

"Como você está preparado para a Personalização Digital?"



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**MARKETPLACE
TODAY**

A NEW CONTEXTUALLY ENABLED ECOSYSTEM



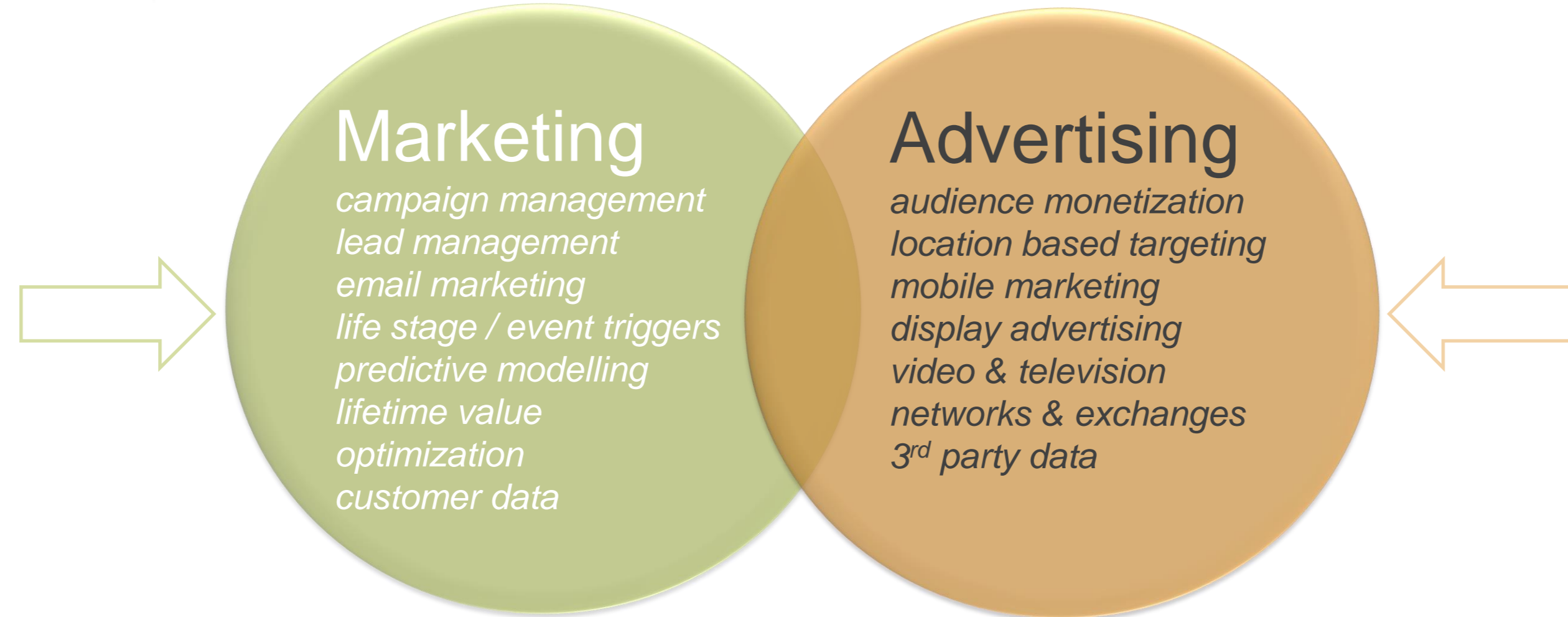
MARKETPLACE TODAY

A NEW CONTEXTUALLY ENABLED ECOSYSTEM



