

Paper SAS4321-2020

## The 4 Ws: A Strategy Session on SAS<sup>®</sup> Customer Intelligence 360 Personalized Consumer Experiences

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### ABSTRACT

Now more than ever, consumers are looking for brands, products, and experiences that fit their wants and needs. They no longer take the first product offered to them. With information at their fingertips, they can research and make more knowledge decisions regarding their purchases. Marketers are faced with the challenge of answering the four Ws: who, what, when, and where. Who is your target consumer? What are they going to purchase? When are they going to purchase? Lastly, where is the best channel to make and/or continue contact? Marketers are responsible for strategizing, creating, and executing complex, omni-channel personalized campaigns for their consumers. SAS<sup>®</sup> Customer Intelligence 360 contains a multi-module system that enables marketers to accomplish not only campaign execution across connected marketing channels, but also provides actionable insights and continued campaign optimization. This presentation examines the ability to leverage SAS Customer Intelligence 360 to personalize a consumer's experience across multiple marketing channels and to take the guess work out of the four Ws.

### INTRODUCTION

Online media spending in the United States totaled over \$140 billion in 2019. This is almost 20% over 2018 spending. Email data and database analytics grew 22.4% and totaled \$2.9 billion in 2019. The retail vertical makes up over 20% of that spending, which is nearly \$600 million. With such large sums being spent on purchased digital media, it is more important than ever for a company's owned digital media channels to not only be effective but efficient. Not to mention the software that a company uses needs to be seamless in getting communication out to target consumers as effortlessly as possible. In this paper, I will walk through the 4 Ws of marketing: who, what, where, and when. I will highlight SAS Customer Intelligence 360 features and partner it with other SAS software solutions. This combination of SAS software enables marketers to answer these questions with ease and gives companies the option to leverage their internal marketing efforts and make the most of their owned marketing channels.

### WHO IS YOUR TARGET CONSUMER?

Personalization is the trend for digital advertising. Consumers expect companies to know who they are, without exception. Retail loyalty is becoming more prominent. Nine out of 10 consumers say that their brand loyalty has increased. Almost 25% of consumers say they are more brand loyal than they were the year before. Consumers are more educated and choose their brands after research. They love these brands. They are an organization's returning customers. Organizations have the opportunity to build their customer base now more than ever. SAS<sup>®</sup> 360 Discover gives brands an opportunity to build indepth history profiles on customers.

SAS 360 Discover contains Identity Services. Organizations can use identity services to personalize their marketing efforts based on a customer's online presence. SAS 360 Discover enables organizations to collect data for both anonymous users and users with identifiable characteristics, such as existing profiles through the user identity feature. Page

forms and page view events can identify website visitors. When consumers enter recognizable information, you can map their interactions to their user profiles.

Data for user identification comes from these sources:

- owned web sites
- email
- mobile apps
- imported external data

With Identity Service, you can perform these tasks:

- create new identities
- remap data for existing identities
- merge identities
- prioritize identities
- define customer attributes

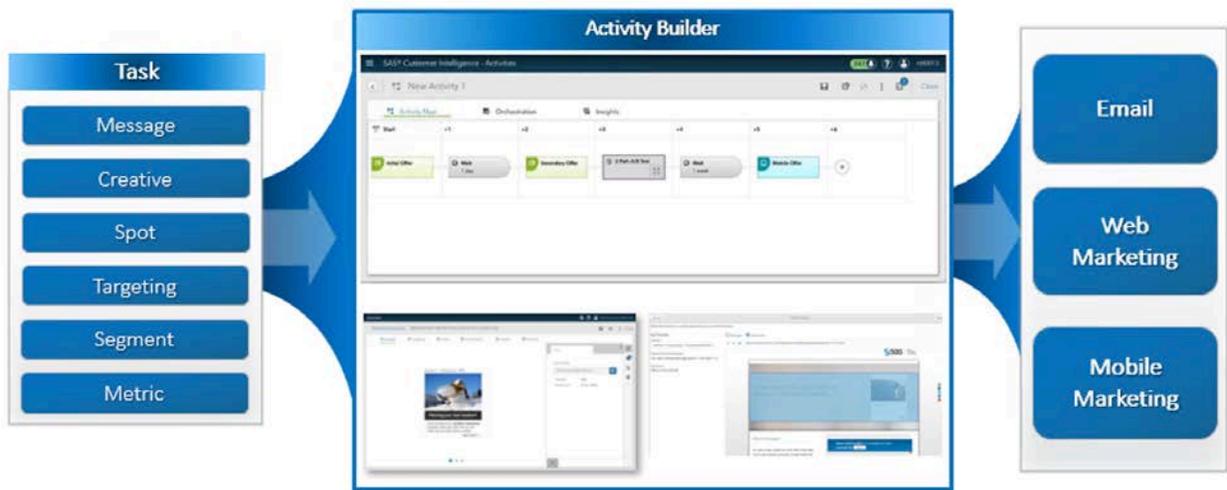
While it is just as important to SAS to help organizations personalize their marketing content, SAS is also on the front lines of adapting to abide by all laws enacted to protect consumers. SAS Customer Intelligence 360 has abided by the General Data Protection Regulation (GDPR). This newest European privacy regulation enables individuals to have more control over how organizations use their data. The GDPR allows two things: the right to access and the right to be forgotten. In the case of access, any customer can request that an organization disclose any information they have on that individual. In order to accommodate this, SAS Customer Intelligence 360 allows the export of customer identity and event data through the REST API. In the case of to be forgotten, any customer can request that an organization delete any data pertaining to them. SAS Customer Intelligence 360 allows for a *deleteList* import option that is also powered through our REST API.

