SAS® Customer Intelligence 360
Create customer experiences that are relevant, satisfying and valued

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THE **POWER TO KNOW®**

Overview

When customers consider a new product or service that you offer, digital channels are most often their first point of interaction. But it's getting more and more challenging to create consistent, highly relevant experiences that break through. Why? Cookie laws, ad blockers, changes in data privacy (such as general data privacy regulations or GDPR), new advertising methods and the need for responsive design all play a part. Customer expectations further complicate things, with today's customers expecting you to recognize them and treat them consistently across all channels, and to present them with offers that are anticipated, relevant and personalized. Marketers must also be agile, more efficient and demonstrate greater accountability in planning their marketing initiatives. Can you deliver?

What if every time customers interacted with you, they got exactly what they needed or wanted, with minimal effort? Consider SAS Customer Intelligence 360 to get detailed insight from the digital channels where your customers interact with your brand the most.

Benefits

SAS Customer Intelligence 360 enables you to get answers from your digital channels, then take the most effective actions. Marketers can use everything they know about a customer to enable more relevant, targeted and individualized communications on all marketing touch points.

Ability to Perform True Predictive Marketing

Unlike traditional "marketing cloud" solutions, SAS Customer Intelligence 360 uses dynamic data collection technology that avoids channel-based web analytics tagging, enabling rapid transformation of digital data into customer-focused insight. You can take that data, which belongs to your brand, and turn it into insight to make more accurate decisions about customers during real-time interactions. By doing this, brand marketers can meet each customer's needs at the right time and place, and in the right context – all down to the individual level.

That's why "360" is in the name. It provides a complete view of everything needed to optimize the individual customer journey. That is the confidence that marketers need as they create and deliver a consistent customer experience. It's the confidence to know that insights are complete and correct, which allows you to deliver a valuable, satisfying message to the customer while adhering to brand policies and guidelines.

Agile Strategic Marketing Planning

Provide all your stakeholders with full visibility into marketing plan objectives and schedules and enable them to create and approve plans collaboratively and transparently.

Create and store marketing plans – along with comprehensive supporting information – in a centralized repository that enables easier management, tracking and retrieval. Easy access to detailed campaign information helps marketers ensure that the best options are selected during the planning stages of marketing campaigns and activities.

Marketing workflows

SAS Customer Intelligence 360 provides real-time visibility into your marketing process and timelines. You can configure and automate workflow tasks to facilitate collaboration across all stakeholders.