THE FUTURE OF MARKETING NOW

THE COLLISION OF TWO WORLDS



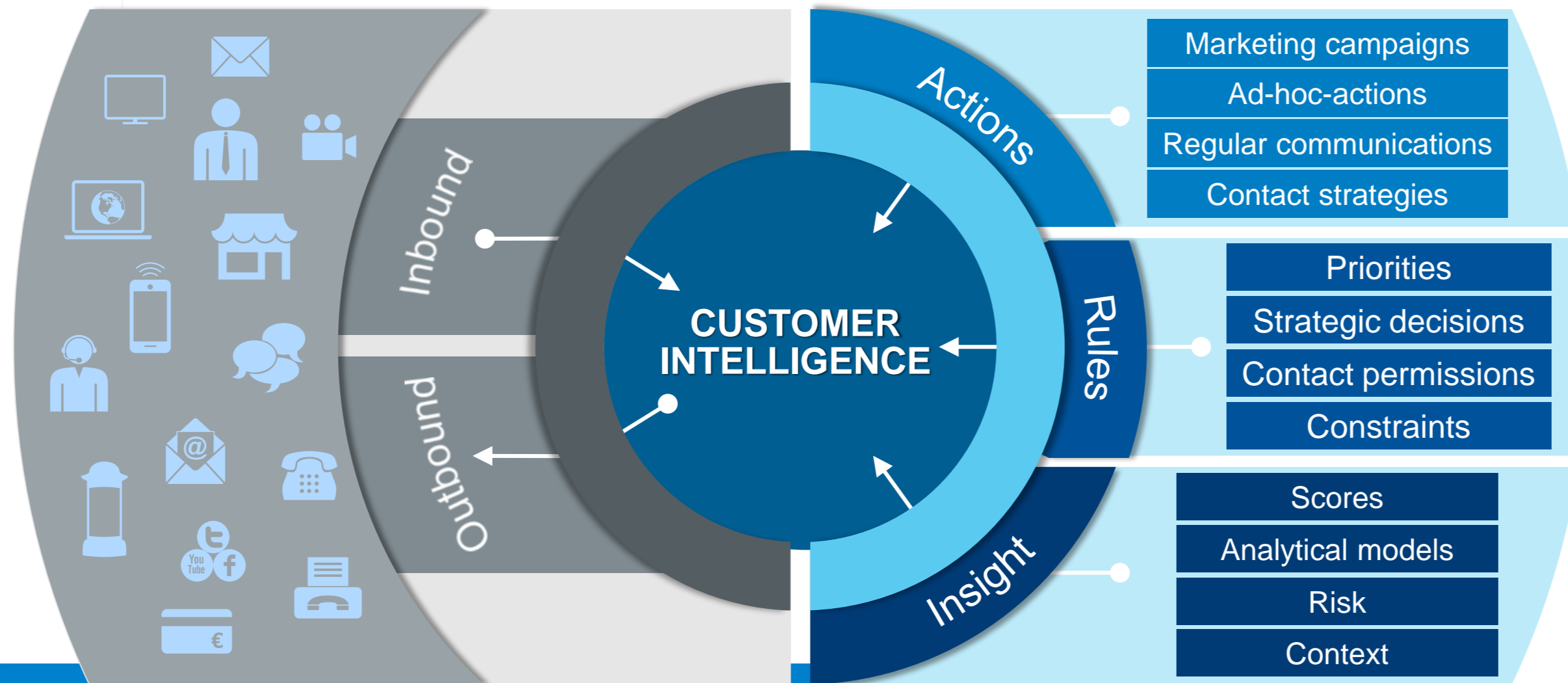
CMO'S MOST WANTED



Customer Experience was the highest marketing technology investment in 2014 and it is the top innovation project for 2015*

