



SAS Customer Intelligence

Crafting Tomorrow's Experiences

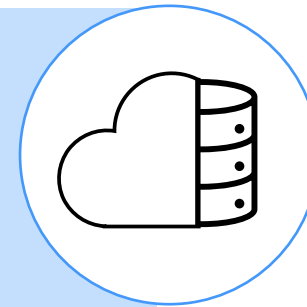
Product Vision and Roadmap



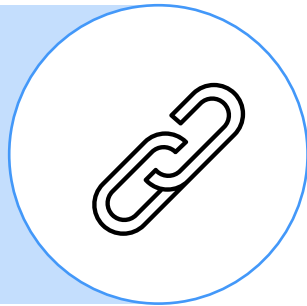
SAS Customer Intelligence

Turn Data into Action

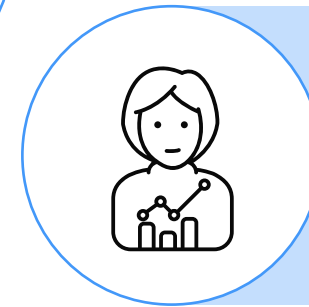
Use all your data wherever it resides to create **Audiences** within SAS' Customer Data Platform



Activate messaging where it is most effective - regardless of channel



Leverage the power of **Generative AI**

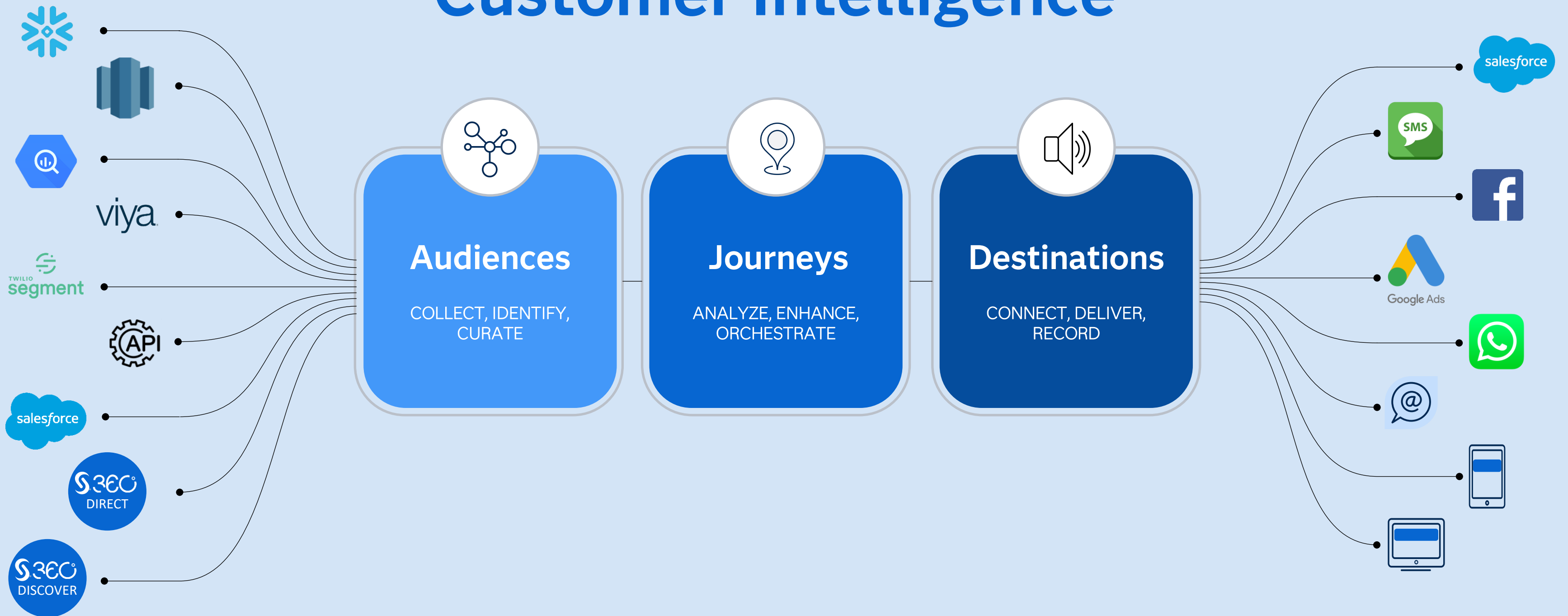


Deliver superior understanding into personalized, omni-channel **Customer Journeys**

