



Advanced Marketing Automation

*Maximize returns on customer communication strategies
through intelligent, integrated marketing processes*

Table of Contents

- Executive summary 1**
- Marketing challenges of the new millennium 2**
- The evolution to unified marketing automation 4**
- Four phases of intelligence-based marketing automation..... 6**
- The critical importance of a cross-functional framework 7**
- The technology enablers of fourth-generation marketing automation..... 9**
 - Enterprise architecture 9
 - Industry-leading analytics..... 10
 - Capabilities that give more control to business users..... 11
 - The ability to extend into other areas of marketing 12
 - Event-driven marketing in real time, at the right time 12
 - Mathematical, constraint-based marketing optimization 13
- Summary..... 14**

Executive summary

How can you consistently beat your profitability goals — and your competitors? On the surface, it's not that complicated. Just understand your customers better and faster than anyone else, and use that knowledge to target them more effectively than anyone else.

If only it were that simple. Unfortunately, while information about customers is plentiful, actionable customer intelligence often remains elusive. Customer data pours in from every conceivable channel. Assembling a coherent picture of customers from all those puzzle pieces — a picture on which you can confidently build a profitable marketing strategy — can be a formidable challenge.

To tackle this challenge, many companies are turning to marketing automation for improved efficiency and effectiveness of marketing activities. These companies often find, however, that this technology isn't sophisticated enough to operate at the speed of business today.

To provide a comprehensive solution for current marketing challenges, marketing automation solutions must offer three key functions:

- **Campaign and customer analysis.** A comprehensive marketing automation solution provides quantitative tools to analyze customers and prospects and to help marketers craft the right offers. Advanced systems also provide statistical analysis and predictive modeling to tightly define target markets, forecast campaign effectiveness and continuously improve through “closed-loop” marketing, in which the system self-learns from information gleaned from prior campaigns.
- **Campaign management.** At the heart of any marketing automation solution is the capability to effectively automate essential campaign processes, including managing all communication with customers across multiple channels, tracking responses, and consolidating and reporting results.
- **Centralized management and control of disparate systems.** These campaign analysis and automation functions can draw on a customer-centric data warehouse that pulls customer data from all appropriate back office systems, channels and third-party data. Advanced marketing automation systems should also allow business users to incorporate data mapped from other existing sources into the campaign planning and executing process. These capabilities support a customer-oriented, cross-functional view needed for creating truly effective campaigns. In addition, the solution should provide centralized management of existing application systems, to ensure that IT resources can support marketing as efficiently as possible.

The most advanced generation of marketing automation technology seamlessly combines these functions to produce a centralized, fully integrated environment for total marketing performance. Marketers can leverage the breadth of this functionality to maximize campaign returns through the essential phases of a disciplined marketing process: plan, target, act and learn.

Marketing challenges of the new millennium

In the days of the community general store, shopkeepers enjoyed a very favorable offer-to-response ratio because they knew their customers personally. They could tailor their offerings to create the most compelling offer at the right price, at the right time. They could also consider complementary purchases, based on the shopkeeper's personal knowledge of a customer's likelihood to need and buy.

That customer-centric view became logistically unfeasible or impossible in the era of global mass marketing and particularly difficult for marketers who reach customers through remote channels.

Nonetheless, customers still expect to be treated personally, immediately and consistently. With the proliferation of choices made possible by remote and online marketing techniques (catalog, direct mail, Web, etc.), customers are more empowered and less loyal than ever. If their expectations are not met, they can click to the competitor with ease, or place a toll-free call to the marketer whose new catalog arrived in their mailbox this week.

This scenario alludes to some emerging marketing challenges:

- **Proliferation of customer touch points.** Years ago, marketers interacted with customers primarily through three channels: call centers, direct mail and face-to-face. Today, even small to mid-sized retailers reach customers through dozens of channels: e-mail, fax, pagers, Internet, trade shows, value-added resellers, distributors and more.

How can marketers gather a consistent view of the customer that crosses all those diverse touch points, while still personalizing the view of each individual customer?

