



SAS® Digital Marketing

Easily connect with customers using personalized, multichannel digital content

What does SAS® Digital Marketing do?

SAS Digital Marketing provides large-scale multimedia messaging capabilities – including e-mail, mobile and Web (e.g., RSS, pop-up) – within single-channel or multichannel marketing campaigns. The solution is scalable, secure and comprehensive, and it includes capabilities for segmentation, message personalization, content integration and hosting, and deliverability assurances. It is also fully integrated with SAS Customer Intelligence solutions to support cross-channel marketing efforts and broader enterprise marketing management needs.

Why is SAS® Digital Marketing important?

SAS Digital Marketing helps you implement a customer-focused, cross-channel digital marketing strategy that aligns with your broader marketing strategy so you can create relevant, personalized digital content for each marketing message. In addition, the solution lets you follow up on each communication and quickly revise your strategy as needed.

For whom is SAS® Digital Marketing designed?

SAS Digital Marketing is designed for B2C and B2B campaign managers, direct marketing managers and e-mail and Web marketers who create marketing communications for digital channels – regardless of whether they focus on specific channels or synchronize multichannel marketing activities. Uses include direct, interactive and social marketing, service communications and sales support.

Marketing's move to digital continues to grow. When executed well, an integrated, multichannel digital marketing strategy provides clear benefits: providing customers with timely, convenient and relevant content that is inexpensive to deliver and easy to measure. But maintaining thousands or millions of individual customer relationships through digital channels is a huge challenge.

Many people delete messages that look like spam and simply ignore those that don't speak to them. So even though digital messaging is inexpensive, poorly targeted or badly managed communications yield scanty profits and can even harm your business by annoying or alienating customers and eroding your brand. To develop an integrated, multichannel digital marketing strategy successfully, you must:

- Create the right message by mapping segments and customers with relevant personalization.
- Deliver messages at the right time via the right channel.
- Track and improve results with sophisticated reporting that is fully integrated with broader marketing reporting and analysis functions.
- Adopt a solution that integrates with other CRM systems, supports multiple marketing teams and economically scales to digital marketing volumes.

SAS Digital Marketing delivers high-impact, personalized multimedia message communications – e.g., e-mail, mobile (SMS, MMS and WAP) and RSS – while letting you add other inbound and outbound marketing processes to the mix (e.g., campaign management, inbound trigger-driven marketing and Web analytics).

Key Benefits

Boost productivity, lower operating costs

SAS Digital Marketing lets you execute integrated e-mail, mobile and Web (e.g., RSS, pop-up) campaigns quickly with:

- A Web-based solution that lets you easily create multichannel digital broadcasts.
- Wizards that help users through the entire digital content creation process.
- Digital asset hosting, which enables easy sharing, retrieval and deployment of content for all your digital channels.
- Highly scalable, grid-enabled technology that uses existing hardware investments.
- Integration with the broader SAS Customer Intelligence suite, which provides more efficient execution of cross-channel marketing campaigns.

Improve ROI with enhanced campaign effectiveness

SAS Digital Marketing lets you deliver your campaigns more quickly and effectively by:

- Consistently delivering content and personalization across digital channels.
- Avoiding conflicting offers.
- Accurately tracking and discerning between technical and customer-driven responses to ensure that your digital marketing results are consistent with other marketing activities.
- Utilizing RSS support for customers who want to hear your message without sorting through their inbox.

Increase efficiency through reliable delivery

SAS Digital Marketing integrates with many leading mail transfer agents and provides:



- Plug-in access to SpamAssassin for spam screening and CAN-SPAM compliance.
- Message/domain throttling to keep you off white and black lists.
- Flexible unsubscribe support that allows you to set rules to prevent customers from inadvertently unsubscribing to more communications than they intended, allowing you to keep longer customer lists.
- Push-button execution and scheduling.

Achiever greater customer satisfaction

The solution helps you build stronger, more profitable customer relationships by increasing the level of trust between you and your customers. You can improve the customer experience by:

- Respecting customer preferences.
- Using the most appropriate channel for each customer.
- Providing only the information that customers want to receive.
- Delivering the most relevant message at the right time.

Solution Overview

SAS Digital Marketing provides everything you need to plan, create, test, execute and track personalized digital communications via e-mail, mobile, RSS, Web and any XSL-enabled channel. Fully integrated with SAS Customer Intelligence solutions, SAS Digital Marketing lets you customize multimedia communications at the individual level and deliver them to the customers most likely to respond.

Personalization

This wizard-driven, Web-based solution lets you create relevant, personalized multimedia messages easily – and test the results – for more efficient and effective digital marketing. For example:

- Personalize the content of a weekly e-newsletter or RSS feed update.
- Embed individual information – such as name and account number – in digital communications.
- Place different graphics or render different languages based on specific demographics or known customer preferences.

- Test different redirect URL placements to determine which have higher response and conversion rates.
- Correlate a test being conducted in another offline campaign.

