

# SAS® 360 Engage

Fast, omnichannel digital engagement. Unmatched usability across devices. Backed by world-class analytics and data management capabilities.



## What does SAS® 360 Engage do?

SAS 360 Engage enables organizations to gain analytical digital insights to engage with customers over web, email and mobile channels. Being able to dynamically place content and offers into digital channels – across devices and points in time – is crucial for digital brand marketers. This offering integrates with the larger SAS® Customer Intelligence suite of offerings to enable true omnichannel digital insight and engagement.

## Why is SAS® 360 Engage important?

SAS 360 Engage helps you acquire new customers while delighting existing customers through contextual customer engagement across digital channels and devices. Delivering a contextual offer allows you to boost new-customer acquisition rates and ultimately leads to a stronger, more profitable customer base and higher return on marketing investment.

## For whom is SAS® 360 Engage designed?

SAS 360 Engage provides distinct capabilities to a variety of users across marketing, sales, service and support – from the CMO quickly viewing marketing activity performance to the marketing or contact center analyst designing and executing an activity or program.

There's no doubt consumers are digitally empowered and expect immediate responses. As consumers continue to evolve their buying behaviors, marketing must evolve as well – in order to provide contextually relevant and satisfying offers to consumers – at their preferred time, on their preferred device, and into their channel or application of choice.

Whether you're a marketing department with a bulging budget or a smaller operation, you need a solution that allows you to meet consumers where they are – on the Internet, in mobile apps or on the newest social app.

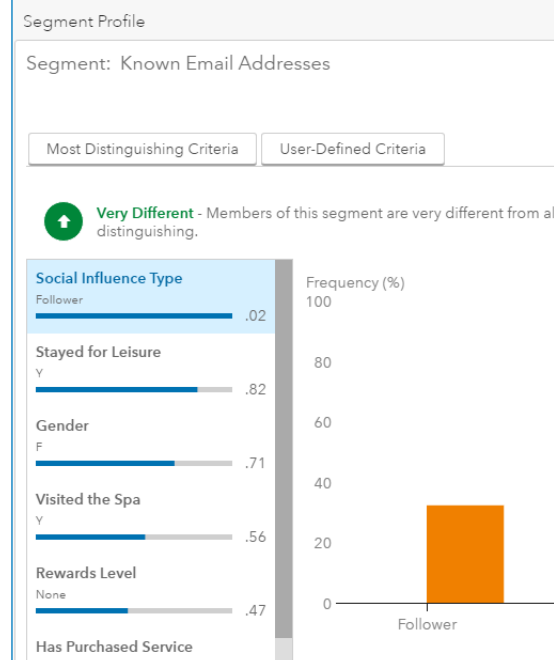
You need the ability to dynamically personalize messages, tailor offers and engage customers in interactive dialogues that build retention, trust and loyalty. SAS can help you gain customer insight, optimize interactions across channels, and react and respond to changes in customer behaviors as they occur across digital channels and throughout the customer journey.

SAS 360 Engage provides all the capabilities you need:

- Easy-to-use decision helpers that aid in the activity setup, execution and optimization process.
- Unmatched customer and marketing analytics surfaced in a guided and approachable format for consumption as needed.
- Data integration and management for access to all vital customer data.
- Digital treatment and message testing to help ensure you are making the right offer.
- Integrated data visualization and reporting capabilities.

## Key Benefits

- **Make all departments more efficient.** Being able to set up, automate and track activities in a repeatable fashion allows your marketing, sales and service teams to get the right customer engagements out the door – and into the right channels – with speed and ease. And being able



to act on digital intelligence across inbound and outbound channels with an integrated solution results in quicker time to execution. Quicker time to insight for the entire marketing team drives the business forward.

- **Achieve better testing, targeting and higher response rates.** Unmatched analytical capabilities embedded in the solution let you turn customer insight into highly targeted segments. Machine learning allows the software to help you determine what you didn't know about segments so you can quickly adjust your approach. Activities can be based on the results of highly accurate retention, cross-sell/up-sell and response models that allow:
  - Marketers to determine ideal product mix offers.
  - Service agents to have the optimal next-best offer or action in queue.
  - Analysts to understand the best timing for follow-on or retargeting efforts.