With SAS Customer Intelligence 360, you can see information about your consumer with identity services, and you can leverage this data with complex personalized campaigns across the high-impact channels of web, mobile app, and email.

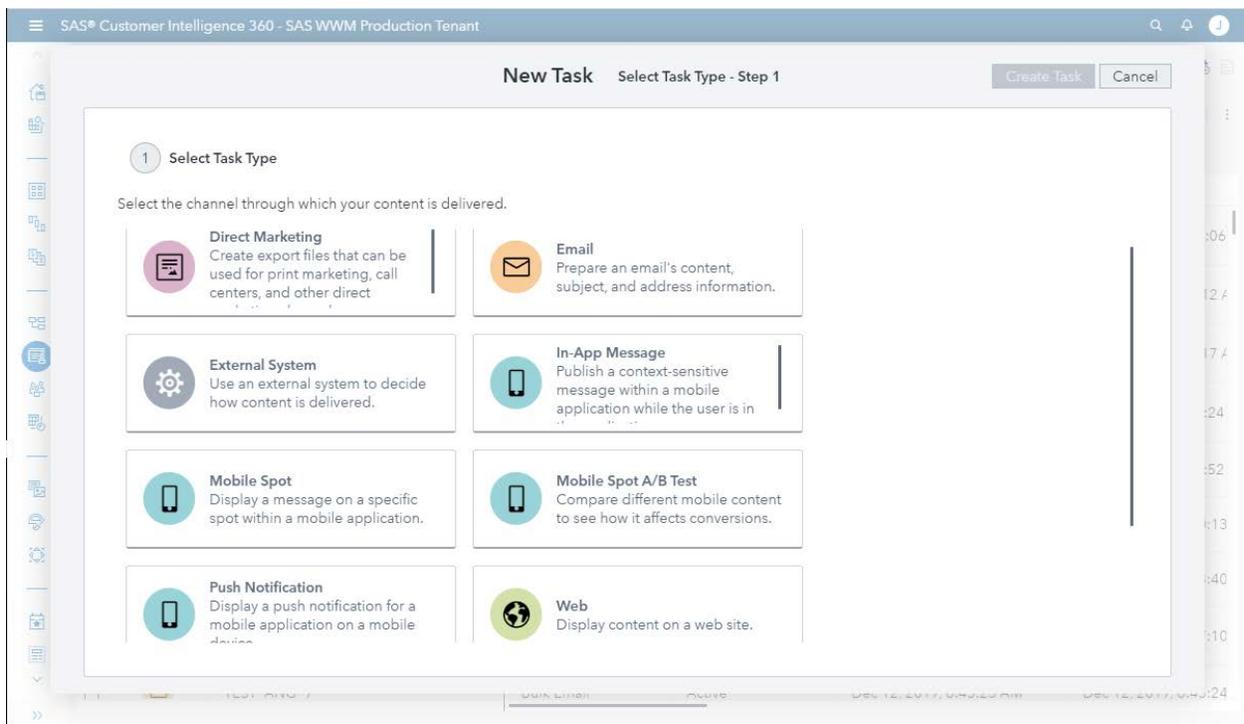
## WHERE DO I CONTACT MY CUSTOMER?

Marketers are faced with the challenging of engaging customers. They fight against email open rates, conversion goals, and click throughs. The average email open rate in the US is 17%. Retail was the lowest vertical at only 12.1%. A big part of this low average is that marketers do not know where to contact their customers. SAS® 360 Engage helps remove the guess work for engaging a consumer across different channels using coordinated tasks (Display 2) and events (Display 3) set up in activities (Display 1).