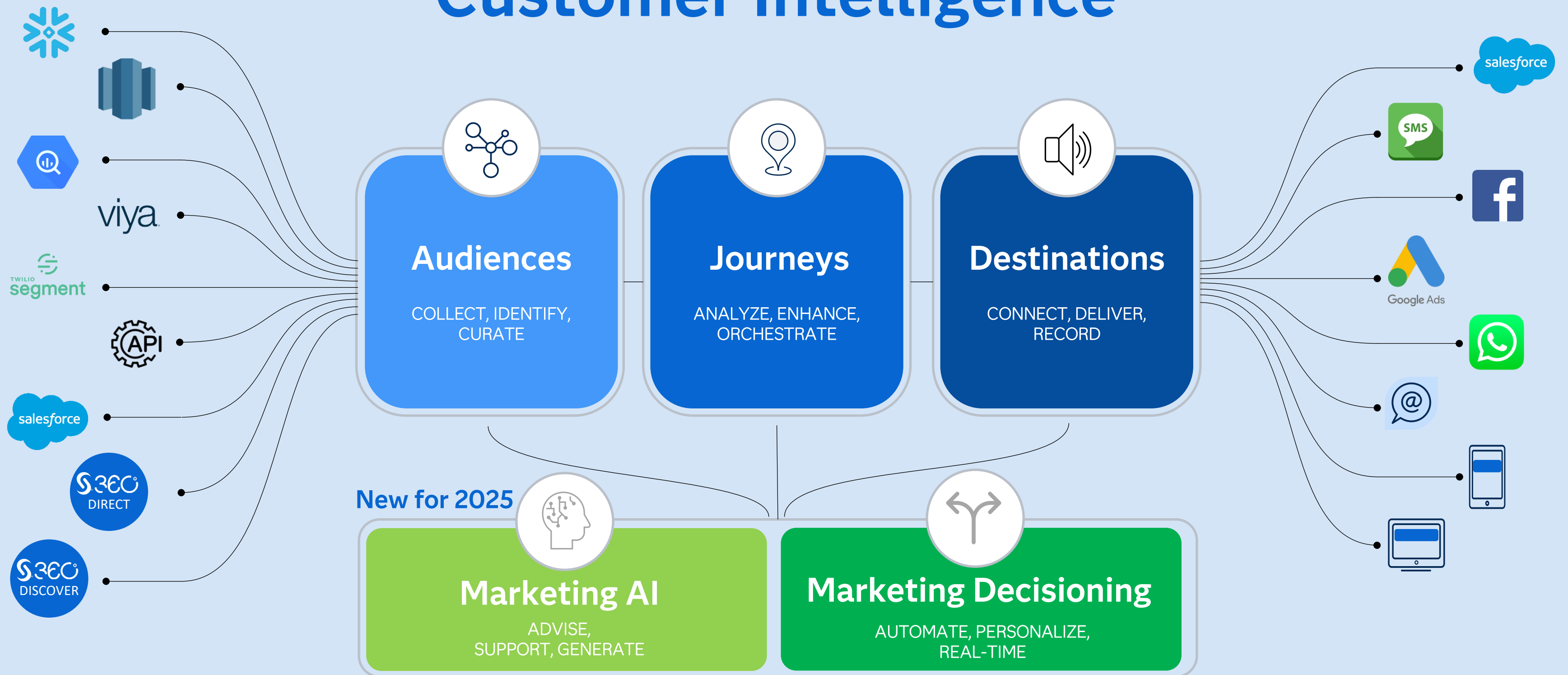


Augment **Decisions** using real-time data to inform analytics and advanced AI

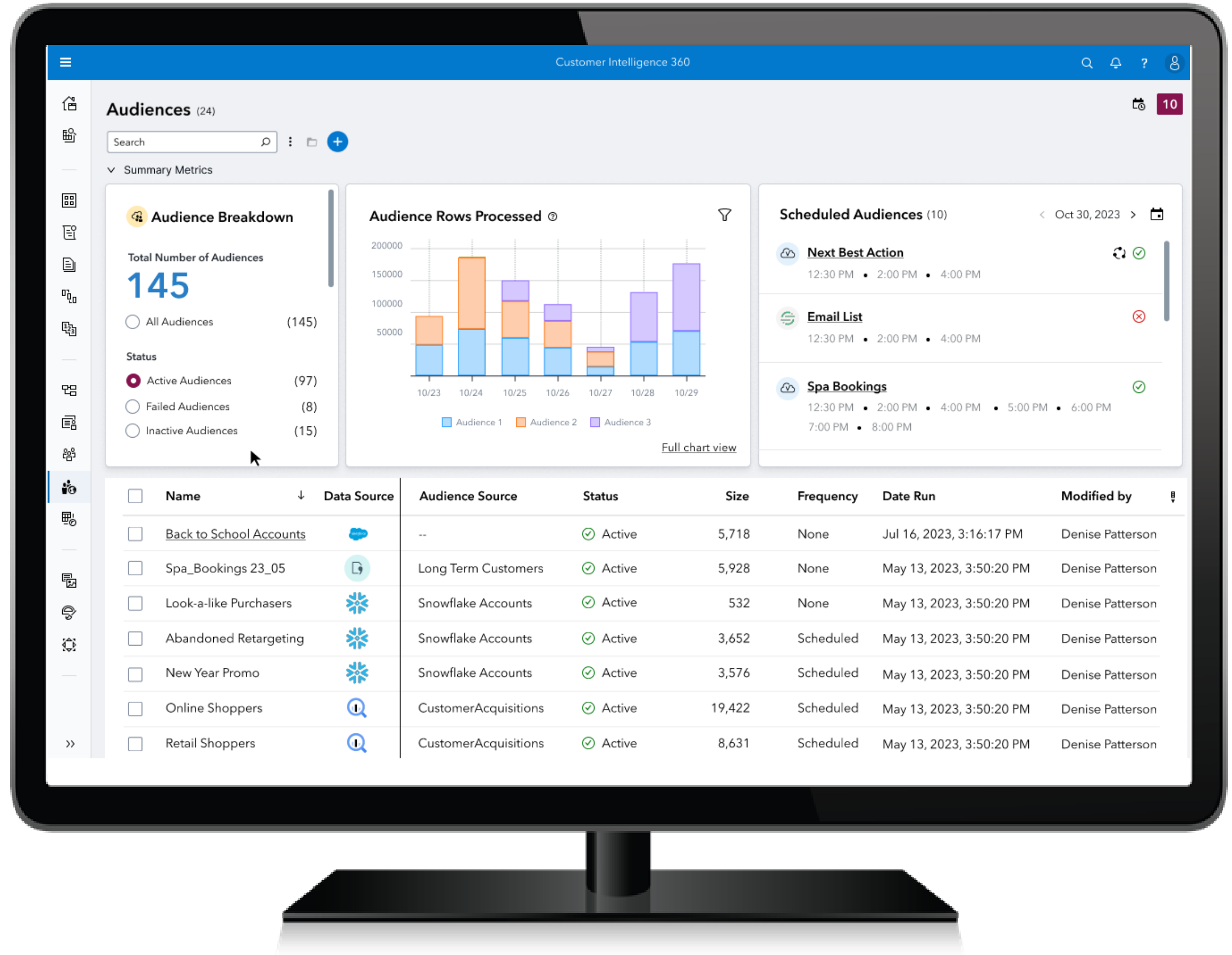
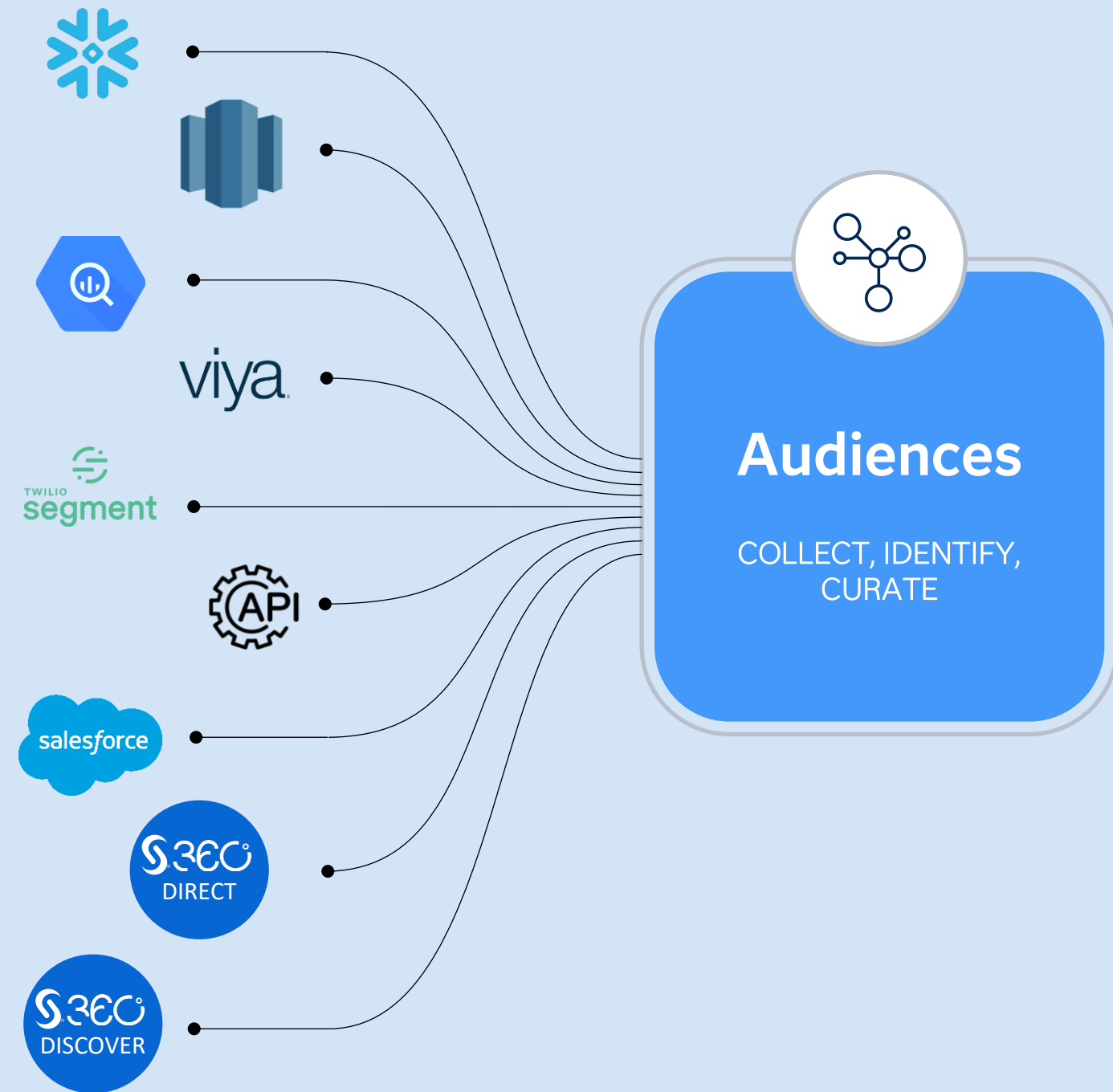
Customer Intelligence