Changes to project timelines or associated deliverables are automatically calculated by the system based on project status or changes made by the project manager (e.g., changes in marketing goals, resources, scope, etc.).
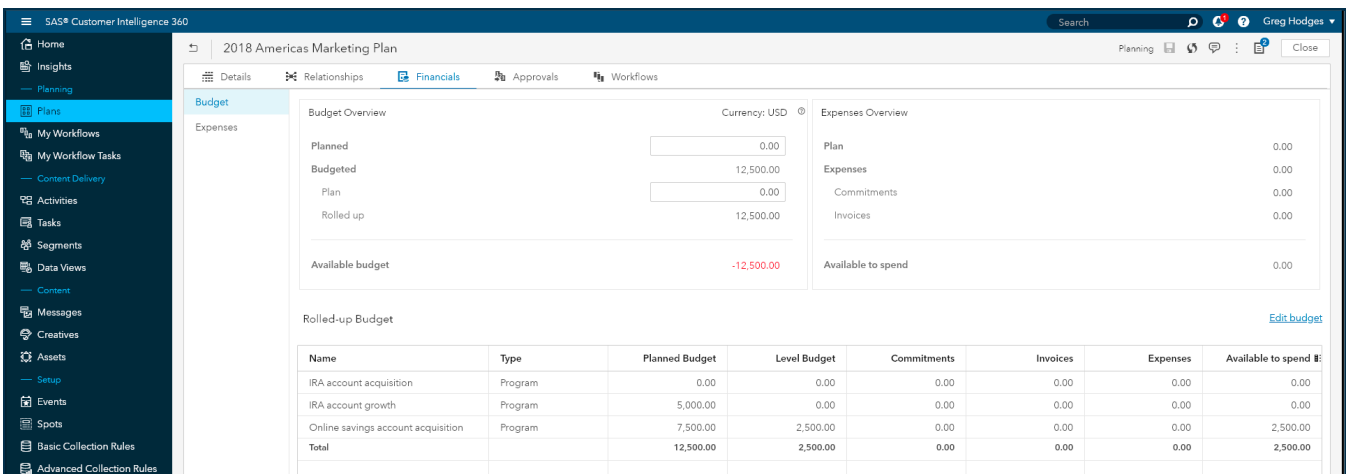
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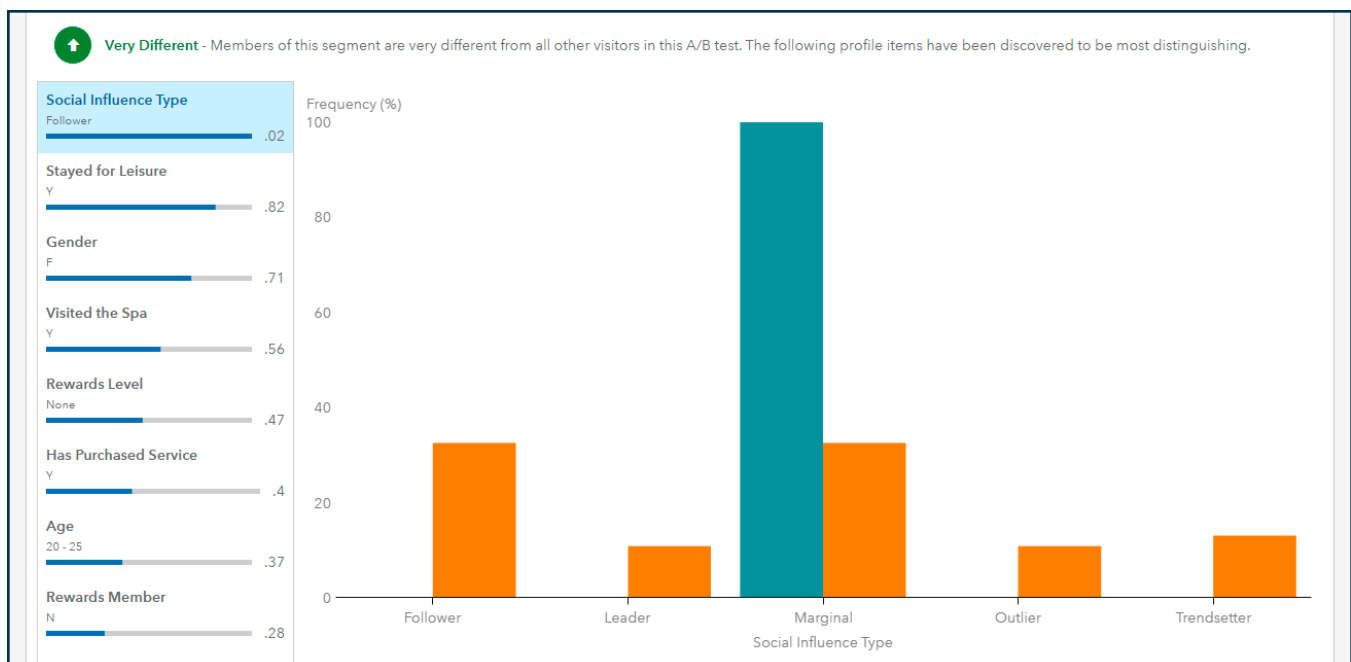
Guided analytic techniques, such as segment profiling (left), enable marketers to make smarter choices about segmentation and activity execution.

Challenges

- **Insufficient understanding of online customer interactions**. If you don't know exactly what happens when a customer interacts with your company through online channels, you will be unable to implement a true, customer-focused strategy.

- **Lack of individualization capabilities**. Traditional solutions are unable to perform cross-channel customer targeting via the web, which can lead to abandonment, acquisition and churn problems.

- **Inaccessible customer insight**. The reporting capabilities of traditional web analytics solutions are complex, technology-focused and targeted primarily at IT users and web analysts, making it difficult or impossible to get customer insight into the hands of marketers who need it most.

