



The AI Advantage

How CI360 Solves Real Marketing Challenges

January 27th, 2026



Agenda

01 How are we approaching Generative AI?

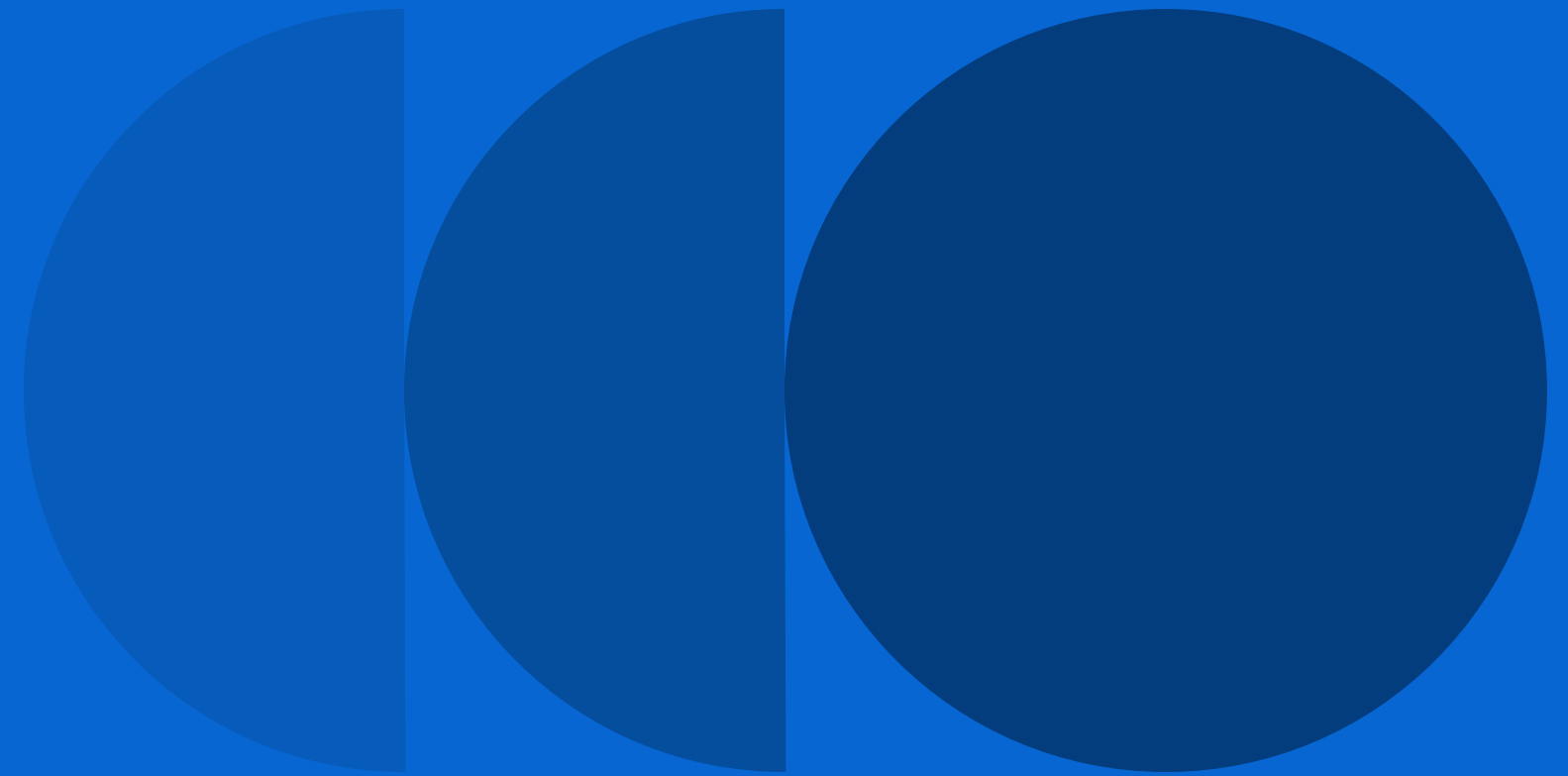
02 What capabilities can I use today?