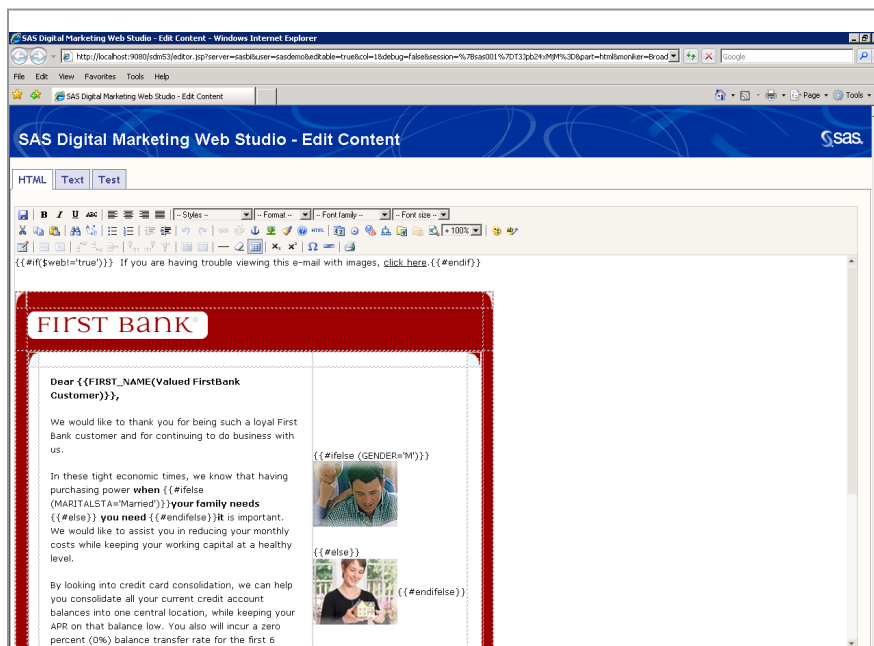
Tracking and Analysis

Easily track and report results to improve future digital campaigns using basic metrics, such as click-through rates, open rates and response rates. Plus, generate more sophisticated reports and views, such as response by geography. The solution is built on an integrated marketing platform, enabling marketers to analyze multimedia digital campaigns in a broader context that's relevant to both the customer and the overall marketing department. For example:

- Examine how the ROI and response rates of an SMS cross-sell campaign compares to a similar direct mail cross-sell campaign.
- Determine the impact of e-mail campaigns or RSS viewing rates on customer value.
- Analyze aggregate e-mail response and conversion rates by likelihood of attrition in order to identify potential targets for a new loyalty campaign.

Integration with SAS® Customer Intelligence

SAS Digital Marketing fully integrates with SAS Customer Intelligence, a comprehensive suite of enterprise marketing solutions that enable you to analyze, plan, design, execute and measure offline and online marketing activities. By supporting real-time and batch marketing activities – cross-sell and up-sell, retention, customer satisfaction and brand building – marketers can deliver relevant communications to individual customers within the context of their current transactions.



Preview personalized content via SAS Digital Marketing's easy-to-use, Web-based interface.

Security

SAS Digital Marketing supports your business needs in a secure manner:

- Data sits behind your firewall.
- Support for different levels of access for different user groups.
- Supports content-level security.

Outsourcing

If outsourcing your digital marketing needs makes sense for your business, SAS Solutions OnDemand provide hosted delivery that's flexible and cost-effective. SAS Solutions OnDemand offer reliability, low risk and fast "time to solution" with minimal investment – plus a comprehensive solution development and deployment program. With written guarantees of solution and system availability, SAS Solutions OnDemand are the clear choice for your organization's digital marketing and broader customer intelligence needs.

Key Features

Personalization

- Easy-to-use, in-line content editor lets you edit and test content for multiple channels simultaneously. If you can use Microsoft Word, you can use the SAS in-line content editor.
- Content editing supports a high degree of reusability and easy customization – push a button to insert a variable, "IF" statement, image and more.
- Personalize messages and subject lines using conditional content and data.
- Defaults to standard content (e.g., "Dear Customer") when conditions are not met.
- Easily use content from your favorite editor (Dreamweaver, Photoshop, etc.).

Digital marketing best practices

- Single control point for e-mail, mobile and Web (e.g., RSS, pop-up) delivery.
- Simple, shared content repository that's easy for marketers to use. Supports images, links, audio, video and virtually any type of digital content.
- Real-time response measurement and reporting – see delivery, click-through and conversion rates live so you can adjust communications and improve response rates on the fly.
- Flexible opt-in/opt-out support.
- E-mail response tracking and reporting.
- Integration with broader marketing platform, SAS Customer Intelligence, for comprehensive, cohesive online, offline and mobile marketing strategy.

Reporting

- Includes more than 40 out-of-the-box, Web-based reports.
- Easy to customize and add new reports to meet your specific business needs.
- Supports SAS Customer Intelligence common reporting data model for deeper customer insights and consistency across all marketing programs.

Integration

- Synchronized application-level integration with SAS Customer Intelligence.
- Digital messages can support one or many campaigns.
- Supports SAS Customer Intelligence common reporting data model for true end-to-end tracking.
- Leverages SAS campaign management, analytics, optimization and reporting capabilities.

Other technical highlights

- Accesses relational data sources (e.g., Oracle, DB2, Teradata).
- Highly scalable, grid-enabled Java application.
- Supports communications in any language, including double-byte character sets, such as Chinese.
- No replicating or synchronizing of data is required; shares the same tables as your campaign management system or list management tool.
- Installs in a less than one day, and can be up and running in less than one week.

Technical Requirements

Operating Systems

- Microsoft Windows
- Solaris
- HP HP-UX
- IBM AIX
- Red Hat Enterprise Linux
- SUSE Linux

Client

Microsoft Internet Explorer 6 or higher

Required Software

- SMTP e-mail server (MTA) for e-mail transmissions.
- ASP or SMS gateway to send SMS, MMS or WAP-PUSH messages.
- Web application server such as Red Hat JBoss, BEA WebLogic or IBM WebSphere for tracking certain customer responses.

Contact your SAS representative for additional questions about technical requirements.



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