- **No unified customer view**. Difficulty accessing and combining customer information across channels and business units results in an incomplete view of the customer and an inability to fully understand – and predict – customer behavior.

- **Inability to use insight to engage**. Collecting, normalizing and using digital data for marketing activities often takes weeks. With SAS Customer Intelligence 360, this time is shortened significantly due to out-of-the-box integration.

- **Lack of transparency in marketing operations**. Most business decision makers and executives don't have clear insight into the day-to-day challenges of their marketing organization. Current marketing resource management solutions are more static and siloed – they don't reflect real-time performance and impede collaboration.

Integrate Online and Offline Data Across Channels

Easily combine data coming from SAS Customer Intelligence 360 with data from your offline customer channels – call center, CRM, POS, etc. Integrate data from all of these channels via the data hub inside SAS Customer Intelligence 360. As a result, you'll gain a richer, more meaningful multichannel customer understanding.

Outputs from the data hub are put into action via the customer decision hub – our exclusive decision-making brain that is fueled by data and analytics and amplified across your organization by customer-centric processes.

After all, customers formulate brand perceptions based on their experiences across all channels in which they interact. If you were to model and market to customers based on a single channel view of those customers, you could make erroneous and ill-advised marketing decisions.

A Complete and Unified Customer Profile

The data captured by SAS Customer Intelligence 360 isn't about pages and clicks; it's about people – everything they see and do, and everywhere they go. Traditional web analytics products keep page-click data at an aggregate level and make it difficult to translate those page clicks into a view of the customer.

In contrast, SAS Customer Intelligence 360 captures the complete online behavior of customers at a detailed level and can associate it with existing offline customer data sources – e.g., promotional, demographic and purchase-based information – to provide a complete picture of the customer. By combining these typically disparate data sources into a unified view of the customer, you'll gain valuable insight into a customer's true needs. This translates into more relevant offers, better targeted activities and more efficient use of your marketing resources.

Provide a Personalized, Multichannel Customer Experience

SAS Customer Intelligence 360 provides the full breadth of capabilities you need to turn customer experience insights into successful marketing programs. Capturing the wealth of information that customers leave on your website – their buying plans, significant life changes, etc. – and effectively integrating it with a library of personalized offers and content that are ready for presentation at the right moment will lead to a much-improved customer experience while also satisfying customers' privacy preferences and concerns.

In addition, multiple decision-making methods – from business rules to predictive models to multivariate tests (via custom predictive models) – help ensure that the customer gets the most relevant and personalized offers.

Transform Better Insights Into Better Marketing Performance

Most marketing organizations don't have the in-house expertise to develop the latest forecasting techniques for their marketing initiatives. SAS Customer Intelligence 360 includes analytics that can give you a forward-looking view of your customers' journeys, enabling you to understand the most significant business drivers, forecast how drivers and business measures will perform in the future and run goal-seeking routines to determine optimal levels needed – even if you don't have a statistician on staff.

Spend Marketing Dollars More Effectively

While most online analytics vendors require form- and field-level tagging, SAS embeds a single line of HTML code in each webpage to enable dynamic data collection – without expensive tagging costs. Page design changes are accounted for automatically during data capture, eliminating the need to continually re-tag the page. Having integrated digital asset management to assist in delivering those assets means easier integration with other tools and quicker time to market.

The SAS® Customer Intelligence 360 Difference

- **Rapid development enabled by dynamic data collection.** Dynamic data collection technology involves just a single line of HTML code, rather than the intensive web analytics tagging required by traditional solutions, enabling significant time savings, rapid development and reduced maintenance.

- **True customer-level data for multichannel integration.** By combining detailed online customer behavior data with customer data from other offline channels, you get a complete view of the customer and a better understanding of customer behavior, which translates into more successful offers and campaigns.

- **Streamlined marketing operations.** Integrate and manage all marketing processes across your business for greater consistency, efficiency and effectiveness – from marketing strategy development and planning to content creation, campaign execution and post-campaign analysis.