03 What capabilities should I expect soon?

04 How do we deliver trustworthy AI capabilities?

05 What are we doing in the Agentic AI space?

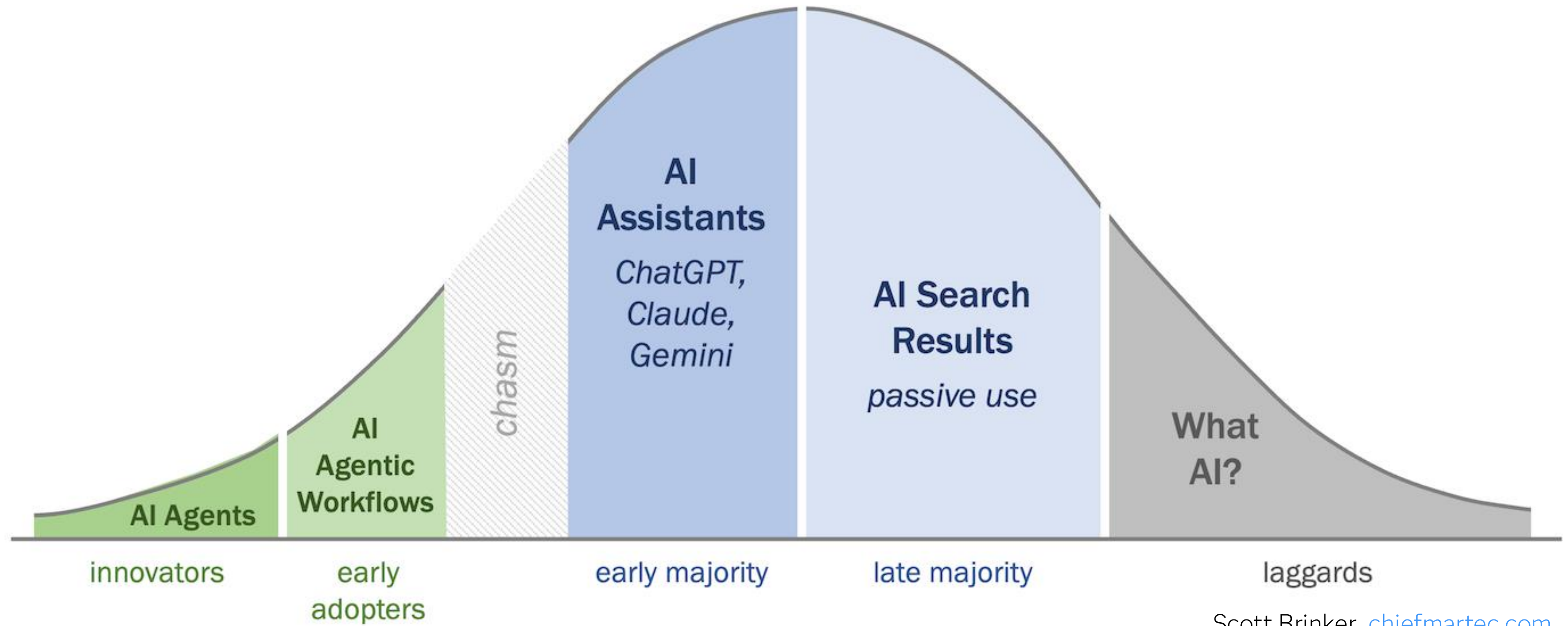
+ Q&A



**How are we
approaching
Generative AI?**

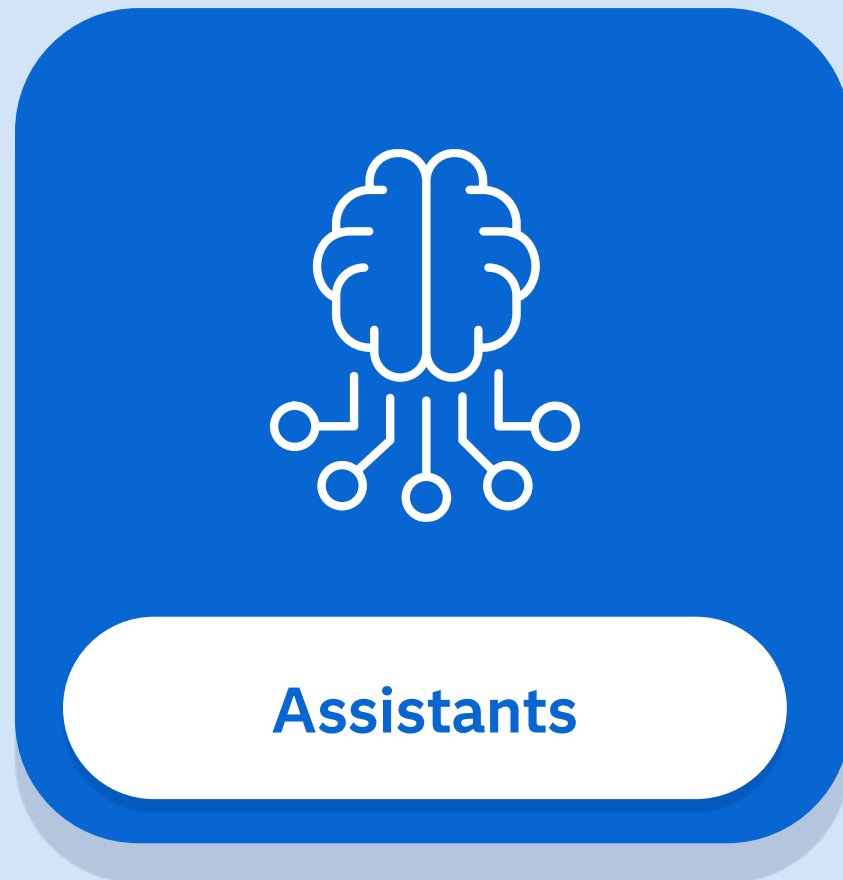


Approximate diffusion of AI technology in 2025



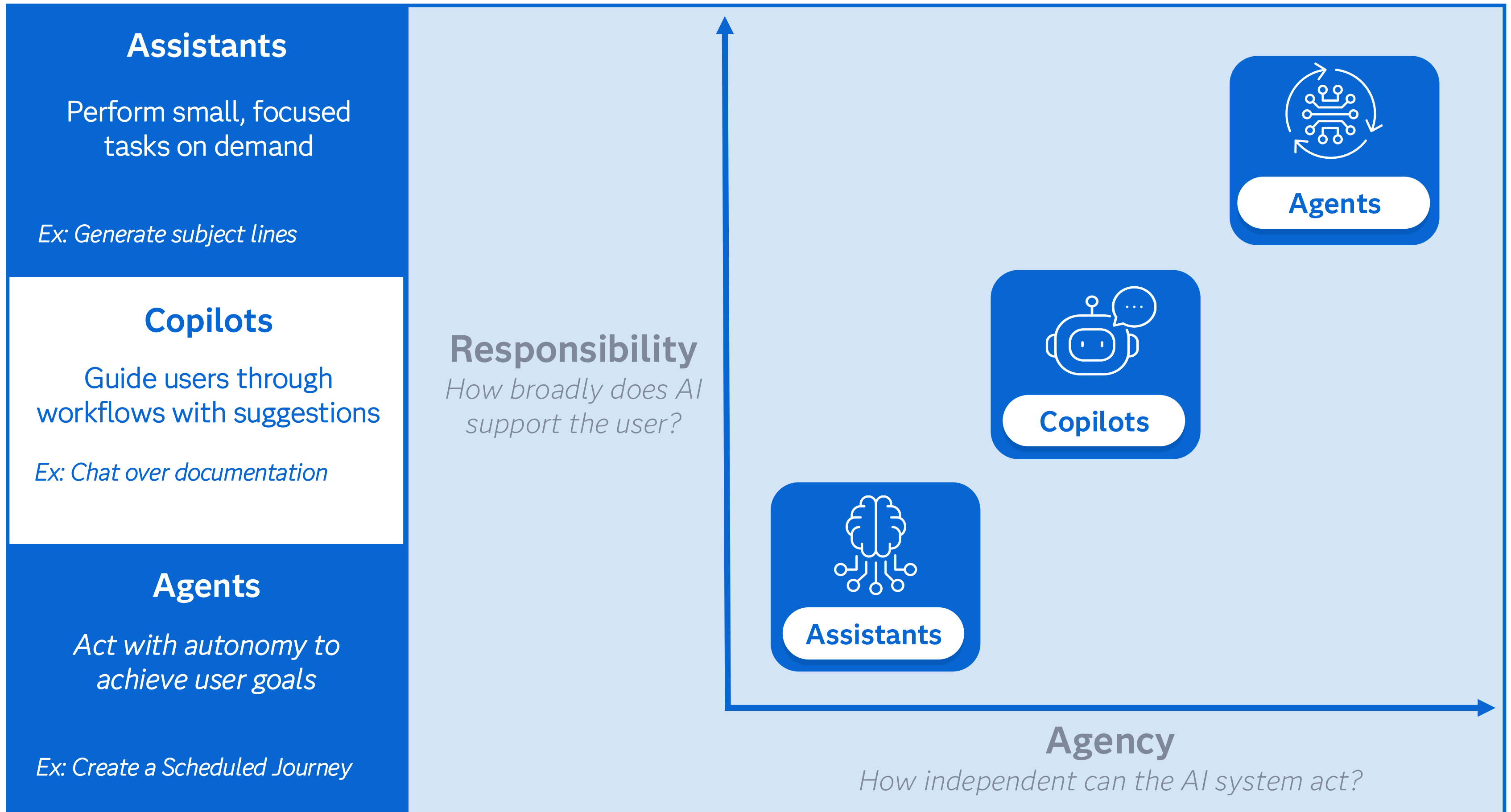
Scott Brinker, chiefmartec.com

Generative AI Focus Areas



Help marketers move faster, reduce manual work, and make confident decisions with AI-powered insights and automation.

How we distinguish AI capabilities



Drivers of our current roadmap.

Deploy AI to accelerate time to value in CI360.

Enable the safe and trustworthy use of AI.

Recognize the impact AI Agents are likely to have on software.

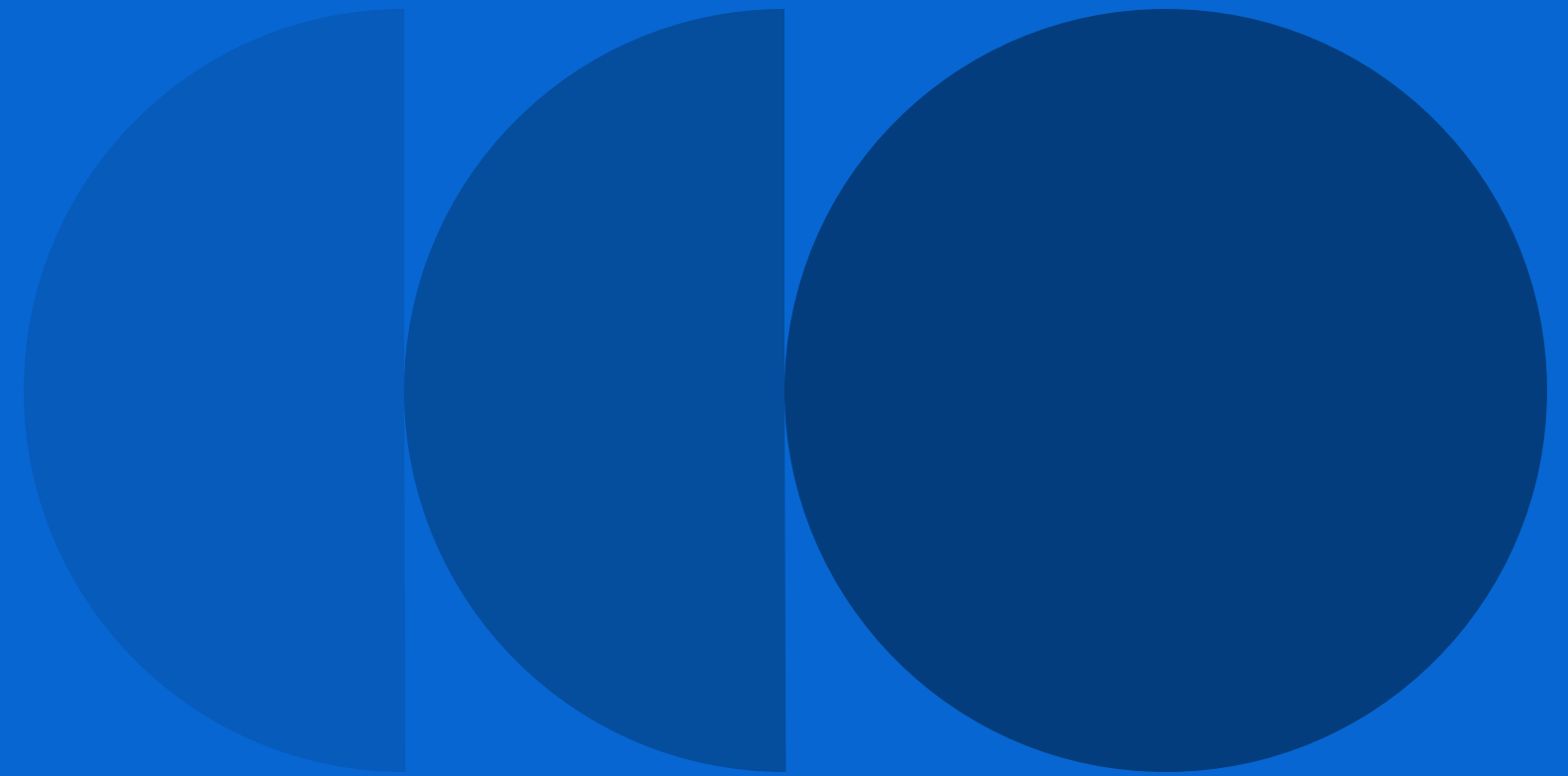
Distribute AI investments broadly across the 360 portfolio.

CI 360 & GenAI Agents



- **Intelligent collaborators** working alongside users to streamline tasks and automate actions
- **Embedded within the full user experience** spanning across all modules of 360
- **Continuously learn** to deliver more personalized and proactive support

**What capabilities
can I use today?**



Subject Line Generation

SAS® Customer Intelligence 360 192 ? M

* Innovative Email – Bulk Email (Uploaded Data) Close

Content | **Header** | Review | Targeting | Properties | Permissions | Orchestration | Insights

Specify the header information for the email. ⓘ

Subject:

It is conference season - meet us in Orlando!

