

Agile and Powerful Personalization That Marketers Need

Quickly and easily create and activate audiences from disparate sources



Seamlessly collect, enhance, extend and activate customer and audience data in real time.



Activate a unified customer view across all channels.



Eliminate the need to move all customer data into a marketing cloud or CDP.



Improve customer understanding, targeting and conversions.



The Issue

Does your organization have a significant investment in its data infrastructure or are you using cloud-based data sources such as Snowflake or Google BigQuery? Is the complexity of your MarTech environment interfering with customer experience agility? Do you have trouble quickly finding your target audience in customer data and activating it across channels and touch points? If so, you are not alone.

The last few years have upended the way customers want to interact with companies. Digital engagement has led to higher customer expectations, rising demands on marketers for personalized interactions across all channels, and an increased likelihood that customers will jump ship if brands don't deliver.

In the recent CMO Council *Cracking Tomorrow's CX Code* report, more than 60% of marketing leaders surveyed said that the digital customer journey has dramatically changed their CX strategy. And nearly two-thirds aren't very confident in their ability to win and retain customers in this new environment. Marketers are challenged to orchestrate a great customer experience that hits all the right notes – from meaningful personalization to privacy and trust to seamless omnichannel experiences.

The Challenge

CDPs are falling short. CDPs are not delivering on their original promise, leaving marketers with incomplete customer views, lengthy and costly data replication requirements, and an inability to activate customer insights in a timely fashion.

Balance between personalization and privacy. Significant jumps in digital engagement require marketers to recognize customers and understand digital behavior more expansively than ever before. Increasing privacy regulations impede the ability to collect and use the very data marketers need to understand digital behavior and tune reactions.

Resource and skill set challenges. Today's digital environment is driving a need for speed. Therefore, marketers who don't have the technical skills of a data scientist or data engineer need a way to define and select customer segments and event-based audiences for activation quickly and easily.

MarTech complexity. Increasingly complex and disintegrated MarTech environments are interfering with marketers' ability to turn customer insights into actionable outcomes, react in real time with personalized interactions, and quickly alter strategy when consumer or competitive demands change.

Our Approach

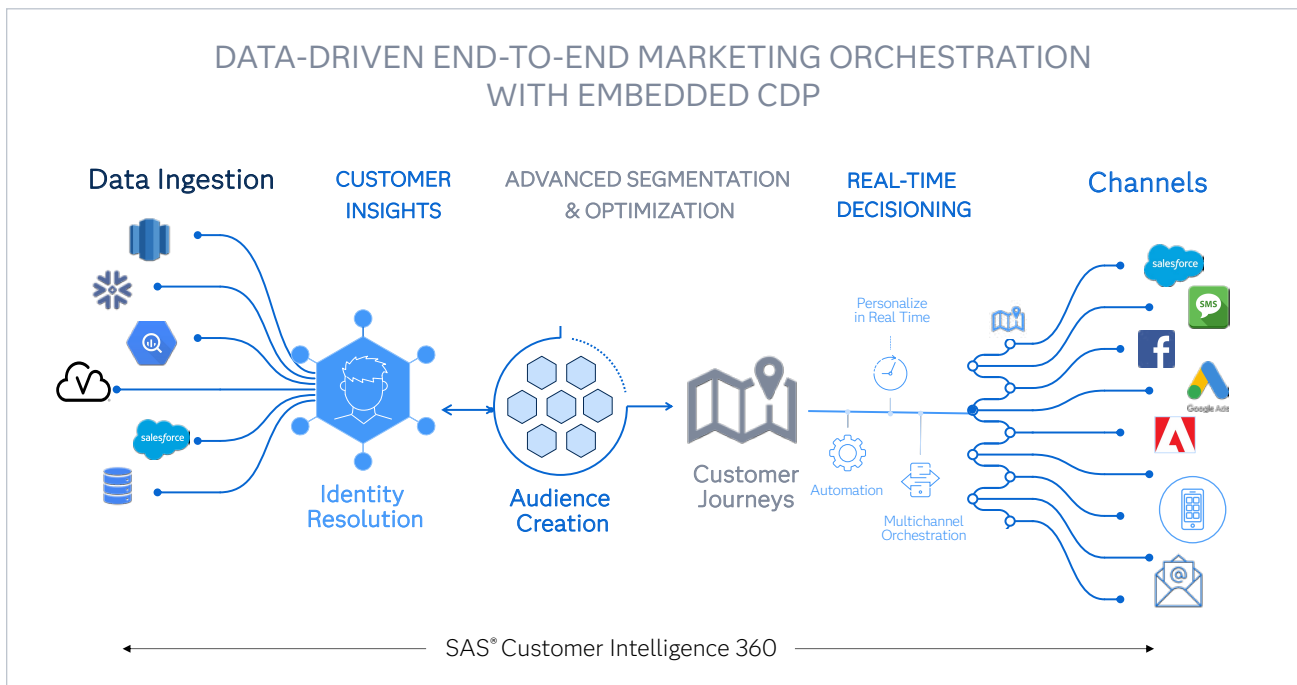
Marketers are looking for ways to deliver a satisfying customer experience that's personalized, ensures privacy and is consistent across all channels. We approach the problem by providing software and services to help you:

- **Keep your data where you want it.** Unlike traditional CDPs, there's no need to lift and shift all your data into a marketing cloud or CDP in order to use it. Pull only the data you want to activate when you want to activate it, taking advantage of your existing data infrastructure and saving money on data movement costs.
- **Raise audience targeting and segmentation to a whole new level.** Easily select customers and associated customer attributes directly from your cloud databases (e.g., Snowflake, GBQ, etc.) for acquisition, retention and loyalty campaigns using graphically driven selection tools that give you easy access to data and analytics.
- **Gain superior information management.** Take advantage of bidirectional data flows (including download capability for identity resolution, marketing activity and results), streaming data and user-defined audience retention periods.
- **Use powerful governance controls.** Automated PII identification and redaction, data masking, data hashing and support for user-defined policies are included.

The SAS® Difference

SAS Customer Intelligence 360 with the audience creation and management capability takes advantage of our embedded CDP and unique hybrid data architecture to provide marketers with simplicity, speed and control to seamlessly collect, enhance, extend and activate customer data in real time.

- **Simplicity.** No SQL or sophisticated analytical skills are required. A simple and intuitive UI allows marketers to easily define the audiences and associated customer attributes, bring these into SAS Customer Intelligence 360, and get started personalizing and actioning the data – all without the need for IT help.
- **Speed.** There's no need to engage IT to select and move the data from cloud-based data sources into SAS Customer Intelligence 360 so time to market for journey creation is significantly shortened.
- **Control.** Organizations can capitalize on existing data infrastructures and save on data movement costs by allowing marketers to pull only the data they want to activate when they want to activate it. Privacy and compliance are boosted because organizations can control the movement of PII data.



Learn more about how SAS can help provide marketers with agile and powerful personalization.