- **Real-time marketing that's actually real-time.** Only SAS combines the customer insight derived from real-time data collection with the advanced analytics and business logic to ensure that the best offer is made to the customer at the right time – in real time.

- **Meaningful customer insight – not just page hits.** SAS Customer Intelligence 360 links all website activity to a customer entity and combines it with existing offline data for a complete picture of the customer that goes well beyond page hits.

- **An evolutionary growth path.** With SAS Customer Intelligence 360, you can start small and add on at your own pace, following a natural growth path.

Start Small and Add On as Needed

The modular nature of SAS Customer Intelligence 360 enables you to start small and add on over time, following a natural growth path. For example, you can start with dynamic data collection and analysis. Next, add capabilities to push offers, messaging and content into mobile, web and email channels – while testing, tracking and measuring performance along the way.

In addition, as your organization embraces the online capabilities SAS has to offer, you can adopt additional components of the SAS Customer Intelligence suite.

Capabilities

Guided Analytics

You don't need to be a data scientist. Built-in, easy-to-use analytical processes enable you to use SAS analytics and data management capabilities. These integrated analytics guides (such as automatically derived segmentation and applied optimization) empower true predictive marketing. These capabilities are for business or marketing analysts to use to augment the intelligence they already have about their customer base – making them smarter and more efficient marketers.

Activity Maps

Outbound and inbound campaigns no longer need to be disconnected. As customer experiences evolve and customers expect service and contextual engagement across various channels, devices and points in time, you need to be able to account for how customers move across inbound and outbound channels. Being able to stitch digital and traditional data together to create a complete customer profile allows you to perform the cross-channel digital engagement and attribution that provides clarity in today's complex and fragmented digital environment.

Open Data Model

All data is housed in an open, customer-centric data model that promotes further data exploration and analysis and can be used in downstream marketing efforts. Online data is logically structured within a predefined business context for easy integration with existing customer data, and nontechnical staff can produce ad hoc reports quickly.

Post-Data-Collection Contextualization

SAS enables you to convert gathered data into information that can be analyzed and reported on at the customer level so that website administrators won't have to apply new tags every time there's a change to the page design. In addition, prebuilt data models enable immediate data analysis and reporting, eliminating the burden on IT staff to design a complex data loading and reporting infrastructure.

Dynamic Data Collection

A single line of HTML is embedded within each web page to automatically obtain page information – what the customer does and sees, the order and timing of elements loading on a page, the hovering of a mouse over a selection, each keystroke in a form, etc. This is in stark contrast to traditional web analytics solutions, which require extensive website modifications to collect data through techniques such as tagging.

Data accuracy is ensured, because there are no third-party issues to worry about. To mitigate security concerns, privacy, security and data protection issues are rigorously managed, and sensitive data is encrypted using industry-standard techniques.

Predictive Models, Forecasting and Goal-Seeking Routines

Predictive analytics enables marketers to make projections for when specific business goals will be met based on the performance drivers

and metrics of a current campaign. You can also identify the most significant underlying drivers of a particular business metric and present them in an easy-to-use business report.

Goal-seeking capabilities enable you to determine the optimal levels needed for each driver that affects a particular business goal. And because these advanced statistical and optimization routines are prebuilt, no statistical expertise is required to run or develop them.

Anonymous Behavior Capture

The activities of everyone who visits your website – whether identifiable or not – are recorded in a private, secure manner over time. Once a visitor is identified, any previously anonymous behavior is assigned to that person automatically, resulting in a much richer profile than would otherwise be possible.

Streamlined marketing planning

SAS optimizes your marketing operations from end to end with capabilities for planning and financial management, creative production management, reporting and analytics, integrated calendars and marketing asset management. We minimize processing time, enabling you to handle more data, more campaigns, more users and even more complex planning as your needs change.

Part of the SAS® Customer Intelligence suite

SAS Customer Intelligence 360 solutions fully integrate with the rest of the SAS Customer Intelligence suite, creating an environment that's seamlessly built and ready out of the box to analyze and execute marketing programs all the way down to the individual customer level. With SAS Customer Intelligence 360, all the tools that marketers need to plan, manage and execute multichannel, targeted marketing efforts are just a few clicks away – within a unified environment.