- **Heightened expectations for marketing campaigns.** It's not uncommon for Fortune 500 companies to plan as many as 3,000 campaigns in a single year, clearly a significant endeavor. Even the largest companies can't afford to paper the world with their glossy catalogs if they're not reaching prospects likely to buy. Nor can they afford to send direct mail to huge, undifferentiated databases. The frequency and turnaround of campaigns is higher than ever, and so is the expectation for return on investment.

How can marketers be sure they're accurately targeting the right audience with the right offer at the right time?

- **Lack of cross-functional cooperation.** The marketing process is shaped by different groups of users with widely differing requirements. Narrow technology that focuses on only a few small pieces of campaign implementation makes it extremely difficult for key players on the marketing team — including business analysts, database marketers, quantitative analysts and IT— to effectively leverage each other's contributions and collaborate on a comprehensive, repeatable marketing process.

How can you implement a technology framework that supports the entire marketing team and the entire process, from setting strategy, to targeting opportunities, implementing customer communication initiatives and measuring results?

- **Rapid growth in organizational data.** Discrete enterprise systems churn out gigabytes of data about customers and campaigns — both online and offline — yet few enterprises

are in a position to assemble that information into a coherent picture that can support informed, intelligent decision making. Intuition still guides many marketing decisions in an environment that really calls for a structured, predictive framework of rigorous analysis.

How can marketers access, consolidate and clean all available customer data to create a comprehensive foundation for deriving the best customer intelligence?

- **New regulatory challenges.** Antispam legislation, the Do-Not-Call Registry and other regulatory initiatives are forcing marketing departments to rethink their communication strategies. Blind delivery of unsolicited offers is now illegal in many cases, making it more important than ever to implement a reliable method for controlling customer contacts.

How can you consistently enforce a customer contact policy and ensure that different business units aren't sending multiple or conflicting offers to the same customers?

- **The need to respond more quickly and effectively to customer behavior.** The interaction between business and customer is best understood as a two-way communication. Customers often don't communicate with vendors directly, however. Instead they respond to offers through various behaviors: purchasing a new product immediately or failing to purchase anything for a period of time. Even when a customer purchases a different type of product than usual, that behavior can be a significant input to use when evaluating future interactions with that customer.

How can companies most effectively keep up with the listening (event-driven) end of the customer dialogue and translate that information into more profitable, timely customer interactions?

- **Resource constraints that limit possibilities.** Even with the volume of campaigns that large companies run in a given year, the reality is that marketing resources are not unlimited. Every marketer knows the pressure of budget constraints, but how do channel constraints, such as call center capacity or revenue goals affect the offers that a company presents to its customers?

How can a marketing organization determine the best possible set of offers to present, to which customers, within the bounds of resource constraints, available offers and marketing goals?

With increased customer expectations and demand for an exact fit to requirements, it is increasingly important to not only provide accurate insights about the customer, but to put that information within reach of all contributors to the marketing process.

The evolution to unified marketing automation

Marketers recognized long ago that they could leverage computer technology to face these challenges and do a better job with marketing campaigns.

In the 1960s, computers kicked mass marketing into high gear with zip-code segmentation, merging and purging of files, computer-generated letters and direct marketing techniques. In the 1970s, statisticians began applying analytical applications such as list testing and further segmentation. The 1980s brought improved database marketing with targeted campaigns driven by population analytics and relational databases. The 1990s heralded the era of relationship marketing (also called one-to-one marketing) based on the premise that customer relationships can be formed and profits increased by delivering information and products based on individual needs.

In four decades, then, we have witnessed a shift from mass marketing — push as much product as possible to the world — to a targeted customer focus — identify unique customer niches and cater to their needs.

Marketing automation systems are struggling to make the corresponding transition. As the discipline of marketing has evolved, the implementation of marketing automation has evolved through several distinct generations.

The first generation of marketing automation, originating in the 1960s but not seeing widespread acceptance until the late 1980s and early '90s, leveraged computer technology to automate the operational marketing tasks mentioned above. These products enabled marketers to segment, target and reach customers more efficiently.

