



## SAS® DIGITAL MARKETING

Easily deliver personalized multichannel digital content to millions of customers

### What does SAS® Digital Marketing do?

SAS Digital Marketing software provides large-scale multimedia messaging capabilities – including e-mail, mobile, RSS and Web – within single-channel or multichannel marketing campaigns. The solution is scalable, secure and comprehensive, including data access, segmentation, content integration and hosting, and deliverability assurances. SAS Digital Marketing is fully integrated with SAS Customer Intelligence solutions.

### Why is SAS® Digital Marketing important?

SAS Digital Marketing helps you implement a customer-focused multichannel digital marketing strategy that aligns with a broader marketing strategy – so you can create relevant, personalized digital content for each marketing message.

### Whom is SAS® Digital Marketing designed for?

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.



**THE  
POWER  
TO KNOW®**

### Overview

Why marketers prefer digital media to communicate with customers and prospects is clear: It's timely, inexpensive and can be quite effective when done in a targeted and relevant manner. But maintaining thousands or millions of individual customer relationships through digital channels poses real challenges. Many customers quickly delete messages that look like spam or simply don't speak to them. Others bypass e-mail altogether and look to Web-based subscription services for information. So even though digital messaging technologies are inexpensive, poorly targeted or badly managed communications yield scanty profits, and they could even harm your business by annoying or alienating customers and eroding your brand.

### Challenges

Many companies outsource digital marketing services because they lack the expertise or ability to deliver the best performance. Outsourcing can be a cost-effective alternative, especially for relatively new digital marketing programs. However, it also poses its own set of challenges, such as dealing with restrictions on list usage or on customization of your business needs. Most significantly, it creates a disconnect between online and offline marketing activities. As a result, the savings you expected from outsourcing may be outpaced by new costs and difficulties in optimally managing customer interactions across channels.

Companies that insource digital marketing face this challenge as well. Often, the handoff from campaign management systems to digital delivery

systems is slow. In some cases, digital marketing campaigns are created and managed in an entirely separate environment, losing the link to contact history and other vital customer information. As a result, response rates are typically lower than desired, or even worse, customer attrition rates may rise because of contact saturation or poor message timing.

### Developing an integrated, multichannel digital marketing strategy

To develop an integrated, multichannel digital marketing strategy, you must:

- Create the right message by mapping segments and target customers to relevant digital content.
- Deliver messages at the right time, whether as part of a planned outbound campaign, as a response to an event trigger or interactive marketing opportunity, or as a subscription service.
- Have technology that supports your business needs by using a single system that integrates with other CRM systems and supports multiple marketing teams.
- Use technology that economically scales to digital marketing volumes.
- Track and improve results with sophisticated reporting that is fully integrated with reporting and analysis functions across your organization.

SAS Digital Marketing not only delivers high-impact, personalized multimedia message communications – including e-mail, mobile (SMS, MMS and WAP), RSS and Web – but also incorporates other inbound and outbound marketing processes into the mix, including campaign management, inbound trigger-driven marketing and Web analytics.

## Key benefits

### Higher productivity, lower operational costs

SAS Digital Marketing allows you to execute integrated e-mail, mobile, RSS and Web-specific campaigns quickly:

- Web-based, wizard-driven interface lets you easily create multichannel digital broadcasts simultaneously.
- Wizard can be used throughout the entire process, including in-line WYSIWYG content editing, broadcast testing and execution.
- Digital asset hosting enables easy sharing, retrieval and deployment of content for all of your digital channels.
- Highly scalable, grid-enabled technology leverages existing hardware investments.

### Improved ROI from enhanced campaign effectiveness

Make your campaigns not only faster but also better by:

- Rapidly planning and executing digital marketing communications.
- Managing your customer contact strategy and segments in an accurate, integrated fashion.
- Consistently delivering content and personalization across all digital channels.
- Avoiding conflicting offers.
- Accurately tracking and discerning between technical and customer-driven responses to ensure 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.

### Increased efficiency through reliable delivery

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

- Plugs into SpamAssassin for spam screening and CAN-SPAM compliance.
- Message 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.

### Greater customer satisfaction

SAS Digital Marketing can help you achieve stronger, more profitable customer relationships by increasing the level of trust between you and your customers. The solution helps you improve your customers' experiences 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

A wizard-driven, Web-based user interface lets you create relevant, personalized multimedia messages easily — and test the results — for more efficient and effective digital marketing. For example, you can:

- 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.

