

# SAS® Customer Intelligence 360

The multichannel marketing hub for the way business is done today and tomorrow



## Overview

Today's consumers are flooded with more information and offers than ever before. Standing out from the crowd and getting your customers' attention often means the difference between success and failure. Do you have the modern customer engagement technology needed to deliver? What if every time customers interacted with you, they got exactly what they needed or wanted with minimal effort? What if your marketing campaigns became more targeted and yielded better response rates – driving long-lasting loyalty and trust?

SAS Customer Intelligence 360 is designed to do all that and more. Whether reaching out via digital channels or directly to your customers, SAS offers a multichannel marketing hub for today's modern marketing organization.

## Benefits

SAS Customer Intelligence 360 helps you get your customers' attention and take the most effective actions. Marketers can use everything they know about a customer to enable more relevant, targeted and individualized communications across all marketing channels.

### Perform True Predictive Marketing

Unlike traditional "marketing cloud" solutions, SAS Customer Intelligence 360 uses dynamic data collection technology that avoids channel-based web analytics tagging.

You can take that data, which belongs to your brand, and turn it into insight to make more accurate decisions about customers during real-time interactions. By doing this, brand marketers can meet each customer's needs at the right time, place and context – all down to the individual level.

That's why "360" is in the name. It provides a complete view of everything needed to optimize the individual customer journey. That's the confidence marketers need as they create and deliver a consistent customer experience over both direct and digital channels – helping their brands adopt a true hybrid marketing approach.

## Develop Agile, Strategic Marketing Plans and Workflows

Provide all your stakeholders with full visibility into marketing plan objectives and schedules so they can create and approve plans collaboratively and transparently. Gain real-time visibility into processes and timelines, plus automatically calculate timelines and deliverables based on project status (changes in marketing goals, resources or scope) for added responsiveness and agility in the marketing process.

## Provide a Personalized, Multichannel Customer Experience

Capture the wealth of information that customers leave on your digital properties – purchase intent, significant lifestyle changes, etc. – and effectively integrate it with a library of personalized offers and content ready for presentation at the right moment. As a result, customer experience is improved while preserving customer privacy. In addition, multiple decision-making methods – from business rules to predictive models to multivariate testing – help deliver the most relevant and personalized offers.

## Transform Better Insights Into Better Marketing Performance

Many marketing organizations don't have the in-house expertise to develop the latest forecasting techniques for their marketing initiatives. SAS Customer Intelligence 360 includes analytics that gives you a forward-looking view of your customers' journeys, helping you understand the most significant business drivers, forecast how drivers and business measures will perform in the future, and run goal-seeking routines to determine optimum performance levels – even if you don't have a statistician on staff.

## Give Marketers Simplicity, Speed and Control

A simple and intuitive UI lets marketers easily define audiences and associated customer attributes, and start personalizing and actioning the data. No SQL or sophisticated analytical skills are required. The time to market for journey creation is significantly shortened because IT does not need to select and move the data from cloud-based data sources into the software. Organizations capitalize on their existing data infrastructures, save on data movement costs, and boost privacy and compliance because they control where the data is housed. Marketers pull only the data they want when ready to activate it.

The screenshot displays the SAS Customer Intelligence 360 home screen. On the left is a navigation sidebar with categories: Home, Insights, PLANNING (Plans, Commitments, Invoices, My Workflows, My Workflow Tasks), CONTENT DELIVERY (Activities, Tasks, Segments, Audiences, Data Views), CONTENT (Messages, Creatives, Assets), SETUP (Events, Spots), and OPTIMIZATION (Optimization Input Data, Optimization Scenarios). The main content area is titled 'Craft the Customer Experience' and includes a 'RESOURCE CENTER' with links like 'What's new', 'Help Center', 'Connect with communities', 'Tutorials', 'Contact technical support', and 'Tour the home page'. Below this are 'MY RECENTLY MODIFIED ITEMS' showing 'DM Mailer', 'Spring Purchase Journey - 2023 Plan', 'sasstore - mobile - free shipping QR code', and 'Purchase Journey - Abandoned Cart code'. To the right is an 'I WANT TO' section with ten action tiles: 'Create a segment', 'Create an email', 'Create a direct marketing list', 'Set up a mobile app spot', 'Personalize a mobile app', 'Create a mobile in-app message', 'Create a mobile push notification', 'Set up a web page spot', 'Personalize a web page', and 'Upload assets'. At the bottom right is a 'SCHEDULED ITEMS' table with a search filter and columns for Name, Type, Scheduled Date, and Published By.