*According to Gartner's CMO Spend Survey 2015

CUSTOMER DECISION HUB SAS CUSTOMER INTELLIGENCE

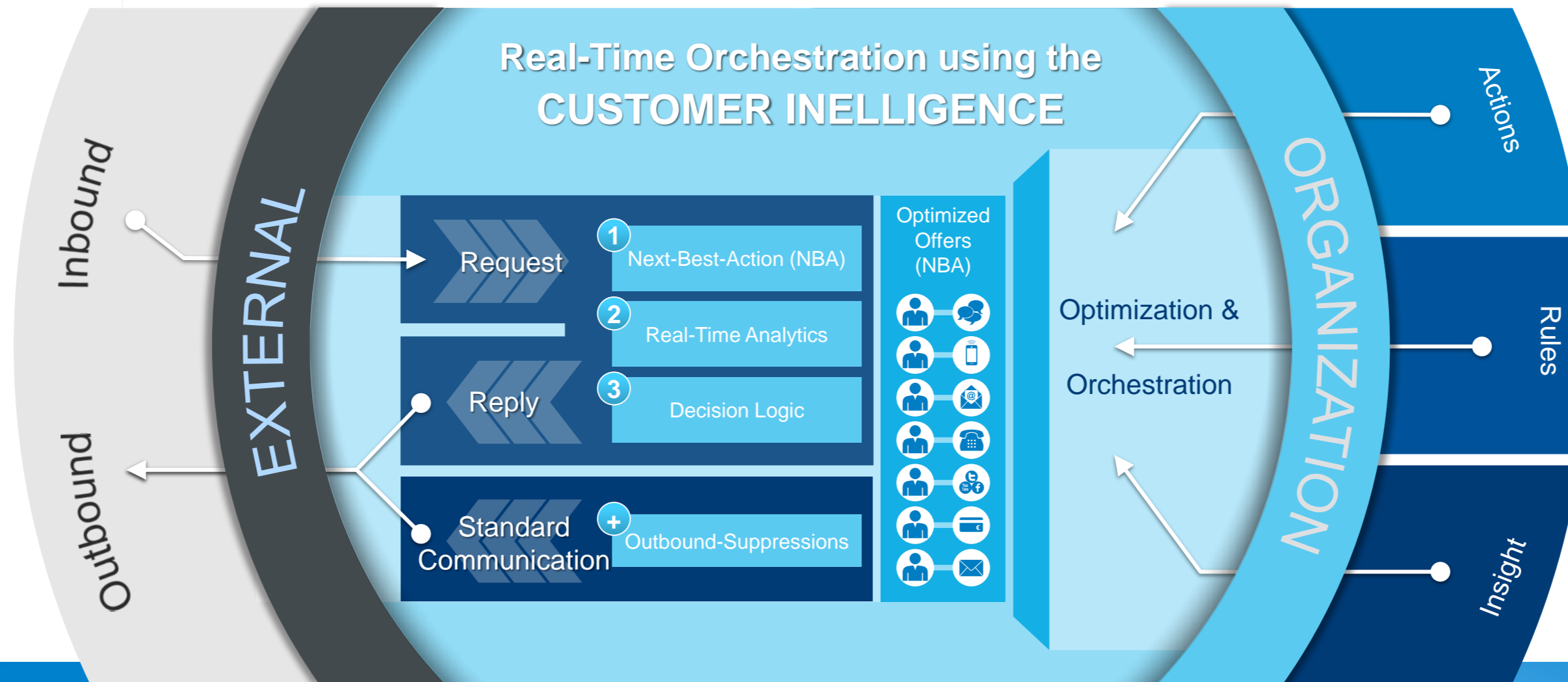


CUSTOMER DECISION HUB KEY BENEFITS



