

# SAS® 360 Engage: Direct

Get the power and flexibility to coordinate and deliver analytically driven direct communications to consumers



## Key Benefits

With SAS 360 Engage: Direct, you can:

- **Provide relevant and satisfying offers to consumers** at their preferred time, on their preferred device, and on their preferred channel or application.
- **Personalize messages, tailor offers and engage customers** in dynamic, interactive dialogues that build retention, trust and loyalty.
- **Gain insight into customer behavior**, optimize interactions across channels and respond to changes in customer behaviors as they occur throughout the customer journey.

## Overview

SAS 360 Engage: Direct provides the power and flexibility that marketing organizations need to coordinate and deliver analytically driven direct communications. The solution's intuitive interface helps marketers accomplish all the tasks necessary to ensure successful campaigns.

Many organizations use a variety of tools for campaign management across different departments or lines of business, and it can cause problems and missed opportunities. But you don't have to. SAS 360 Engage: Direct fits the entire span of capabilities you need, including dynamic segmentation, design and execution – or just the pieces you want.

## The Solution

Marketers at all levels can use SAS 360 Engage: Direct to easily define target segments, prioritize selection rules, assign messages, orchestrate schedules, execute campaigns and analyze marketing performance. This solution makes it easy to rapidly create and modify marketing campaigns, from simple to complex. With SAS 360 Engage: Direct, you get:

- **Logical decision tools** that provide marketers with the ability to control which customers are targeted by channel, offer and message and which are included in test segments.
- **Orchestration control** that helps marketers automatically run campaigns on a one-time or recurring basis.
- **Reusable components** that provide process efficiency and eliminate duplication of effort.
- **Graphically driven selection tools** that provide marketers with easy access to data and analytics to create and select the most appropriate audience to target for acquisition, retention and loyalty campaigns.
- **Visual segmentation flows** that make it easy for marketers to design segmentation logic and quickly identify the marketable universe by channel and offer.

## Capabilities

### Easy access to customer data and analytics

Powerful analytically based segmentation capabilities produce smarter, more targeted campaigns that yield higher response rates and better ROI. With SAS 360 Engage: Direct, marketers can easily view and access data and analytics by searching for data elements within folders. Marketers can also rename data elements to make the process more intuitive. Self-service data access and intuitive tools mean that marketers can work independently, freeing IT to focus on data quality, availability and security.

## Data privacy and security

Marketers want easy access to software as a service, cloud-based applications where they can use customer data to create campaigns. But with the increased scrutiny on data privacy and data security, technology groups are more concerned than ever about expanded access to data. SAS has created a secure connection that allows marketers to view and use customer data within the cloud-based interface without that data ever leaving the secure control of the organization's managed data system. That eliminates the need to move data or continuously upload or download data to individual silos of customer information.

## Custom campaign processes

Are you modifying the way your marketing organization works to fit a hodgepodge of marketing tools? With SAS 360 Engage: Direct, marketers can customize the entire campaign process to fit the business – not the other way around. SAS recognizes that each organization has unique practices that are important for tactical efficiencies and competitive advantage. SAS 360 Engage: Direct makes it quick and easy to incorporate all of your processes and create reusable custom procedures based on your unique business requirements.

## Better reach and effectiveness for emails

By using the email marketing capabilities in SAS 360 Engage: Direct, 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: Direct 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-direct](https://sas.com/engage360-direct).

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