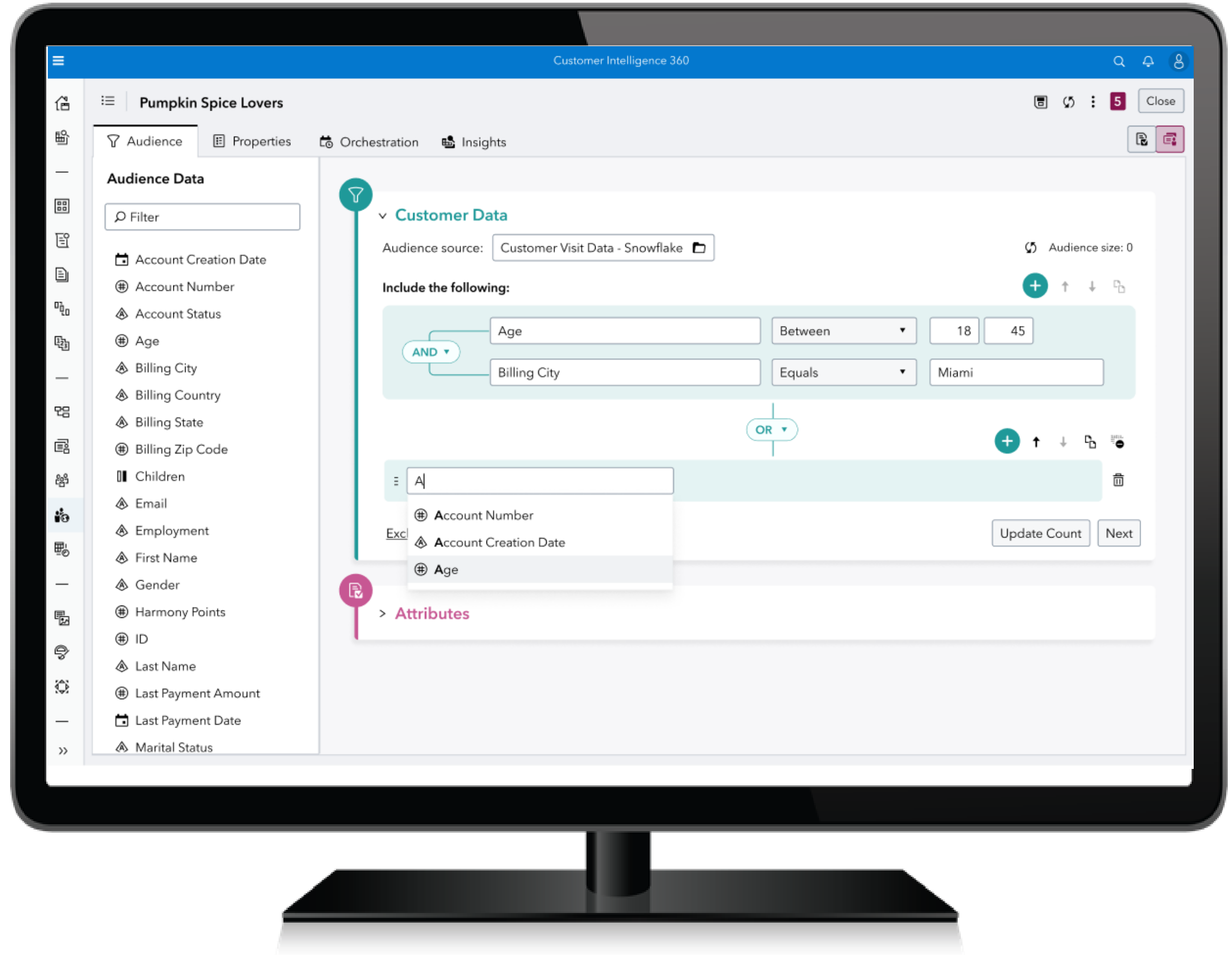
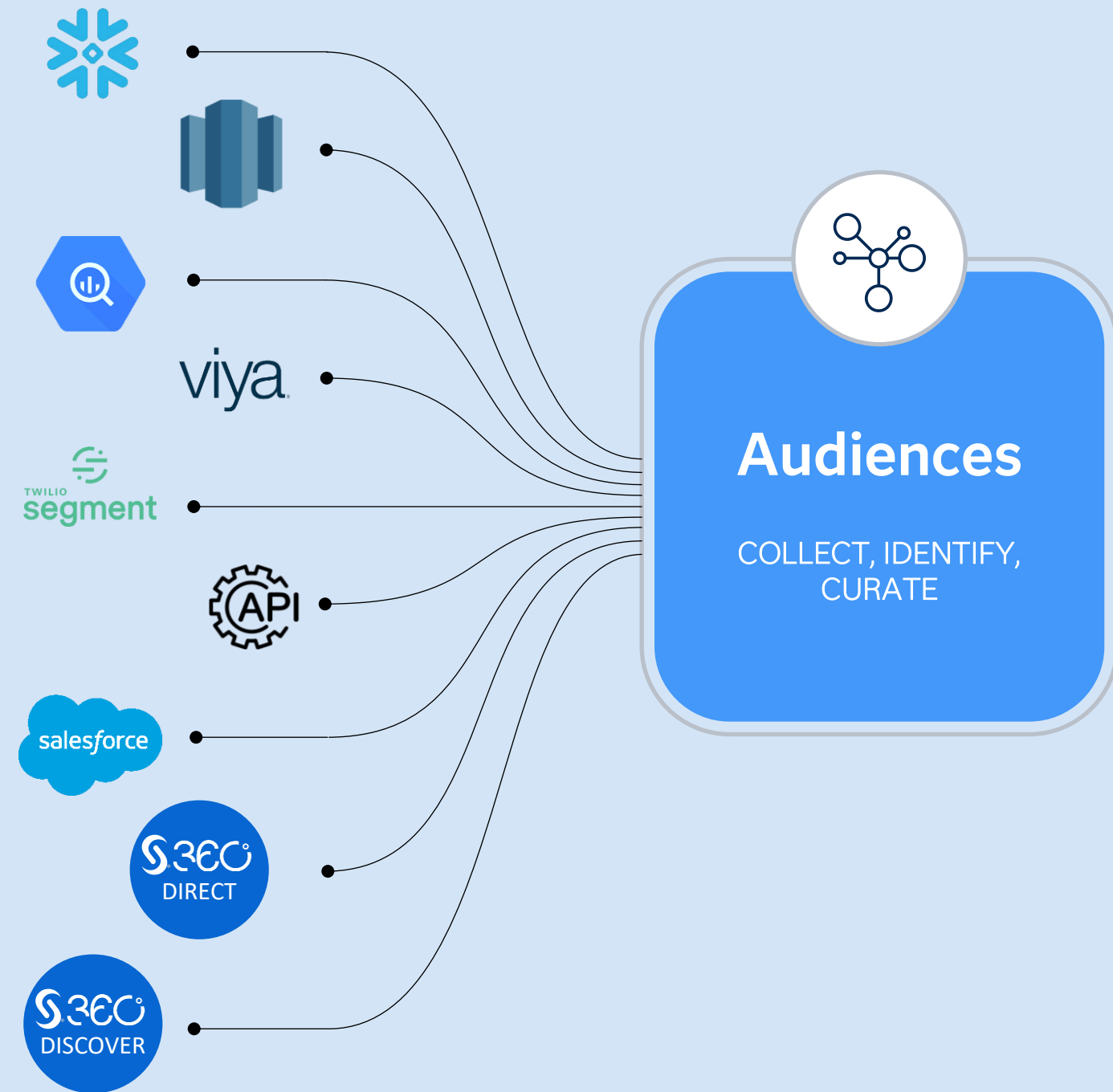
Customer Intelligence