Components

SAS® 360 Discover

Gain a more complete view of your customers by using SAS 360 Discover to dynamically capture interactions, transform those individual interactions into customer-centric knowledge and then integrate this knowledge with customer insight from other channel views. SAS 360 Discover enables you to more effectively understand, model and market to customers who visit your web properties.
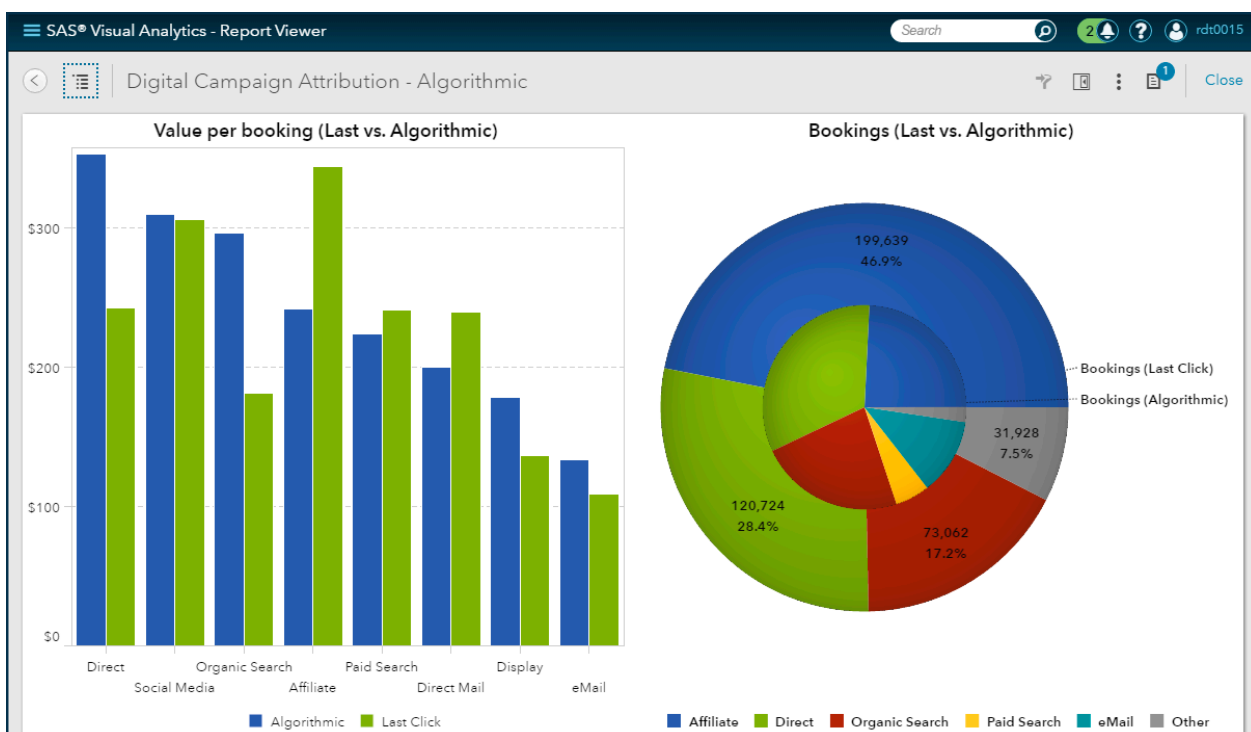
SAS® 360 Engage

Effectively target and deliver offers to customers who have interacted with your organization via digital channels such as email, mobile apps or the web.

This offering enables organizations to take insight gleaned from SAS 360 Discover, as well as other analytical insights, and interact with customers over digital channels. It allows organizations to augment their existing SAS Customer Intelligence investments in an integrated and supportive manner – versus having to stitch together digital marketing offerings from various vendors. This enables marketers to truly engage with their customers in a dynamic way across channels, devices and time.

SAS® 360 Plan

Enable marketing departments to operate more efficiently and demonstrate greater accountability. SAS 360 Plan optimizes marketing operations from end to end – from strategic planning and budgeting to resource and marketing content management, global marketing execution and analysis, and more.