This generation of operational point solutions, usually based on proprietary databases and standalone systems, improved the effectiveness of simple campaigns with turnaround times of several months.

The second generation of marketing automation took a more holistic, cross-functional focus, considering campaign management in context with overall business processes. Software solutions shifted from proprietary databases to open systems, with emphasis on scalability, enhanced automation of product-oriented campaign processes for efficiency and more timely reporting.

This generation of cross-functional solutions reduced the marketing department's reliance on IT, supported faster campaign turnaround cycles and made progress in integrating sales and service channels across all touch points.

First- and second-generation marketing automation systems predominate today, even as the changing marketplace demands more than these task-oriented systems can provide.

The **third generation of marketing automation** takes data integration a step further and:

- Supports a customer-centric view that provides a consistent, coherent view of the customer across multiple touch points.

- Integrates sales force automation, call center systems and electronic channels.
- Feeds campaign performance results back into the system to support continuously improving, closed-loop marketing.

The **fourth generation of marketing automation** is the critical underpinning for today's merchandising environment, with higher expectations, pressure for faster turnaround at lower costs and narrower windows of opportunity. This most advanced generation of marketing automation solution:

- Introduces advanced analytics to turn business data into customer intelligence, at the right time.
- Provides powerful capabilities to serve the diverse needs of all marketing team members in the most appropriate way, from business users to quantitative analysts to IT.
- Optimizes each customer contact by tailoring promotions and contact channels to best suit the customer's expectations.
- Enables more opportunistic marketing than ever by responding to triggers that indicate a change in a customer's state, as derived by demographics or analytics. Did the customer just move to a different climate? Purchase baby items for the first time? Make a purchase without add-on options? Buy two items that indicate a potential need for a third?
- Is built on a platform that enables centralized data management and security, as well as the exchange of information between applications. This centralized control smoothes the way for IT to incorporate current and future intelligence applications into the company's IT infrastructure.

Investments in fourth generation marketing automation solutions that can create in-depth customer intelligence pay off for marketers by:

- Restoring the personal-service value that remote channels and mass marketing removed.
- Fostering greater long-term loyalty through relationship building.
- Maximizing lifetime value of each customer through cross-selling and up-selling.
- Increasing the rate of return on marketing initiatives by targeting the right customer with the right message, at the right time and via the right media.

Four phases of intelligence-based marketing automation

Given that large organizations commonly plan hundreds or thousands of different campaigns in a single year, marketers have to maximize and optimize their performance results at every stage of the process. Systematic and profitable marketing incorporates four key phases:

- **Plan** the most effective marketing campaign offers and strategies.
- **Target** campaign activities to tightly defined market segments with high propensities to buy.
- **Act** on those plans with automated campaign management tools, such as modules to pull lists, generate customized e-mail and direct mail materials, and track results.
- **Learn** from campaign experience by measuring campaign results and automatically feeding that intelligence back into the system to fine tune future campaigns.

Fourth-generation marketing automation addresses each stage of the marketing process, while recognizing that all stages are interdependent and involve the contributions of many different types of contributors.

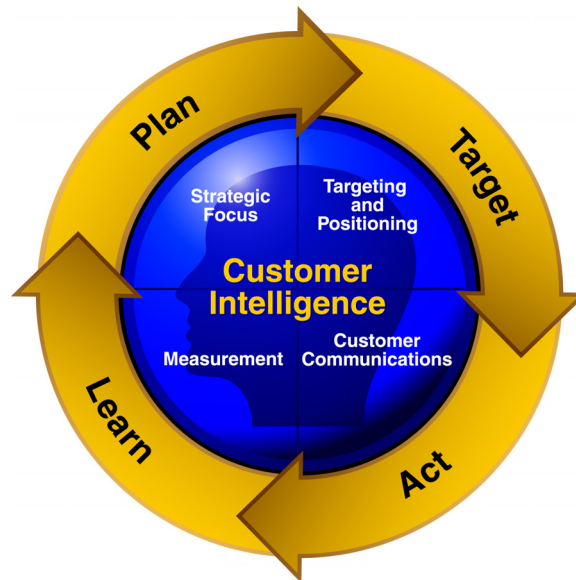


Figure 1: The four phases of intelligence-based marketing automation

The payoff from investments in advanced marketing automation is significant — shorter marketing cycle times, better odds of getting your message out to customers ahead of the competition, cost savings realized by replacing scattershot campaigns with truly targeted ones and rising return on investment as the results of each campaign are immediately applied to the next.

