



WHY ACT NOW?

Did you know that **70%** of organisations are not collecting meaningful data to personalize digital customer experiences? And less than **10%** can use online and offline analytics together to personalize the digital customer experience?

SAS® helps organisations improve their capability here by:

- Making the collection and sharing of digital customer behavioural data easy.
- Delivering insights on customer journeys to your marketers using industry-leading analytics and visualisation.

WHAT DOES SAS OFFER?

SAS has three unique packaged offerings which can be deployed quickly and effortlessly, with zero setup & hardware costs.



Customer Journey Analysis

Understand your customer's digital journeys

Identify and promote optimised journeys

Increase digital metrics like conversion rates



Customer Journey Insight

Use automated Machine Learning to predict profitable segments and journeys

Deploy journeys onto your website directly



Omni-Channel Journey Optimisation

Get AI-powered insights about omni-channel journeys across traditional and digital channels

Attribution and customer journey models

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ADDRESSING YOUR BUSINESS CHALLENGES



Customer Journey Mapping

Understand your customer's journeys across all your digital channels (email, web, in-app) and merge these together for each individual customer.

Make sure you send your customers on the journey that maximises their chance of conversion - and don't waste money on unlikely converters.



Optimise your digital conversion rates



Tailor-made customer experiences

Help the customer find exactly what they want and give them an experience that surprises and delights at every opportunity.

WHAT'S THE VALUE?

A SAS retail customer reduced digital acquisition costs by 34% and increased conversion rates by 23%

A SAS digital bank customer increased conversion rates by 10x when they ran their first digital campaign optimized through SAS.

WHY SAS?

No complex setup or hardware costs

SAS handles the environment, you get the insights

SAS complements your existing digital tracking technology

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