

# SAS® 360 Discover

Integrate online customer behavior with offline data for better decision making



## What does SAS® 360 Discover do?

It collects digital customer-level data and then uses the insight from that data to unearth insight around message, offer and content performance across web and mobile channels. It serves digital messaging departments inside an organization (marketing, sales, service and support) to engage customers at relevant times along their customer journey. This offering integrates with the larger customer intelligence suite of offerings to enable true omnichannel digital insight and engagement.

## Why is SAS® 360 Discover important?

It enables organizations to go beyond channel-level data collection to collect detailed customer-level digital data. Being able to analyze data at this level of detail allows organizations to go beyond the “what” and “how” of traditional web analytics and answer the “who” and “why” questions that marketers are often asked.

## For whom is SAS® 360 Discover designed?

This product is designed for organizations that want deeper insights into their customers’ behaviors in digital channels. It serves any organization looking to gain a competitive advantage based on these digital insights. Organizations can range from small digital agencies up to the large global enterprises.

Customers have increasingly high expectations for their interactions with your organization. Whether visiting your website or talking to a call center representative, they expect to be recognized and treated consistently no matter the channel.

Only SAS 360 Discover enables organizations to go beyond channel-level data collection and collect detailed customer-level digital data – down to the keystroke if needed. Collecting this data across your sites and mobile apps, preparing it for use in marketing and other departments, and gaining new insights using analytics is where this product excels. Having (and being able to report on) this customer-level data allows organizations to go beyond the “what” and “how” of traditional web analytics to answer the “who” and “why” questions. Who are my most and least valuable customers? Why do they behave as they do on my digital properties?

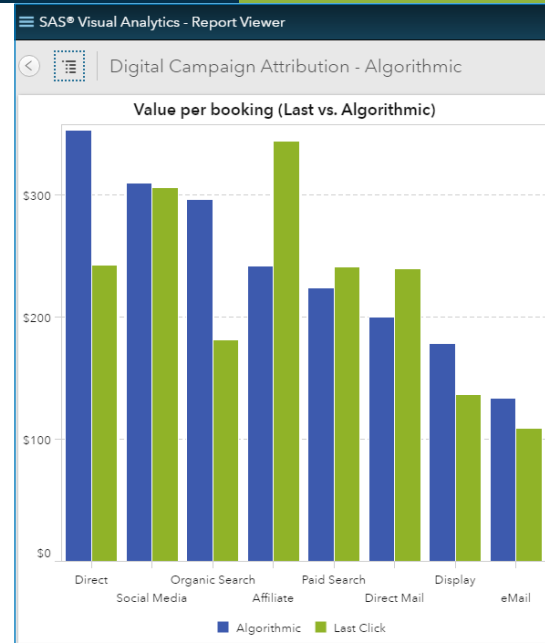
You need to translate (or normalize) the steady stream of data into digital intelligence and integrate it into your mainstream

marketing activities. This will enable your marketers to get answers to questions that can’t be answered by traditional web analytics solutions, for example:

- Which customers prefer to research online and then purchase offline?
- Which online interactions most successfully attracted customers that proved loyal and highly profitable?
- Which products are customers researching online so that I can make them an appropriate offer?

## Key Benefits

**Build a complete, unified view of your customers.** You need a solution that does more than capture data about pages and clicks. You need to capture all customer web activities – everything they saw and did, and everywhere they went. SAS 360 Discover provides a customer experience data model that can be integrated with offline customer data. By combining these typically unconnected data sources, SAS gives you a more complete view of the customer to provide insights that can lead to more relevant offers and more efficient use of marketing resources.



## Improve your multichannel strategy.

Customers provide a wealth of information on your websites and mobile apps that reveal their buying plans, significant life changes and other insights that are frequently never communicated to the marketers trying to sell to them. Capturing this web intelligence and effectively integrating it with a library of personalized offers ready for presentation at the right moment will lead to a much improved customer experience. No longer do marketers have to have inbound and outbound applications open to perform digital intelligence activities. Instead, they can orchestrate these actions through a single interface.