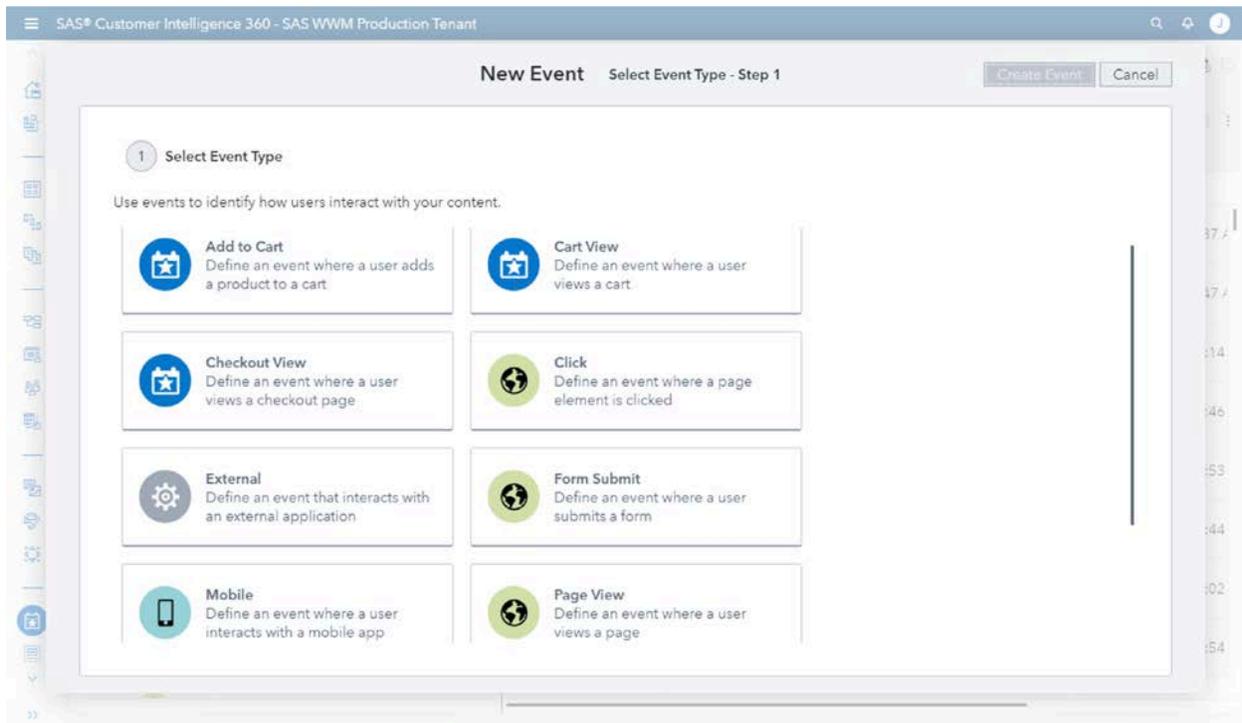
An activity is a synchronized series of tasks that can be designed to meet the goals of a marketing campaign. These activities can also be used to track customer behavior. Display 1 is an example of how a customer journey can be recorded and tracked through SAS 360 Engage. An activity effectively filters a consumer to web, mobile app, or email contact based on a customer's online behavior and conversion metrics.



**Display 1. Activity Map Journey for SAS Customer Intelligence 360**



**Display 2. Task Types for SAS Customer Intelligence 360**



### Display 3. Event Types for SAS Customer Intelligence 360

Having specific tasks and events set up enables marketers to predict their customer's behavior and have the organization's next contact effort be consumer-behavior driven. For example, if they regularly visit the mobile site versus the web site, you can conclude that a mobile app push notification would likely illicit a response versus an email. If someone signs up for email subscriptions, you know pushing emails to those individuals are more likely to result in a return on your email campaign investment. Having different SAS 360 Engage events or tasks set up for individuals who submit email subscription requests or visit the mobile site are just basic examples of usage methodologies. Marketers can build complex campaigns and employ activity maps to chart a customer's path through a coordinated series of task markers. The result is highly personalized and effective messaging through the appropriate channels.