- **A more complete view of your most valuable asset – your customer.**

A complete view of your customer – what they have done across all channels, past and present, and predicting what they may do in the future – can be elusive. Not with SAS 360 Engage, which provides access to online data, offline channel data and even third-party purchased or collected data. It's all available and accessible. And clean. Data quality processes – deduplication, standardization, cleansing, appending –

ensure that your customer data is trustworthy, valuable and ready for analysis.

- **Contextualize for the customer.** Let's face it, receiving a marketing message that is truly contextual, anticipated, relevant and individualized is rare. SAS uses a complete customer view combined with embedded analytical decision helpers to help engage with customers in a relevant way. And we don't just provide a part of the overall solution – we provide all the components necessary to do the job.

## Product Overview

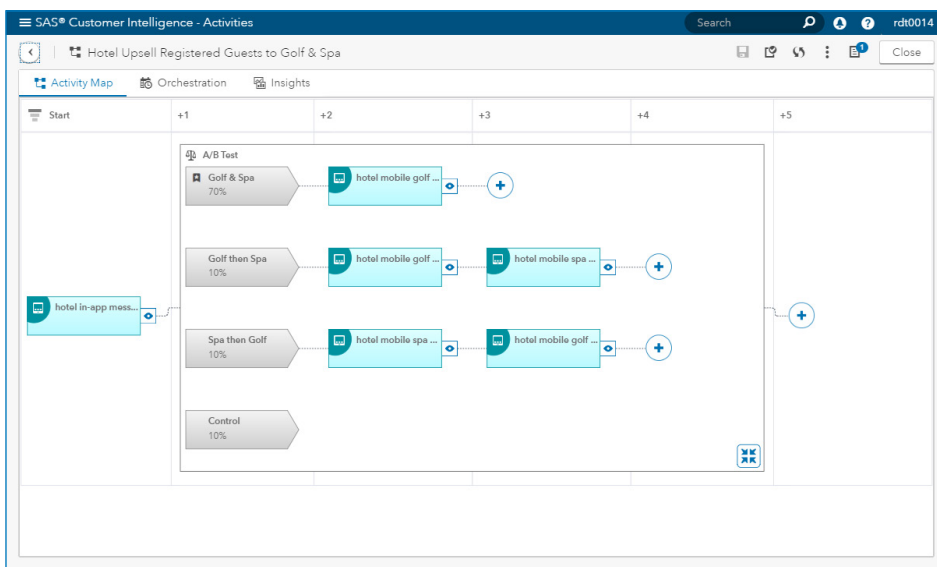
The SAS 360 Engage module enables organizations to take analytical insights from data and interact with customers on digital channels. SAS 360 Engage is unique in that it allows organizations to use existing SAS Customer Intelligence offerings in an integrated hybrid cloud versus having to stitch together digital marketing offerings from various vendors. This is important because it allows marketers to truly “engage” with their customers across channels, devices and time – in a relevant and satisfying way.

## Make your marketing smarter

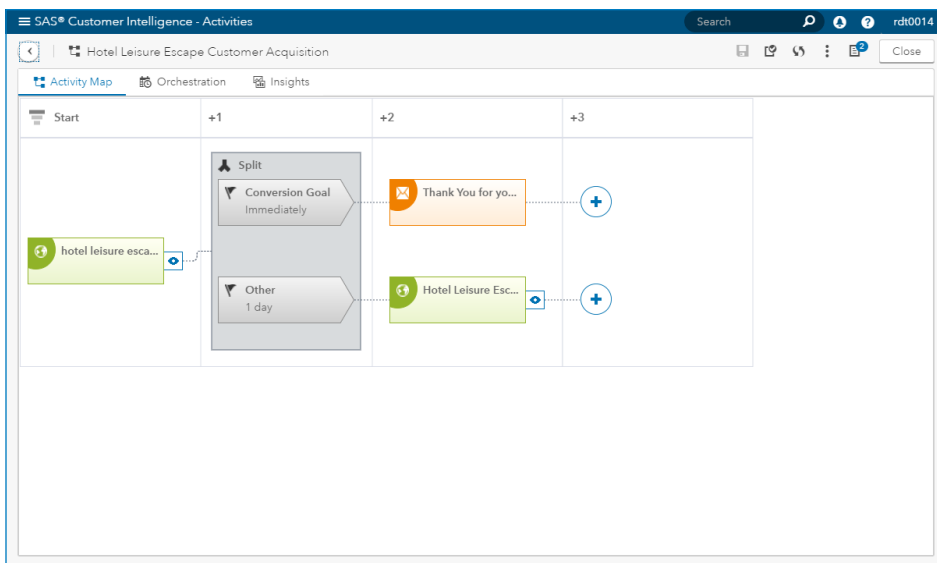
Analytical decision helpers are analytical processes that are embedded into SAS Customer Intelligence 360.

