

SAS® DRIVING SMALL & MIDSIZE BUSINESSES



Personalize customer experiences to drive growth

Results With SAS



DELIGHT CUSTOMERS

- Retailer improves customer retention **30%**.
- Community bank gets **triple-digit ROI** for automated marketing campaigns.



REDUCE COSTS

- Marketing services firm processes their clients' data **85%** faster.
- Bank reduces marketing campaign costs **50%** with optimized offers.



GROW REVENUE

- Telecom provider grows mobile subscribers **5%** with real-time campaigns.
- Insurer gets **30%** positive lift from more effective marketing campaigns.



GAIN NEW INSIGHTS

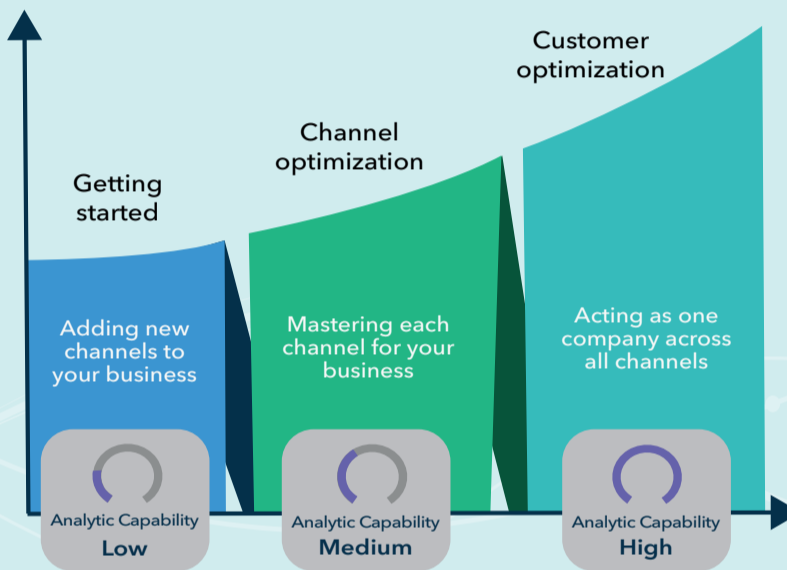
- Retailer benefits from next-level analytics and expertise to meet future challenges.
- Nonprofit uses text analytics and sentiment analysis to develop new programs.

“ The SAS team has always been fully engaged to understand where we are on our digital transformation journey and helps us stay ahead of the trends. ”

1-800-FLOWERS.COM

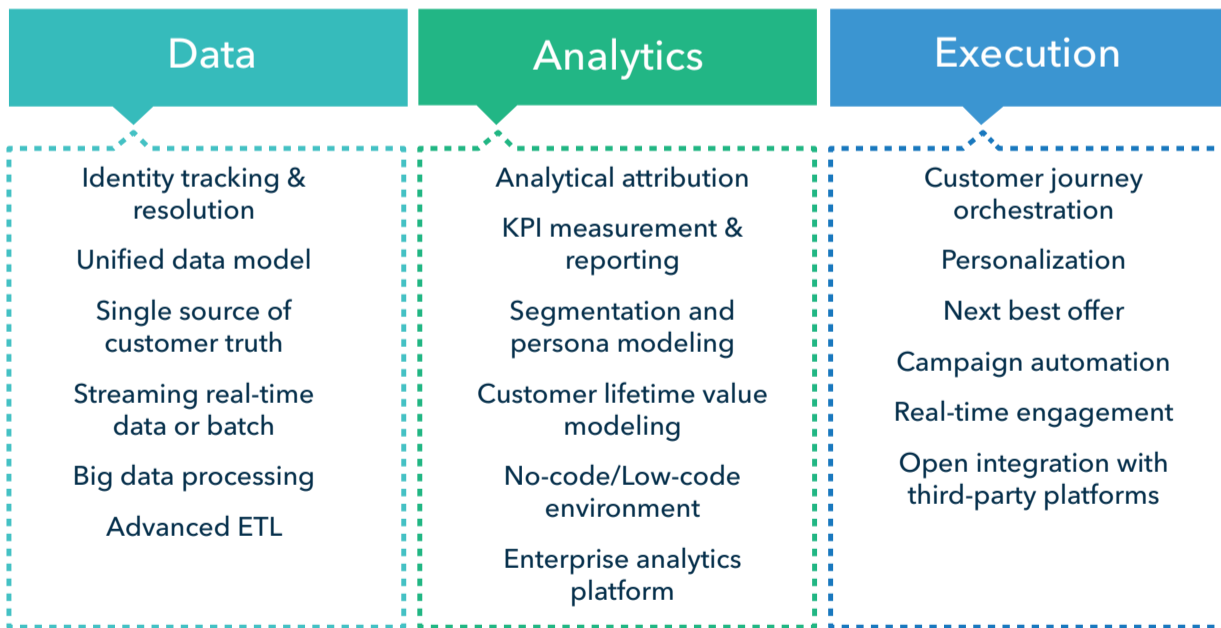
Where is your organization on the marketing maturity curve?

SAS can help you advance with an open, powerful martech solution that is built from the ground up.



Marketing needs to start with data

SAS integrates your data and scales to optimize your journey by combining:



Industry analyst viewpoint



SAS is a Leader in the:
2021 Gartner Magic Quadrant for Multichannel Marketing Hubs.
Magic Quadrant for Data Science and Machine Learning Platforms, Q1 2021.



SAS is a leader in the Forrester Wave:
Customer Analytics Technologies, Q3 2020.
Cross-Channel Campaign Management (EMSS Modules), Q2 2021.
Digital Decisioning Platforms, Q4 2020, AI-Based Text Analytics Platforms (Document Focused), Q2 2020.
AI-Based Text Analytics Platforms (People Focused), Q2 2020.

To learn how SAS can help you personalize your customer experiences, contact us at cismb@sas.com