## WHAT ARE THEY GOING TO PURCHASE?

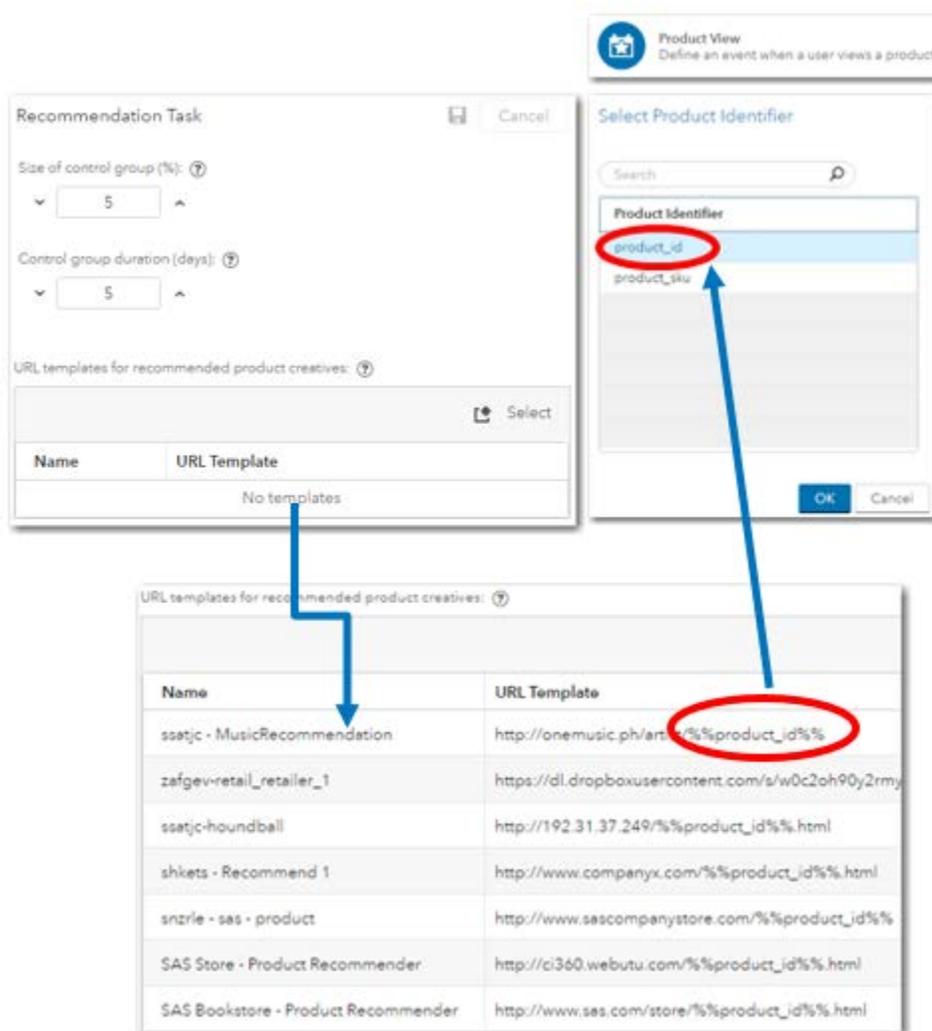
Nothing is quite as difficult as predicting what a consumer might purchase. With mobile phones and tablets easily available to consumers, they constantly browse brand's websites and effectively 'window shop' online. With the massive amount of data from these online 'window shoppers,' organizations have to work hard to elevate trends in their data to help refine their marketing tactics.

There are multiple solutions to help marketers in SAS Customer Intelligence 360. As mentioned before, the SAS 360 Discover module tracks website behavior. This data is granular and can be organized by the marketer based on an organization's marketing needs. Again, I want to touch on the SAS 360 Engage module. It enables marketers to set up multifaceted campaigns with event and task touch points. These events and touch points are used in an activity to effectively funnel consumers on owned digital channels into discoverable segments.

Segments are a group of consumers who share website behavior characteristics and can make up a target audience. These segments can be used to target specific groups of people, for example, visitors who repeatedly clicked on 'car loans' on an organization's website.

Marketers can create their own segments. Also, SAS 360 Engage can surface unknown segments to the marketer. With this information, the guesswork is reduced because marketers know what consumers are likely to buy. The segments can be created by data that exists in the SAS 360 Engage module and linked with on-premise profile data of consumers. This is all possible due to the hybrid approach to data in SAS Customer Intelligence 360. On-premise data can be stored but utilized through the cloud with collected website data. This unique hybrid structure allows a seamless integration between on-premise data a newly collected website data in the contained in the 360 cloud.