These decision helpers are specifically built to be integrated and invisible. They use the marketing leading analytics and data management capabilities that SAS already has:

- Forecasting.
- Optimization.
- Machine Learning.
- Data Management.
- ETL.
- Reporting.
- Visualization.



Activities allow marketers to map the customer journey across channels, devices and points in time.



Activities are infused with analytics such as applied segmentation and optimization to make marketers more effective.

Analytical decision helpers embed real intelligence into marketing. While other vendors focus digital content creation and editing as their primary objectives, SAS has chosen to focus on enabling advanced analytics and delivering them to the marketing or business analyst in an uncomplicated, easy to consume way.

No other vendor is embedding this kind of advanced intelligence and predictive marketing capabilities.

## Engage across channels with context

No longer are outbound and inbound campaigns separate activities. Customers expect you to provide a consistent context for them across various channels, devices

and points in time. This means you have to be able to anticipate how customers will move across inbound and outbound channels.

Few, if any, vendors can stitch digital and traditional data together to accurately profile a customer across channels, devices and time. SAS believes brand marketers need software that stitches together all data types, eliminating the need for both inbound and outbound channel applications. Our activity mapping capability brings together cross-channel tasks and messages into a single view.

SAS is unique in that we can integrate separate and disparate channels. This allows for deeper insight into how marketing is performed across every channel versus performing single-channel analysis. This allows for more confident marketing attribution.

## Dial up the detail in your digital data

Being able to collect data at the individual customer level allows marketers and organizations to go beyond answering the “what” and “how” of channel-level web metrics (time on page, bounce rate, view rate, etc.) and really understand “who” and “why” of customers and their navigational behaviors. By capturing data on website, email and mobile app interactions and transforming it into useful knowledge, the solution enables you to more effectively understand, model, report and, ultimately, target customer offers.

This level of digital intelligence allows you to collect and use highly detailed data and insights from all your digital properties. Customers move in and out of your channels, leaving behind detailed and intricate paths of interactions. If you understand this detailed digital trail, you can more effectively perform the dynamic interaction management that is essential in a digital economy.

No other vendor employs analytics that can tie digital intelligence to traditional data sources at the level of detail that SAS can – and then enable you to use the insights from that digital intelligence across the enterprise.

## Key Features

### Usability

- User-friendly interface for campaign activity, design, execution and management.
- Point-and-click data-driven segmentation capabilities.
- Multiselect capabilities for creating complex segments while reducing node clutter.
- Multichannel activity maps for creating interactions that span just a single channel.
- Reusable activity components – segments, tasks, messages and spots.
- Detailed diagram documentation for enhanced usability and easier knowledge transfer/sharing.
- Both a design and process gallery for three user types – editor, viewer and approver.
- Consolidated message interface for viewing messages, spots or offers from a central location.
- Status and versioning capabilities for ensuring that the most up-to-date content is being used.
- Full-screen design capabilities, with easily accessible panning, zooming, selection and layout tools.