The screenshot displays the SAS Digital Marketing Web Studio interface. The top bar reads "SAS Digital Marketing Web Studio - View Content" and includes the SAS logo. Below the bar, there are navigation icons and a warning: "Don't miss important updates from SAS! Please add sas.com as a domain in your safe sender list." The main content area is divided into two sections. On the left, under "Variable values:", there is a list of fields with their corresponding values: CCODE (\*\*\*\*\*), EMAIL (\*\*\*\*\*), NAME (Fred), JOB (Manager), SIGCO (SAS Technical Support), SIGCOUNTRY (USA), SIGIMAGE (\*\*\*\*\*), SIGNAME (Fred), SIGTITLE (Manager), TITLE\_TEXT (\*\*\*\*\*), and UNKEY (\*\*\*\*\*). Below this list, under "Content:", there are two radio buttons: "text/html" (selected) and "text/plain". On the right, a preview of a personalized email is shown. The email header includes the SAS logo, the tagline "THE POWER TO KNOW", and a "SURVEY" button. The body of the email is addressed to "Dear Joe," and contains a message from "Fred Manager, SAS Technical Support" inviting Joe to complete a survey. The email preview also includes a small image of a hand holding a glowing orb and a link to the survey.

*Preview personalized content via the easy-to-use, Web-based interface of SAS® Digital Marketing.*

- 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, you can generate more sophisticated reports and views, such as response by geography. Because the solution is built on an integrated marketing platform, marketers can analyze multimedia digital campaigns in a broader context that's relevant to both the customer and the overall marketing department. Examples include:

- 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 enterprise marketing solution that enables you to analyze, plan, design, execute and measure offline and online marketing activities. By supporting real-time and batch marketing activities of all kinds — cross-sell and up-sell, retention, customer satisfaction and brand building — organizations can deliver relevant communications to individual customers within the context of their current transactions.

- Built to meet the needs of key members of the marketing process, only SAS Customer Intelligence provides comprehensive data integration, campaign management, interactive marketing, event-based marketing, marketing optimization, Web analytics, business intelligence and advanced customer analytics in one integrated, easy-to-use solution.

### Scalability

Whether you are sending thousands of messages each week or millions of messages each day, SAS Digital Marketing will scale to meet your needs. SAS Digital Marketing is a high-performance, multithreaded and grid-enabled application designed to make the most efficient use of your hardware.

## Key features

### Personalization

- Easy-to-use in-line content editor that 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 using conditional content and data.
- Multilanguage content and communications.
- Defaults to standard content (i.e., “Dear Customer”) when conditions are not met.
- Personalize subject lines.
- Embed redirect URLs and attachments in e-mail messages.
- HTML, text and AOL formats.
- SMS, MMS, WAP and ASP broadcasts.
- Easily integrates with your favorite content editor.

### Digital marketing best practices

- Single control point for e-mail, mobile, RSS and Web 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.
- Viral marketing support — track and understand the value of customers who forward your messages, extending the return of those communications.
- Rich re-marketing and wave campaign support via easy-to-create follow-up communications based on an individual's response or even lack of response.
- Includes robust segmentation and ad hoc analysis capabilities.
- Format type detection (i.e., multipart MIME, HTML, AOL sniffers).
- Preview/test e-mails, including unique customizations.
- Distribution list support.
- E-mail response tracking and reporting.
- A/B testing support.
- CAN-SPAM compliant.
- Integration with broader marketing platform, SAS Customer Intelligence, for comprehensive, cohesive online and offline 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.

## 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 business intelligence needs.

Ernst & Young LLP performed SAS 70 Type II and Systrust examinations of SAS Solutions OnDemand network systems and granted an "unqualified opinion" and "assurance report" on SAS performance on these audit standards. SAS 70 and Systrust certification demonstrates that SAS has in place the processes and controls to preserve the integrity and confidentiality of its hosted solutions.

## Security

You can be confident that SAS Digital Marketing will support 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.
- Supports secure message protocols (e.g., https).
- Optional proxy configuration reduces the number of open firewall ports needed.

## Integration

- Synchronized application-level integration with SAS Customer Intelligence:
  - Easily map campaign export lists to digital broadcasts — lists can be mapped as many-to-one or one-to-many.
- Supports SAS Customer Intelligence common reporting data model for true end-to-end tracking.
- Leverages SAS campaign management, analytics, optimization and reporting capabilities.

## Administration/technical/security

- Supports both batch campaigns and operational transactions, including real-time e-mail, SMS responses and Web pop-ups.
- Accesses relational data sources (e.g., Oracle, DB2, Teradata).
- Highly scalable, grid-enabled Java application.
- All e-mail tracking information can be automatically updated to the data mart (e.g., bouncebacks, opens, undeliverables, etc.).
- Separate administrative user interface provided for data management and IT configuration.
- 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.
- Data sits behind your firewall.
- Supports different levels of access for different user groups.
- Supports content-level security.
- Supports secure message protocols (e.g., https).
- Optional proxy configuration reduces the number of open firewall ports needed.

## Technical Requirements

### Operating Systems

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

### Client

- Requires Microsoft Internet Explorer 6 or higher.
- Requires Firefox 1.5 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 Apache Tomcat, Sun ONE, BEA WebLogic or IBM WebSphere for tracking certain customer responses.

*Contact your SAS representative for additional questions about technical requirements.*



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TO KNOW.**

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