



## SAS® Customer Link Analytics

Gain an enriched understanding of your customers and the roles they play in social networks

### What does SAS® Customer Link Analytics do?

SAS Customer Link Analytics enables marketers to analyze social networks and identify relationships among customers, and then use that information for more accurate profiling and segmentation. The solution gives marketers greater insight into customer behavior and an enhanced understanding of the social influence that individual customers have on others within their communities.

### Why is SAS® Customer Link Analytics important?

By enabling you to understand how the social relationships between your customers and their friends and acquaintances can influence purchase behavior and loyalty, SAS Customer Link Analytics can help you achieve improved campaign effectiveness and better retention of high-value, influential customers.

### For whom is SAS® Customer Link Analytics designed?

SAS Customer Link Analytics is designed for multiple users within marketing organizations, including those who define communication strategies, executives who need key metric reports on marketing effectiveness, campaign managers who create target segments and execute campaigns, and analysts who model and predict customer behavior.

Today's customers are more sophisticated and well-informed in their decision making than ever before. Meanwhile, marketing messages have become less and less effective as customers have turned increasing attention to the reviews and buying decisions of their peers. Nevertheless, today's marketers often fail to take into account the "social aspect" of decision making and instead rely on simple demographic information to target their customers.

The explosive growth of social media has greatly strengthened the power that the opinions of friends and family have on a customer's buying decisions. And as an increasing number and diverse range of people spend time engaged with social media, the impact and value of traditional media advertising (e.g., television, radio, print) continue to diminish.

The commercial value of understanding the social fabric that surrounds customers is significant. And understanding the social role that each customer plays is key to striking an optimal balance between engaging in traditional media marketing activities and using the power of customer advocacy to drive highly targeted and time-specific communications strategies that lead to effective response rates and cost reductions.

Gaining that understanding requires exploring the social links represented by your customers' communications with each other and with the customers of your competitors. SAS Customer Link Analytics helps you get an enriched understanding of customers and the social roles they play by categorizing customer relationships and identifying the communities in which they interact.

### Key Benefits

- Role-based customer segments.** Analyze customer information from multiple sources to identify social networks and the roles played by members (leaders, friends of leaders, friends of friends, etc.). Networks and relationships among members are displayed visually, enabling marketers to better understand network structure and determine which individuals to target.
- More-effective, one-to-one marketing efforts.** Incorporate enhanced customer segments into existing segmentation models to produce more relevant campaigns precisely when they will be the most effective. In addition, understanding who your most influential customers are provides a more complete view of a customer's lifetime value.
- More relevant marketing messages.** Test advertising copy and multiple communications channels to gain a better understanding of how different networks adopt creative content. In addition, you can determine which communication channels (email, SMS/MMS, direct mail, pop-ups, call center, etc.) resonate with specific networks and communities.
- Improved demand forecasts.** Quantify the influence of individuals in a community using "influence scores" to simulate how ideas, products and services spread. Use social network variables in conjunction with past transactions to test new product campaigns, which enhances forecasts. Over time, you can monitor the consumption patterns of whole communities – not just individuals.



## Solution Overview

SAS Customer Link Analytics gives you the tools and know-how to create more cost-effective marketing campaigns, reduce customer attrition and provide more relevant content in your marketing messages. The solution lets you identify the social networks to which your customers belong, as well as determine the roles they play – leaders, followers, friends of leaders, etc. You can then incorporate these role-based variables into new and existing segmentation models to discover how and when to best target influencers.

SAS Customer Link Analytics also helps you understand how products and ideas diffuse through entire networks, so you can optimize the spread of new product and service campaigns to your customers.

### Embedded Analytics

SAS Customer Link Analytics uses the advanced analytical capabilities of SAS to provide in-depth social information on your customers. Unique network visualization and other analytical tools enable you to see a complete picture of individual customers, their products, transactions and networks at the click of a button. By understanding the social aspects of your customers, you can drive more cost-effective marketing campaigns.

### Logical Rule and Model Management

SAS Customer Link Analytics lets you constantly refine and reuse the business rules and models that make sense for your business. In addition, you can create a central repository of best practice rules and models that lets you manage inputs across data sources and business lines, which eliminates redundancy in operations.

## Network Visualization, Dashboards and Reports

An intuitive interface lets you move easily between network relationships and individual data detail. Dashboards provide information on both individuals and their networks – e.g., role distributions, call details, social network metrics, individual scores (lifetime value, churn and fraud ratings, etc.). Executives can view business results and gauge the financial impact of new behavioral targeting and marketing programs that would otherwise be hard to measure.

