



## Impact

“An enterprisewide contact strategy is an important key to success for the marketing organization. Optimal contact strategies help marketers reduce contact fatigue, lower opt-out rates, reduce costs and embrace customer centricity.”

Suresh Vittal and David Frankland  
Forrester  
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## Challenges

- **Insufficient measurement and tracking.** Organizations often lack a centralized view of marketing results and are unable to measure and track the effect of marketing projects on finance, customer service and corporate goals.
- **Lack of accountability.** Because the impact of marketing budget cuts and/or plan changes is unknown, corporate and marketing planning gets based solely on historical data and incomplete or inconsistent metrics.
- **Lack of collaboration.** The absence of meaningful metrics and the inability to share information among departments means that there's little to no collaboration on corporate, financial, operational and marketing decisions.
- **Inefficient resource allocation.** There's often no reliable way to determine whether marketing money has been spent effectively – money spent on campaigns sent to less than ideal targets could have gone toward campaigns sent to highly targeted prospects.



## How can we maximize the efficiency and effectiveness of our marketing organization?

### YOUR GOAL: Drive revenue growth through better marketing performance

Tough economic conditions have made achieving demonstrable results paramount throughout organizations, and the marketing department is no exception. And while measurement and attribution have become key requirements for today's marketers, such increased scrutiny will put more pressure on tomorrow's marketers to go beyond measuring operational, channel-specific metrics (e.g., gross rating points, click-through rates, etc.) and start measuring value metrics, such as revenue, profitability and customer lifetime value (CLV).

Indeed, marketing accountability has become critical for measuring and managing success. And the key to marketing accountability lies in the ability to measure what matters and to share that data and insight across the organization – not just throughout marketing, but also with other departments (e.g., finance and other lines of business) and with higher-level company executives. Marketing performance management capabilities, through the use of portals and dashboards that display key performance indicators, enable that kind of visibility and insight into the marketing organization. The ability to engage in more analytically driven decision making for a variety of marketing problems – such as campaign mix, most appropriate offer, media mix, product portfolio, resource and budget allocations, channel mix and overall marketing mix – is also becoming extremely critical to managing a marketing organization.

### OUR APPROACH

Marketers need to respond more quickly to market shifts and consumer demand, as well as improve the way they collaborate both within and outside of marketing with corporate and agency stakeholders. SAS approaches the problem by delivering software and services to help you:

- **Gain a clear view of ROI from marketing initiatives** so you can understand how marketing activities affect one another and how marketing affects financial and corporate goals by gathering all historic marketing performance activity in one location.
- **Quickly respond to complex shifts in demand**, and organize business goals around brand awareness, Web and store traffic, sales and profit by:
  - Using top-down, analytically driven marketing scorecards and strategy maps to determine the right metrics to track and identify your most profitable customers.
  - Standardizing on measurement and analysis methods across all of marketing.
- **Assess how changes to your marketing budget or plans affect future business results** with planning tools that let team members across the entire marketing department determine the optimal allocation of resources for both direct channel communications and indirect media advertising and promotions.

SAS® solutions provide both a top-down and bottom-up viewpoint that enables marketing executives to see the status of the overall marketing strategy, associated key performance indicators (KPIs) and causal factors, as well as drill down into details that affect those KPIs, such as campaign-specific performance.

## THE SAS® DIFFERENCE: Drive more profit through effectiveness, speed, ease of use and integration with other solutions

The SAS solution isn't just another business intelligence reporting tool. Only SAS ties multiple decision points across various business units into a single, integrated platform for enterprise marketing management – one that supports all facets of marketing, including performance management, data quality and data integration, campaign management, trigger-driven marketing, e-mail marketing, campaign optimization, forecasting, marketing mix analysis, business intelligence and predictive modeling. SAS is the only solution that can provide:

- **Timely visualization of and collaboration on metrics** based on individual roles, with transparency to foster accountability and drill-down ability for deeper exploration.
- **Analytically driven insights** that give you both a historical view and a forward look at trends – not just a snapshot in time – using advanced, predictive analytics, correlation analysis, trending and more.
- **Standard marketing KPIs** that comprise marketing best practices, including marketing program, customer, business/financial and marketing process metrics.

With SAS, you're empowered to arrive at intelligent conclusions and measure how your decisions drive performance improvements across the entire organization.

### CASE STUDY: A large insurance company

#### Situation

The firm wanted to quantify the effectiveness of all its marketing activities, including direct-response TV, direct marketing, Web marketing and retail channel communications.

#### Solution

SAS provided the company with a marketing framework that supports low-risk decisions among all integrated marketing disciplines. The solution:

- Integrates data from multiple sources and analyzes it in a collaborative environment to ensure accurate short- and long-term forecasts across marketing, finance and operational business units.
- Allows the executive team to share assumptions about marketing analysis across all types of marketing.

#### Results

- Budgeting and forecasting techniques are greatly improved.
- The solution promotes a collaborative decision-making environment at various levels throughout the organization.

#### What if you could ...

##### Visualize and collaborate on metrics in a timely way

What if you could generate, view and drill down into the metrics needed to explore and respond to issues in a timely manner?

##### Fully integrate your marketing platform

What if you could manage all aspects of marketing from a single platform?

##### Gain analytically driven insights

What if you could apply advanced analytics, forecasting, correlation and trending analysis toward decision making and not rely solely on tactical, historical data points?

##### Measure what matters

What if you could better understand how marketing, customer, business operations and financial metrics affect one another – as well as overall company profitability – as decisions are being made throughout the organization?

#### You can. SAS gives you THE POWER TO KNOW®.

### SAS FACTS

- SAS has been in business since 1976 and today has customers at more than 45,000 sites worldwide.
- SAS customers make up 92 of the top 100 companies on the 2009 FORTUNE Global 500®.
- SAS was named the Market Winner in the marketing solutions category of the 2009 Market Leader awards by CRM magazine – the eighth year that SAS has been recognized.

Learn more about SAS software and services at [www.sas.com](http://www.sas.com)



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