Name	Type	Scheduled Date	Published By
Customer Status - Gone Away	Segment Map	Jul 29, 2023 10:00 PM EDT	Rob.Sneath@sas.com

All of a marketer's day-to-day activities are accessed directly from the home screen.

## Challenges

- **Insufficient understanding of online customer interactions.** If you don't know exactly what happens when a customer interacts with your company through online channels, you'll be unable to implement an effective customer-focused strategy.
- **Siloed, complex MarTech environment.** There's no ability to responsibly and comprehensively govern and manage customer data, technologies and resources.
- **Inaccessible customer insight.** The reporting capabilities of traditional web analytics solutions are complex, technology focused and targeted primarily at IT users and web analysts,

making it difficult or impossible to get customer insight into the hands of marketers who need it most.

- **No unified view of the customer.** Difficulty accessing and combining customer information across channels and business units results in an incomplete view of the customer and an inability to fully understand – and predict – customer behavior.
- **Inability to customize direct marketing campaigns.** Each organization has unique practices that are important for tactical efficiencies and competitive advantage. Organizations must be able to create reusable custom procedures for direct campaigns based on their unique business requirements.

## Capabilities

### Embedded CDP

Take advantage of our comprehensive, embedded CDP to seamlessly collect, enhance, extend and activate customer data in real time. We provide powerful audience targeting and management, comprehensive identity resolution that incorporates online and offline data, behavioral data collection that links known and unknown digital activity – plus a unique hybrid data architecture that doesn't require you to move all your data into a marketing cloud or customer relationship management solution.

#### Rich, Omnichannel Customer View

Every digital interaction is consolidated to the customer level, linking known and unknown digital activity. Digital events are detected as they happen, and identity resolution is done in real time. PII-free identifiers help synchronize customer data sources – online and offline, geodemographics, account-level insights, call center interactions, etc. – into a single profile.

#### Open Data Model

SAS houses all your data in an open, customer-centric model that promotes further data exploration and analysis for downstream marketing efforts. This open data model accesses data where it resides, unlike other "marketing clouds" that require data duplication since data must be moved into their cloud platform.

#### Hybrid Data Architecture

Unlike other CDPs or marketing data clouds, SAS lets marketers keep the data where they want it, pulling only the data they want to activate into SAS Customer Intelligence 360 when they want to activate it. This advancement reduces duplication and synchronization costs, controls privacy,

increases data quality and speeds time to value. You can also detect events as they happen and incorporate that data into relevant, analytics-ready customer profiles.

#### Turbocharged Audience Creation and Targeting

Select customers and associated customer attributes directly from cloud databases (Snowflake, GBQ, Redshift, etc.) and easily upload that data into SAS Customer Intelligence 360 for identity management, journey management, personalization and activation without IT. Unmatched analytical capabilities help you turn customer insight into highly targeted segments. Embedded AI and machine learning techniques provide deeper insights into audiences and segments to help refine retention, cross-sell/upsell and response models over time. Use what you learn to adjust your marketing tactics for the best results.

#### Personalized Journey Creation

Plan, manage and orchestrate meaningful customer journeys across all touch points to enhance a customer's interaction with your brand. Extract insights from online data, craft personalized customer journeys, perform analytics-based marketing and campaign optimization, and optimize marketing operations from end to end.

#### Guided Analytics

You don't need to be a data scientist to use SAS analytical and data management capabilities due to built-in, easy-to-use analytical processes. Integrated analytics (such as automatically derived segmentation and applied optimization) empower true predictive marketing. These capabilities augment business or marketing analysts' intelligence about their customer base, making them smarter and more efficient marketers for both direct campaigns and digital channels.

## Activity Maps

As customer experiences evolve and customers expect service and contextual engagement across various channels, devices and points in time, you need to be able to account for how customers move across inbound and outbound channels. Stitching digital and traditional data together in real time to create a complete customer profile allows you to perform the cross-channel digital engagement and attribution that provides clarity in today's complex and fragmented environment.

## Streamlined Marketing Planning

SAS optimizes your end-to-end marketing operations with planning and financial management capabilities, creative production management, reporting and analytics, integrated calendars and digital asset management.

## Next-Best Experiences With AI and A/B Testing

Quickly determine which aspects of your marketing efforts are or are not working with segment profiling. You can look at the performance of A/B tests to identify unique customer segments, such as lapsing or high-propensity customers.

## Omnichannel Data Activation

Deploy messages across all channels with relevance and speed so you can meet customers where they are when they need it most, while also understanding which journeys influence conversions.