### Unmatched Analytics

- Drag-and-drop clustering for advanced segmentation and analysis.
- Multiselect nodes for creating complex segments and decreasing diagram clutter.
- Visual selection of criteria using pick lists and histograms at any entity level (e.g., household, customer, account, business) within a campaign.
- Ability to register and execute predictive models, as well as import models, analyses and macros, with drag-and-drop ease.
- Custom tool creation for extending capabilities that support advanced analytical requirements and for addressing client-specific process, segmentation, profiling and testing requirements.
- Automatic selection of statistically significant sample sizes to ensure proper control of group sizing.
- A/B testing capabilities for introducing repeatable control groups for testing and measurement purposes.
- Tracking of analytical results in the common data model for reporting purposes.
- Ability to determine next-best product and perform market basket analysis to develop ideal product mixes.

### Superior Information Management

- Embedded data integration capabilities for addressing every aspect of managing customer data, from ETL to data quality.
- Direct access to customer data at the enterprise level.
- Ability to easily import data from other SAS applications or third-party applications to use in activity selection and execution.
- Ability to view response data and contact history data – allowing for easy campaign performance and effectiveness reporting.
- Ability to customize the data structure so you can use your data more effectively.
- Secure IP address management.
- Track user movement based on impression and/or conversation data.

## Enable true test and learn

Quickly know which aspects of your marketing are working and which aren't using segment profiling. You can look at the performance of A/B tests to identify customer segments that are unique and the key attributes that set that segment 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.

Testing and segment comparison allow marketers to explore all contingencies prior to engaging with customers. You can test, re-test and understand exactly what conditions work (or don't work) for your customers. Nurturing a culture of experimentation allows for testing and retesting, and ensures that incremental changes will continuously improve your marketing efforts.

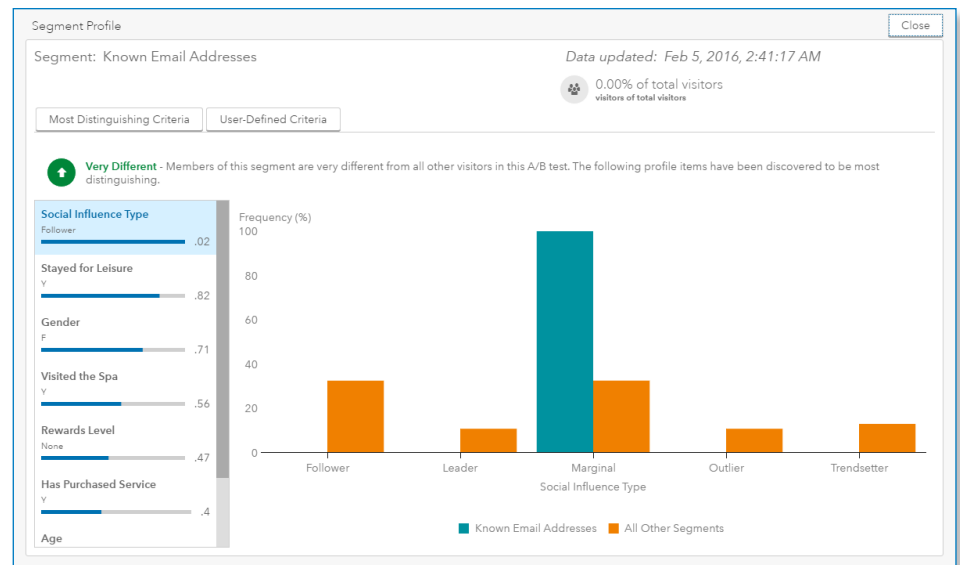
## Customize with other SAS® offerings for a stronger, broader platform

You can also customize the solution to extend to broader marketing objectives through integration with other SAS Customer Intelligence solutions, such as SAS 360 Discover, SAS Marketing Automation, SAS Real-Time Decision Manager, and SAS Marketing Optimization. Rather than using SAS 360 Engage in a silo, you'll be using it alongside other offerings from SAS to round out your omnichannel hub.

## Key Features (continued)

### Custom Activity Development

- Ability to create activities as needed to address all client-specific processes.
- Ability to create custom segments, messages, spots, events and tasks to engage customers in a true test-and-learn manner.
- Ability to customize testing processes to accommodate champion/challenger and challenger/challenger content objectives.



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

