

# SAS® 360 Engage: Digital

Gain customer insight, optimize interactions across channels and respond to changes in customer behavior in real time



## Key Benefits

With SAS 360 Engage: Digital, you can:

- Take analytical insights from data and interact with customers on digital channels.
- Use existing SAS Customer Intelligence offerings in an integrated hybrid cloud versus having to stitch together digital marketing offerings from various vendors.
- Truly engage with your customers across channels, devices and time – in a relevant and satisfying way.

## Overview

As consumers continue to change their buying behavior, marketing must evolve to provide relevant and satisfying offers at consumers' preferred times, and on their preferred devices, channels and applications.

You need the ability to dynamically personalize messages, tailor offers and engage customers in interactive dialogues that build retention, trust and loyalty. SAS 360 Engage: Digital can help you gain customer insight, optimize interactions across channels, and react and respond to changes in customer behaviors as they occur across digital channels and throughout the customer journey. And the solution delivers advanced analytics that is easy to use and consume for marketing professionals and business analysts, regardless of their technical skill level.

## The Solution

Today's marketers must engage across multiple channels with context. Customers expect you to provide a consistent experience across all the channels and devices they use. This means you have to anticipate how customers will move across inbound and outbound channels. SAS 360 Engage: Digital is unique in that it can integrate separate and disparate channels. This allows for deeper insight into how marketing is performed across every channel versus performing single-channel analysis, and that allows for more confident marketing attribution. With SAS 360 Engage: Digital, you can:

- **Dial up the detail in your digital data.** With SAS, you can collect data at the individual customer level. Go beyond the "what" and "how" of channel-level web metrics (time on page, bounce rate, view rate, etc.) to really understand the "who" and "why" of customers and their navigational behaviors. This kind of insight helps you more effectively model, report and, ultimately, target customer offers. Only SAS employs analytics that ties digital intelligence to traditional data sources at this level of detail. And you can use these insights across your entire organization.
- **Test and learn to optimize results.** Quickly know which aspects of your marketing are working using segment profiling. You can look at the performance of A/B tests to identify unique customer segments and the key attributes that set them apart. You can also use multivariate testing, which compares, for example, several web, email or app elements against each other to gauge their performance and effectiveness.

- **Customize with other SAS offerings for a stronger, broader platform.** Extend the solution to achieve broader marketing objectives through integration with other SAS Customer Intelligence solutions, including SAS 360 Discover, SAS Marketing Automation, SAS Real-Time Decision Manager and SAS Marketing Optimization. Rather than using SAS 360 Engage by itself, you'll be using it alongside other offerings from SAS to round out your omnichannel hub.
- **Achieve better reach and effectiveness for emails.** By using the email marketing capabilities in SAS 360 Engage: Digital, organizations know the emails they send out to prospects and customers will be right the first time. Marketers can preview emails to see how their content is displayed on multiple devices, browsers, email clients and platforms – eliminating the need to manually test. Also, no matter how compelling an email offer is, it has no value if it goes right to spam. SAS 360 Engage: Digital determines the likelihood of recipients flagging email as spam by testing content against several spam filters. You can also score and correct the content before sending it out to prospects and customers.

## Learn More

Organizations, large and small, must evolve their marketing to meet customers where they are with targeted, relevant offers and a consistent experience across all channels. To do that, you need the world-class analytics and data management capabilities of SAS solutions. Learn more at [sas.com/engage360-digital](https://sas.com/engage360-digital).

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