

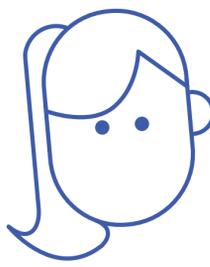
# Drive Results and Enhance the Customer Experience Through Omnichannel Analytics

SAS customers outperform industry peers in profitability with operating margins **on average of 68%**.<sup>1</sup>

Are you a retailer with revenue between \$20-40B? You could see operating margin **increases up to \$1.5B**.<sup>1</sup>

SAS customers see increases in demand forecast accuracy of **15-18%**.<sup>2</sup>

**EMMA**

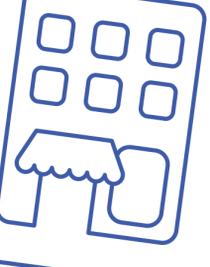


- College-educated millennial
- Lives in Manhattan
- Continuously connected
- Shops online and in-store
- Enrolled in the loyalty program
- Health-conscious
- Gets a lot of information from videos and blogs online

## Ready or not, you and your customers live in a unified commerce world.

Let's focus on one, Emma, and see what SAS® for omnichannel analytics can tell us about her. Trade area analytics provides a lot of info about customer segments, such as location, median income, and preferred channels. Based on demographics and enrollment in the loyalty program, Emma is a part of the most profitable segment.

**RETAILER**



- Sells activewear and accessories for sports and lifestyle
- Online store and nationwide brick and mortar locations
- Uses omnichannel analytics to connect efforts



Emma likes to stay active. This spring she decides to challenge herself by registering for a half marathon. She even joins a local running club to help her train.



While reading a fitness blog, she sees an ad for running shoes and clicks to learn more. She sees a few pairs of shoes suitable for distance running, but isn't ready to buy.



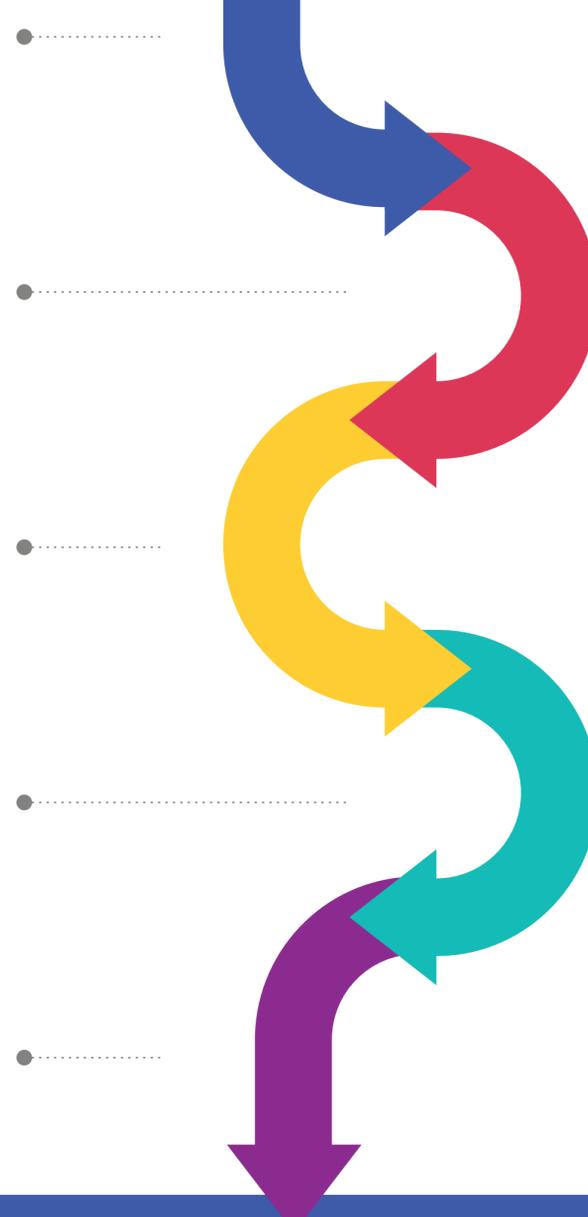
While browsing Facebook, she sees an ad for the shoes she looked at on the website. Still considering her options, she decides not to click on the ad.



While out shopping, she receives a push notification from a nearby store. The shoes are in stock, and the store is currently running a coupon. She decides to try them on.



The sales associate shows her several options that suit her running style. After trying on a few options, she purchases the shoes.



**Only 6%** of organizations have a complete view of the customer experience.<sup>3</sup> **How are you going to get there?**

**Quadruple** cross-sell and up-sell sales with channel-specific offers.

Let SAS® for omnichannel analytics help with your most strategic decisions.

<sup>1</sup> Based on a calculation of SAS customer data and results.  
<sup>2</sup> Chase, Charles W. *Next Generation Demand Management: People, Process, Analytics, and Technology*. Hoboken, NJ: John Wiley et Sons, Inc., 2016.  
<sup>3</sup> Data Elevates the Customer Experience: *New Ways Of Discovering and Applying Customer Insights*. Jersey City, NJ: Forbes Insights, 2016.

Artificial intelligence and trade area analytics will answer your most strategic questions.

Let us help you **get started today** with an executive SAS workshop.



Efficiently rationalize assortments by becoming more customer-centric.



Predict customer demand by channel and strategically plan key initiatives.



Understand true omnichannel demand and use automated processes to predict sales.



Increase margin potential by understanding historical sales through size or pack optimization.

## SAS + Intel

### More Data. Deeper Insights. Less Time.

Retailers rely on innovative solutions from SAS and Intel to help them know their customers better. This deep knowledge allows them to design personalized shopping experiences that forge tighter connections between retailers and shoppers. In-depth insights also enable more effective marketing, merchandising and operational planning, ultimately improving the bottom line. Now, more powerful Intel Xeon processors are making it possible to achieve these results in significantly less time.

Learn more about SAS® for omnichannel analytics [sas.com/retail](https://sas.com/retail)

