

Digital Big Data Feed for SAS® Adaptive Customer Experience

Providing significant value above and beyond traditional Web analytics data

How SAS® Can Help

Feed highly granular, individual-level online data directly into the big data application of your choice, including Teradata, Kognitio, Pivotal, Oracle, Netezza, Hadoop or Aster Data. The digital data captured by SAS is used to provide insight into the digital customer experience and is:

- **Flexible.** Available in structured or un-structured format.
- **Fast.** Five-minute, hourly or 24-hour feeds available.
- **Easy to deploy.** Simple deployment via a single line of code, with no tagging.
- **Multichannel.** Captured from websites, mobile apps, streaming and social media.
- **Individual-level.** No aggregated or trending data.
- **Complete.** All highly granular data - not just what you've tagged for - is fed directly to you.

Benefits

True individual-level data. Through a simple AJAX-based data capture technology, we provide individual-level - not aggregate or trending - data that has considerable business value above and beyond traditional Web analytics data.

Complete multichannel online data. Gather current and historical online behavioral data from websites, mobile apps, rich media apps, YouTube and Facebook, as well as Flash, HTML5 and other major technologies, and across all standard browsers and devices with minimal IT effort.

Easy to set up and manage. Implementation involves inserting a single line of code into the page template or at the network layer. This saves considerable IT time, effort and expense in both up-front tag planning and ongoing tag maintenance. It is available as an in-house solution or can be hosted by a partner.

Enables real-time marketing. Real-time data collection and processing abilities enable you to drive real-time or near-real-time one-to-one marketing - e.g., real-time website personalization, triggered emails and call center prompts. Real-time website personalization can be executed via an existing content management system or using our real-time solution.

Prebuilt data models. Prebuilt, structured data models deliver preformatted data streams directly into an enterprise data warehouse in five-minute, hourly or daily increments, without the need for ongoing ETL updates. This enables rapid data mining, profiling and segmentation. In addition, a unique, integral data transformation function turns raw clickstream data into business information in real time.

Flexible privacy management. As the solution becomes familiar with individual customers online, it can easily apply the privacy settings that a particular customer has previously requested, ensuring that you adhere to your brand's privacy policy while enhancing the customer experience.

Cross-brand single customer view. Cross-domain technology enables businesses with multiple online



brands to pull together individuals' online behavior on each brand website in order to get a full picture of customers across all your brands.

Negligible impact on website performance. An asynchronous tagging methodology means that there is minimal impact on website performance.

Data is owned by you, not us. The data SAS captures belongs to you, not us. You can store the data on-site or have it hosted elsewhere. This enables you to choose the option most suited to meet your own security policies and other corporate governance requirements.

Interoperability. SAS delivers rule-based triggers via standard APIs into a variety of marketing automation tools, as well as a wide range of enterprise data warehouses and business intelligence tools. And our SAS® Adaptive Customer Experience solutions can fit into your existing big data and IT infrastructure. This minimizes total cost of ownership and speeds up project implementation timelines.

The big data feeds include individual-level details, such as:

- Devices used.
- Abandoned baskets and forms.
- Text entered and deleted.
- Referring search term and URL.
- Media player interaction.
- Products and pages browsed.
- Purchasing drop-off point.
- On-site searches.
- Recency and frequency of visits.
- IP address.

This data can then feed into a variety of systems and technologies including:

- Marketing automation platforms.
- Decisioning engines.
- Enterprise data warehouses.
- Content management systems.
- CRM databases.
- Business intelligence and analytics tools.
- Email marketing platforms
- Fraud detection systems.

Building this digital data into your big data architecture enables you to:

- Develop real-time marketing and personalization programs.
- Create a single view of the customer.
- Drive customer intelligence and analytics initiatives.
- Generate multichannel communications.
- Facilitate marketing attribution and spend optimization.
- Augment fraud detection programs.
- Build a digital data warehouse.
- Engage in channel and offer optimization.



Learn more

To learn more about SAS Adaptive Customer Experience, visit us online at: sas.com/ace