The critical importance of a cross-functional framework

The Plan-Target-Act-Learn marketing process relies on input and participation from at least five very different user groups:

- Executive management who focus on strategy and performance.
- Business analysts who understand customers and plan communication strategies.
- Campaign managers who construct complex, multistage, analytics-based campaigns.
- Quantitative analysts who build marketing models and perform sophisticated data analysis.
- IT professionals who develop and maintain the marketing automation infrastructure.

Each user group has its specific needs for software functions and interfaces. For example, executives might require a customizable, overarching interface allowing them to view specific reports or drill down into more specific functionality when the need arises. Quantitative analysts might prefer the ability to delve behind the scenes to manage intricacies of modeling processes — rather than just picking and choosing from a predefined model. IT professionals are closely focused on the integrity and accessibility of marketing data.

The reporting requirements of each group will also vary tremendously — from strategic-level budgets and plans for executives, to summary and detail views of campaign activities and results for business users to information about metadata manipulations and import/export functions for IT professionals.

The chart on the next page highlights some of these interdependencies in a typical marketing organization. The dilemma for marketers is that typical marketing automation systems have not offered a “one size fits all” proposition that recognizes this interdependent framework.

Fourth-generation marketing automation addresses this critical issue by rallying all users under one unified system that provides the user-to-system and system-to-system interfaces — along with tools and functions — appropriate to each of their needs. Executives can manage all marketing activities from a single dashboard. Quantitative analysts can take advantage of the database marketer’s interface to create custom models and reports and fine tune parameters of system performance. IT professionals have tools and reporting capabilities that give them control over how data elements are captured, validated, stored, accessed and updated — as well as how the end-to-end infrastructure should perform.

Cross-functional collaboration in marketing teams and campaigns

	Plan	Target	Act	Learn
Executive Management	<p>Define strategy.</p> <p>Understand customers, revenue, costs.</p> <p>Approve budget allocation.</p> <p>Monitor plan.</p>	<p>Retain best customers.</p> <p>Acquire new customers.</p> <p>Increase sales per customer.</p>		<p>Assess marketing performance.</p> <p>Adjust strategy based on performance results.</p>
Business Analyst	<p>Assess marketing activities and perform exploratory customer analysis.</p> <p>Perform budget planning.</p> <p>Define campaign elements, including target segments, offers, channels, schedules, models to be used, etc.</p>	<p>Create segments.</p> <p>Profile segments.</p> <p>Manage segment prioritization planning.</p>	<p>Finalize campaign details, such as campaign coding, campaign waves, timing, channels, expected costs and results.</p> <p>Configure responses.</p>	<p>Analyze responses, costs and ROI.</p> <p>Analyze performance of segmentation, test versus control and overall campaign.</p> <p>Analyze document performance for future planning.</p>
Campaign Manager	<p>Understand data definitions and data relationships.</p> <p>Identify additional data needs.</p> <p>Create seed list.</p>	<p>Extend level of campaign complexity by deploying transactional, model and combinations of criteria.</p> <p>Apply model scores to re-evaluate response rates, campaign expenses.</p> <p>Access quick counts.</p> <p>Perform include/exclude, cell splitting, mapping and prioritization.</p>	<p>Enter or access campaign details.</p> <p>Define export interfaces.</p> <p>Create seed list used in "Act" phase.</p> <p>Perform test campaigns.</p> <p>Program campaign schedules.</p> <p>Execute models and monitor campaign execution.</p> <p>Monitor updates of contact and response history.</p>	
Quantitative Analyst		<p>Perform response modeling, risk modeling, channel preference modeling, cross-sell modeling, forecasting, sensitivity analysis, market basket analysis, time-series analysis and optimization.</p> <p>Register models for use in campaigns.</p>		<p>Refine and optimize models with information gained from post-campaign analysis and performance results.</p>
IT Professional	<p>Manage database metadata.</p> <p>Manage database extract, transform and load (ETL) processes.</p> <p>Perform load balancing, analytic sampling and quick table management.</p> <p>Maintain platform-independent, scalable support infrastructure.</p> <p>Refine database by appending additional data sources.</p>	<p>Plan and manage contact history processes.</p> <p>Plan and manage response-handling processes.</p>	<p>Automate database maintenance.</p> <p>Automate campaign execution.</p> <p>Automate opt-in/out e-mail campaigns.</p> <p>Automate subscription management.</p>	<p>Capture response data.</p> <p>Automate report updates.</p> <p>Set up Web-based reports.</p>

