



# Get started with SAS® Customer Intelligence 360

SAS® Customer Intelligence 360 is a digital marketing hub that enables users to plan, analyze, manage and track customer journeys. Analytically derived insights are embedded throughout the process, guiding marketers to make smarter decisions every step of the way.

## 6 steps to optimizing every customer experience

1

### TRACK CUSTOMER BEHAVIOR

**Collect data and create events:** Capture digital data and track customer behavior.



2

### CHOOSE WHAT CONTENT TO DISPLAY

**Create messages:** Upload assets and creatives with messaging that entices customers and moves them to action.



3

### CHOOSE WHERE YOUR CONTENT DISPLAYS

**Create spots:** You decide where to display the creative based on the channel, such as mobile app and web pages.



4

### DEFINE WHO SEES YOUR CONTENT

**Create segments:** These are groups of people who share common characteristics. Analyze segment attributes and determine best placement across channels based on segment profiles or characteristics.



5

### DELIVER THE CONTENT

**Create tasks:** Measure, test and deliver personalized content with tasks. Make the customer experience personal and memorable from web, mobile and email channels.



6

### TRACK CUSTOMER INTERACTIONS WITH YOUR CONTENT

**Create activities:** Connect tasks to create customer journeys that deliver the right content, in the right place, to the right people.