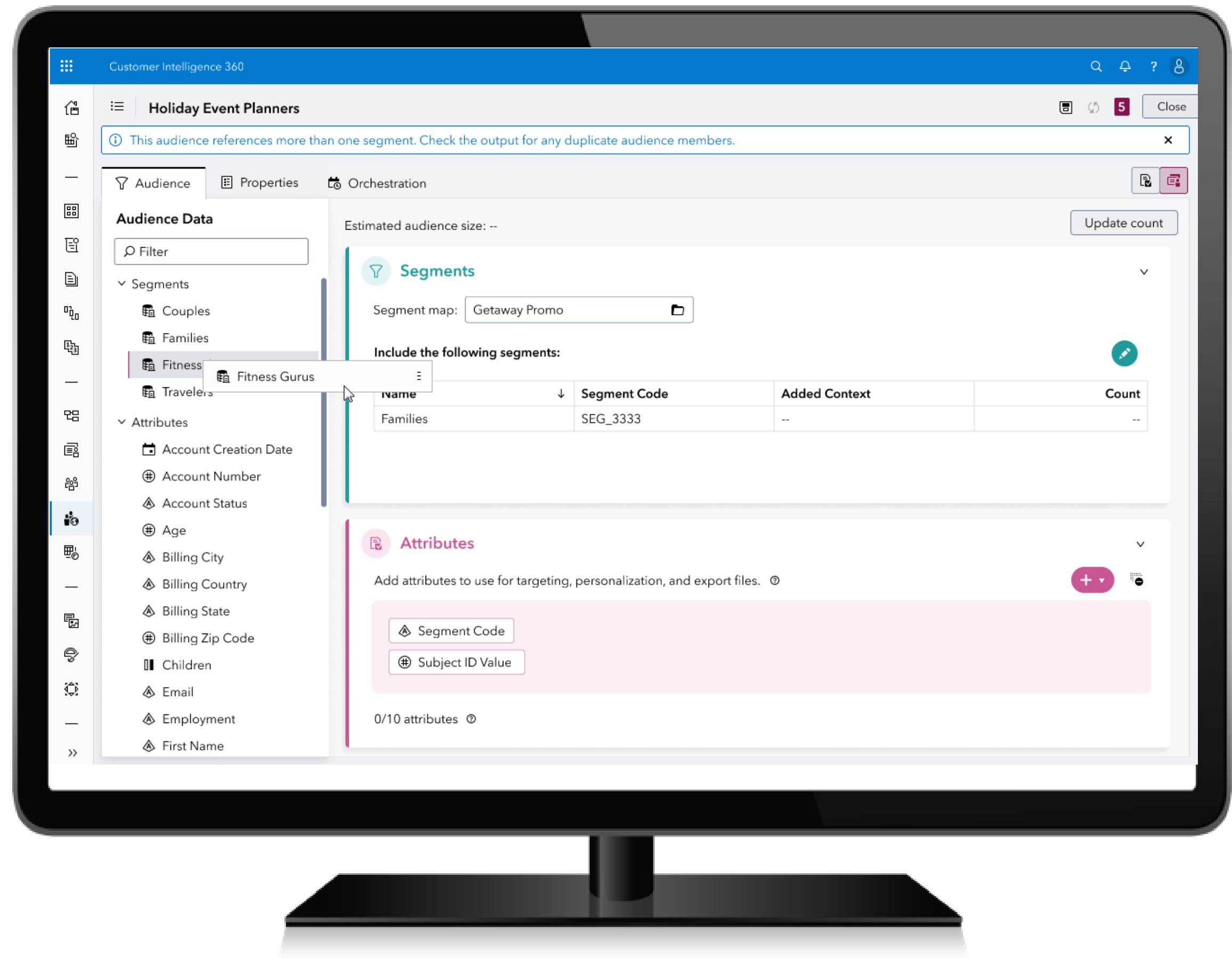
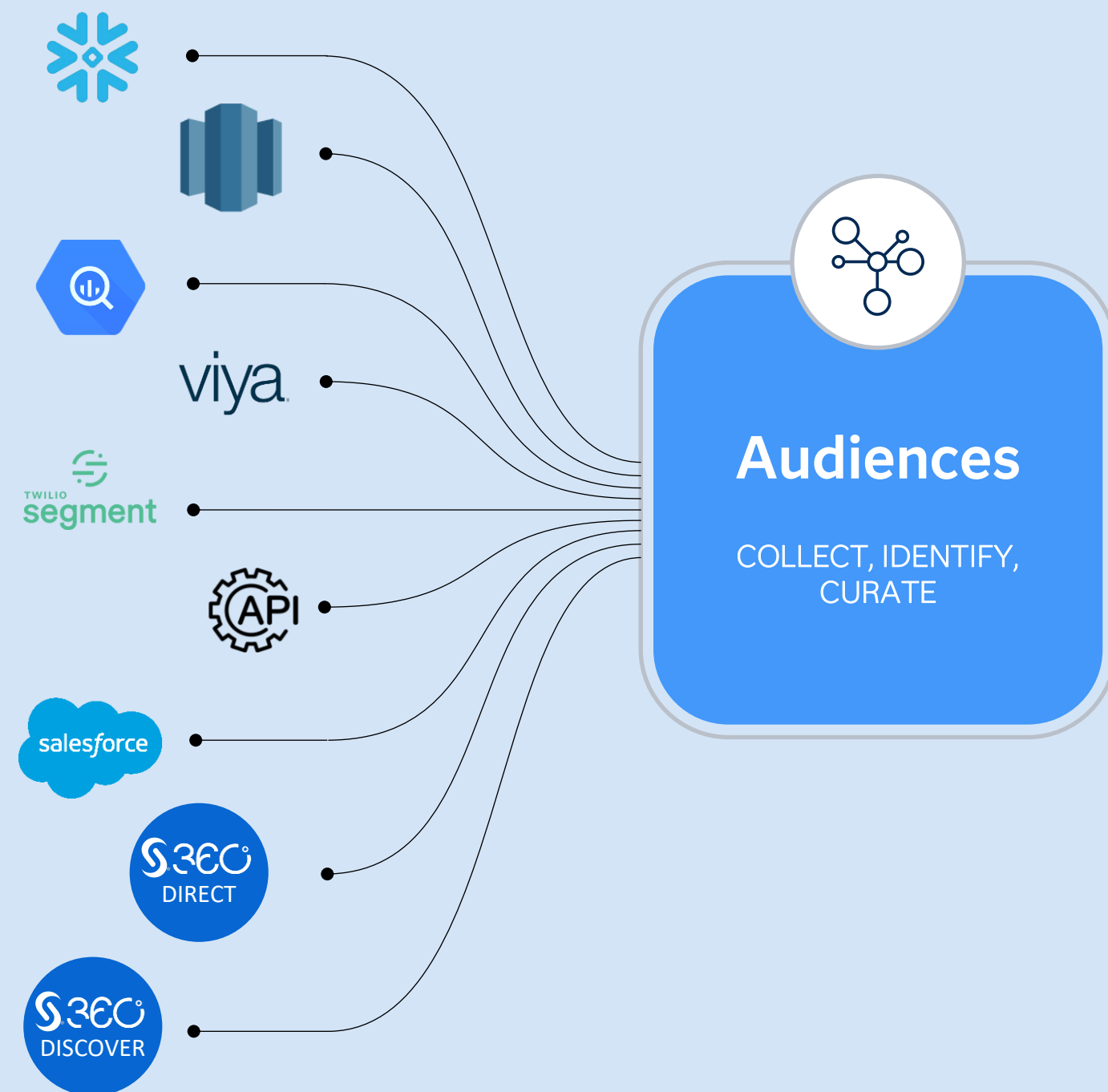
Audience Management