## Reduced tagging means reduced cost

**of ownership.** A single line of HTML code within the web page supports the dynamic collection of complete, detailed and accurate customer interaction data without heavy tagging. Changes to the page design are accounted for automatically during data capture, eliminating the need to continually retag the page.

In addition, changes to data elements or processes needing further analysis require no change in website tagging. Because you have all the detailed data, you can reinterpret its meaning and change your analysis without having to recapture new data. As a result, implementation can take as little as a few hours, while maintenance costs will be far less than data captured through traditional tagging methods.

**Gain better insights, achieve better marketing performance.** Marketers often don't have the luxury of in-house expertise

to develop the latest forecasting techniques for their initiatives. That's why SAS includes prebuilt, proven predictive models that give marketers a forward-looking view of activities.

During product development, it can be difficult to predict how products or different versions will fare when released to the public. By employing content testing, customers and prospects are the ones validating offers and messages, so you can better judge how your target market will react. This helps you create more desirable

offers. When unsure about wording, strategy and outcomes, you can conduct an A/B test to see which option works best. A good example of this is offering a coupon. Do you offer it in the email, or do you put a code on your site? If you include this in an email, other customers may react negatively if they don't get the same discount. A/B testing can help you figure out what style works best, while minimizing problems.

## Solution Overview

Open data model supports immediate data analysis and integration

The solution houses all online data in an open, customer-centric data model that promotes further data exploration and analysis. Online data is logically structured within a predefined business context, enabling integration with existing customer data and allowing nontechnical staff to perform ad hoc reporting quickly and easily.

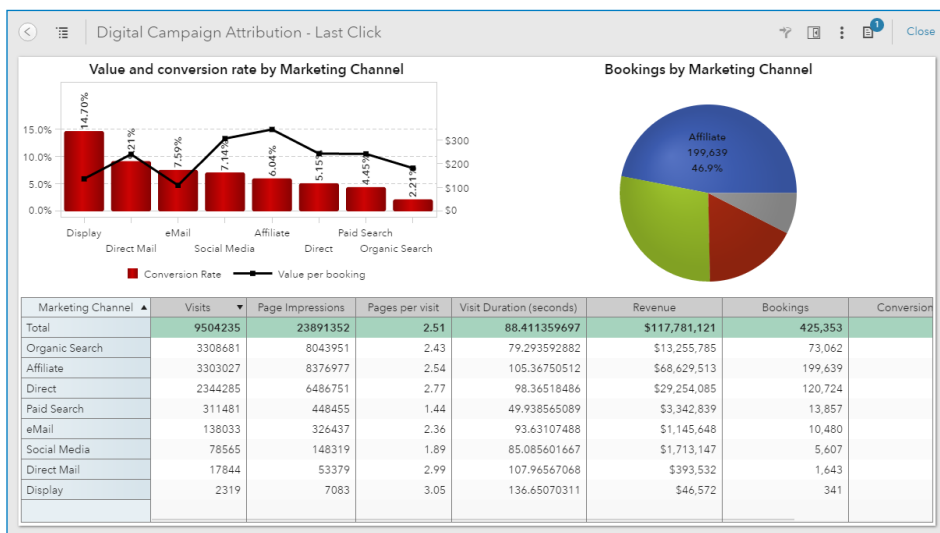
## Post-data-collection contextualization and business rules

Prebuilt data transformations further convert gathered data into information that you can analyze and report on at a customer level. These transformations occur through a parameter-driven application of business rules.