### Enhanced Customer Segmentation

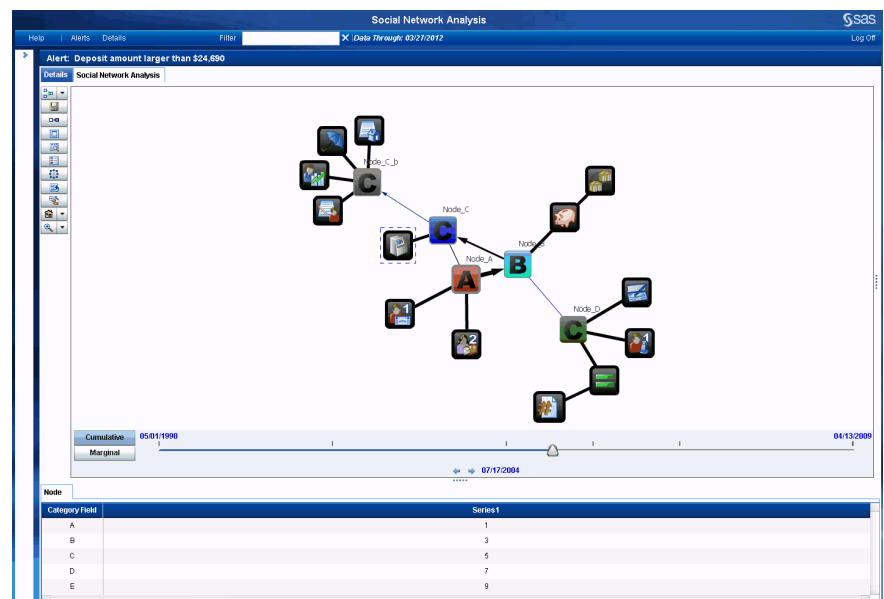
Incorporate historical data into predictive analytics to better understand how social networks and their members evolve. Identify an individual's social role (leader, follower, etc.) and level of influence for a more complete view of customer lifetime value. You can also identify customers at risk of attrition, calculate the effect their attrition would have on revenue, and decide your next-best course of action. This type of social data lets you create enhanced customer segments and more relevant, effective campaign messages.

## Campaign Management via Integration with SAS® Marketing Automation

You can easily port insights from SAS Customer Link Analytics into SAS Marketing Automation, which enables you to transition from viewing social networks to designing campaigns for influential customers. SAS Marketing Automation uses time-based analyses to offer the most relevant content to each customer at the most appropriate times. Combining these capabilities with more granular segments and targeting lets you improve your return on your marketing investments (ROMI).

### Contact Policy Optimization via Integration with SAS® Marketing Optimization

You can also integrate SAS Customer Link Analytics with SAS Marketing Optimization, which enables you to optimize your customer contact strategy and deliver more effective marketing campaigns. Special value-added services let you take advantage of cross-channel and media effects by incorporating media activity into your direct marketing communications plans and vice versa.



View a full customer link network diagram with added data supplementals.

## Measuring and Managing Performance via Integration with SAS® for Marketing Performance Management

SAS Customer Link Analytics integrates with SAS for Marketing Performance Management, enabling you to relate the performance of social marketing campaigns to strategic marketing metrics, financial planning functions and customer profitability analysis.

Because customers who are leaders or followers may have influence over individuals both inside and outside your customer network, SAS Customer Link Analytics identifies such candidates and then integrates with SAS for Marketing Performance Management to enable the creation of effective retention and acquisition campaigns and to drive new marketing activities.

### Industry-Specific Content Packages

SAS Customer Link Analytics can be customized to meet your needs, no matter what industry you're in or what the individual needs of your division or business unit are. The solution can also give you a relevant, detailed understanding of the network relationships that exist among members of your supply chain, e.g., providers, agencies, physicians, end consumers, etc.

### World-Class Advanced Analytics Support

The SAS Advanced Analytics Lab, the premier advanced analytic consulting group at SAS, uses SAS software to develop innovative analytical processes and techniques for solving your most complex business problems. In addition, the team can assist you in developing your own in-house analytical skills and deploying leading systems and processes to guide decision making.

### Award-Winning Customer Support

SAS also offers enterprise-class support to give you confidence in the success of your solution.

## Key Features

### Embedded Analytics

- Improved access to full library of SAS procedures.
- Optimized graph theory (SAS network algorithms) and network flow procedures.
- Ability to incorporate both static (e.g., demographics) and transactional data (e.g., payments, SMS/MMS, etc.).
- Integrated reporting and advanced analytics.

### Logical Rule and Model Development

- Logical management of business rules and models.
- Ability to run second-pass scoring or advanced models on your data.
- Ability to run complex routing and suppression rules.

### Network Visualization, Dashboards and Reports

- Ability to search for social networks using community variables (sizes, traffic, etc.) and/or member variables (roles, carriers, scores, etc.).
- Node-level (degree, closeness and betweenness) and community-level metrics (diameter, density and average shortest path).
- Fully customizable network visualization tools.
- Node and group annotations.
- Group detail review.
- Run-time updates.
- Spur node auto grouping.
- Anchor node auto grouping.
- Customized visual cues.
- Ability to regroup, merge or delete nodes.

### Enhanced Customer Segmentation and Data Management

- Ability to identify social roles (leaders, followers, marginals and outliers) and scores (influence, lifetime value, etc.) to enhance segmentation.
- Predictive analytics that incorporate historical data.
- Identification of at-risk or recently churned customers.
- Entity node/link sustainability.
- Segregated data storage.