Create GenAI alternatives

To: ⓘ

%%email_contact%%

From: ⓘ

Select a sender address: ▾

Reply-to: ⓘ

Select a reply-to address: ▾

Subject line A/B test ⓘ


Tenant: Demo - Vertical - Finance (prdfin1)

Customer Intelligence 360 Copilot

SAS® Customer Intelligence 360
M
SAS® Customer Intelligence 360 Copilot
⌵ ×

Audiences (44) Filter

<input type="checkbox"/>	Data Source	Name	Audience Source	Status	Size	Expiration	Frequency
<input type="checkbox"/>	❄️	Audience from Signals	All Customer Table	⚠️ Inactive	--	--	None
<input type="checkbox"/>	❄️	Big Spenders	Customer_DB	❌ Failed	--	--	Scheduled
<input type="checkbox"/>	🗨️	Call Center - Salesforce	Call Center - Salesf...	⚠️ Inactive	--	--	None
<input type="checkbox"/>	❄️	Cash Back Shoppers	Customer_DB	⚠️ Inactive	--	--	None
<input type="checkbox"/>	☁️	Churn Recipe Audience	Churn Recipe Audi...	⚠️ Inactive	--	--	None
<input type="checkbox"/>	❄️	Churners - Gold Card	All Customer Table	⚠️ Inactive	--	--	None
<input type="checkbox"/>	❄️	Credit Card Gold Custo...	All Customer Table	⚠️ Inactive	--	--	None
<input type="checkbox"/>	❄️	Customer Profile - Snow...	Customer Profile - ...	⚠️ Inactive	--	--	None
<input type="checkbox"/>	❄️	Customers Aged 40	Customer_DB	⚠️ Inactive	--	--	None
<input type="checkbox"/>	📄	Direct --> Audience	Segments	❌ Failed	--	--	None
<input type="checkbox"/>	📄	DirectAudincia01	DirectSource	⚠️ Inactive	--	--	None
<input type="checkbox"/>	🔍	Engaged Repeat Visitors	GA Data	⚠️ Inactive	--	--	None
<input type="checkbox"/>	☁️	Engagement Recipe Au...	Engagement Recip...	⚠️ Inactive	--	--	None
<input type="checkbox"/>	📊	Example Redshift Audie...	Redshift Customer ...	✅ Active	97,382	8 days	None
<input type="checkbox"/>	📄	Fuzzy Matched Gaming ...	Fuzzy Matched Ga...	⚠️ Inactive	--	--	None
<input type="checkbox"/>	❄️	Gold Card Churners	All Customer Table	⚠️ Inactive	--	--	None
<input type="checkbox"/>	❄️	Golden Customers	Customers Demo	⚠️ Inactive	--	--	None
<input type="checkbox"/>	📄	High Income Adults	Finance BC Data	⚠️ Inactive	--	--	None
<input type="checkbox"/>	📄	High Propensity Recipe ...	High Propensity Re...	⚠️ Inactive	--	--	None



Welcome to the SAS Customer Intelligence 360 Copilot
How can I help you today?

Audience channel usage

Upload Audiences

Audiences from Direct Segments

Ask the Copilot...

AI-generated content. Evaluate accuracy and suitability before use.

Tenant: Demo - Vertical - Finance (prdfin1)

Audience Assistant (New UI)

SAS Customer Intelligence 360

* test

Audience Properties Orchestration

Audience Data

Filter

- CUSTOMERLANGUAGE
- CUSTOMERSINCE
- CUSTOMERSTATUS
- EDUCATION
- EMAIL
- FACEBOOKINFLUENCE
- FACEBOOKINFLUENCESCORE
- FACEBOOKNAME
- FIRSTPURCHASEDT
- FORENAME
- GENDER
- HHOLDID
- INCOME
- INCOMEGROUP
- INDIVID
- JOB
- MARITALSTATUS
- MEMBER_STATUS
- MOBILE
- PHONE
- PROMOTEDLST12MNTH
- PROMOTEDLST1MNTH
- PROMOTEDLST24MNTH
- PROMOTEDLST3MNTH
- PROMOTEDLST6MNTH
- RELIGION
- REVENUELAST24MNTH
- REVENUELAST12MNTH

Estimated audience size: --

Update count Preview data Assist

Criteria

Audience source: Brian Source

Include the following:

Add audience data here

Exclusions

Attributes

Tenant: advseq2

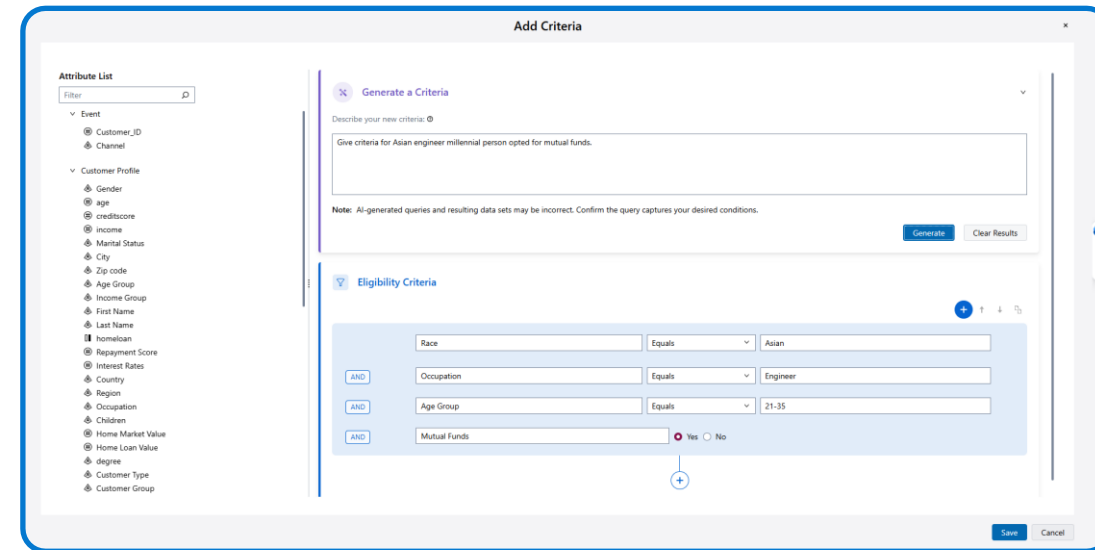
**What are the
upcoming GenAI
features?**



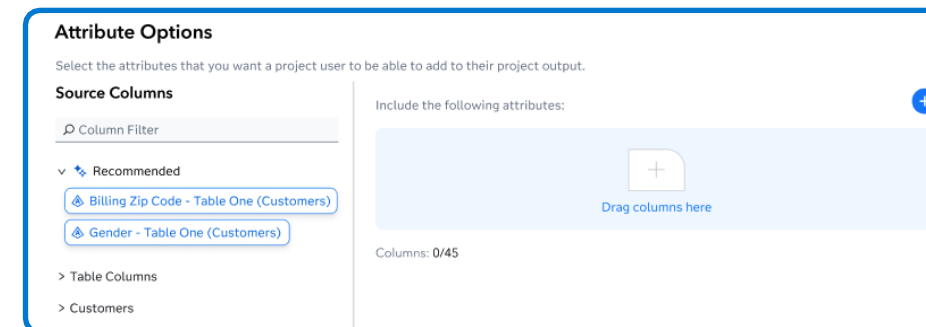
Near-term roadmap

Goal: Deliver multiple agents in 2026 alongside a variety of AI assistants.

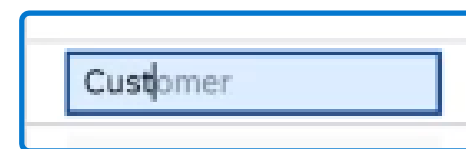
- Journeys
 - Journeys Agent (Q2)
- Audiences
 - Audiences Agent (Q3-Q4)
- Destinations
 - Generate push notification alternatives (Q2)
 - Generate SMS notification alternatives (Q3)
 - Update Email Subject line generator (Q3)
- Marketing AI
 - Recipes Agent for data preparation (Q3)
 - Explainability of model training results (Q3)
- Marketing Decisioning
 - Generate Eligibility Criteria (Q3)
- Application Experience
 - Category-based Generative AI settings (Q1)
 - AI-assisted autocomplete capabilities (Q1)
 - Search Agent (Q2)



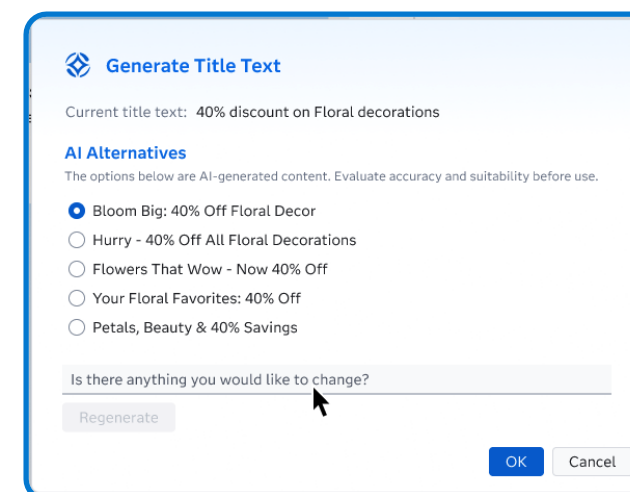
Marketing Decisioning: Generate Criteria