The technology enablers of fourth-generation marketing automation

The essential stages of marketing automation described earlier — plan, target, act and learn — demand more than first- and second-generation software solutions can provide. Third-generation solutions start to fill critical gaps by automating functions across multiple business units and customer contact channels, and by providing some self-learning capability. Fourth-generation solutions, such as SAS Marketing Automation, integrate powerful campaign management functionality with:

- An **enterprise architecture** that provides centralized control and management of application systems and can pull data from virtually any source to meet intelligence and performance requirements within the current IT environment.
- **Industry-leading analytics** to derive and apply true customer intelligence.
- **Capabilities that give more control to business users** while supporting cross-functional collaboration.
- **The ability to extend into other areas of marketing**, such as real-time, event-driven marketing and mathematical marketing optimization.

Enterprise architecture

The need for companies to embrace a customer-centric vision has been well documented in recent years. From an organizational standpoint, this means aligning sales and service behaviors around customer relationships instead of around specific organizational structures or products.

In a marketing automation solution based in customer intelligence, companies integrate customer information from across the entire organization, as well as from partners and other external sources, to develop one comprehensive view of customer behavior. Only with a unified view can you accurately identify and differentiate customer needs, define marketing campaigns based on those needs and thereby maximize return on investment from marketing initiatives.

SAS Marketing Automation includes a data warehouse that provides a panoramic view of the customer and includes legacy data, transaction data and preference information. This data warehouse assembles the customer view spanning all touch points and systems. Business data and key operational metrics from diverse departments are aligned, shared and integrated in a common repository. Information about customers, which may currently exist in various databases across the enterprise, is combined and made compatible to support meaningful analysis.

As part of its global metadata approach, SAS Marketing Automation also allows companies to translate warehouse and data structures into business terms, allowing business users to query data without assistance from IT. This capability ensures the consistency of reports and information by capturing business rules that can be used across departments and by establishing allowable usage information.

Advanced Marketing Automation

Companies need centralized control of application systems to help IT support marketing more efficiently. With so many application systems spread throughout the company, IT is often bogged down by ad hoc requests. Centralized management helps reduce that demand by making information systems more efficient and productive.

At the center of SAS Marketing Automation is an enterprise platform that allows companies to meet intelligence and performance requirements within the current IT environment by providing a central point of control for disparate application systems. This means that the same marketing automation applications can be deployed with no modification across various back-end systems throughout the organization. And IT users who are not SAS experts have the ability to easily administer the SAS environment.

The architecture of SAS Marketing Automation allows for:

- Full use of hardware throughout the organization, ensuring maximum performance and efficiency of marketing automation applications.
- A reduced need for specialized developers and system knowledge, which frees developers for more important tasks.
- Intelligence software that meets both IT and business needs by delivering full support for open standards in application development.

Industry-leading analytics

To increase the rate of return on marketing campaigns, marketing strategies must be based on an accurate and comprehensive understanding of customers across all functional areas and contact channels. The model of campaign management based on customer intelligence calls for creating intelligent campaigns that are tightly targeted to the highest-value customers, for the most relevant opportunity, through the most effective channel, at the most appropriate time.