SAS Customer Intelligence 360 also has the Recommendation Task. There are few more powerful tools in ecommerce than being able to suggest a similar item to a consumer on your website. Amazon does it. Every website where I shop does it. This is how an organization can get the same effect as an impulse purchase of candy or gum in the grocery store. The Recommendation Task works in conjunction with Recommendation Creative. SAS Customer Intelligence 360 leverages URL templates to point to the correct creative. Leveraging the Recommendation Task feature in SAS Customer Intelligence 360 puts any organization ahead of the curve on nurturing consumers in their website purchasing process. While most recommendations on a website are product centric, SAS Customer Intelligence 360 also offers customer-centric offers. These recommendations are based on a customer's specific behavior on an organization's website.



**Display 3. Recommendation Task for SAS Customer Intelligence 360**

Knowing what a customer is going to purchase will never be finite, but SAS Customer Intelligence 360 helps remove data noise and predicts purchasing patterns as effectively as possible. Currently, you can build models based on an organization's data; however, soon (2020) marketers will be able to upload their current models into SAS Customer Intelligence 360. Using SAS Customer Intelligence 360 in conjunction with SAS® Visual Data Mining and Machine Learning (VDMML) enables marketers to leverage their already existing models in SAS Customer Intelligence 360. Now marketers do not have to rework years of effort which. With the ability to employ existing models as well as create new and changing models with the newest data in SAS Customer Intelligence 360, marketers are able to have applicable behavioral patterns about consumer product purchasing available and easy to use.

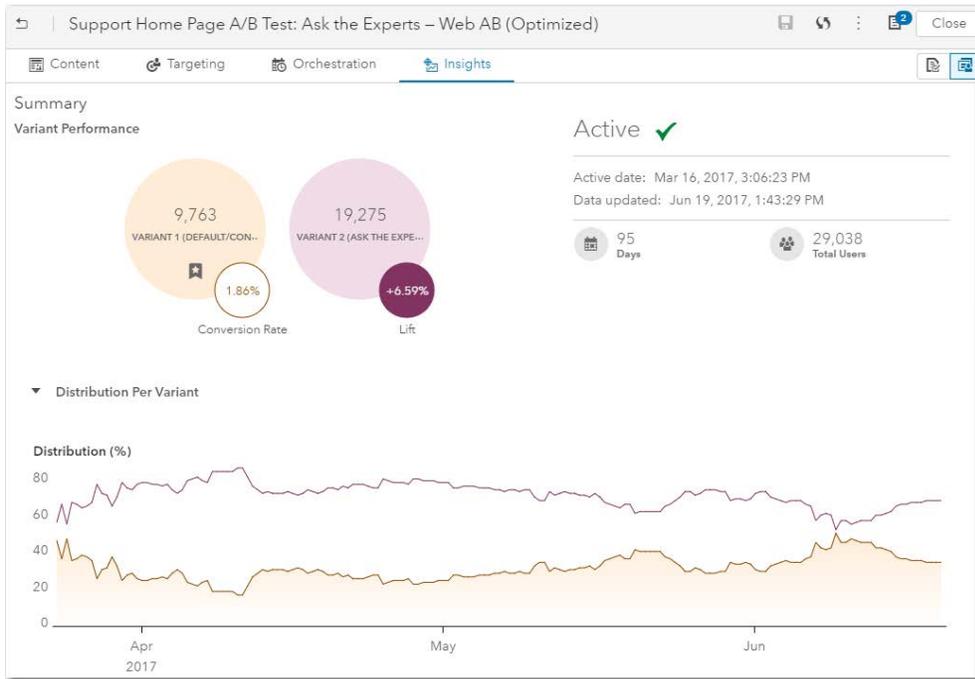
## WHEN ARE THEY GOING TO PURCHASE?

The sales life cycle of a product is exclusive for every organization. A marketing life cycle is even more unique. Marketers can use SAS Customer Intelligence 360 reporting to help judge the health of their marketing efforts and to watch the decay of interaction to predict and plan their follow up marketing touches with their customers. This enables organizations to predict campaign interaction patterns and behavior. Backed by the analytical power of SAS, the out-of-the-box reporting for SAS Customer Intelligence 360 offers unique insights into the marketing efforts of your team. 360 Engaged offers indepth A/B testing between, not only locations on your owned webpage, but also creative tests. Below are some examples of reports that are available in SAS Customer Intelligence 360. These reports provide quick and digestible analytics.