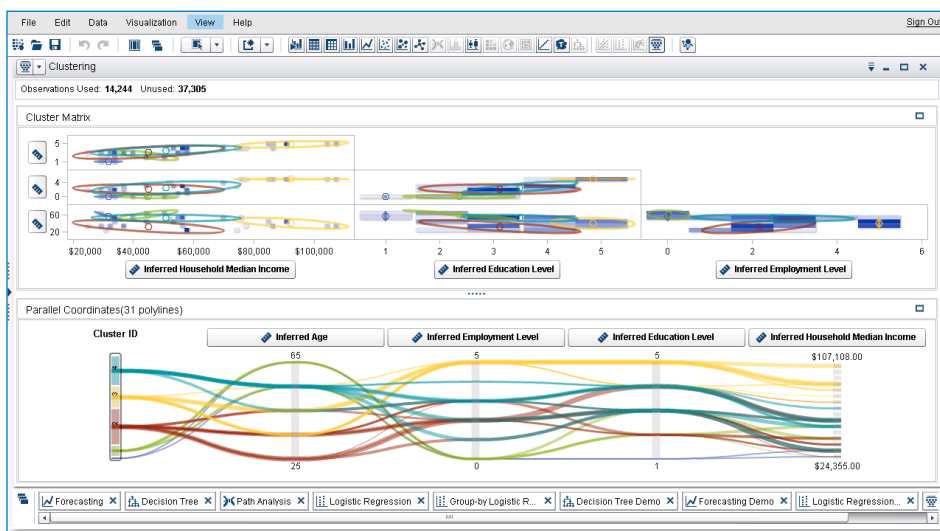
Because it's possible to put the data into its proper context within the solution, website administrators won't have to spend time applying new tags every time there's a change to the page design. Prebuilt data models allow for immediate data analysis and reporting, eliminating the burden on your IT staff to design a complex data loading and reporting infrastructure.

## Self-service data analysis

Web-based, easy-to-use reporting capabilities are designed specifically for users in business and marketing functions that want to view, interact, author and distribute both public and private reports. Decision makers can interactively get the information they



Discover which channels and interactions create conversions and revenue.



Digital intelligence is delivered via a variety of methods and formats.

need - driving faster and more focused business decisions while freeing IT staff, minimizing administrative overheads and maximizing resource utilization.

Data selection is simplified for nontechnical users by presenting data in everyday business terminology. As users' needs evolve, they can create their own ad hoc reports and use more sophisticated layout and query capabilities, such as defining custom calculations, complex filter combinations and other manipulations that you would expect of an enterprise-class business intelligence solution.

The solution features graphical, ad hoc reporting capabilities that quickly show how different activities drive the acquisition and retention of customers. Users can create, deploy and view interactive graphical dashboards easily, providing timely information on business goals and key performance indicators.

### **A component of the SAS® Customer Intelligence suite**

SAS 360 Discover fully integrates with the SAS Customer Intelligence suite, using an environment that's optimized for analyzing and executing activities at a customer level. With the SAS Customer Intelligence suite, all of the tools that marketers need to manage their omnichannel targeted marketing efforts are just a few clicks away - within a unified environment.

SAS 360 Engage enables multichannel, multiwave customer-specific activity design and execution. Combine SAS 360 Discover with SAS 360 Engage to digital insights ahead of contextual marketing offers for each individual customer. Further enhance the quality of each customer's experience by integrating with SAS Real-Time Decision Manager, which delivers real-time offers to your interactive customer channels.

## Key Features

### Open Data Model for Integration of Offline and Online Data

- Stores data in a customer-centric, open data model.
- Translates technical online data into business-relevant information.
- Integrates the online customer data with existing customer data.

### Post-Data-Collection Contextualization/Business Rules

- Utilizes parameterized business rules to allow for quick and easy adjustments with website changes - even retrospectively.
- Uses captured data immediately for reporting and further in-depth analysis.

### Self-Service Data Analysis

- Intuitive wizards provide access to SAS capabilities - from basic reporting to complex analyses.
- Results can be delivered in HTML, RTF, text and/or PDF form. Most results also can be output as SAS data sets for further analysis with other tasks.
- An intuitive process-flow diagram facility allows users to organize, view and maintain their projects visually.
- Easily extend the range of business problems that can be solved quickly with the development and deployment of custom tasks that appear alongside the core product functionality.

