What does SAS® Campaign Management do?
SAS Campaign Management lets you get more campaigns out the door in an automated, trackable and easy-to-repeat way. You can quickly define target segments, prioritize selection rules, select communication channels, schedule and execute campaigns, analyze campaign results and easily make adjustments to improve future campaign performance.

Why is SAS® Campaign Management important?
SAS Campaign Management enables you to cost-effectively boost customer retention and acquisition rates for a better return on investment and a healthier bottom line. Because the solution is easy to install, you can be up and running in a fraction of the time – and at a fraction of the cost – of thick client campaign management solutions.

For whom is SAS® Campaign Management designed?
SAS Campaign Management is designed for marketers who want comprehensive campaign management capabilities without the IT overhead associated with an on-site solution.

Overview
No matter what role you play in marketing, to reach today’s Web-savvy, mobile-loving consumers, you must be where they are – and they would much rather spend time on the Internet, mobile devices and social media sites than reading magazines or watching TV. You also need to personalize messages, tailor offers and engage customers in interactive dialogues that build trust and loyalty.

As consumer behaviors and expectations have changed dramatically in recent years, marketing has changed, too, in ways that blur the lines between direct and mass marketing efforts. That’s why campaign management processes have become essential for taking full advantage of customer information, optimizing interactions across channels, and monitoring and responding to changes in customer behaviors.

SAS Campaign Management is a complete solution for planning, testing and executing marketing campaigns in a way that improves marketing efficiency and effectiveness. The solution provides all the capabilities you need to succeed, including:

- Easy-to-use, fully functional campaign management capabilities.
- Unmatched customer analytics for campaign targeting.
- Data management capabilities for access to all vital customer data.
- An enterprise business intelligence platform for robust reporting.

Key Benefits
- Get more campaigns out the door faster. A made-for-marketing interface along with automated, trackable, easy-to-repeat processes let you complete more campaigns – from simple to complex – in much less time.
- Improve your targeting, and get higher response rates. Unmatched analytical capabilities let you turn customer insight into highly targeted segments to drive higher response rates and a more robust ROI. You can create highly accurate retention, cross-sell/up-sell and response models, determine ideal product mixes and next best offers, and send more effective communications.
- Get all the right data, where and when you need it. With custom information mapping technology, the enterprisewide customer data you need – whether it’s online social data or offline channel data – is available and accessible. Built-in data quality processes – e.g., deduplication, standardization, cleansing, appending – ensure that your data is trustworthy and valuable, and ready for analysis.
- Customize campaign processes. To handle those situations where standard campaign processes fall short, the solution enables campaign designers to use SAS code to create custom campaign management tools and processes based on your unique business requirements. And once you create them, you can store these tools, processes and other campaign artifacts for use again and again, any time the need arises.
Product Overview

SAS Campaign Management provides the power and flexibility that marketing organizations need to coordinate and deliver analytically driven customer communications. The software’s intuitive environment helps marketers accomplish all the tasks necessary to ensure successful campaigns.

Many organizations use a variety of miscellaneous tools for campaign management across different departments or lines of business. But you don’t have to. SAS Customer Intelligence fits your needs, whatever they are, from dynamic segmentation to design to execution – the entire span of capabilities, or just the pieces you need.

SAS has poured more than a decade of research and development into SAS Campaign Management. Over the years, we’ve packed it full of all the best features and removed the ones that don’t matter. And it’s the only solution available that has both good looks (a sleek interface) and brains (powerful SAS Analytics).

Designed with Marketers in Mind


The easy-to-use interface lets you move through the campaign design process with greater speed and efficiency than ever before. In fact, marketers at all levels can easily define target segments, prioritize selection rules, select communication channels, schedule and execute campaigns, and analyze campaign performance. In addition:

• **Process-driven campaign flows** make it faster and easier to create campaigns while simultaneously managing hundreds of campaigns every day – from very simple email campaigns to complex, multistage, multichannel, mixed-media campaigns.

• **New navigation capabilities** offer a variety of methods for moving through campaign processes, based on individual preferences.

• **A portal-driven dashboard** serves as a single point of control for managing all marketing activities.

• **An integrated campaign checklist** outlines all tasks necessary to complete a campaign and includes an approval step to ensure proper sign-offs before campaigns are executed.

• **Dynamic page flip technology** lets you maintain a full, omnipresent view of open campaign activities.

• **Full-screen design capabilities** let you enlarge and focus on one portion of a campaign instead of viewing the whole campaign at a smaller resolution.

• **The ability to share and reuse campaigns** and their related components and subcomponents eliminates duplication of effort and costly rework.

Unmatched Analytics for Better Insight, Better Targeting and Better Response

SAS Campaign Management embeds analytics directly into campaign processes, so you get valuable insights throughout the process – based on data-driven information, not gut feel.