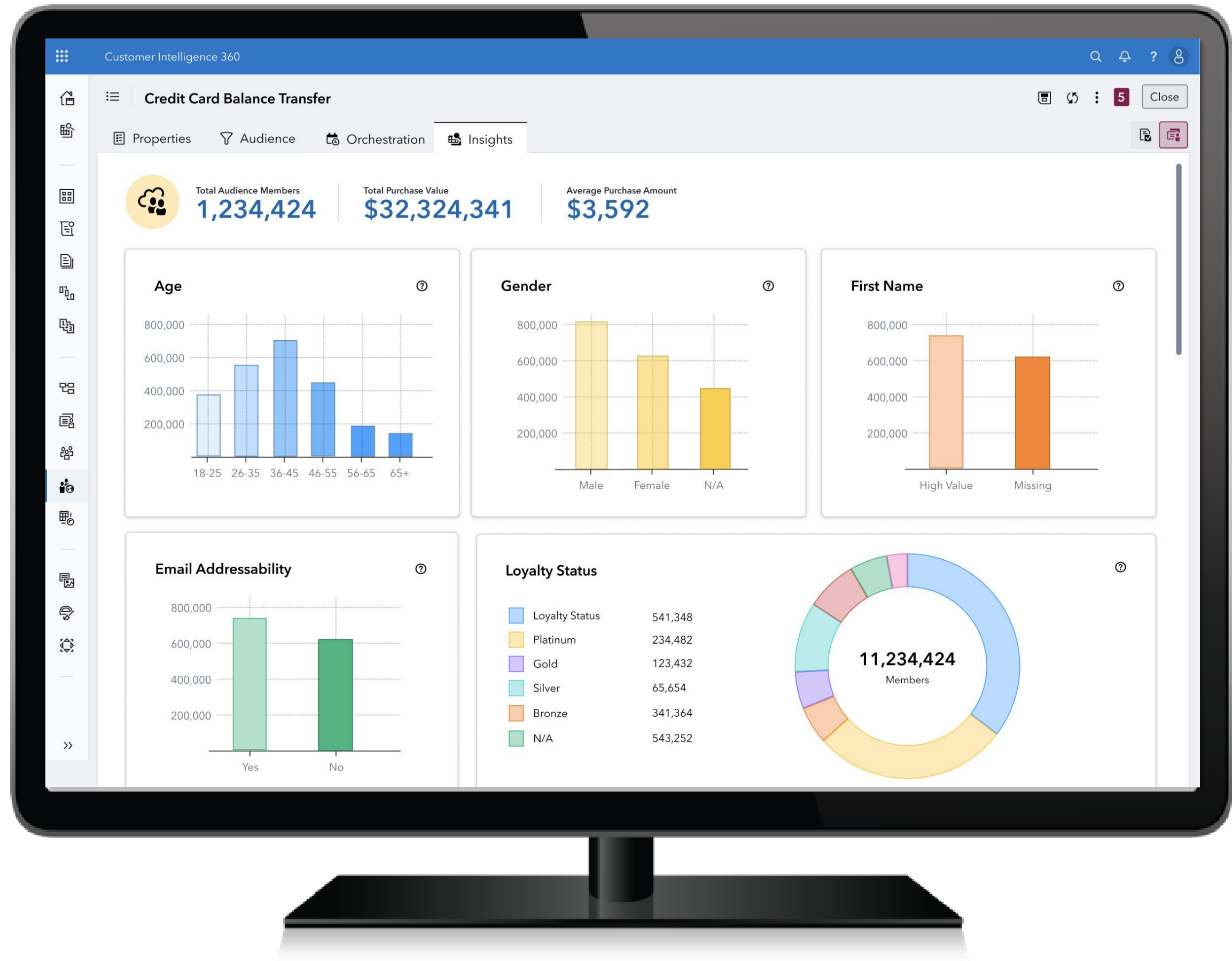
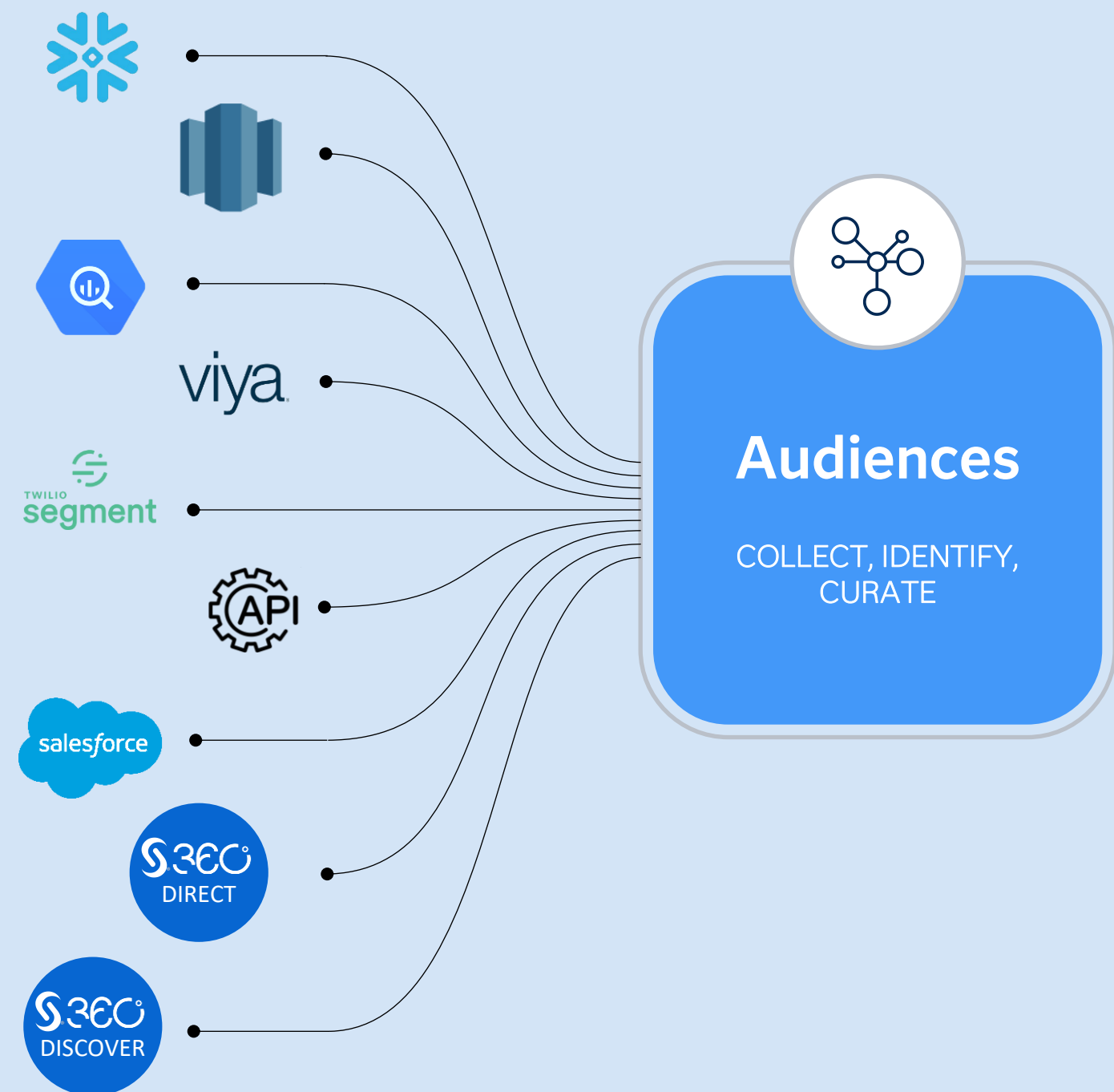
Audience Management