SAS Customer Intelligence 360 lets you maximize your existing MarTech investments by delivering messages across owned digital and third-party applications.

## Message Delivery

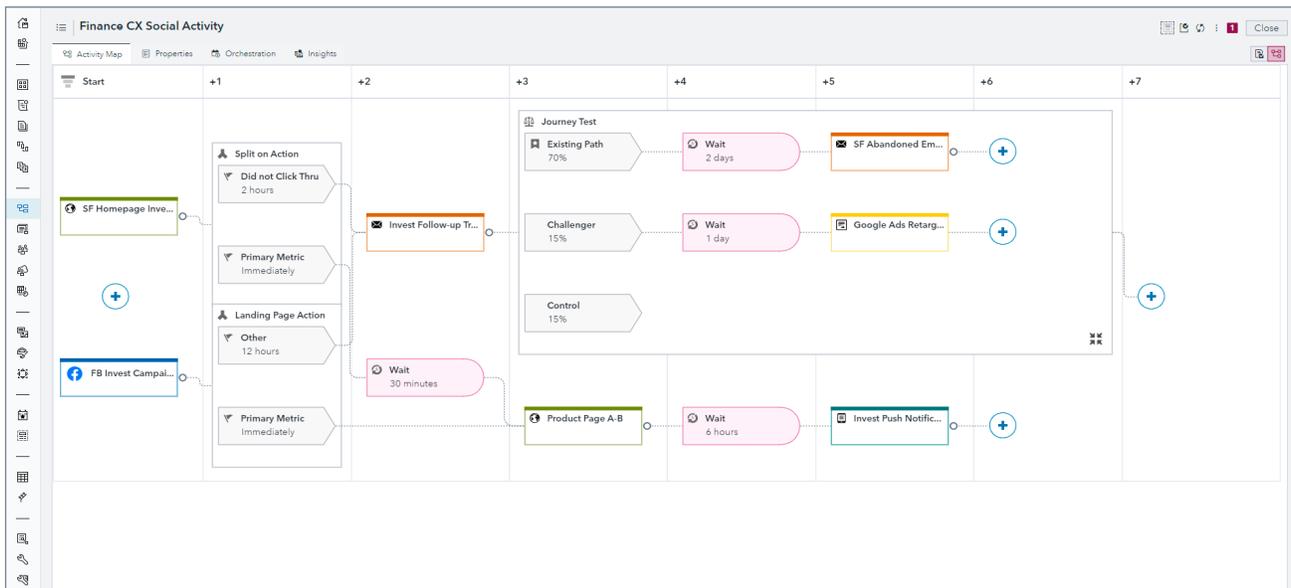
Create, automate, track, deploy and optimize personalized messages across all channels – web, mobile, email, social and third party – in a repeatable fashion via a user-friendly interface.

## Algorithmic Attribution

Path discovery and analysis, journey analytics and comprehensive, model-based attribution reporting allow marketers to quickly understand and manage the impact and business value of all company-generated marketing interactions across the complex customer journey.

## API and Connector Framework

A range of out-of-the-box connectors to third-party applications and APIs provide for multilevel integration and real-time or batch integrations, simplifying deployment and integration, reducing costs and letting you capitalize on your existing MarTech infrastructure.



Marketers can create simple to complex customer journeys with an intuitive, easy-to-use, drag-and-drop interface.

## SAS® Customer Intelligence 360 Difference

- **A true multichannel marketing hub.** Combines both direct campaign management and digital into one solution. By combining detailed online customer behavior data with customer data from other offline channels, you get a complete view of the customer and a better understanding of customer behavior, which translates into more successful offers and campaigns.
- **Streamlined marketing operations.** Integrate and manage all marketing processes across your business for greater consistency, efficiency and effectiveness – from marketing strategy development and planning to content creation, campaign execution and post-campaign analysis.
- **Real-time marketing that's actually real time.** Only SAS combines the customer insight derived from real-time data collection with advanced analytics and business logic to ensure that the best offer is made to the customer at the right time – in real time.
- **Meaningful customer insight – not just page hits.** SAS Customer Intelligence 360 links all website activity to a customer entity and combines it with existing offline data for a complete picture of the customer that goes well beyond page hits.
- **An integrated platform.** Our natively built, multichannel marketing hub offers a streamlined solution for marketers that seamlessly integrates with other applications in your MarTech stack.

Learn more at [sas.com/marketing](https://sas.com/marketing).

