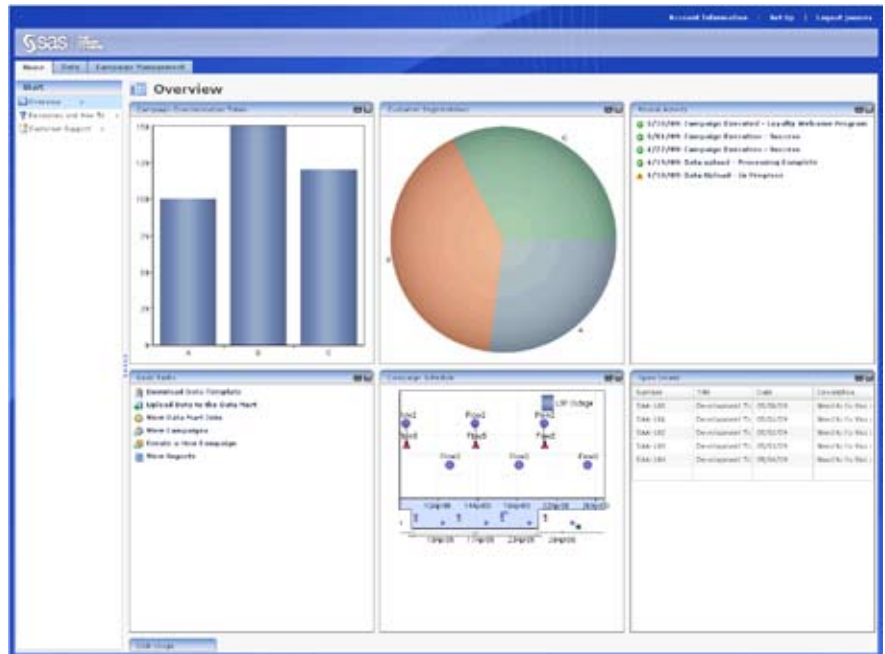
- System managed by SAS Solutions OnDemand.
- Web-based, easy-to-use facility for uploading and managing data and other system administration processes.
- Prepackaged templates for data models, analytics, campaign tasks and reporting increase time to value.
- System and upgrades managed by SAS Solutions OnDemand.

### **Award-winning SAS support**

- 24/7, award-winning SAS technical support.
- Secure IT environment.
- Standard Web-accessible training.

## About SAS

SAS is the leader in business analytics software and services, and the largest independent vendor in the business intelligence market. Through innovative solutions delivered within an integrated framework, SAS helps customers at more than 45,000 sites improve performance and deliver value by making better decisions faster. Since 1976, SAS has been giving customers around the world THE POWER TO KNOW®.



*Users can rapidly create, modify, and manage campaigns from a single, Web-based user interface.*



THE  
POWER  
TO KNOW.

SAS Institute Inc. World Headquarters +1 919 677 8000

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