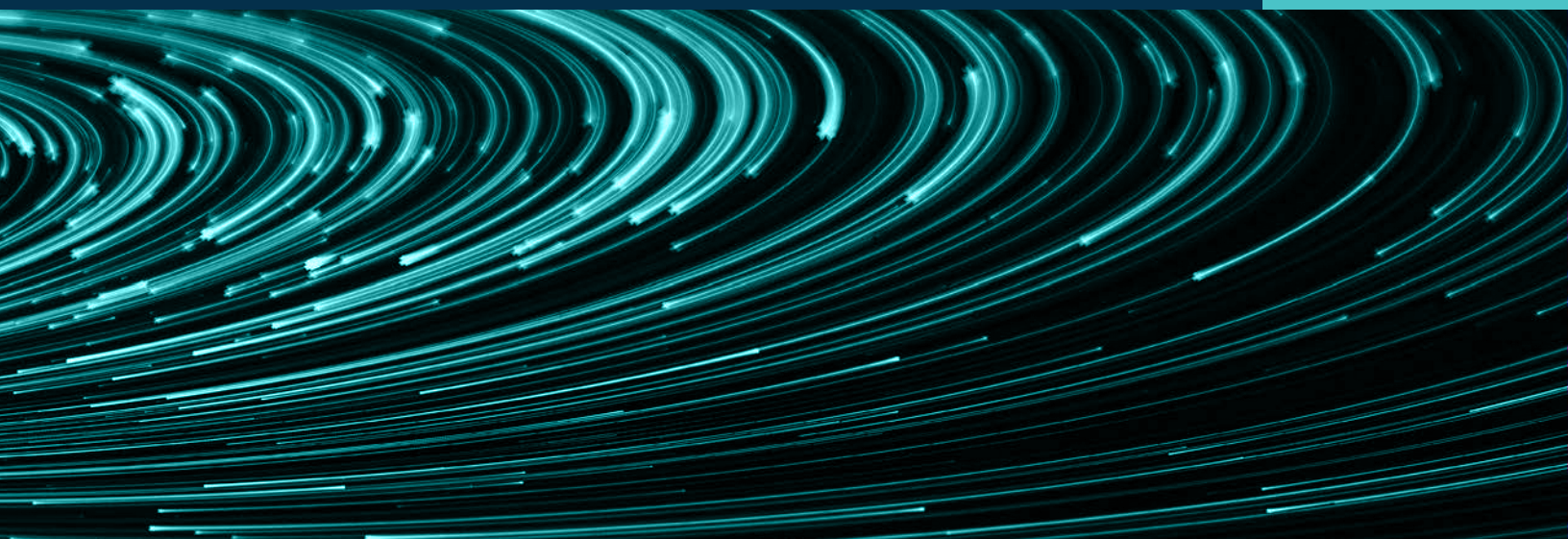


# SAS® 360 Digital Insight Service



## Overview

Today's customers don't just use digital - they live in a digital world. They exploit the web and an ever-increasing number of devices to find, acquire and consume what they want when they want it. Marketing budgets reflect these changing behaviors, with digital spending significantly outpacing traditional advertising. Yet marketers struggle to access digital activity fast enough to act on it in meaningful ways, to connect customer identities across devices and sessions for a complete picture of digital journeys, and to obtain the customer information necessary for true insight generation.

SAS helps marketers overcome these challenges by fast-tracking the development of digital insights. The SAS 360 Digital Insight Service captures first-party behavioral information across the entire digital customer experience with a brand's websites and apps. It enables marketers to go beyond traditional digital reporting, using an agile mechanism to sort high-volume digital data into customer insights. All without losing the detail needed to explore multiple business challenges. The open data model and ability to stream digital data into a set of customized reports and dashboards reflect a brand's unique business strategy while enabling agility.

## Key Benefits

**Fast-track digital data collection.** Get advice and support from experts to help you design and deploy an automated, comprehensive data collection environment that provides an accessible, unified view of digital activity across devices and domains.

**Create true digital insight.** Develop a clear view of customer profiles, understand path and engagement implications, develop digital audience segments and more.

**Advance marketing activity with confidence.** Benefit from significant analytical experience and business acumen as SAS experts work with you to design reports and dashboards, understand digital behavior, and develop segments to help shape digital journeys and meet your business objectives.

## Solution

The SAS 360 Digital Insight Service helps organizations establish an automated data collection environment needed to gain a comprehensive view of digital activity at a customer level. Data collection is enabled with a short snippet of HTML code for websites or SDK for mobile applications. This allows brands to collect and feed every consumer interaction into a structured data model. The customer-centric model provides aggregated digital interactions, including views, and enables easy integration into the reporting environment. It also provides analysis of anonymous user and customer journeys, as well as ad hoc reporting. The streaming data platform helps you quickly react to customer activity.

SAS experts will work with you to clarify business challenges, develop a set of customized reports and create dashboards that display digital activity. We'll highlight notable results and help you interpret them. Then you can tune marketing activities to shape digital journeys.

The service includes:

- Configuration for ongoing digital data collection and streaming of digital data into your analytics and reporting environment.
- Expert-led workshops to identify and develop segments, reports and dashboards that reflect your unique business problems.
- Results reporting, interpretation and iteration as collected data accumulates.

## Commitment

This is an ongoing service which is billed at a fixed fee every month.

The service can be piloted as a proof of concept that is approximately 90 days in duration.

Please visit our [SAS Customer Intelligence 360 Services](#) page for more information.