In many marketing organizations, the business analyst — the person usually held accountable for the success or failure of a marketing campaign — faces significant obstacles in focusing analytic efforts on the right questions and effectively integrating analytic results into marketing processes. SAS Marketing Automation breaks down these barriers by empowering business analysts — with or without statistical backgrounds — to surface the results of in-depth analyses and behavioral models within the context of a particular business problem.

Advanced analytic techniques available in SAS Marketing Automation enable business analysts to better understand and anticipate customer behavior and thereby build relationship value. Here are some representative analytics that are available or can be embedded in SAS Marketing Automation to create effective marketing campaigns:

- **Market basket analysis** — Analyze the mix of products that a given customer purchases, with a view to understanding what other products to sell them.
- **Segmentation analysis** — Identify the most valuable and profitable customers to help define appropriate target marketing programs.

- **Cross-selling predictions** — Identify the right time to make an offer to an existing customer, and determine the optimal content and contact channel.
- **Customer channel analysis** — Analyze and predict the most suitable and efficient channels for initial contact, up-selling and cross-selling activities.
- **What-if analysis** — Change key campaign variables and determine how they affect the outcome.
- **Customer value modeling** — Calculate the total value of keeping customers throughout the lifetime of the relationship.
- **Customer risk analysis** — Calculate the risks associated with a given customer, including credit risk, likelihood of defection to a competitor and so on.

Advanced analytics enable you to “mine” the customer data to transform masses of data into meaningful market segments on a formal or ad hoc basis. Armed with this information, you can create highly tailored marketing campaigns and identify high-value individuals, instead of deluging customers with irrelevant offers.

SAS Marketing Automation offers the ability to visually track and view migration of customers among segments over time to see how marketing efforts positively or negatively affect customer behaviors. Rather than merely looking at a snapshot of the customer profile, marketers can better track customer behavior across the life of their relationship with the company.

Capabilities that give more control to business users

As was discussed earlier, an effective marketing process relies on the contributions of very different types of users, from strategic-level to infrastructure level, from business perspective to number-crunching perspectives. With SAS Marketing Automation, all your business units will have access to SAS’ powerful data management and analytic capabilities — in a way that directly supports their role in the organization. This application integration broadens the potential user base and empowers specialists and generalists to work together more efficiently.

SAS Marketing Automation offers a variety of capabilities specifically for business users, including:

- A powerful interface that gives users the flexibility to go behind the scenes to define and perform in-depth analysis and campaign definitions. A portal-driven dashboard, for instance, gives marketers one central point from which to manage all marketing activities. The solution also lets users define visual, process-driven campaign flows. Advanced clustering analysis also helps marketers generate target lists and visually track the ways clusters relate to each other. Quantitative analysts can define analytic processes in SAS Enterprise Miner and “register” their models to be accessible within SAS Marketing Automation. By embedding analytics in the process, business users can easily access scores generated in SAS Enterprise Miner for use at any point while generating a campaign list.

- Campaign execution capabilities, such as campaign process activity breakdown. This activity breakdown ensures that every campaign has an audit trail for regulatory inspection and review. Improved scheduling features help business users schedule and execute campaigns more efficiently. A multithreaded scheduler also supports multiple, multistage campaigns simultaneously, enabling users to schedule a large number of campaigns within a short period of time. This capability is becoming critical as enterprises initiate more sophisticated and frequent campaigns.
- The ability to translate complex data structures into useful business terms for more rapid, customized reporting. With SAS Marketing Automation, IT can provide common sets of information, called information maps, in terms that are understood by business users. Business users can then use the information maps to create queries and build the reports they need without IT intervention and without having to know anything about the way data is organized throughout the organization.
- Data warehousing capabilities that enable business users with minimal training or programming skills to access the information they need. SAS data warehousing technology also ensures the accuracy and timeliness of the data used by business groups.
- Robust Web reporting also makes developing and distributing reports very much a business user activity, freeing this burden from IT.