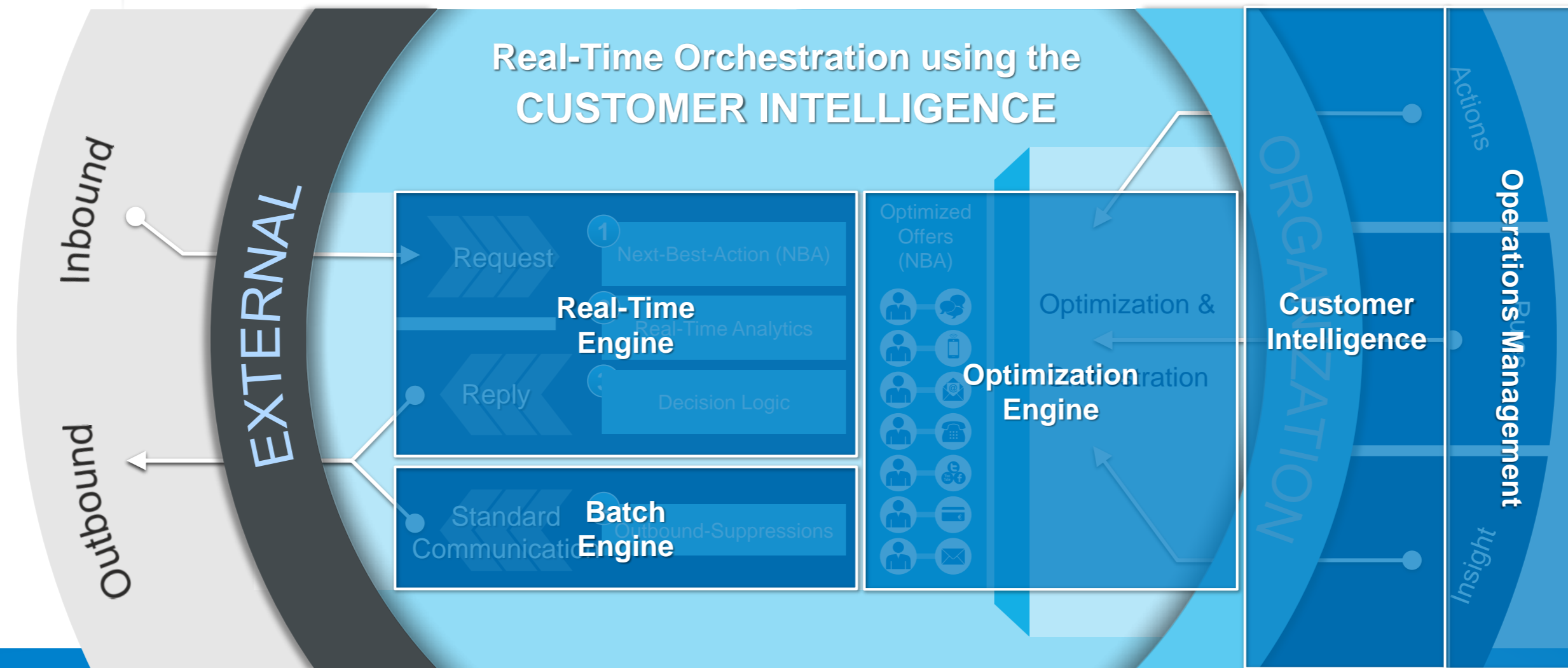
CUSTOMER DECISION HUB

MODULES OF THE CUSTOMER DECISION HUB

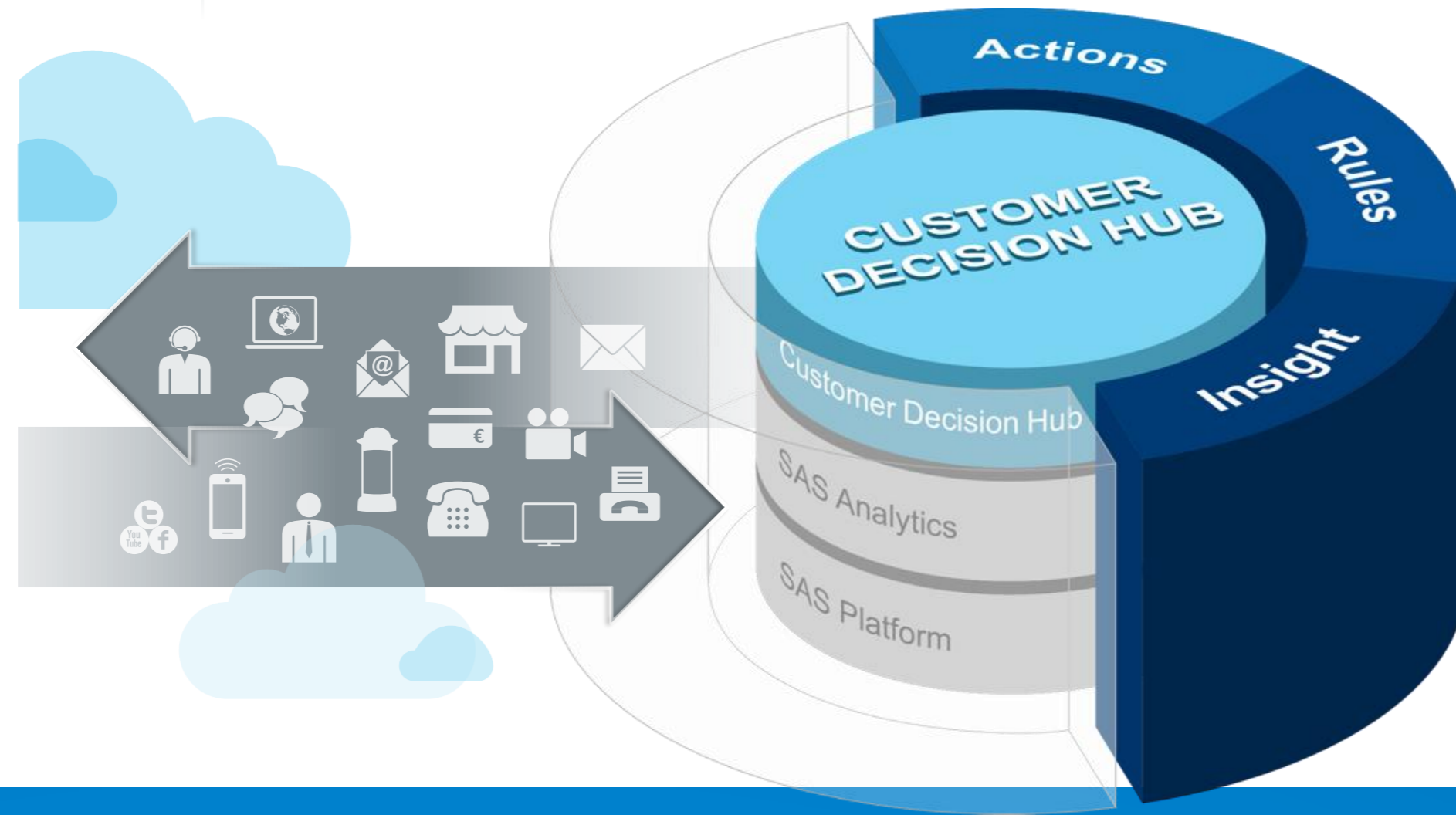


CUSTOMER DECISION HUB

MODULES OF THE CUSTOMER DECISION HUB