### Integration with SAS® Marketing Automation

- Customer segmentation, profiling and testing tools allow targeting of influencers.
- Campaign planning, execution and management functions deliver marketing messages to the right social networks at the right times.
- Campaign measurement and analysis capabilities track the effectiveness of marketing campaigns across channels.

### Integration with SAS® Marketing Optimization

- Optimizes cross-channel and cross-media effects.
- Optimizes customer contact strategies by modifying weights in SAS Marketing Optimization.

### Integration with SAS® for Marketing Performance Management

- Marketing budget allocation and financial planning.
- Customer profitability analysis based on activity-based costing.
- Marketing scorecards and key performance indicators (KPIs).
- Marketing strategy maps that give visual interpretations of marketing performance metrics.

### Industry-Specific Content Packages (e.g., Health Care and Insurance)

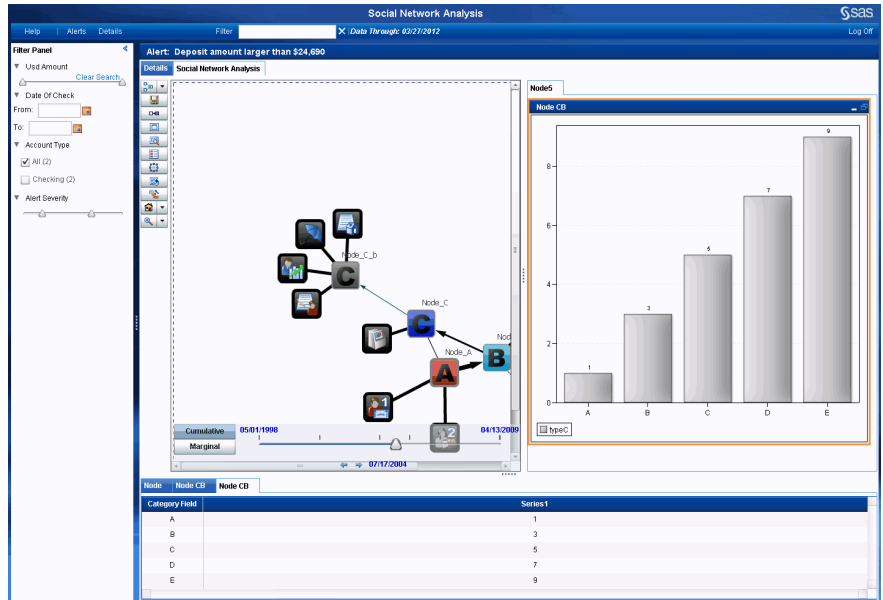
- URL access to network graphs via API (real time).
- Ability to monitor customer-specific and relationship-based activity at a more granular level.
- Automatic visual simplification to focus on most valuable information.
- Ability to create and manage new entities, relationships between entities and annotations.
- Complete audit trail for compliance.

## About SAS

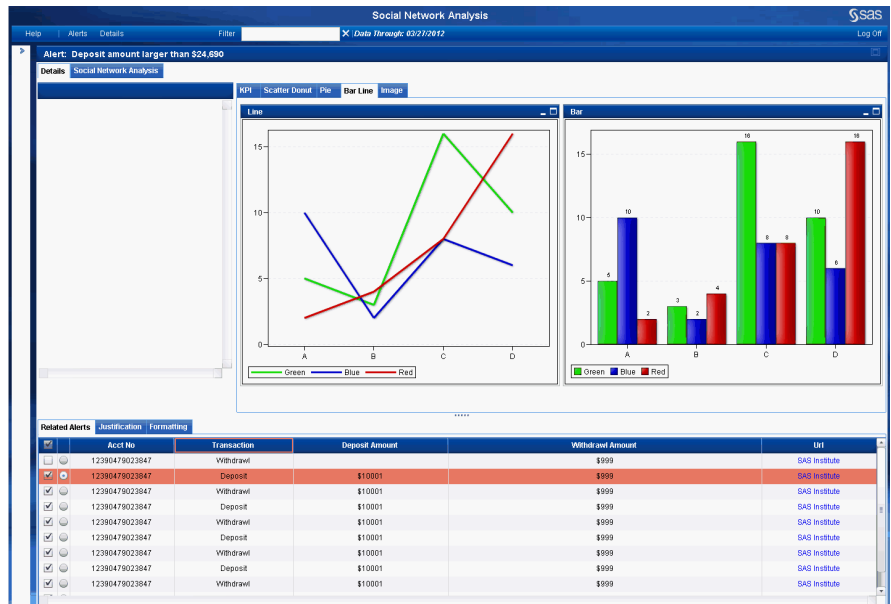
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## SAS® Customer Link Analytics System Requirements

To learn more about SAS Customer Link Analytics system requirements, download white papers, view screenshots and see other related material, please visit: [sas.com/customerlink](http://sas.com/customerlink).



Drill into a network diagram node for detailed information about the customer.



Additional KPIs are available for further analysis and insight.



SAS Institute Inc. World Headquarters +1 919 677 8000

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