By giving business users the ability to perform complicated tasks in a straightforward way, SAS Marketing Automation effectively frees IT from one-time reporting requests, meaning that fewer specialists are required and less time needs to be spent training marketing users about physical data stores or query tools. IT can also manage and move the physical locations of data stores without affecting existing reports.

The ability to extend into other areas of marketing

SAS Marketing Automation, part of the **SAS Customer Intelligence** solutions family, can be extended through integration with other SAS solutions, providing even greater benefit for marketing organizations through the broadest, most capable marketing solution available.

Event-driven marketing in real time, at the right time

In addition to outbound channels like direct mail and catalogs, companies are now coordinating inbound, outbound and event- and behavior-based communications. This means tracking and responding to customers across all touch points and providing a consistent face regardless of the communication channel.

SAS Interaction Management is a solution that enables companies to take the campaign management capabilities of SAS Marketing Automation to the next level of real-time marketing. It uses a patented approach to event-driven marketing to track individual customer behavior and alert businesses to real-time opportunities for delivering timely, effective communications.

A well-planned offer delivered too late is just as bad as a poorly targeted offer delivered in real time. SAS Interaction Management helps you get closer to the goal of meaningful, one-to-one customer communications by enabling you to deliver precisely targeted messages at just the right moment.

- Tailor interactions in real time.
- Receive early warnings of new opportunities.
- Set unique criteria for triggers based on time, events and behavior.
- Personalize dialogs with one-to-one granularity.
- Fuel front-office systems with intelligence.

Mathematical, constraint-based marketing optimization

While the need to communicate more effectively with customers continues to grow, marketing budgets and other resources often do not, which limits the number of offers that can be extended. What's more, marketing departments face increasing pressure to demonstrate a quantifiable contribution to the organization's performance and growth.

Through **SAS Marketing Optimization**, SAS provides the mathematical capability of allocating finite marketing resources across multiple channels, business constraints and marketing scenarios in order to target the right customer with the right communication through the right channel.

SAS Marketing Optimization offers:

- Recommended offer assignments and channel allocation for maximizing profitability.
- True mathematical, constraint-based optimization.
- An easy-to-use interface designed for business users.
- Analytic insight into how marketing constraints affect profitability (what-if analysis).
- User-defined constraints and optimization objectives.

While there are vendors that focus solely on marketing optimization, SAS is the only company that can provide an integrated solution to address marketing automation and optimization.

Summary

The term marketing automation only alludes to one small part of the total equation. Advanced marketing automation solutions such as SAS Marketing Automation address far more than just automating the functions associated with planning and carrying out a campaign. First- and second-generation marketing automation solutions have been limited by offering only superficial analytic capabilities that are poorly integrated with customer communication processes, or simply can't keep up with the need for frequent, multilayered campaigns.

To truly maximize the profitability of every customer relationship, you need a marketing automation solution that supports your entire marketing team and provides improved efficiency and effectiveness at every stage of the marketing process — from setting strategy to targeting opportunities, implementing customer communication initiatives, measuring results and feeding that information back into planning for future campaigns.

Advanced marketing automation builds business value by unifying multiple internal systems, organizational silos, marketing team members and customer channels into an enterprisewide customer intelligence strategy. SAS Marketing Automation provides a unique, integrated approach to help you understand your customers better than anyone else, and use that knowledge to target them more effectively than anyone else.

In one integrated system, SAS Marketing Automation brings together campaign planning and budgeting, customer segmentation and profiling, campaign management, and campaign and customer analysis. It is the only solution that combines award-winning data warehousing and data mining with state-of-the-art campaign management tools — analysis and operational processes combined in one integrated environment for total, closed-loop marketing automation.



World Headquarters
and SAS Americas
SAS Campus Drive
Cary, NC 27513 USA
Tel: (919) 677 8000
Fax: (919) 677 4444
U.S. & Canada sales:
(800) 727 0025

SAS International
PO Box 10 53 40
Neuenheimer Landstr. 28-30
D-69043 Heidelberg, Germany
Tel: (49) 6221 4160
Fax: (49) 6221 474850
www.sas.com