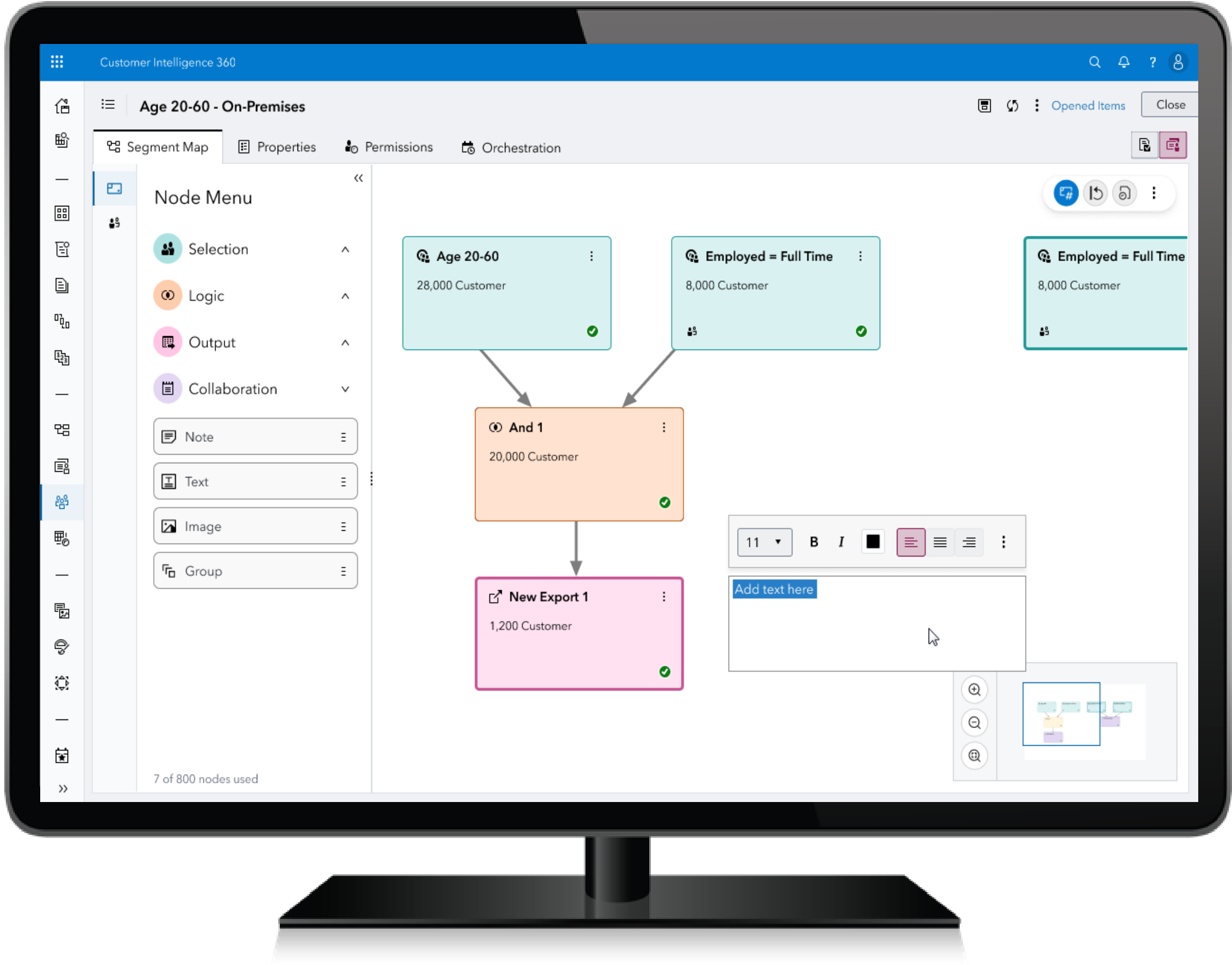
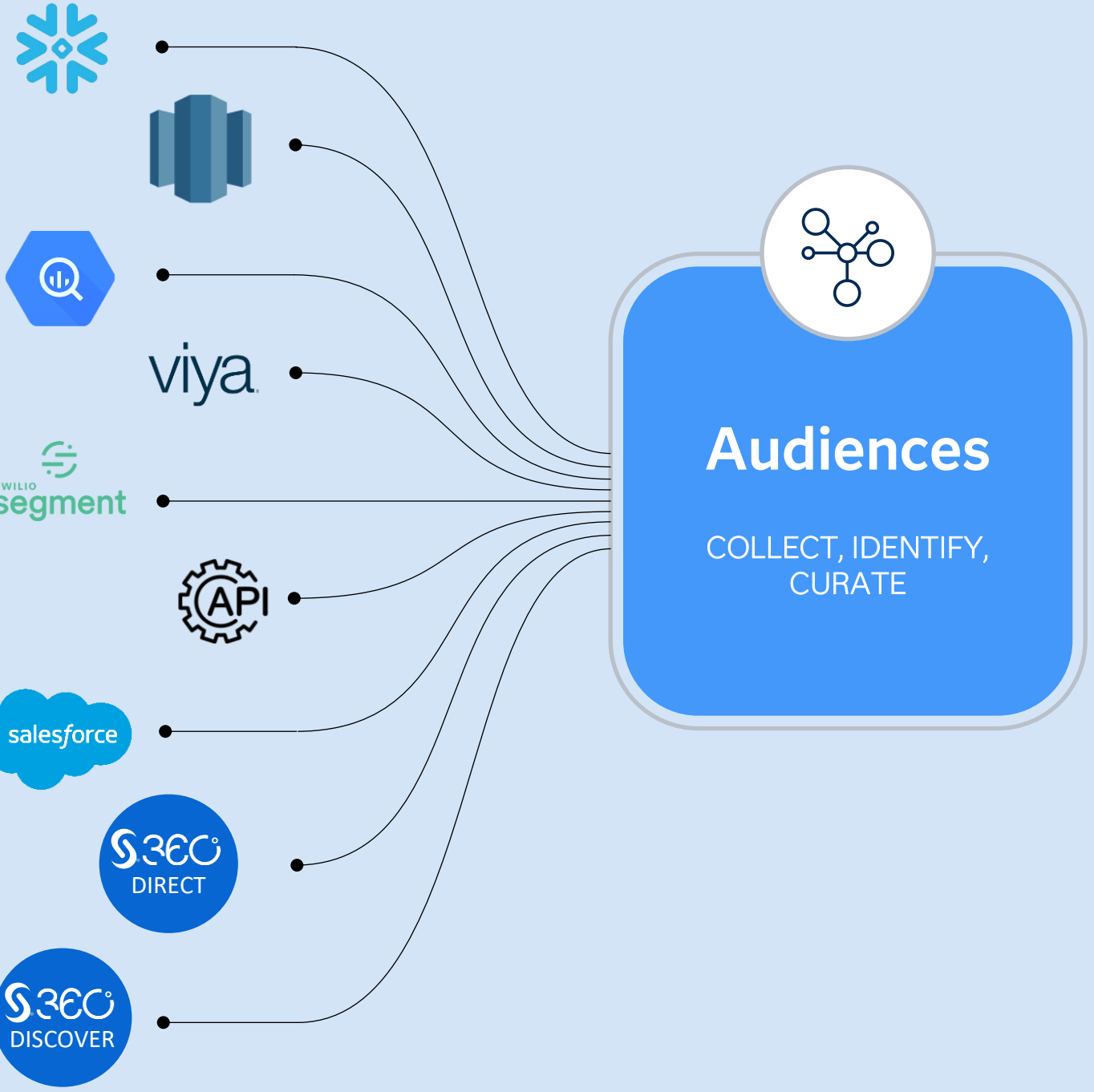
Create an audience from a Segment Map