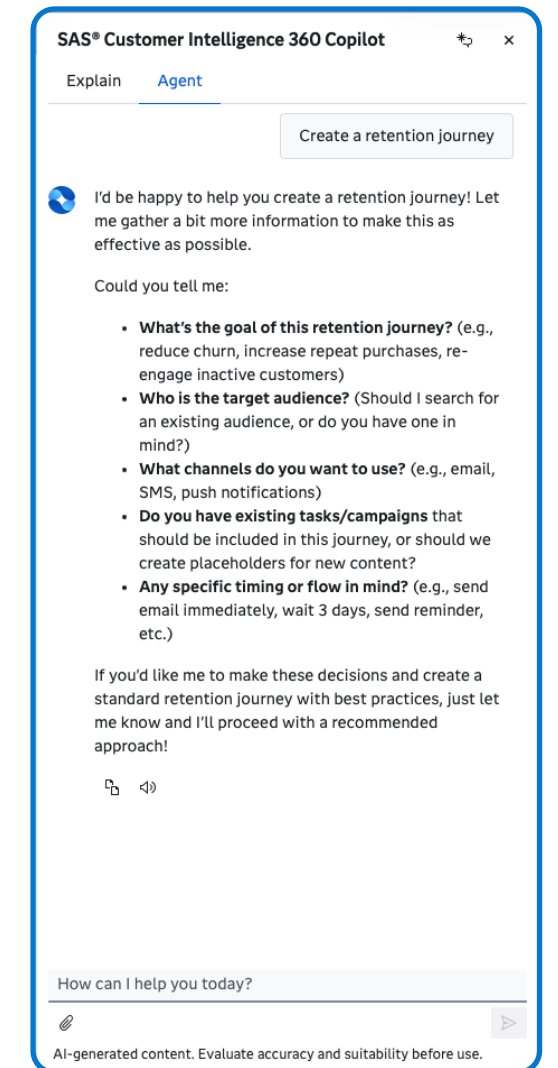
Marketing AI: Column Recommendations



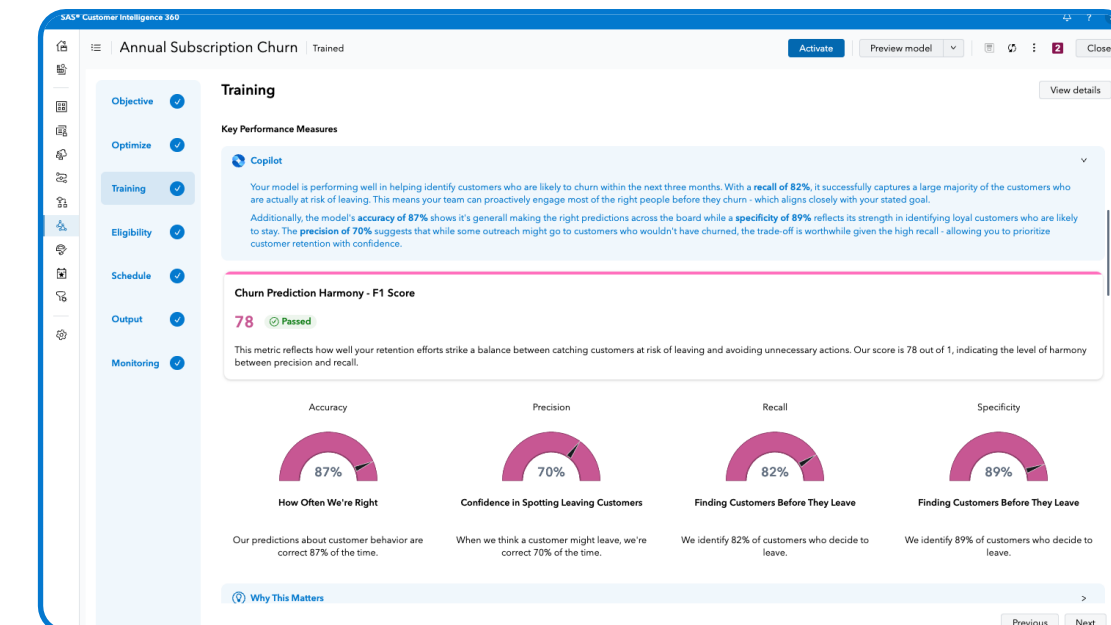
Journeys: Autocomplete



Push Notifications: Content Suggestions



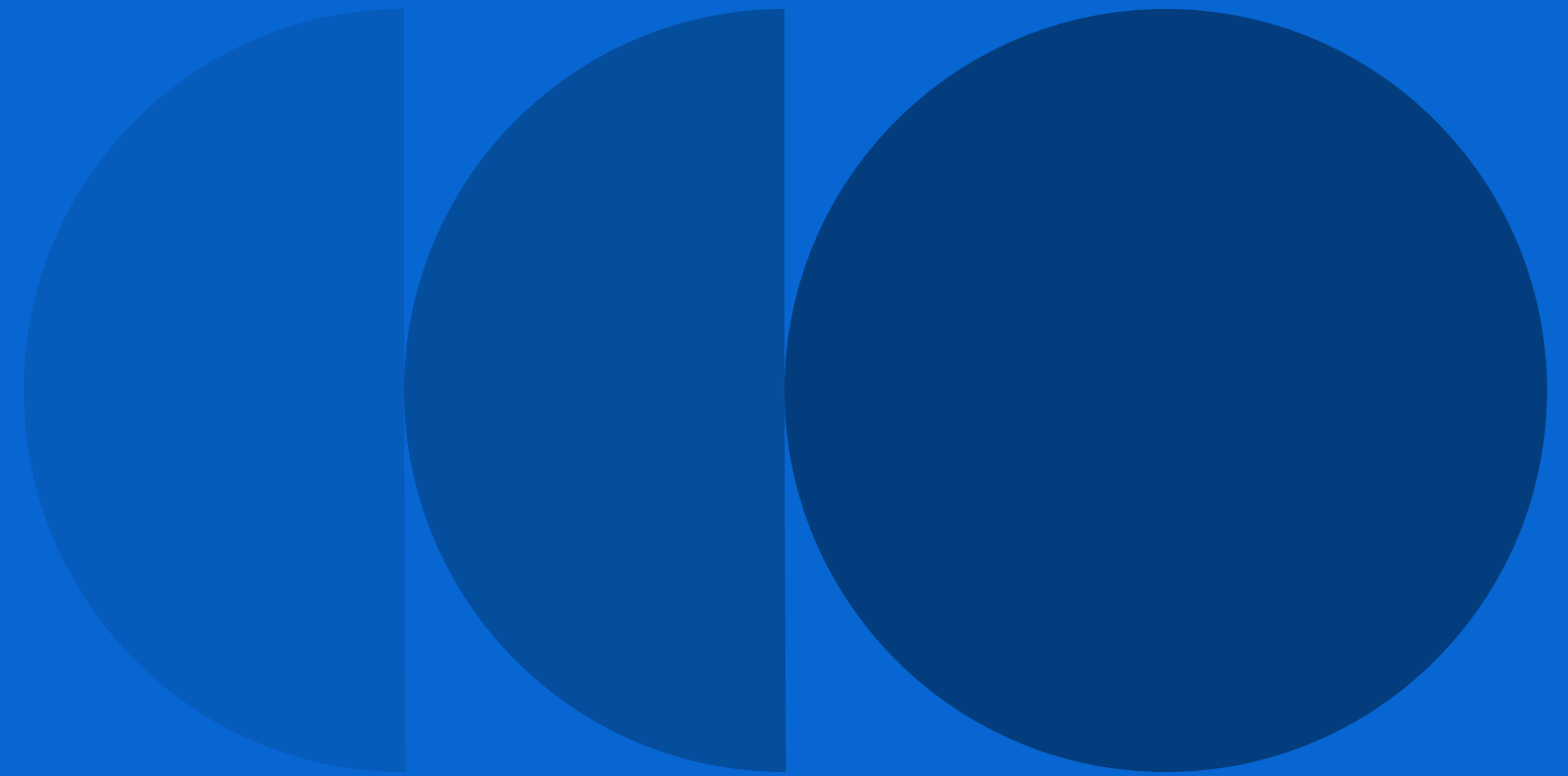
Journeys Agent



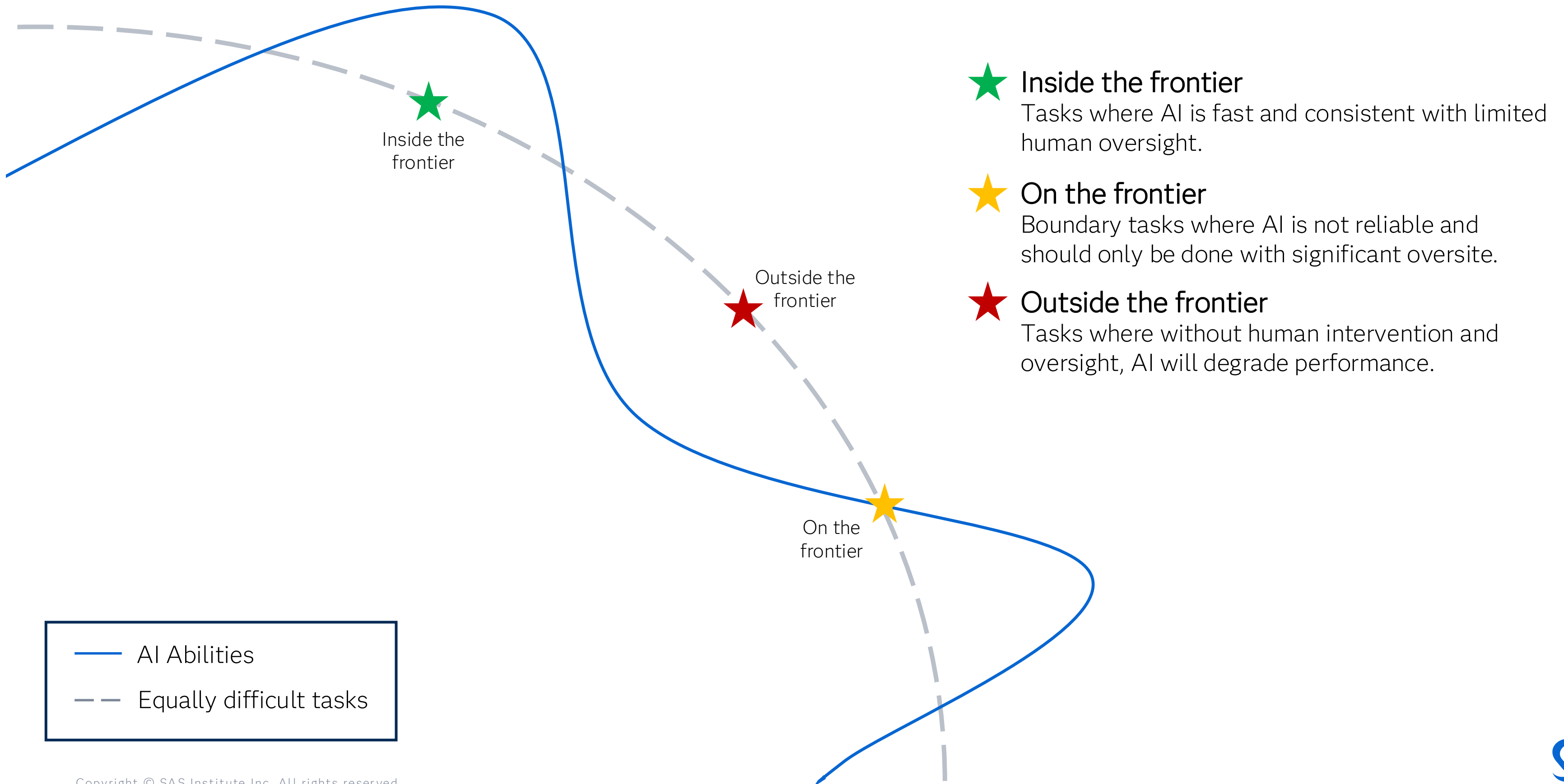
Marketing AI: Model Explainability

How do we deliver trustworthy AI capabilities?

