

SAS® Marketing Operations Management – Offer Management

Create, manage, publish and utilize offers more efficiently and effectively

What if you could...

Create, manage and track offers centrally

What if you could create and store your marketing offers – along with comprehensive supporting information – in a central location?

Provide visibility to all available offers

What if all relevant parties in the marketing organization could not only see what offers were available, but also access related information, such as an offer's validity dates?

More efficiently manage offer processes

What if you could track when an offer is to be locked to prevent edits and last minute changes that could compromise collateral creation?

You can. SAS gives you The Power to Know®.

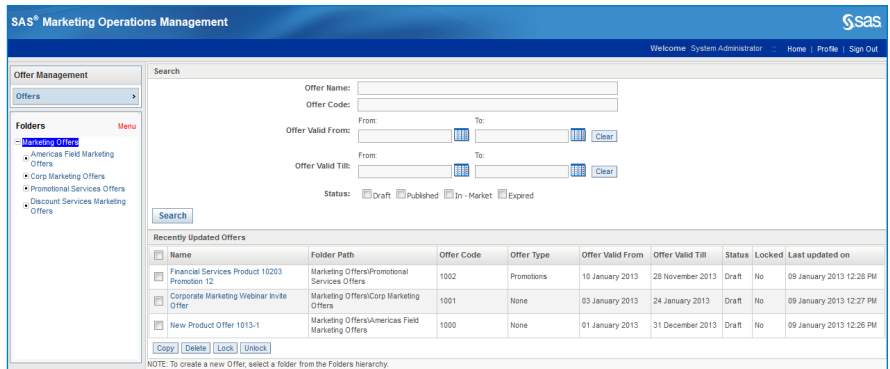
How SAS® Can Help

Planning, creating and managing marketing offers are integral tasks for every marketing organization, but the complexity involved can present multiple challenges that compromise efficiency and effectiveness.

The Offer Management module of SAS Marketing Operations Management provides a centralized repository for creating and managing your marketing offers, along with an essential metadata structure that supports crucial information associated with your offers.

In addition, the Offer Management module enables you to:

- Control and track offer validity and expiration.
- Provide offer visibility to relevant parties across the organization via centralized access control.
- Publish offers via an offer calendar that you can share with anyone who needs the information.
- Consider all relevant offers early in your strategic planning processes – for example, while you are creating campaigns.



SAS® Marketing Operations Management

Welcome System Administrator | Home | Profile | Sign Out

Offer Management

Search

Offer Name:

Offer Code:

Offer Valid From: From: To: [Clear]

Offer Valid Till: From: To: [Clear]

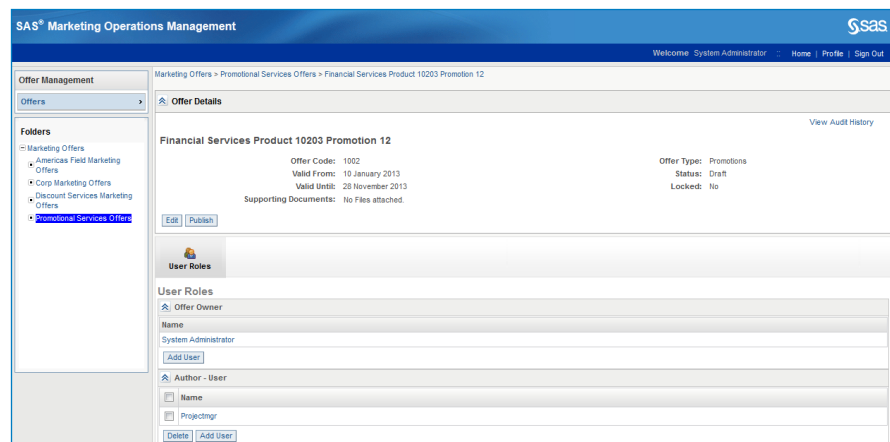
Status: Draft Published In - Market Expired

[Search]

Name	Folder Path	Offer Code	Offer Type	Offer Valid From	Offer Valid Till	Status	Locked	Last updated on
Financial Services Product 10203 Promotion 12	Marketing Offers/Promotional Services Offers	1002	Promotions	10 January 2013	28 November 2013	Draft	No	09 January 2013 12:28 PM
Corporate Marketing Webinar Invite Offer	Marketing Offers/Corp Marketing Offers	1001	None	03 January 2013	24 January 2013	Draft	No	09 January 2013 12:27 PM
New Product Offer 1013-1	Marketing Offers/Americas Field Marketing Offers	1000	None	01 January 2013	31 December 2013	Draft	No	09 January 2013 12:26 PM

[Copy] [Delete] [Lock] [Unlock]

NOTE: To create a new Offer, select a folder from the Folders hierarchy.



SAS® Marketing Operations Management

Welcome System Administrator | Home | Profile | Sign Out

Marketing Offers > Promotional Services Offers > Financial Services Product 10203 Promotion 12

Offer Details

Financial Services Product 10203 Promotion 12

Offer Code: 1002

Valid From: 10 January 2013

Valid Until: 28 November 2013

Supporting Documents: No Files attached

Offer Type: Promotions

Status: Draft

Locked: No

[Edit] [Publish]

User Roles

User Roles

Offer Owner

Name: System Administrator

[Add User]

Author - User

Name:

Projecting:

[Delete] [Add User]

Learn more

To learn more about SAS Marketing Operations Management, visit us online at: sas.com/marketingoperations

SAS Institute Inc. World Headquarters
+1 919 677 8000

To contact your local SAS office, please visit: sas.com/offices

SAS and all other SAS Institute Inc. product or service names are registered trademarks or trademarks of SAS Institute Inc. in the USA and other countries. ® indicates USA registration. Other brand and product names are trademarks of their respective companies. Copyright © 2013, SAS Institute Inc. All rights reserved. 106257_S102719.0313