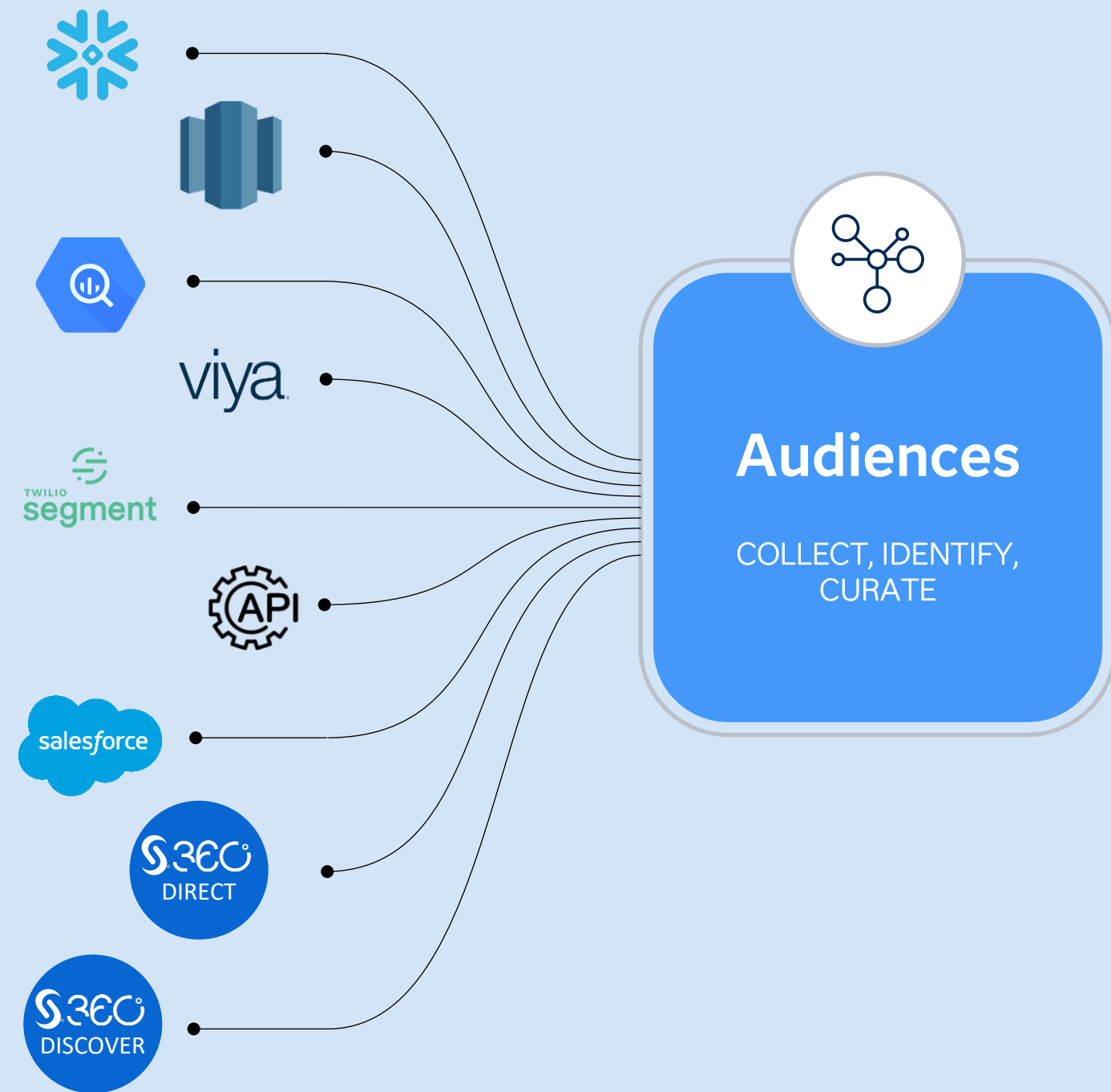
Audience Profiles



Segment Map Enhancements



Segment Map Enhancements



Modernized Segment Map Designer

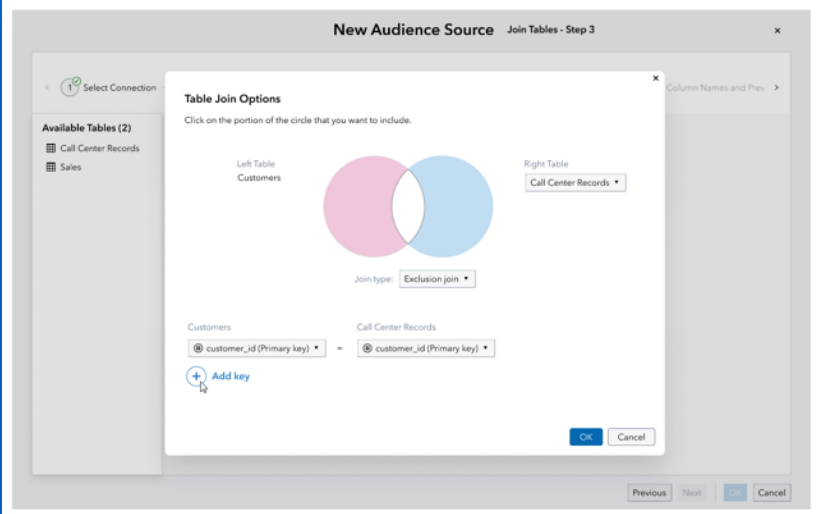


- Improved readability and collaboration for Segment Map designers:
 - Node groups
 - Snap-to-grid
 - Insert Text box
 - Drop an Image
 - Drop a (sticky) Note
- New Criteria Node *logic*
 - "No value meets criteria", "All values meet criteria", "One value meets criteria", "More than one value meets criteria"
- Refreshed visual design

Audience and 360:Direct Roadmap for '24/25

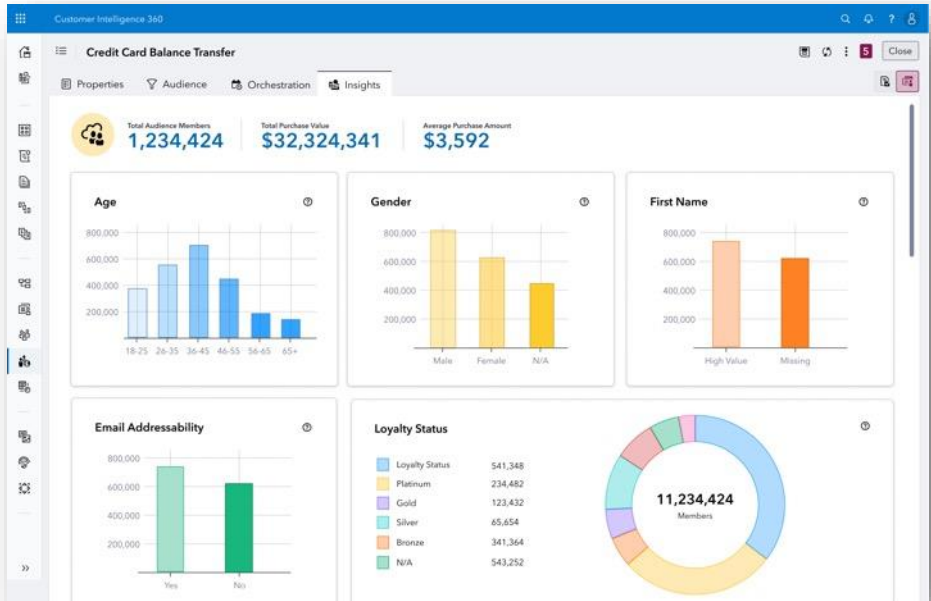
Data Source and Foundations

- Additional Cloud DB Connections
 - Support Cloud DB integrations to Redshift, Azure SQL
- Audience Table Join UI
 - Support easy table joins for direct connections
- Federated Audiences
 - Support combining audiences regardless of source



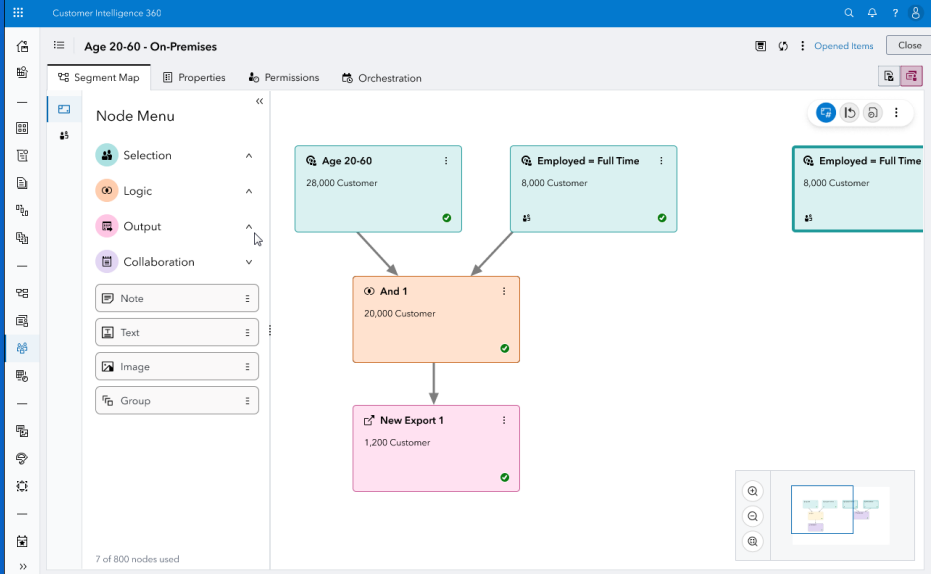
Audience Insight, AI and GenAI

- Audience Insights and Profiles
 - Audience profiles including addressability, performance, membership and cross-overs
- GenAI Audience Builder
 - Audience Builder and additional GenAI Capabilities Audience performance measurement