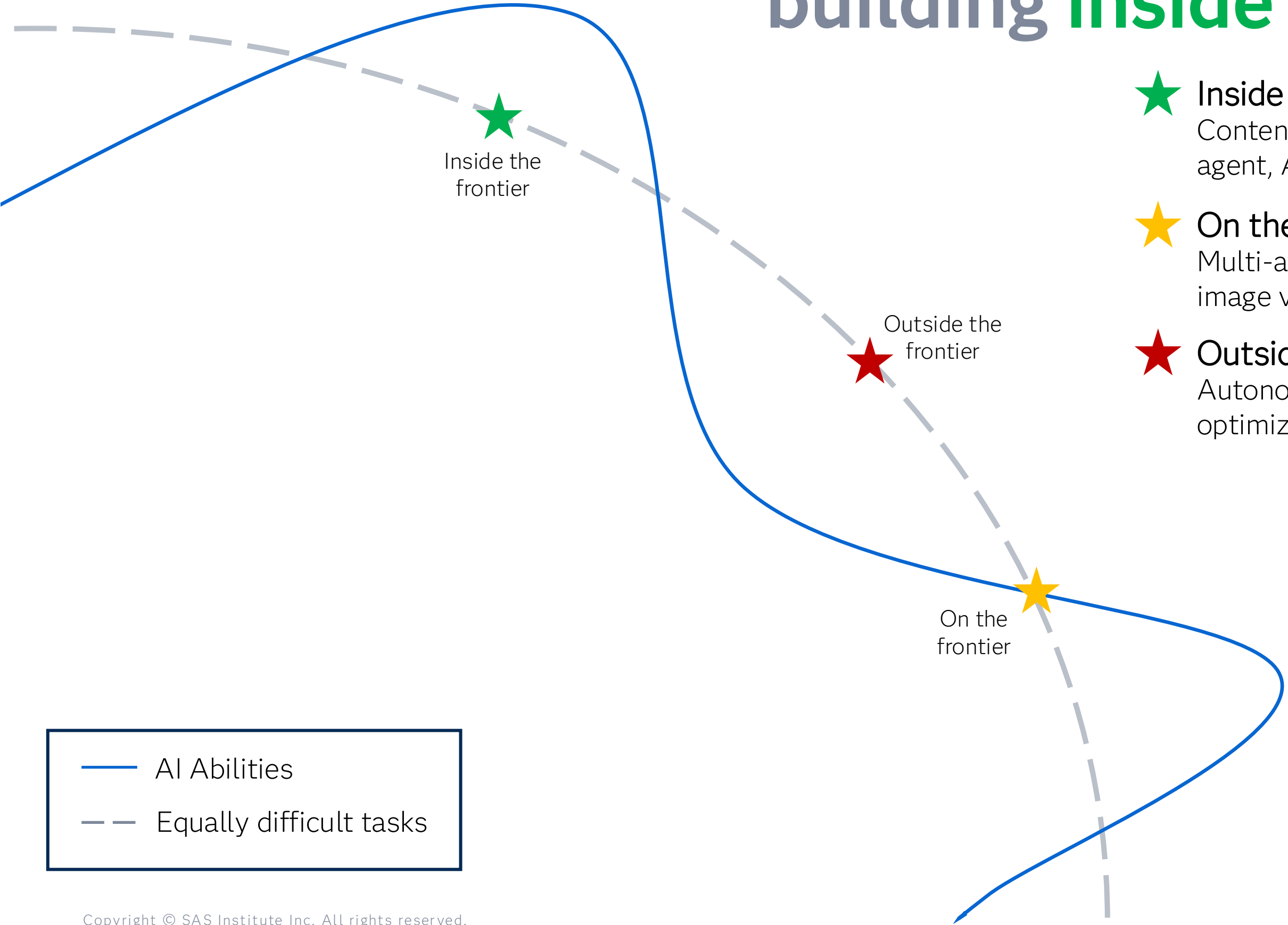
Yes, we are EU AI act compliant



AI capabilities exhibit a jagged frontier

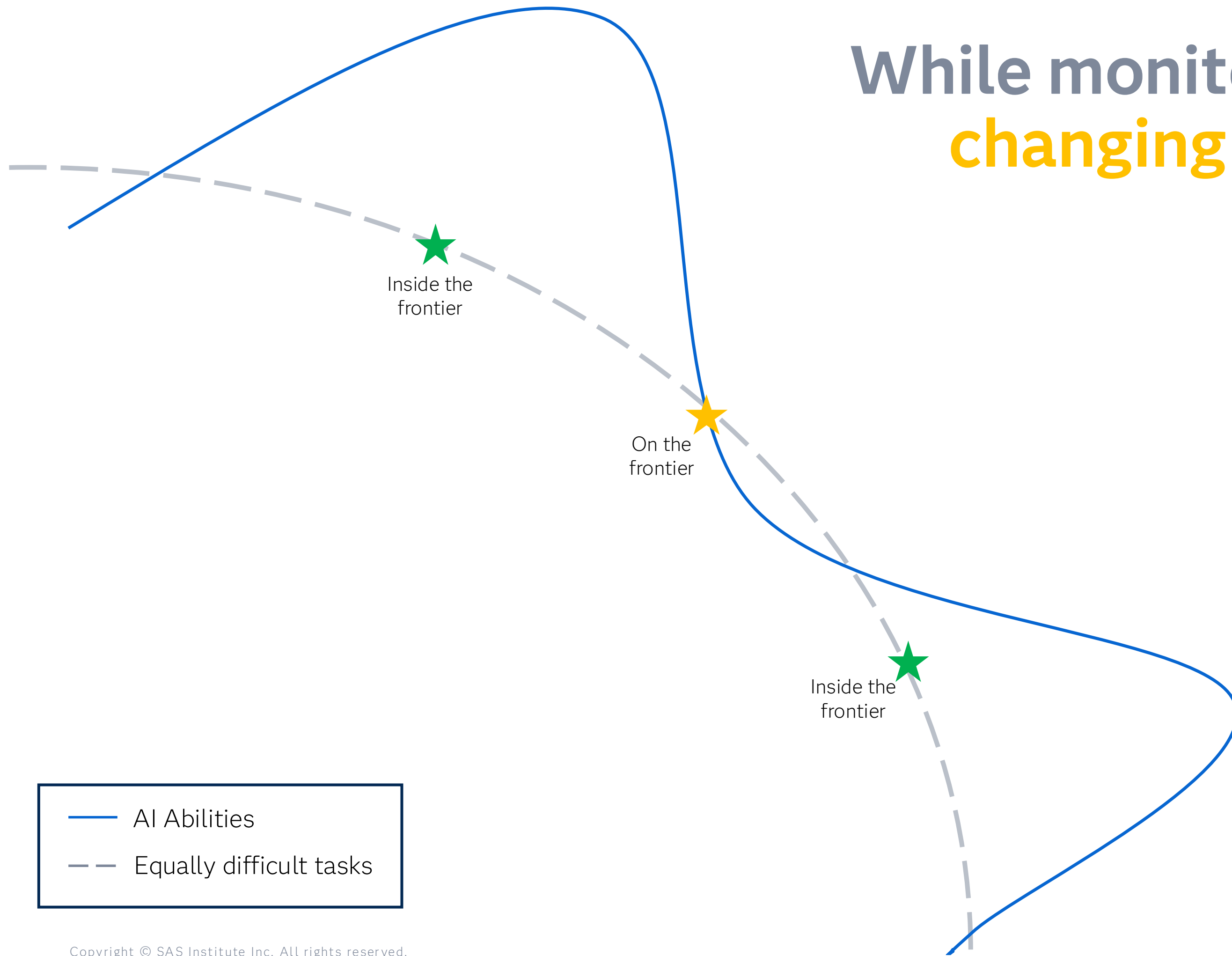


Delivering trustworthy AI means building **inside the frontier.**



- ★ **Inside the frontier**
Content generation, copilot's, journey builder agent, AI explanations, AI data exploration
- ★ **On the frontier**
Multi-agent coordination for campaign building, AI image variations, AI-led campaign planning
- ★ **Outside the frontier**
Autonomous execution of campaigns, continual optimization, 100% AI marketing content

While monitoring **on the changing frontier.**



— AI Abilities
- - Equally difficult tasks

Whitepaper on CI360's approach to GenAI



“This white paper provides an overview of the generative AI capabilities present in SAS Customer Intelligence 360 – along with the activation, integration, deployment, security and governance aspects that enterprises should consider when putting generative AI into action.”

External link: <https://dam-cdn.sas.orangelogic.com/AssetLink/76481do8kmha4n4851ebpg72t74u72b4/sas-customer-intelligence360-generative-ai.pdf.pdf>

Admins can enable Gen AI in tenant settings today.

The screenshot displays the SAS Customer Intelligence 360 interface. On the left is a navigation menu with a search filter and various settings categories. The 'Generative AI' option is selected and highlighted. The main content area shows the 'Generative AI' settings page, which includes a notification banner, a toggle switch for 'Enable Generative AI' (currently turned on), and two checked options: 'Opt out of content generation' and 'Opt out of customer data'. A 'Cancel' button is visible in the top right corner of the settings panel.

SAS® Customer Intelligence 360

Filter

- Roles
- Groups
- Default Permissions
- Inactivity Time-out
- System Configuration**
- Search Tags
- Assets
- Content Management System Integration
- Configure Tenant
- Messages
- Approvals
- Workflows
- Folders
- Manage Locks
- Calculated Items
- Job Summary Notifications
- Code Format
- Manage Business Contexts
- Business Context Code Format
- Generative AI**
- Website Configuration**
- SAS Tag Instructions
- Domains
- Traffic Sources
- Forms
- Page Categories
- Page Views
- Document Downloads
- Visitor Profiles
- Event Tracking
- Page URLs
- Form Fields
- Personally Identifiable Information
- Number Formats

Generative AI

Changes to these settings do not take effect until the next time that you sign in to the application.