### Reporting and Visualization

- Supports drilling, slicing and pivoting as needed to explore the information, as well as the ability to drill through to the underlying detailed data.
- Calculation support includes: simple calculations, count analysis, relative contribution analysis and custom calculations (e.g., time-series analysis).
- Allows for insights from reporting and visualization to be surfaced and consumed in other analytical applications as needed.

### Built-In Predictive Models, Forecasting and Goal-Seeking Routines

- View easy-to-understand predictive models for each business goal.
- Customize goal-seeking routines that display what adjustments of a driver will deliver the desired increase or decrease in the target business goal.
- Forecast each business goal to enable forward-looking trends and expected outcomes.

### Dynamic Data Collection

- Use a single line of HTML to efficiently collect all data from a page.
- Capture data exactly as it is seen in the browser window.
- Record virtually every action happening on a web page.
- Collect data with a system that is compatible with any type of website configuration.
- Protect sensitive data using industry-standard encryption techniques.

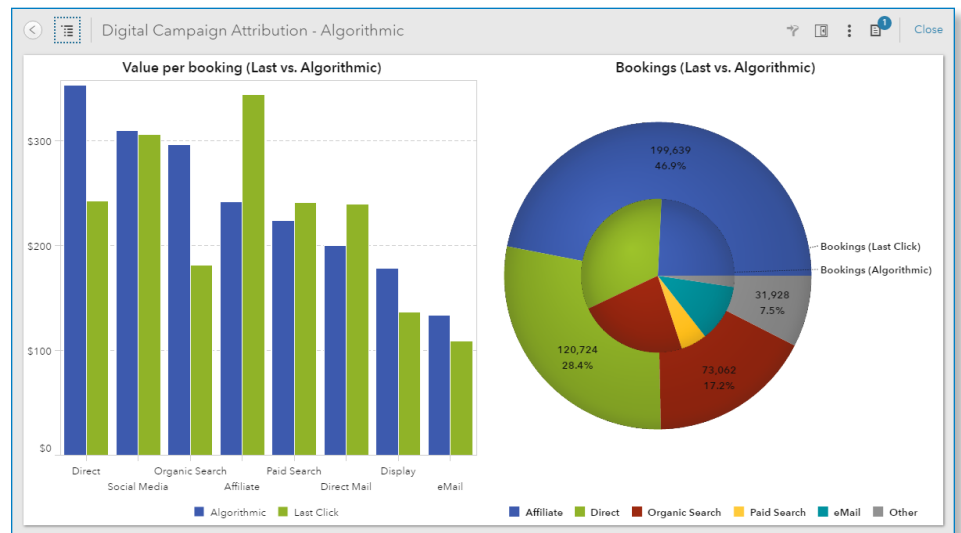
## Built-in predictive models, forecasting and goal-seeking routines

SAS 360 Discover incorporates prebuilt analytics to help marketers project whether specific business goals will be met based on the performance drivers and metrics of a current marketing activity. You can take things a step further by identifying the most significant underlying drivers of a particular business metric and presenting them in an easy-to-use business report. Goal-seeking capabilities are also available, allowing users to determine the optimal levels needed for each driver that affects a particular business goal. All of these advanced statistical and optimization routines are prebuilt and therefore do not require statistical expertise to run or develop them.

## Dynamic data collection

The same single line of HTML is used on every web page to automatically obtain page information, including what the customer does and sees on the page, as well as every interaction. All data in its most basic form - the ordering and timing of elements loading on a page, the hovering of a mouse over a selection, each keystroke in a form - can be recorded.

Accuracy is assured, and because there are no third-party issues to worry about, cookie blockers and firewalls are not obstacles to understanding. Privacy, security and data protection issues are rigorously managed, and sensitive data is encrypted using industry-standard encryption techniques, which mitigates security concerns.



Rely on analytical techniques like attribution, optimization and machine learning for better marketing insights.

To contact your local SAS office, please visit: [sas.com/offices](https://sas.com/offices)