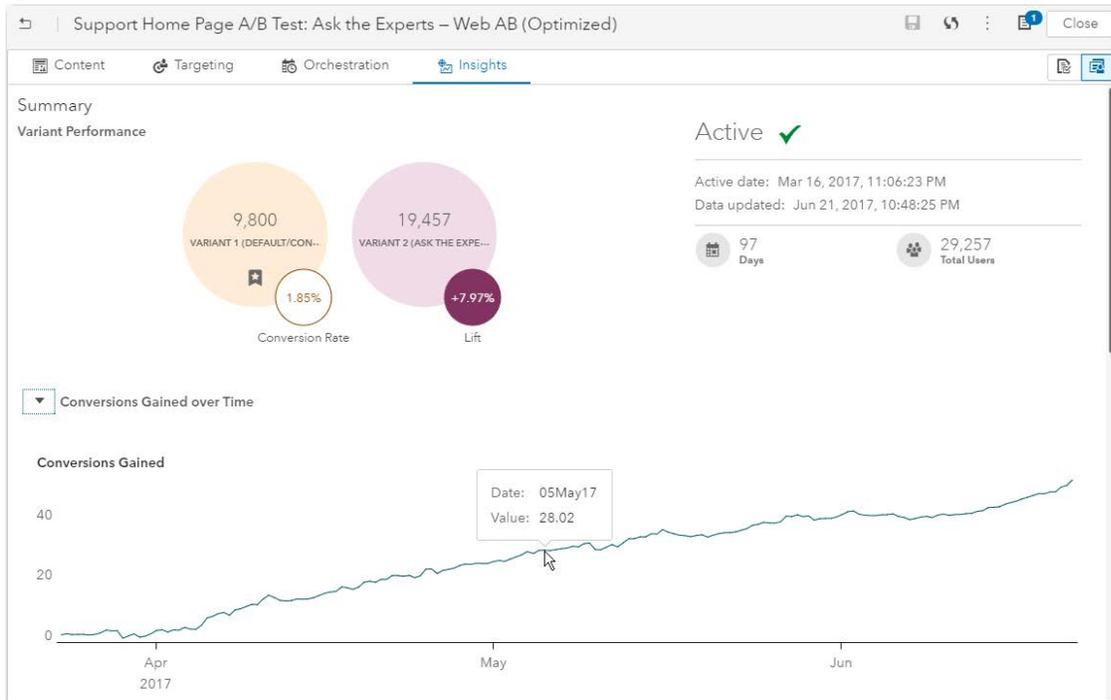
SAS Customer Intelligence 360 has a vast collection of reporting for your owned media marketing efforts. This is across owned digital websites as well as emails and mobile apps. With the tool spots, tasks and events are used to trace customer behavior and website performance. These different tools can track a simple page view all the way to a consumer's entire session behavior--from first landing on a page of an organization's site to a purchase or cart abandonment. This data can later be leveraged to properly analyze and fine tune an organization's marketing efforts.

Name	Description	Date Updated
<a href="#">Email Exception Metrics</a>	Email Campaign Performance Exception Metrics	Feb 12, 2020, 12:25:41 PM
<a href="#">Email Funnel</a>	Email Campaign Performance Funnel	Feb 12, 2020, 12:25:41 PM
<a href="#">Email Metrics by Occurrence</a>	Email Campaign Performance by Occurrence	Feb 12, 2020, 12:25:41 PM
<a href="#">Email Metrics Over Time</a>	Email Campaign Performance Metrics Over Time	Feb 12, 2020, 12:25:41 PM
<a href="#">Email Success Metrics</a>	Email Campaign Performance Success Metrics	Feb 12, 2020, 12:25:41 PM
<a href="#">Plan Budget Allocations</a>	Plan Budget Allocations	Feb 12, 2020, 12:25:41 PM
<a href="#">Plan Expense</a>	Plan Expense	Feb 12, 2020, 12:25:41 PM
<a href="#">Plan Over Allocated Budget</a>	Plan Over Allocated Budget	Feb 12, 2020, 12:25:41 PM
<a href="#">Plan Over Spent</a>	Plan Over Spent	Feb 12, 2020, 12:25:41 PM
<a href="#">Advertising and Campaigns</a>	Use highest number of conversions or highest number of visits to evaluate overall marketing performance	
<a href="#">Business Processes</a>	Analyze success and abandonment rates of multi-step business processes	
<a href="#">Content</a>	Analyze the most-visited URLs, entry pages, and exit pages	
<a href="#">Downloads</a>	Analyze content that has the highest download rate	
<a href="#">Ecommerce</a>	Analyze product performance, purchases, and revenue over time	