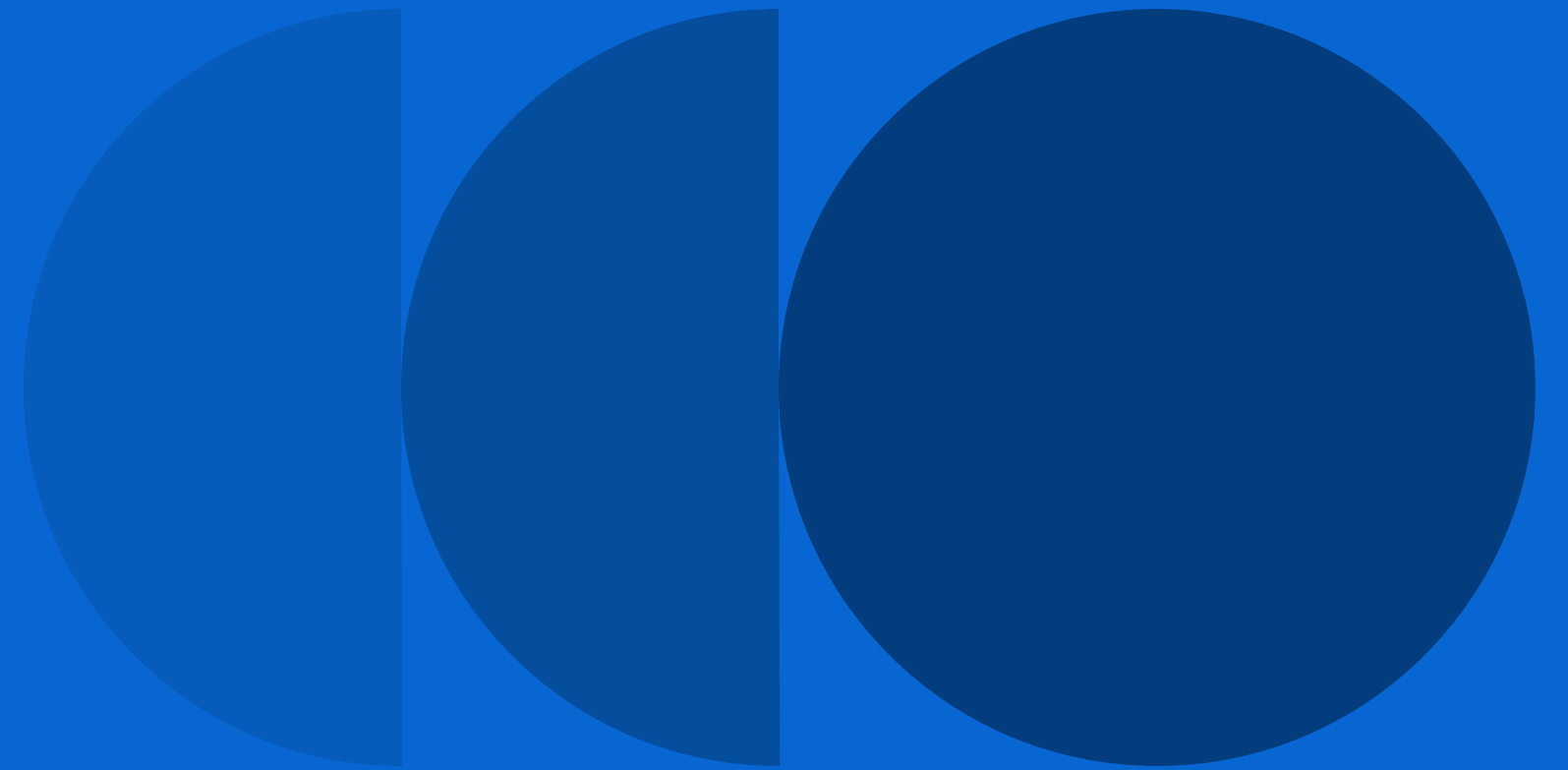
Enable Generative AI ⓘ

By enabling GenAI for your organization, you acknowledge and agree that the terms found at www.sas.com/generative-ai-terms apply to your organization's use of the Offering.

- Opt out of content generation.
Opt out of using generative AI to create outbound marketing content, such as email subjects, push notifications, and so on.
- Opt out of customer data.
Opt out of enabling generative AI to interact with customer data. For example, when this option is enabled you cannot use generative AI to create audiences.

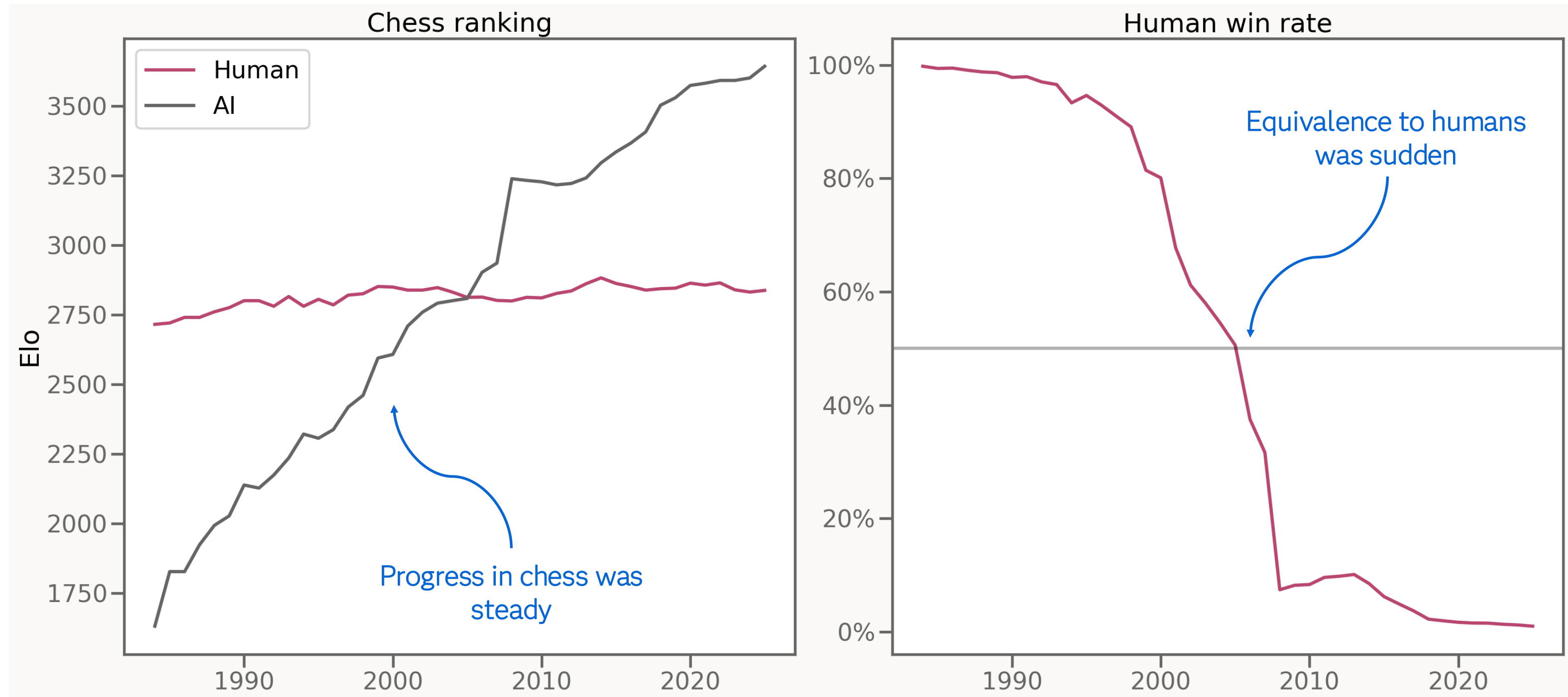
Cancel

**What are we doing
in the Agentic AI
space?**



A brief tangent on human's vs AI in chess

What does this tell us about how humans experience progress of AI systems?



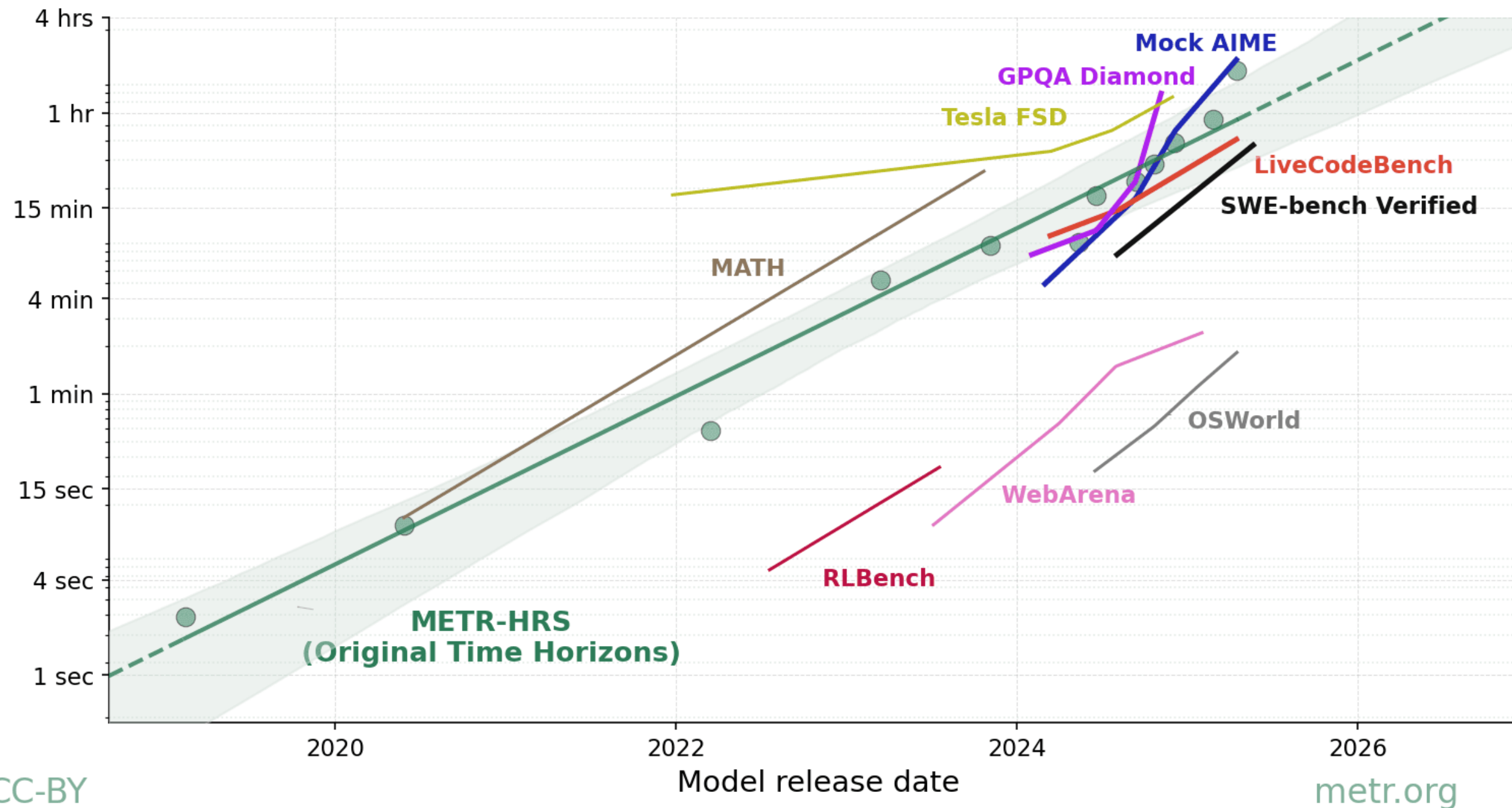
<http://andyljones.com/posts/horses.html>