Powerful, analytically based clustering, segmentation, modeling and optimization capabilities enable you to produce smarter, more targeted campaigns that...
yield higher response rates and better ROI. You can develop highly targeted customer segments based on purchase and response propensity, attrition potential, market basket analysis, profitability, credit scores and more. In addition:

- **Graphically driven selection tools**
  let you select the appropriate target audience for every campaign by making visual selections from charts – e.g., histograms that show trends – or more sophisticated selections based on variables in the customer data.

- **Priority optimization** automatically prioritizes which customers should receive which campaigns when you have multiple campaigns for a common customer base.

- **Multiple campaign testing methods**
  let you test campaigns and their components before they go out the door to ensure that you’re targeting and contacting the right customers, every time. These methods include:
  - Out-of-the-box A/B testing.
  - Automatic holdout control groups.
  - Live seeds.

In addition, you can use the insight you get from analytics to set your campaign success criteria. For example, you can:

- Successfully acquire new customers by knowing which ones are primed for contact now.

- Know when a customer is about to leave so you can target that customer for retention.

- Know who your best customers are, and turn them into vocal brand advocates, by putting them in a growth segment and marketing to them aggressively.

**Information Management – The Right Data Where and When You Need It**

Custom information mapping ensures that the data you need – from online social data, to offline channel data, and everywhere in between – is right at your fin-

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### Key Features

#### Usability

- User-friendly interface for campaign planning, design, execution and management.
- Graphical, data-driven segmentation capabilities.
- Multiselect capabilities for creating complex segments while reducing node clutter.
- Visual selection capabilities, including pick lists and histograms at any entity level (e.g., household, customer, account, business) within a campaign.
- Reusable campaign components – control groups, seeds, diagrams.
- Persona-based campaign workflowchecklists.
- Persona-based designer workspaces, allowing different types of users access to only those sections of the solution they need.
- Detailed diagram documentation for enhanced usability and easier knowledge transfer/sharing.
- In-application administration capabilities that enable marketers to create business contexts and other administration artifacts that previously had to be created by IT.
- Both a design and process gallery for three user types – editor, viewer and approver.
- Consolidated treatment interface for viewing treatments 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 and easily accessible panning, zooming, selection and layout tools.
- Dynamic page flip technology.

#### Unmatched Analytics

- Drag-and-drop clustering for advanced segmentation and analysis.
- Ability to register and execute predictive models, as well as import models, analyses and macros (called SAS Stored Processes), 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 group sizing control.
- A/B testing capabilities for introducing repeatable control groups for testing and measurement.
- Tracking of analytical results in the common data model for reporting purposes.
- Ability to easily create custom analytical calculations – e.g., customer lifetime value, customer profitability, lift and ROI – from the interface.
- Ability to determine next best product and perform market basket analysis.

#### Superior Information Management

- Direct access to customer data at the enterprise level.
- Ability to view business contexts and information maps to see data relationships and mapping, giving marketers insight into what data attributes are best to use in campaign selection.
- Ability to easily import data from other SAS applications or third-party applications to use in campaign selection and execution.
- Ability to view campaign response data and contact history data – allowing for easy campaign performance and effectiveness reporting.
- Industry-specific data models that assist in deploying enterprise-level marketing solutions.
- Multiple storage options (e.g., support for star schemas, dynamic clustered tables and parallel loading into virtual tables).

#### Custom Campaign Processes

- Custom nodes for addressing all client-specific processes.
- Custom subprocesses for segmentation, profiling and filtering requirements.
- Custom testing processes for champion/challenger and challenger/challenger objectives.
- Ability to easily perform common campaign techniques (householding, reporting, control groups, seeds, etc.).
- Direct integration with SAS Real-Time Decision Manager under a single interface.
- Ability to group and optimize campaigns based on priority (business rules) or analytically derived (analytical algorithm) optimization methods.
- Direct integration with SAS Digital Marketing as the execution engine for email campaigns.
Why try to modify the way your marketing organization works to fit a hodgepodge of marketing tools? SAS Campaign Management enables campaign designers to customize the entire campaign process to fit the business – not the other way around.

Do you have very complex campaign subprocesses or the need to integrate with third-party or legacy applications? No worries. SAS Campaign Management makes it quick and easy to do so by allowing you to create custom processes based on your unique business requirements.

For example, drag and drop a custom node onto the workflow palette, then use the custom interface to quickly and easily select data attributes for the formula – it’s that easy. Have a formula that’s specific to just your business? No problem. You can implement it using the custom node functionality.

You can also customize the solution to extend to broader marketing objectives through integration with other SAS Customer Intelligence solutions, such as SAS Real-Time Decision Manager, SAS Marketing Optimization and SAS Digital Marketing. These solutions are all accessible via a single, user-friendly interface. That means that rather than using SAS Campaign Management in a silo, you’ll be using it alongside other solutions spanning inbound marketing, optimization and execution.

SAS® Campaign Management

For information on configurations and system requirements, please contact your local SAS sales representative.

sas.com/offices/intro.html