



## ■ Business Impact

“Changes in marketing practices and priorities can be piecemeal, haphazard, or worse, saddled by old ways of doing things. CMOs must reevaluate how their company will interact and satisfy customers in the future to take advantage of these new expectations and possibilities.”

*Define Your Marketing Innovation Strategy*  
Forrester Research Inc.  
June 11, 2010

## ■ Challenges

### • The data explosion.

Data from social media, website click streams, online cookies, user-generated product reviews, video and advertising must be collected, organized and integrated before it can be structured, cleansed and analyzed.

### • The power shift from content providers to content consumers.

Content consumers influence people by writing online reviews, tweeting and blogging, and these consumers expect content that is personally relevant, timely and delivered via their preferred channels.

## How are you using analytics to maximize the marketing performance of your acquisition and retention strategies?

### YOUR GOAL: Attracting new consumers and keeping the attention of existing audiences.

The proliferation of subscribers, channels and content makes it hard to focus on, understand and keep track of where true opportunities lie with audience engagement. In addition, social media, access to information and the speed of change have empowered consumers, raised their expectations and altered their behavior. It has never been more challenging to keep your subscribers' attention. With an array of alternative content at their disposal, subscribers can quickly disappear if your content is not hyper-relevant, and they will broadcast their discontent via social media channels to other consumers. The industry must transform the way content providers serve their subscribers, moving from “customer relationship management” to “customer-managed relationships.”

The consequences of ignoring this shift can be disastrous to content providers. A lack of revenue growth due to flat or decreasing subscriber lifetime value is a likely outcome – so is flattening or decreasing acquisition, cross-sell and up-sell, and retention. The broader impact can be a reduction of the halo effect around other revenue streams, such as advertising inventory valuation. Over time, this inevitably leads to the loss of current and prospective subscriber market share to competition and a devaluation of brand integrity.

### OUR APPROACH

SAS provides solutions to enhance a subscription-based business model focused on acquisition, customer lifetime value and retention. We provide access to state-of-the-art, viable analytics and powerful data management tools that are used to solve large, complex prospective and relationship marketing problems. SAS provides software and services to help you:

- **Eliminate noise and focus on subscribers** by enabling the collection of all market and subscriber data and access data wherever it resides in whatever format and quantity to identify hidden patterns in behavior, sentiment and influence.
- **Reduce time spent managing and moving data** to focus on better understanding your subscribers and market opportunities using a solution that can be easily deployed into campaign selections, real-time decisions and communication channels.
- **Maximize cross-business impact** by creating consistent subscriber experiences with a comprehensive model to link touch point behavior to contact history, regardless of channel, providing a holistic view of the subscriber relationship.
- **Increase the value of your digital properties' advertising inventory** with ability to improve your understanding of subscriber segments to increase relevance and engagement.

The advantage for marketers in this new consumer-led environment is the ability to use data to maximize your return on investment.



## THE SAS® DIFFERENCE: Insights into your most important assets

SAS is unique in its ability to access, prioritize and understand the ever-increasing volumes of data that direct, indirect and integrated marketers need to analyze in their quest to grow the business and increase return on marketing investments. SAS enables you to:

- **Integrate your customer intelligence platform** to reduce marketing execution and operational costs because you will only need to support one system for data integration needs and data quality management.
- **Base decisions on analytics, not simplistic list pulls**, by using predictive modeling to rate the likelihood for uptake on new, existing or retention offers to prioritize who gets what offers by what channel and when.
- **Access world-class support** with the understanding that if there are problems, SAS provides quick and deep knowledge support to help recover from issues.
- **Choose a hosted solution plan** if you lack the hardware or resources to perform a software implementation and require a different payment structure.
- **Access to our center of excellence and professional services delivery consultants** who provide customer analytics and implementation expertise to facilitate software configuration, implementation and deployment, thereby reducing the risk of missing target deadlines.

Enable your organization with every tool for maximizing cross-business impact, including the collection, analysis and discovery of insights, all linked to your most important assets – your subscribers.

### CASE STUDY: Expedia

#### ■ Situation

Expedia needed a solution to discover innovative ways of increasing customer satisfaction and loyalty, while increasing annual gross bookings and revenue.

#### ■ Solution

SAS provided a business analytics solution that allows Expedia to provide the right answers to lead its business forward, stay ahead of competitors and continuously improve the way it works; solve complex business problems and seize new opportunities and enhance business performance and optimize value creation.

#### ■ Result

Expedia can now identify what marketing channels influence and drive revenue conversions on the site, optimize its marketing spending by channel; increase customer lifetime value, improve the overall experience for customers while on the site and discover usability glitches that can lead to lost revenues.

#### ■ What if you could ...

##### Access data where it resides

What if you could access timely information – in any format, location and quantity?

##### Use powerful insights to expand channel coverage

What if you could know which offer is most likely to increase your subscriber's value during each channel interaction – in real time?

##### Acquire an unrivaled understanding of subscribers

What if you could make marketing more profitable and predictable, and reduce reliance on guesswork?

##### Improve visitation metrics

What if you could incrementally increase advertising revenue without creating more display units?

#### ■ 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 named 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](http://www.sas.com/industry/media)



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