AI across many domains show exponential improvement.

In short: we should be taking this 'agent thing' seriously!

AI time horizons are increasing in many domains

Task length (at 50% success rate)



CC-BY

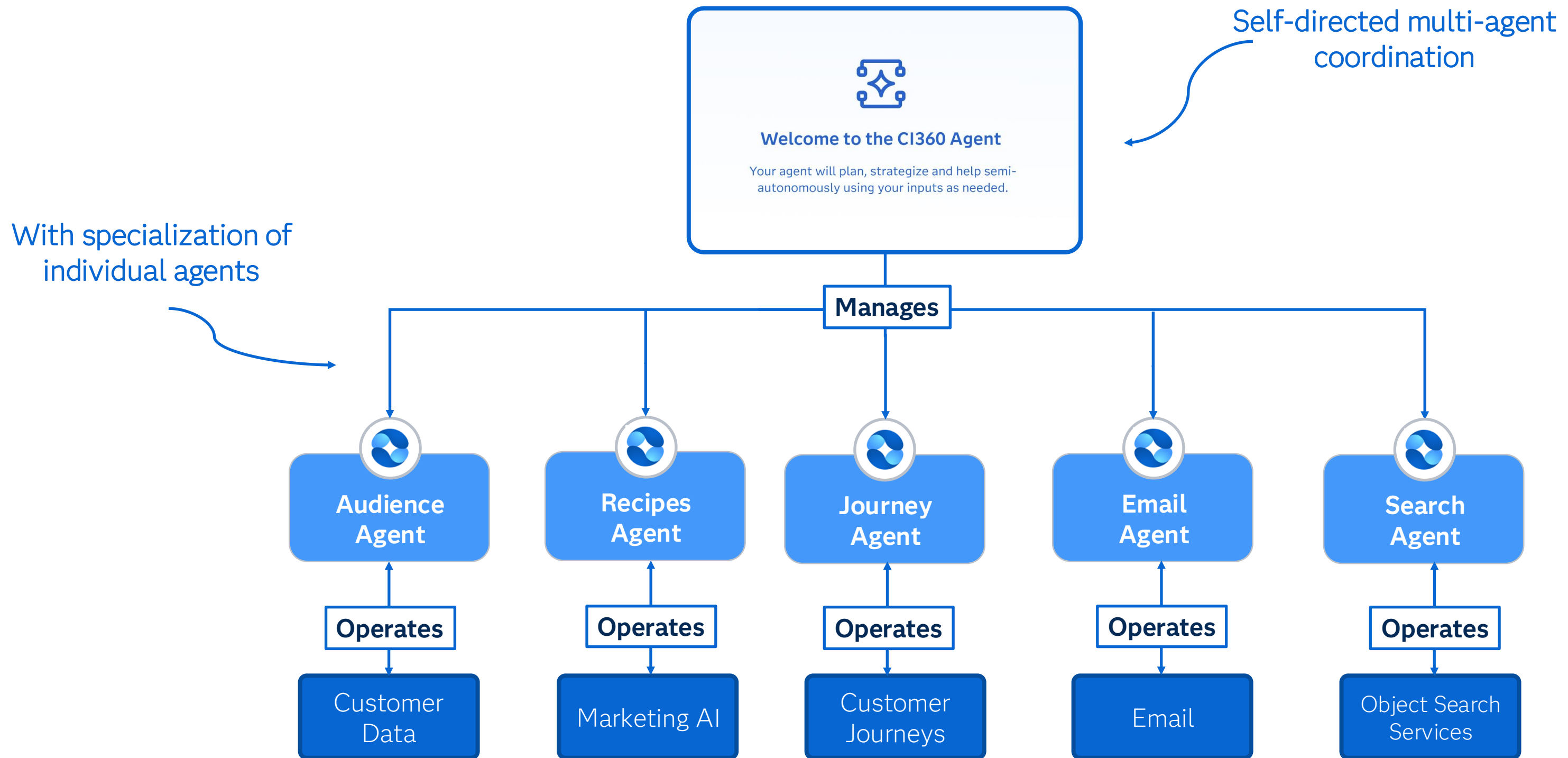
metr.org

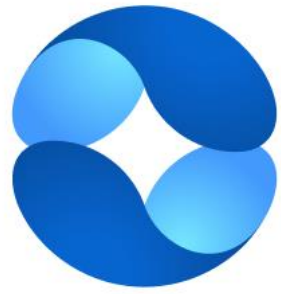
Customer Intelligence





The future: A multi-agent system, operating CI360 along side users.





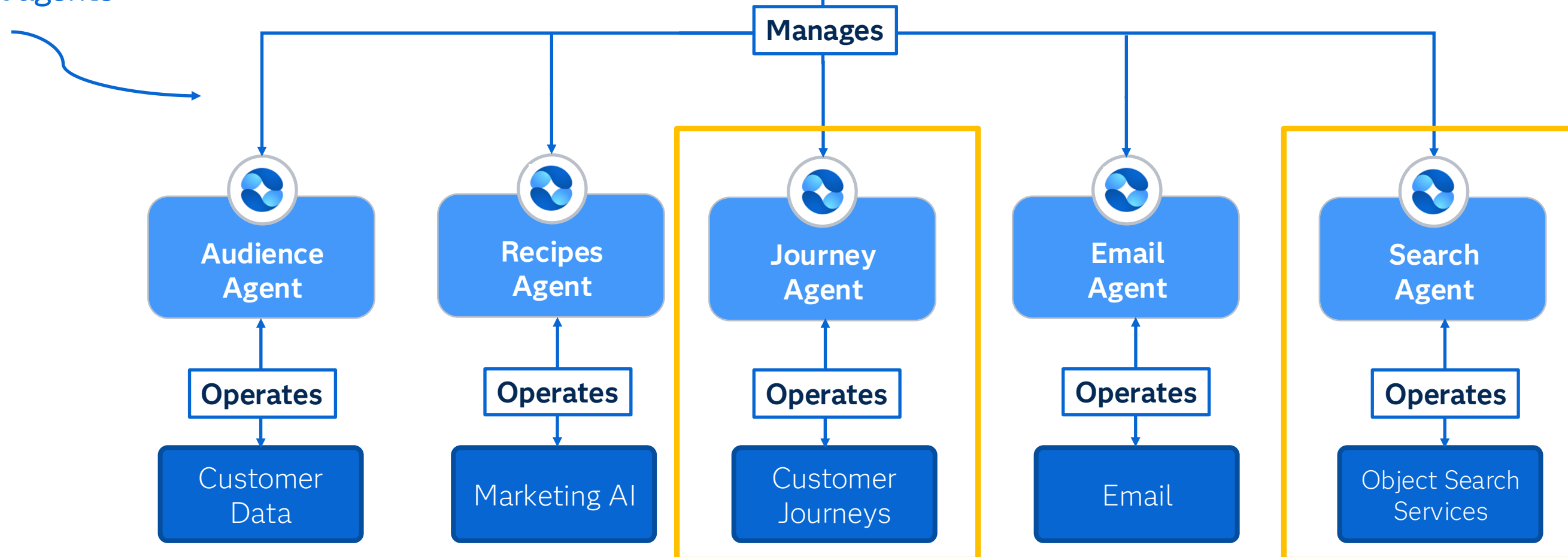
The future: A multi-agent system, operating CI360 along side users.

Phase 1

Welcome to the CI360 Agent
Your agent will plan, strategize and help semi-autonomously using your inputs as needed.


Self-directed multi-agent coordination

With specialization of individual agents



Coming Q2

Journeys Agent

 **Create Reactivation Journey with Multi-Channel Flow**

1. Create reactivation journey with 5% conversion goal, 5% holdout group, and weekly Tuesday morning schedule
2. Build journey flow: Starting with Push node, 2-day wait, then split into 'No response' and 'responded' paths
3. Configure Path A (No response): SMS → Push → SMS with purchase split leading to Push or SMS endpoints
4. Configure Path B (responded): Push → Push with purchase split leading to Push or SMS endpoints
5. Link the GBQ audience as the entry audience for the journey

I'll create your reactivation journey with the exact flow from your diagram: 12 nodes total (7 Push, 4 SMS, 1 Wait), branching based on response and purchase behavior. Which GBQ audience would you like me to use - gbqtest or eric-Audience3-GBQ?

