



Business Impact

“SAS is giving us the power to know our content, end users and advertisers on so many different levels. All organizations have their own type of brain; we’re evolving ours at Tribune Company through our use of SAS.”

Keith DeWeese

Director of Information Semantics Management
Tribune Company

Challenges

- **A data deluge.** In the digital world, the problem is not a lack of data; rather, organizations are challenged with identifying the key data that will uncover insights about the most important audience segments.
- **Reliance on legacy third-party solutions that lack analytic rigor.** Many organizations rely on third parties to analyze their valuable data and provide segmentation frameworks to drive customer acquisition, retention, cross-sell/up-sell and overall customer profitability.
- **Solution complexity.** Organizations usually fear that an analytics-based segmentation solution will contain advanced mathematical modeling and will be difficult to understand, adopt and apply to different user groups.
- **Maintenance headaches.** Customers are weary of solutions that are difficult to use, require a lot of resources to maintain, do not offer a sufficient growth plan and will quickly become obsolete.

How can you identify your audience segments and understand their behavior to maximize their value?

YOUR GOAL: Audience segmentation through analytics.

Media organizations, digital publishers and agencies are drowning in data from ad servers, Web analytic tools and content management systems. With volumes of data in disparate locations, many media organizations are challenged with understanding the audiences they serve. There are plenty of Web traffic stats – clicks, page views, uniques and time spent on a page – but what is often missing is the ability to distinguish the most influential variables to identify the most important audience segments. Generating insight at the audience level instead of the page level allows editorial, marketing and advertising sales departments to benefit.

What implications does this have for ad sales or content strategies? Your advertising pricing and packaging may not be incorporating some of the most valuable, relevant audience information to advertisers. On the content side, traffic is overloaded in some existing sections, while other areas go largely unnoticed due to insufficient audience-targeted programming. A data-driven approach allows marketers to see how audiences segment based on multivariate analysis. Analytics tells which variables are most relevant from one segment to another. Without using analytics-based segmentation approaches you may be overlooking a high-value segment, misaligning content that drives high audience-engagement levels, and leaving data in multiple silos – preventing a complete view of audience segments across all channels.

OUR APPROACH

SAS can provide a way to aggregate audience data and capture the true picture of your audience and how to capitalize on business opportunities (increase advertising revenue, reduce marketing spending, etc.). We approach the problem by providing software and services to help you:

- **Deliver the right message to the right audience by using more effective analytical methods.** Combining data from the Web, ad servers and content management systems provides a good foundation for segmentation analysis because you need to ensure segments are grouped in a way the data dictates rather than using pre-conceived biases.
- **Frequent refreshments of segmentation models.** With the fast pace of change in the media industry, segmentation models must be continuously updated. This means models, along with the underlying data, must be managed for optimal performance.
- **Integrate all necessary audience data and verify its accuracy.** SAS enables you to access and integrate cookie-level data to obtain a complete view of the audience across all touch points.

SAS can help media organizations and digital publishers understand their most valuable audiences, predict their audience’s future behavior and package these insights for marketing partners looking for high-value performance.



THE SAS® DIFFERENCE: Identifying valuable audiences and what is important to them

SAS uses your data to create a profile to determine how audiences relate to each other, define the most valuable audience segments and determine which variables are most important and influential to a segment's behavior. What-if scenario capabilities reveal each audience segment's behavioral insights. SAS enables you to:

- **Support only one system** using an integrated platform that reduces operational costs.
- **Simplify the management of large data volumes** because cleansing and correcting data problems are laborious tasks that can consume valuable resources.
- **Get information into the hands of decision makers** whether it is via a Web portal, Microsoft SharePoint, Microsoft Office tools or an enterprise business intelligence solution.
- **Gain access to a deep knowledge base** because SAS technical support is available to help recover from issues quickly, minimizing frustration and down time.
- **Choose a hosted-solution plan** if you lack the hardware or resources for a software implementation and require a different payment structure.
- **Access subject-matter experts and implementation expertise** to facilitate software configuration, implementation and deployment, thereby reducing the risk of missing target deadlines.
- **Provide direct feedback** as a business partner through user meetings in which SAS gathers feedback and develops software in accordance with customers' needs

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CASE STUDY: Meredith, a large US media and marketing company

Situation

The company needed more clarity regarding audience needs and behaviors to enable marketers to execute more frequent and better-targeted campaigns with less effort and at a lower cost.

Solution

SAS provided a solution that gives Meredith the near-real-time capability (combining online and offline data) to see which marketing activities are working best for differing audience segments to increase return on investment. The publisher can answer tough questions about which audience segment is most likely to respond to a campaign, as well as the optimal mix of customer, offering and channel.

Result

Meredith experienced an increase in new customer acquisition, customer reactivation and cross-promotion for magazines, books, television stations and websites, ratings for its television stations and the number of website visitors and page views (up 20 percent).

What if you could ...

Use more effective methods for audience insight

What if you could manage large amounts of audience data and use an analytic engine to determine the most important audience segments?

Automatically update your segmentation analysis

What if you could reduce the time spent working on data to focus more on analyzing audience segments and insights?

Verify the accuracy of audience data

What if you could rely on your data for more accurate and timely reports with less disparity between departments?

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 50,000 sites worldwide.
- SAS customers make up 90 of the top 100 companies on the 2011 Fortune Global 500®.
- SAS Customer Intelligence was a winner of Customer Interaction Solutions magazine's 2010 CRM Excellence Award.

Learn more about SAS software and services for media:
www.sas.com/industry/media



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