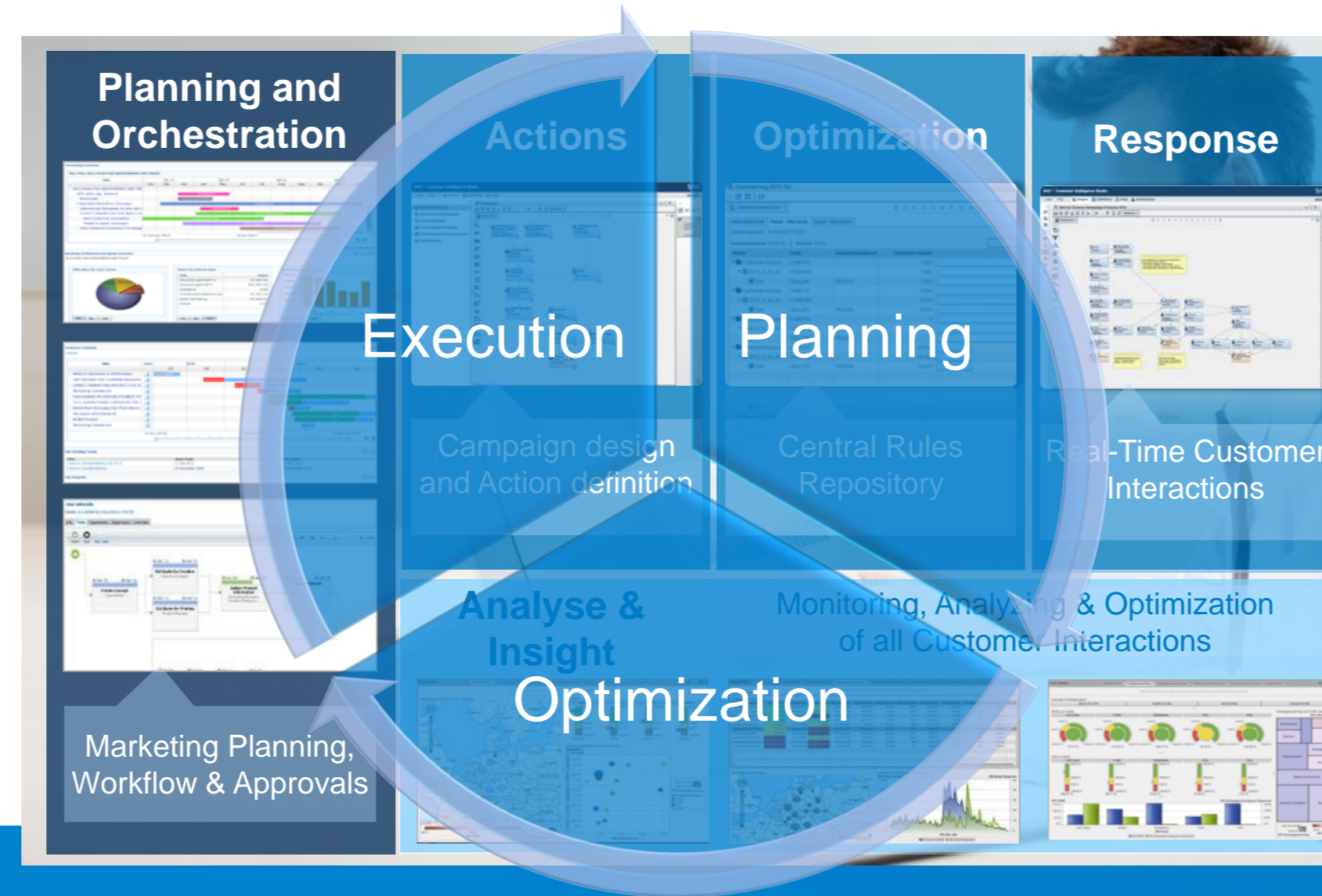


CUSTOMER DECISION HUB FOUNDATION, LEVERAGING YOUR SAS INVESTMENTS



CUSTOMER DECISION HUB

THE PROCESS OF OMNI CHANNEL ENGAGEMENT



How does it work?