- Multi-modal inputs (images, briefs, text)
- Agent retrieves relevant objects to create Journey
- HITL checkpoints during planning and at journey creation.



Craft the Customer Experience

Plan, design, activate and measure customer touchpoints and journeys.

Resource Center

- What's new
- Help Center
- Connect with communities
- Tutorials
- Contact technical support
- Tour the home page

I Want To

Create an audience

Create a segment

Create an email

Create a direct marketing list

Set up a mobile app spot

Personalize a mobile app

Create a mobile in-app message

Create a mobile push notification

My Recently Modified Items



There are no recently modified items.

Scheduled Items

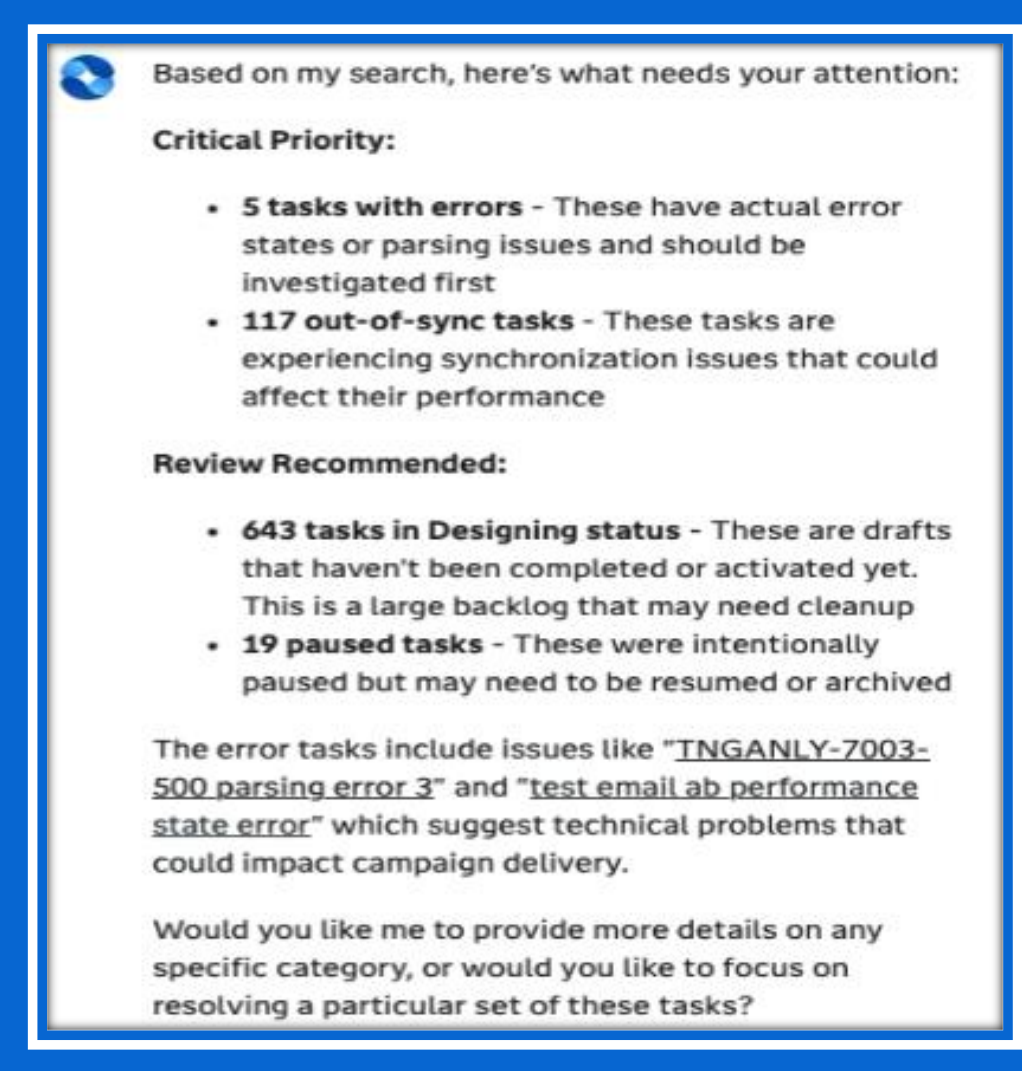
Filter

Name	Type	Scheduled Date	↑	Activated By
CommunicationWRefine...	Direct Task	Jan 26, 2026 10:15 AM EST		zhuojun.zhang@sas.com
TNGBUGS-22751_AllNod...	Segment Map	Jan 26, 2026 10:40 AM EST		Fariba.Bat-haee@sas.com
TNGBUGS-22751_UsingA...	Segment Map	Jan 26, 2026 11:40 AM EST		brad.bergeson@sas.com
fabath_2Criteria1AndSpli...	Segment Map	Jan 26, 2026 11:45 AM EST		sccassistadvseg1@yahoo.com
TNGBUGS-22751_UsingA...	Segment Map	Jan 26, 2026 11:45 AM EST		Fariba.Bat-haee@sas.com
3LinkNodesLinkingTo_TN...	Segment Map	Jan 26, 2026 11:50 AM EST		Fariba.Bat-haee@sas.com

My Recent Results

Coming Q2

Search Agent



Based on my search, here's what needs your attention:

Critical Priority:

- **5 tasks with errors** - These have actual error states or parsing issues and should be investigated first
- **117 out-of-sync tasks** - These tasks are experiencing synchronization issues that could affect their performance

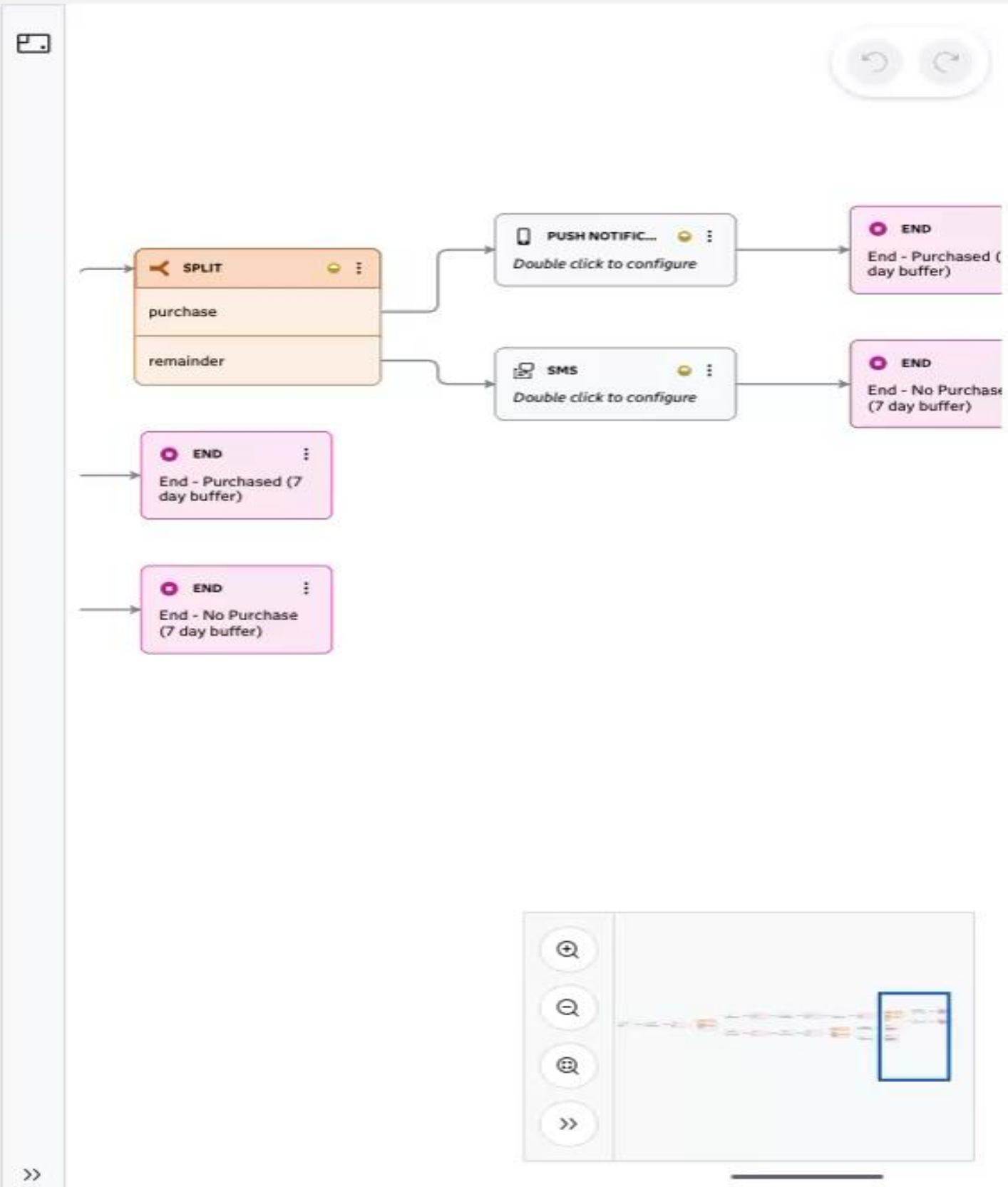
Review Recommended:

- **643 tasks in Designing status** - These are drafts that haven't been completed or activated yet. This is a large backlog that may need cleanup
- **19 paused tasks** - These were intentionally paused but may need to be resumed or archived

The error tasks include issues like "TNGANLY-7003-500 parsing error 3" and "test email ab performance state error" which suggest technical problems that could impact campaign delivery.

Would you like me to provide more details on any specific category, or would you like to focus on resolving a particular set of these tasks?

- Ability to search for Tasks and Audiences in your tenant.
- Can answer operational and performance related questions.
- Will progressively expose additional object types to this agent.



Engagement Metrics

Edit

Journey Purpose

Reactivation

Target Goal

Conversion rate: 5%

Success Events

Completed Journey

What can I create for you today?

How can I help you today?

AI-generated content. Evaluate accuracy and suitability before use.

DISCUSSION

Q&A