

SAS® Results: Customer Insights

Optimizing marketing campaigns



Organizations face increased pressure to satisfy more customer wants and needs with less time and money. Cutting through marketing noise to deliver the right message at the right time through the right channel to a receptive customer can present serious challenges. While segmentation, predictive modeling and testing can improve the effectiveness of individual customer interactions, they can't fully ensure the critical need of maximum return on marketing investments across multiple offers and campaigns.

To do this, marketers must balance competing business goals against constraints (e.g., channel capacity, budgets and contact policies). Executing with precision requires more than just experience and intuition. It requires analytical and algorithmic-based campaign optimization.

SAS® Results: Customer Insights was created to meet these business challenges. This service enables you to maximize campaign returns by revealing how to get the greatest customer satisfaction and profit from each individual customer contact - by turning your valuable business data into productive information and knowledge to improve or add new business processes, without deploying or configuring any hardware, software or hiring additional resources.

SAS will help you determine the most effective next best offer, through the best channel, at the right time while considering multiple offers across an established period, customized for each customer or household. We can also provide insight into how changing business constraints (such as budget, channel capacity and contact policies) affect marketing campaign ROI.

SAS® Results as a Service

All organizations face challenges and are presented with opportunities. This requires answers to critical questions. SAS Results allows your organization to meet these challenges and take advantage of the right opportunities by making the best possible decisions from your wealth of data.

We combine the expertise of SAS services with our award-winning software to help you develop more powerful insights. There is no software license or infrastructure to buy. You provide the data and business problem; SAS delivers the results.

- **Obtain expert help.** We go beyond the technology and provide access to our skilled and industry-specific experts, who know how to get the most from SAS Analytics products for your specific business challenges.
- **Quickly implement key projects.** Blending IT with domain expertise, we deliver the answers you need to focus on your priorities for rapid ROI.
- **Deployment options.** SAS Results provides multiple delivery alternatives through cloud-based or on-premises configurations.
- **Transfer knowledge in-house.** As your business needs evolve, SAS can provide customized support to implement SAS Analytics within your organization.

Separately, SAS can provide detailed reviews of statistical models to help you achieve the best results possible. If needed, SAS can help you to develop the required models for marketing optimization from simple to complex models for more targeted marketing that maximizes response rates and revenue.

What is SAS® Results: Customer Insights

SAS Results: Customer Insights combines the expertise of SAS services with our award-winning, end-to-end, business-oriented software, and identifies previously unknown patterns and trends in your data to improve customer interactions and campaign performance.

This service provides a foundation for definition and discovery of critical information that will help you better understand your customers to give you the edge you need to compete effectively in today's rapidly changing marketplace.

There is no software license or infrastructure required. Our expertise and powerful analytics solutions are provided as a service in a deployment framework customized to suit your organizational needs.

Together, we work to understand your challenges, goals and business rules. Your organization provides the data, and SAS takes care of transforming data, creating analytical models and developing rules using industry best-practice methodologies.

These optimized campaigns will help you to improve your marketing business processes and provide more profitable results and customer satisfaction.

Flexible Delivery Options

There are two options for the delivery of SAS Results offerings. You can use a secure, cloud-based service or have results delivered on-site. Either way, you get the benefits of SAS Analytics software and our analytical expertise. The services are regularly reviewed and audited to ensure your data is secure, regardless of the deployment option.

Challenges

- **Resource limitations.** Marketing organizations have to generate the maximum ROI while working within budget constraints.
- **Forecasting response rates by channel.** Satisfying the capacity constraints on communication channels often makes it difficult to engage all customers who are likely to respond.
- **Identifying customers' preferred channels.** Resolving the need to trade off between sending an offer via one channel to a customer versus another offer via a different channel.
- **Hitting the right offer cadence.** Managing the process of effectively enforcing contact policies that can translate to higher opt-out rates and offer fatigue.

Benefits

- **Optimize campaigns and offers.** Using customized and flexible solutions with mathematically optimized campaigns and targeted offer(s) for each customer, rather than using a hit-or-miss approach with multiple offers, will help you achieve your business objectives including:
 - Maximizing ROI/revenue.
 - Reducing churn.
 - Calculating the best product to offer.
 - Increasing acquisition of new customers.
 - Increasing click rate, response rate and conversions.
- **Better targeting and high response rates.** Execute desired contact and governance policies to avoid customer fatigue.
- **Customize to meet your requirements.** Apply business constraints and rules to the targeting of offers to ensure that the campaigns satisfy the allocated budget and that the channels can handle the expected volumes.
- **Improve scenario analysis.** Understand the cost-benefit effects of providing one offer to a set of customers versus another.
- **Solve more complex business issues.** Analyze the sensitivity of the campaigns' business objectives on changes to the underlying operational and cost constraints.

Deliverables

SAS provides customized insight into your campaigns to improve your marketing effectiveness. With this service, the actual deliverables may vary depending on your requirements, but can include:

- A brief requirements-gathering workshop where you share your marketing business goals, your business rules and customer contact policies and how they relate to your marketing campaigns. We will request several data files from you that contain information on your customers, your campaigns, channels and scheduling. We will send back a fully optimized customer contact file indicating which campaigns to offer to each customer. For example, the customer file you send us should include one customer per row with customer response and/or product propensities and some (or all) of the following: channel preference, risk, revenue/profit and customer segmentation.
- Reports that identify likely response rates by campaign and channel. The process can include preliminary reports to identify which campaigns are profitable and whether you should increase their budgets and which campaigns should have smaller lead targets and reduced budgets before we conduct the final optimization.

- The effect of business and operational constraints, including the effect on ROI (or any identified and measurable KPIs) of changing constraints.
- Weekly (or monthly) fully optimized campaign files detailing which offers to send to which customer, when to send them and through which channels (either masked or vendor-ready if you have included customer offer delivery data on your customer file).
- If requested, additional workshops to discuss other possible scenarios, and recommendations on additional customer data that could be used to develop additional analytical models to use in the optimization process (for an additional fee).

Pricing

SAS will work with you to determine a fee based on your specific requirements. The basic service is priced per marketing campaign and will vary depending on:

- The number of customers, model scores included in the input data and the variety, format and quality of the data that is required to carry out the analysis.
- The complexity of the business problem being solved. This includes the type of analysis and algorithm required to solve the problem.

- The format of the deliverables. This could include reports and analytic models. Additional deliverables could include model score code and model documentation.
- The frequency of the analysis. Options include a one-time analysis, or weekly, monthly or quarterly refreshes.

The SAS® Difference

SAS is unique in that it provides:

- End-to-end analytic software that accesses, prepares and analyzes your data and presents the results in a business-friendly way so you can maximize ROI.
- A flexible approach that helps meet your specific needs.
- The ability to solve common business problems and reveal new opportunities by applying world-class analytics to data assets you already possess.
- Access to the world's most powerful analytics platform and SAS' expertise that is unavailable through any other channel.
- A team of highly qualified analytical experts across a number of different industries.

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