CONNECTING SAS INTO DIGITAL WORLD



IA



Customer Experience

#1 Issue

Competitive Advantage

Enabling Technology:

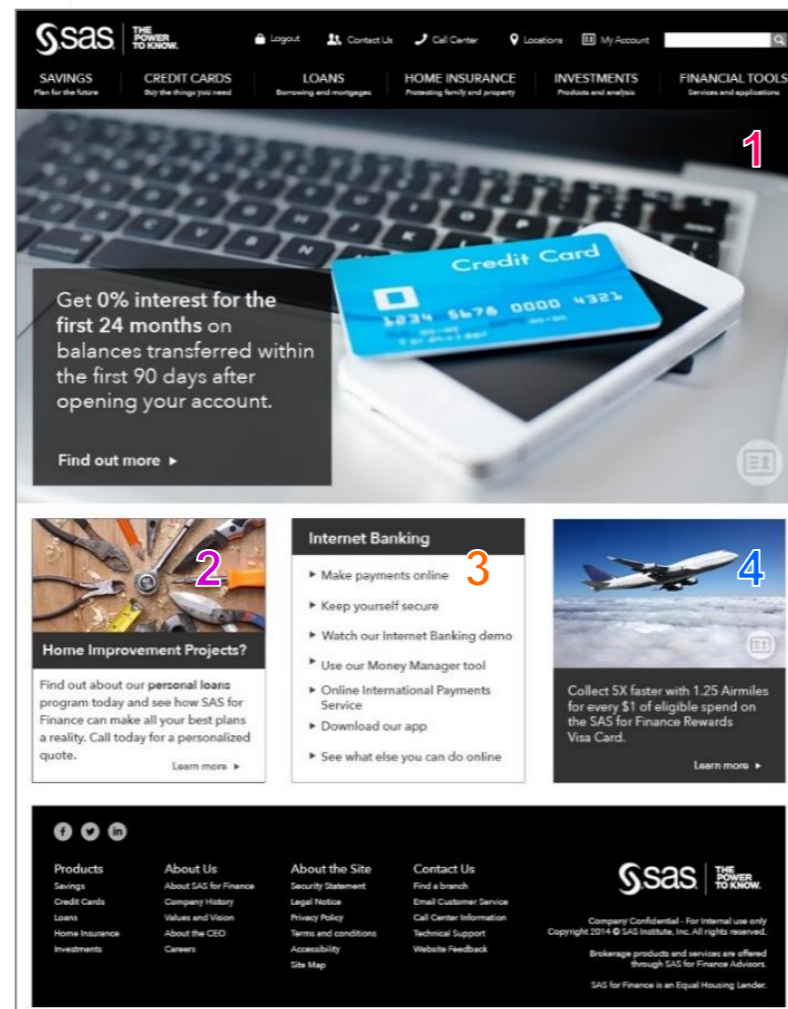
- Digital Personalization
- Omnichannel Choreography

Business Impact:

- Minimize Churn / Attrition
- Build Customer Loyalty

SAS INTELLIGENT DIGITAL ENGAGEMENT

SAS FOR FINANCE WEBSITE



4
Offer Placements

- 1. Primary Offer
 - 2. A/B Test
 - 3. Customer Attribute
 - 4. Secondary Offer
- Sequencing
Frequency Capping
Retargeting

15
Product Categories

- Credit Cards*
 - Unsecured Lending*
 - Home Insurance*
 - Regular Savings*
 - Checking Account
 - Premium Checking Account
 - Tax Efficient Savings
 - Regulated Investments
 - Motor Insurance
 - General Insurance
 - Mortgages
 - Pensions & Life
 - Phone Banking
 - Mobile Banking Services
 - 3rd Party Offers
- *Deeper Product Category
x3 offer types

2
User Experiences

- Anonymous User
 - Known Customer
 - Watermarks
- ANONYMOUS KNOWN

OBRIGADA



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