



SAS® WEB ANALYTICS

Improve customer relationships, increase customer retention and grow revenues while lowering overall costs

Overview

Internet usage continues to grow at a staggering rate, and businesses from nearly every industry are seeking to boost profits while lowering costs through the magic of Internet marketing. After all, what other medium enables you to reach millions of customers and prospects worldwide at the push of a button? But reaching them—and getting them to your site—is only half the challenge. What happens once they are there? Will they be interested in what you're offering? If they're interested today, will they still be interested tomorrow? And if not, why not?

SAS Web Analytics can help you find out. The solution combines the full power of customer relationship management with SAS' advanced analytics to deliver the most comprehensive solution available for ensuring the success of your Internet marketing programs.

By turning high volumes of Web data into key metrics specific to your business, SAS Web Analytics lets you gauge the success of your online operations and refine business strategies as needed.

Challenges

- The anonymity of e-commerce makes it hard to truly understand customers.
- The volume of data generated by e-channels is staggering.
- Strategic decisions are often based on guesswork, not actual metrics.
- Customer behavior – such as browsing and buying patterns – and satisfaction levels are a mystery.
- The lack of a defined contact strategy based on the customer life cycle means unfocused marketing efforts, ineffective campaign rollout strategies and poorly targeted customers.
- Demands for reports continue to expand even as resources and budgets are shrinking.

By monitoring strategic key performance indicators (KPIs), you can identify the drivers that influence bottom-line results and gain an accurate picture of how well you're achieving your business objectives at every point in the process.



Get your marketing messages delivered, opened and acted upon

■ The solution

SAS® Web Analytics gives you a better understanding of your Web channel's effect on marketing strategies, customer satisfaction and overall profitability. The solution enables you to:

- Quickly segment customers with great refinement.
- Increase the likelihood that customer retention rates and lifetime customer value will rise by applying rules-based engines that can link specific offers with chosen segments.
- Give multiple user types easy access to information with flexible reporting and interactive visualization tools.
- Rapidly improve the effectiveness of your Internet channels.
- Implement better customer relationship strategies to build trust and get your messages delivered, opened and acted upon.
- Determine whether or not you're meeting your strategic objectives.
- Compare results with forecasted expectations.

Why SAS?

Only SAS Web Analytics can take enormous volumes of e-data from the full spectrum of data sources, load it into an open, flexible Web data warehouse and integrate it with offline sources. Then, using SAS' award-winning, advanced analytics surfaced through flexible reporting and interactive visualization tools, you can derive real intelligence that will help decision makers understand how to deliver more efficient, effective offline and online marketing campaigns.

In addition, SAS Web Analytics is fully integrated with SAS Marketing Automation, giving you the ability to plan more effective marketing strategies based on a complete view of the customer.

Benefits

Improved customer retention

An ineffective Web design, failure to understand how customers traverse the site, and poor product and content placement all result in a less than optimal customer experience. If customers can't find what they're looking for on your site, they won't come back.

SAS Web Analytics uses advanced analytics and visualization tools to help you:

- Determine how customers—particularly profitable ones—get to your site and where they go once they arrive.
- Understand what kind of information they're looking for.

- Find out at what point they drop off or lose their way.
- Learn what drives sales on your site.
- Discover how browsing affects customer behavior in other channels.
- Accurately predict customer behavior and design your Web site for maximum customer satisfaction.

A clear focus on key metrics

Too often, companies aren't sure what key metrics they should use nor how those metrics relate to ROI, corporate direction (online and offline) and customer satisfaction. Such uncertainty leads to unwise decisions that can trickle down throughout the organization and result in poorly targeted campaigns, wasted time and resources, and a negative impact on ROI.

SAS Web Analytics uses business analytic scorecards that help you:

- Automatically determine which KPIs are relevant to your site.
- Monitor strategic KPIs and their interdependencies to understand how metrics affect each other.
- Measure and compare online and offline campaign success.
- Segment customers and identify the most and least profitable ones.
- Determine what factors influence customer loyalty.
- Understand the potential impact of business decisions throughout the organization.
- Make corrections proactively as needed to positively affect ROI.

A better customer experience, an improved bottom line

Dissatisfied customers mean lost revenue. But without a complete customer view, critical decisions designed to improve customer relationships and retention rates are based on guesswork.

With SAS Web Analytics, you can find out what point in the online sales process a customer might drop off, and why. Using this knowledge, you can:

- Identify which events and customer profiles mean successful online sales.
- Discover cross-sell and up-sell opportunities.
- Monitor customer behavior to find out when customers are ready to buy.
- Provide targeted, personalized marketing messages.

Sophisticated reports on time, every time

Sheer volume makes extracting, transforming and loading Web-based data cumbersome and time-consuming. Add improper data structures and you get poor reporting performance, which can severely hamper your ability to make quick, sound decisions about issues such as Web design and product placement.

SAS Web Analytics uses parallel processing throughout the ETL process and a wizard-driven reporting environment to enable you to:

- Ensure on-time report delivery, on-demand report creation and rapid report deployment.

- Create new reports and do ad hoc analyses as needed, without a delay.
- Reduce customer attrition and increase site stickiness by making effective decisions on issues such as product placement and site design changes more quickly and confidently.
- Meet corporate Web objectives by raising revenue while lowering costs.

Effective, efficient e-marketing campaigns

How do customers get to your Web site? Where do they go once there? Which ones end up staying and buying?

Only SAS Web Analytics helps you answer these questions by enabling you to monitor your e-marketing campaigns to get detailed information on how customers navigate your site, which banners or ads generate the most traffic and which customers respond best to which offers. Gaining this knowledge enables you to:

- Use this knowledge to make smarter e-marketing decisions based on facts instead of guesswork.
- Increase traffic to your site and convert that traffic into sales.
- Boost your overall ROI.

Improved margins through improved service quality

Many companies experience declining margins despite considerable investment in online customer service. Often the cause is that the quality of services has not yet reached a level capable of improving customer loyalty.

The SAS Difference

SAS Web Analytics is a groundbreaking, comprehensive solution that combines the full power of customer relationship management with SAS' award-winning analytics. The result is a proven solution that helps you:

- Improve customer retention.
- Focus on key metrics specific to your business.
- Enhance service quality.
- Provide a better overall customer experience.
- Increase your margins and improve your bottom line.

In addition, SAS Web Analytics is the only solution on the market that automatically identifies customer segments with respect to business goals, helping you better target your strategies for business success.

Not so with SAS Web Analytics. The solution lets you:

- Employ predefined, flexible Web data models that help you understand how customers are using your services and how efficient those services are.
- Take action to improve service quality, which will result in higher customer satisfaction and loyalty.

About SAS

SAS is the leader in business intelligence and analytical software and services. Customers at 43,000 sites use SAS software to improve performance through insight from data, resulting in faster, more accurate business decisions; more profitable relationships with customers and suppliers; compliance with governmental regulations; research breakthroughs; and better products and processes. Only SAS offers leading data integration, storage, 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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