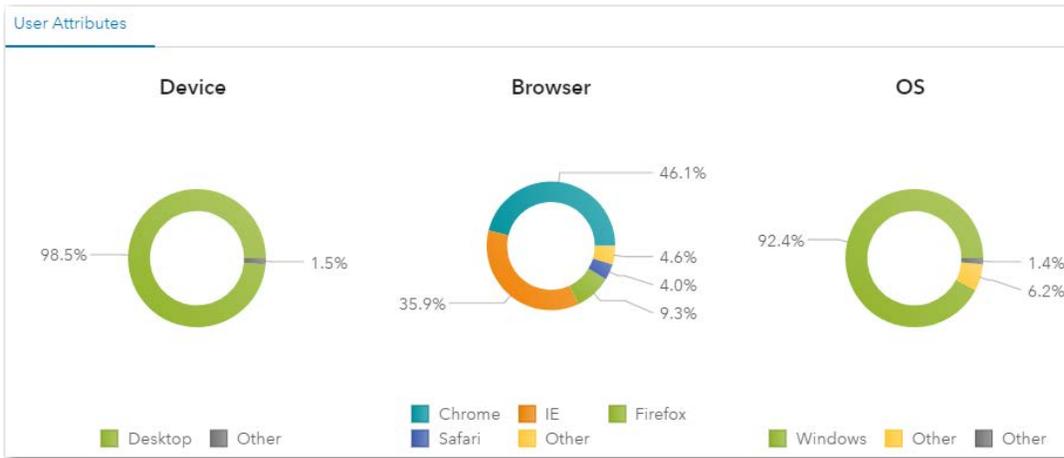
**Display 4. Insights Reports in SAS Customer Intelligence 360**



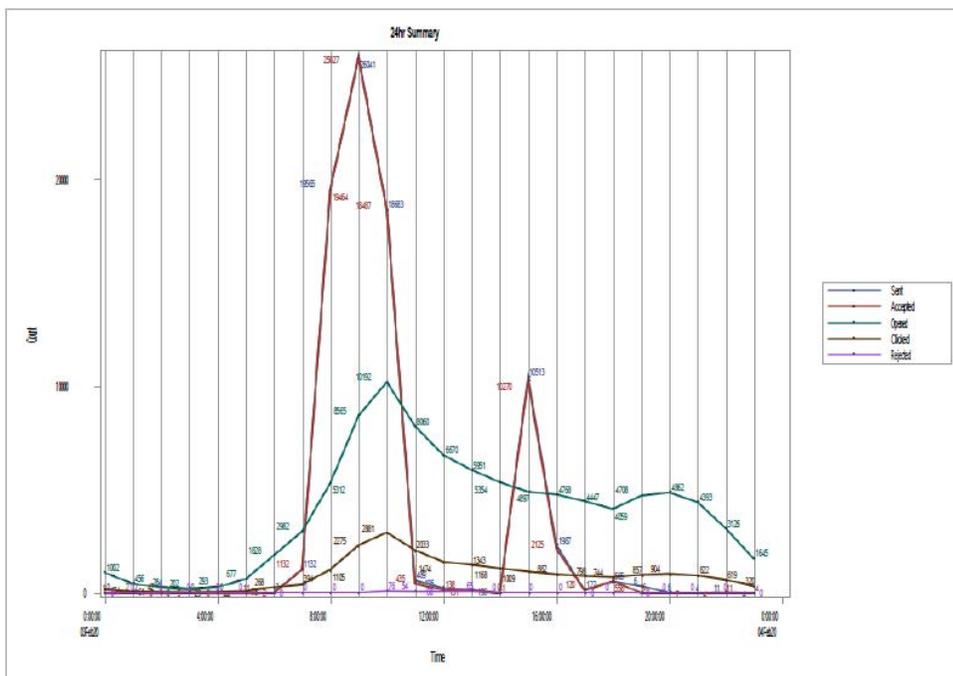
**Display 5. Task Summary Report: General Insights in SAS Customer Intelligence 360**



