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. Can you 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 based on analytically based segmentation capabilities?

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

Benefits

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

Ability to 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 and place and in the right 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 that marketers need as they create and deliver a consistent customer experience over both direct and digital channels.
Agile Strategic Marketing Planning
Provide all your stakeholders with full visibility into marketing plan objectives and schedules so they can create and approve plans collaboratively and transparently. Easy access to detailed direct campaign information helps marketers select the best options during the planning stages of marketing campaigns and activities.

Marketing Workflows
SAS Customer Intelligence 360 provides real-time visibility into your marketing process and timelines. You can configure and automate workflow tasks to facilitate collaboration across all stakeholders. The system automatically calculates changes to project timelines or associated deliverables based on project status or changes made by the project manager (e.g., changes in marketing goals, resources or scope).

Integrate Online and Offline Data Across Channels
Easily combine data coming from SAS Customer Intelligence 360 with data from your offline customer channels – call center, CRM, POS, etc. Integrate data from all of these channels via the data hub inside SAS Customer Intelligence 360. As a result, you’ll gain a richer, more meaningful multichannel customer understanding. Outputs from the data hub are put into action via the customer decision hub – our exclusive decision-making brain that is fueled by data and analytics and amplified across your organization by customer-centric processes.

A Complete and Unified Customer Profile
The data captured by SAS Customer Intelligence 360 isn’t about pages and clicks; it’s about people – everything they see and do,

Guided analytic techniques, such as segment profiling (left), enable marketers to make smarter choices about segmentation and activity execution.

SAS 360 Plan.
and everywhere they go. SAS Customer Intelligence 360 captures the complete online behavior of customers at a detailed level and can associate it with existing offline customer data sources – e.g., promotional, demographic and purchase-based information – to provide a complete picture of the customer. By combining these typically disparate data sources into a unified view of the customer, you'll gain valuable insight into a customer's needs.

**Provide a Personalized, Multichannel Customer Experience**

Capturing the wealth of information that customers leave on your website – their buying plans, significant life changes, etc. – and effectively integrating it with a library of personalized offers and content that is ready for presentation at the right moment will lead to a much improved customer experience while also satisfying customers’ privacy preferences and concerns. In addition, multiple decision-making methods – from business rules to predictive models to multivariate tests (via custom predictive models) – help ensure that the customer gets the most relevant and personalized offers.

**Transform Better Insights Into Better Marketing Performance**

Most 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 can give 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 optimal levels – even if you don't have a statistician on staff.

**Spend Marketing Dollars More Effectively**

While most online analytics vendors require form- and field-level tagging, SAS embeds a single line of HTML code in each webpage to enable dynamic data collection – without expensive tagging costs. Page design changes are accounted for automatically during data capture, eliminating the need to continually retag the page. Having integrated digital asset management to assist in delivering those assets means easier integration with other tools and quicker time to market.

**Start Small and Add On as Needed**

The modular nature of SAS Customer Intelligence 360 allows you to start small and add on over time, following a natural growth path. For example, you can start with dynamic data collection and analysis. Next, add capabilities to push offers, messaging and content into mobile, web and email channels – while testing, tracking and measuring performance along the way. In addition, as your organization embraces the online capabilities SAS has to offer, you can adopt additional components of the SAS Customer Intelligence suite.

**Capabilities**

**Guided Analytics**

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

**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.
- **Lack of individualization capabilities.** Traditional solutions are unable to perform cross-channel customer targeting via the web, which can lead to abandonment, acquisition and churn problems.
- **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.
The 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 evolutionary growth path.** With SAS Customer Intelligence 360, you can start small and add on at your own pace, following a natural growth path.

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. Being able to stitch digital and traditional data together 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.

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.

Post-Data-Collection Contextualization

You can use SAS to convert gathered data into information for customer analysis and reporting – so website administrators won’t have to apply new tags every time the page design changes. In addition, prebuilt data models enable immediate data analysis and reporting, eliminating the burden on IT to design a complex data loading and reporting infrastructure.

Predictive Models, Forecasting and Goal-Seeking Routines

Marketers can use predictive analytics to project specific business goal completion based on the performance drivers and metrics of a current campaign. You can also identify the most significant underlying drivers of a particular business metric and present them in an easy-to-use business report.

Anonymous Behavior Capture

The activities of everyone who visits your website – whether identifiable or not – are recorded in a private, secure manner over time. Once a visitor is identified, any previously anonymous behavior is assigned to that person automatically, resulting in a much richer profile than would otherwise be possible.

Streamlined Marketing Planning

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

Components

**SAS® 360 Discover**

Gain a more complete view of your customers by using SAS 360 Discover to dynamically capture interactions, transform those individual interactions into customer-centric knowledge and then integrate this knowledge with customer insight from other channel views.

**SAS® 360 Engage**

Effectively target and deliver offers to customers who have interacted with your organization over various channels, including email, mobile apps or the web. Take insights from SAS 360 Discover, as well as other analytical information, and interact with customers across all their various channels.
SAS® 360 Plan
Helps marketing departments operate more efficiently and demonstrate greater accountability. SAS 360 Plan optimizes marketing operations from end to end, including strategic planning and budgeting, resource and marketing content management, global marketing execution and analysis, and more.