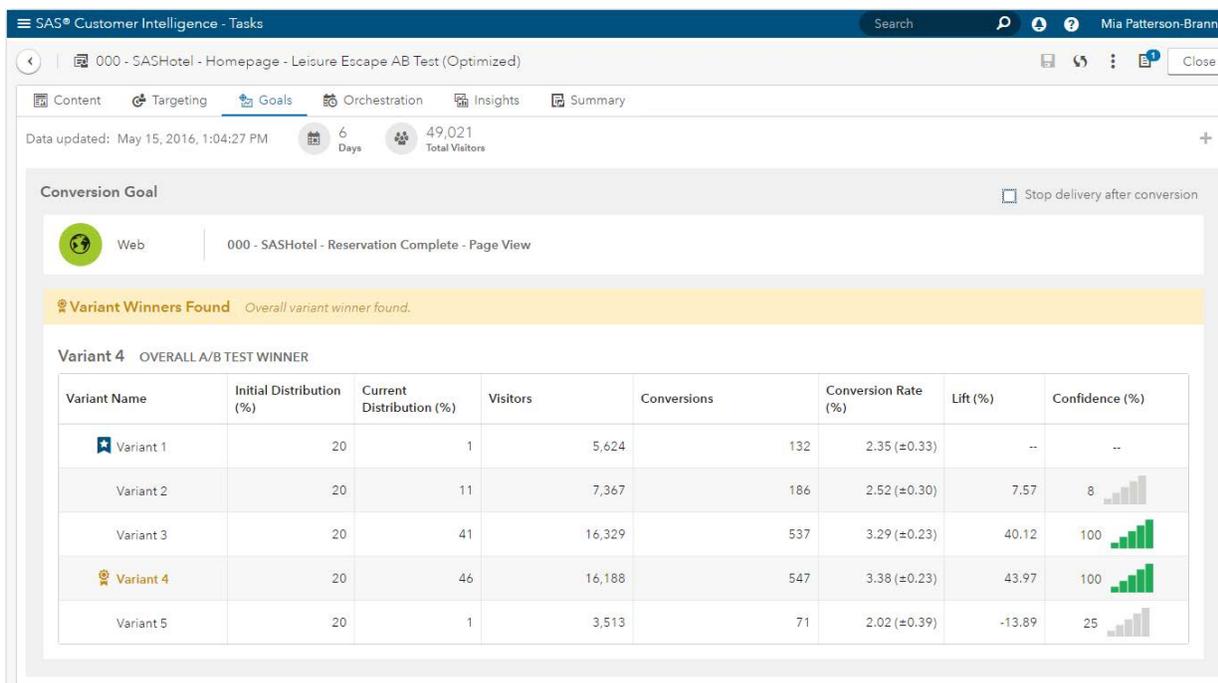
**Display 6. Insights: Conversations in SAS Customer Intelligence 360**



Display 7. User Attributes: Browsers in SAS Customer Intelligence 360



Display 8. 24-Hour Email Summary from SAS Customer Intelligence 360



## Display 9. Goals: A/B and Multi-Arm Testing in SAS Customer Intelligence 360

In the development pipeline, the SAS Customer Intelligence team is creating customer journey optimization. This feature enables marketers to automatically leverage customer journey information. Marketers can funnel consumers into the proper sales cycle step based on their behaviors on the webpage, accomplished goals, and events. SAS is excited to offer this unique feature that sets SAS apart from other omnichannel marketing software.

SAS 360 Discover contains the granular data of website visitors starting with the first landing on a page until the visitor leaves an organization's site. SAS 360 Engage has the interaction data from predetermined events and tasks. All this data is contained within a unified data model and owned by the organization, not SAS. If the out-of-the-box reporting doesn't quite fit an organization's need, SAS® Visual Analytics on SAS® Viya® allows for proprietary formulas and report building so you can create custom reporting to meet your marketing needs. With consulting services and the data of SAS Customer Intelligence 360, SAS Visual Analytics can produce C-suite reporting all the way to analyst-level detail.

SAS also has data hosting abilities. This is a great route for companies looking for less hardware and the ability to access their data on demand. The combination of having all an organization's data hosted, data on demand, and customer reporting gives organizations the power to track, analyze, and predict a customer's product purchase life cycle. Targeting a consumer to continue a sales cycle will now be a highly profitable effort by an organization's marketing team.

## CONCLUSION

With continuous data gathering efforts, organizations are primed to start understanding the drive for their e-commerce business. Every organization is unique in how their consumers interact with their brand. Powerful data collection and analysis are the tools needed to facilitate the insights that organizations need for their marketing efforts. With SAS Customer Intelligence 360 and the diverse modules that are integrated into the software, marketers can build and upload marketing campaigns, track website and campaign performance, and optimize creative across web, mobile, and email with a single tool. Big data is now the way of the world; collecting, sorting, and analyzing is how marketers can

have confidence in who they are targeting, knowing what they will buy, when they will buy it, and where to nudge a consumer along in their purchasing journey. SAS Customer Intelligence 360 is the powerful tool to use for answering the 4 Ws. It is also an ever-evolving solution to keep up with the demands of an organization's marketing efforts.

## REFERENCES

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## ACKNOWLEDGMENTS

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## RECOMMENDED READING

- *SAS® Customer Intelligence 360: Onboarding Guide*
- *SAS® Customer Intelligence 360: User Guide*

## CONTACT INFORMATION

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