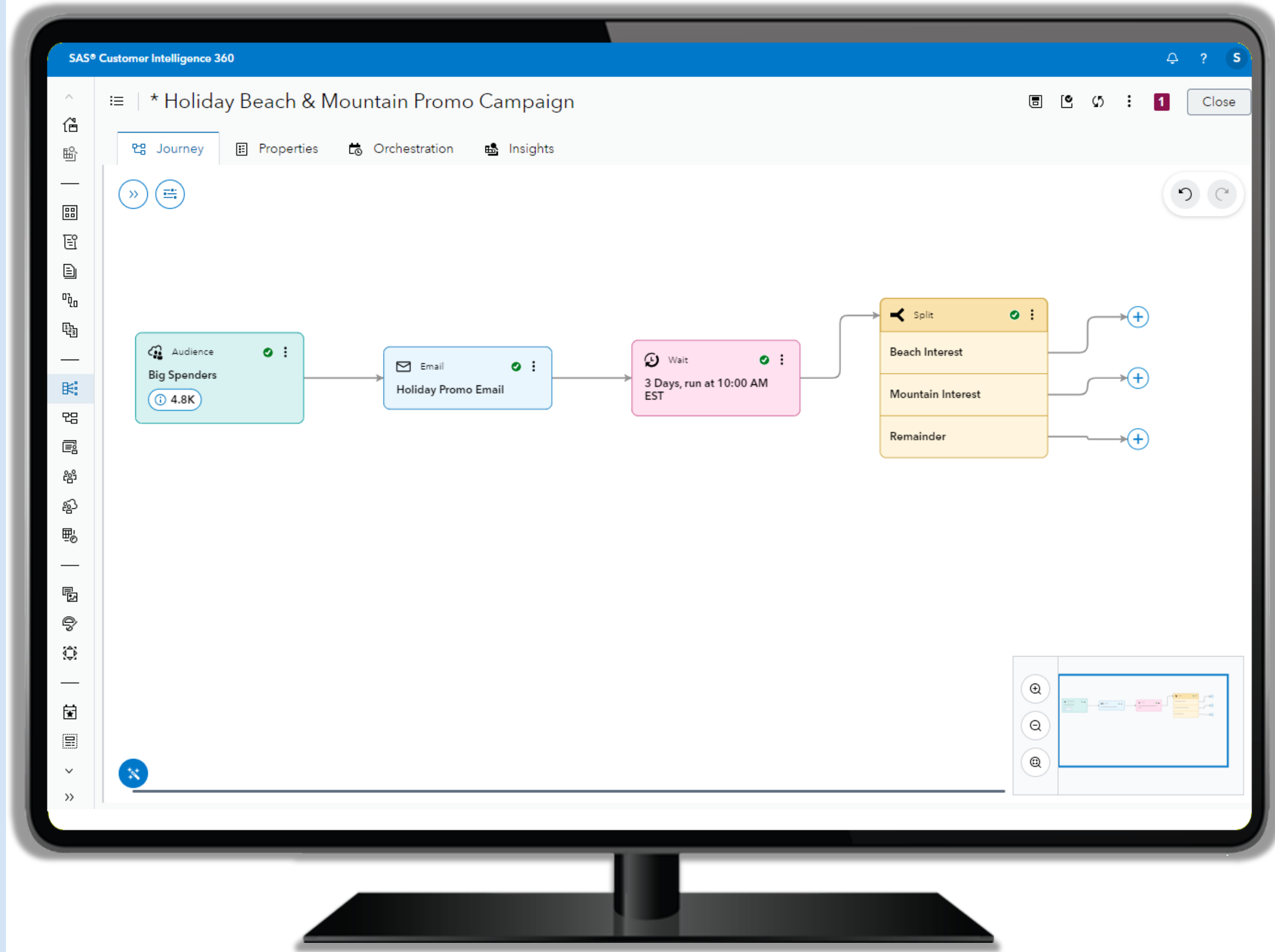
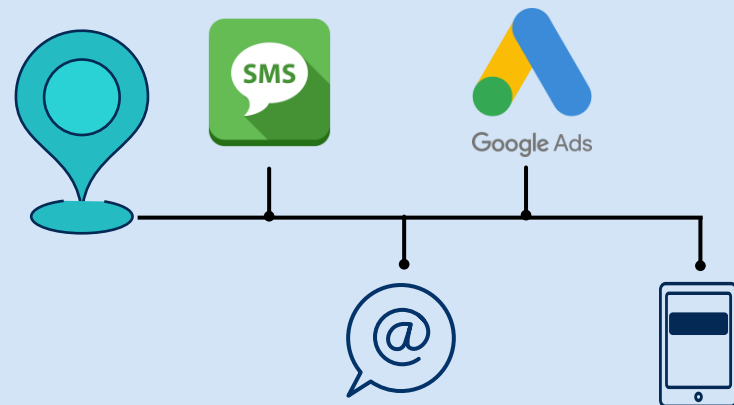
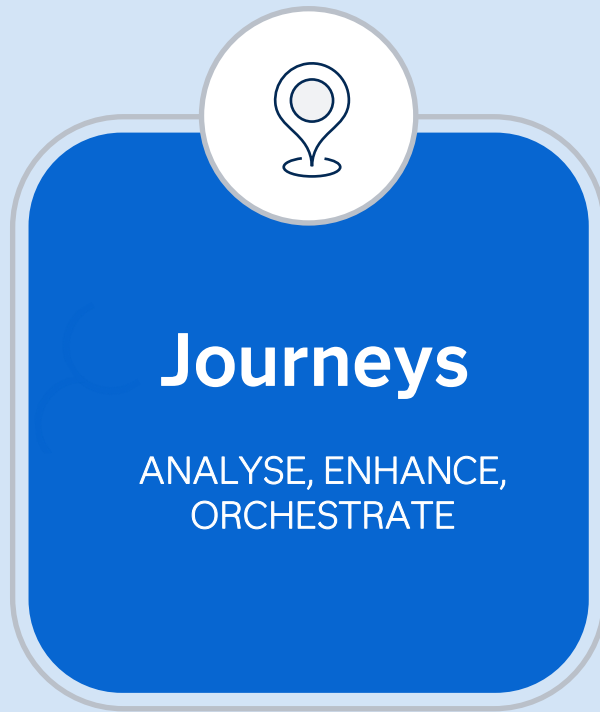


Overhaul 360:Direct UX

- Improve Visual Design and add collaboration and readability of Map
 - Annotations
 - Grouping Nodes
 - Snap-to-Grid
 - More Flexible and Optimized Node Sizes



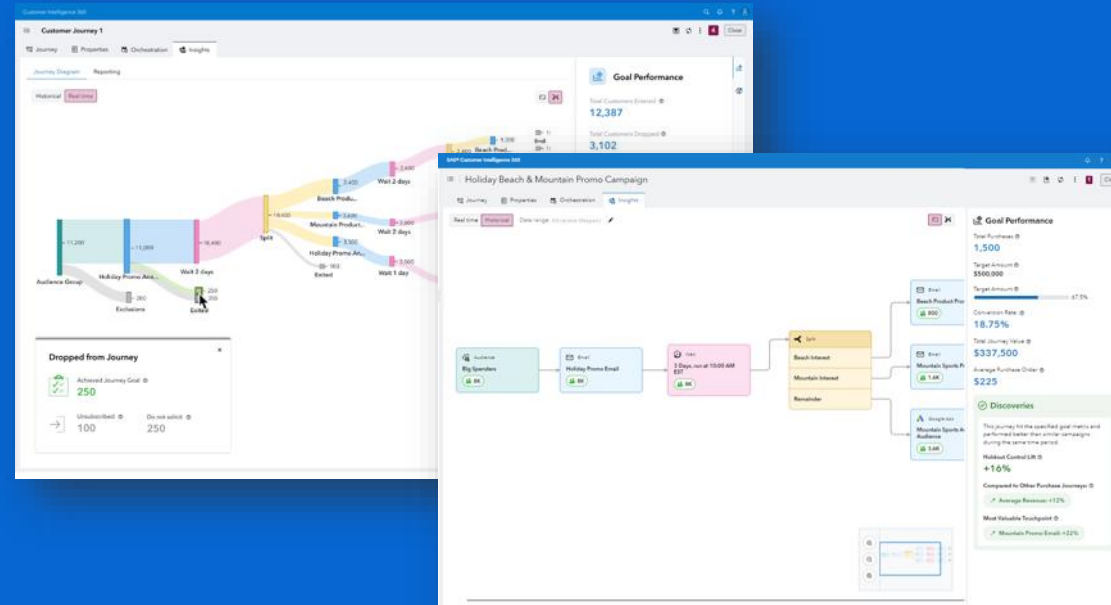
Customer Journey Canvas



Journey Roadmap for '24/25

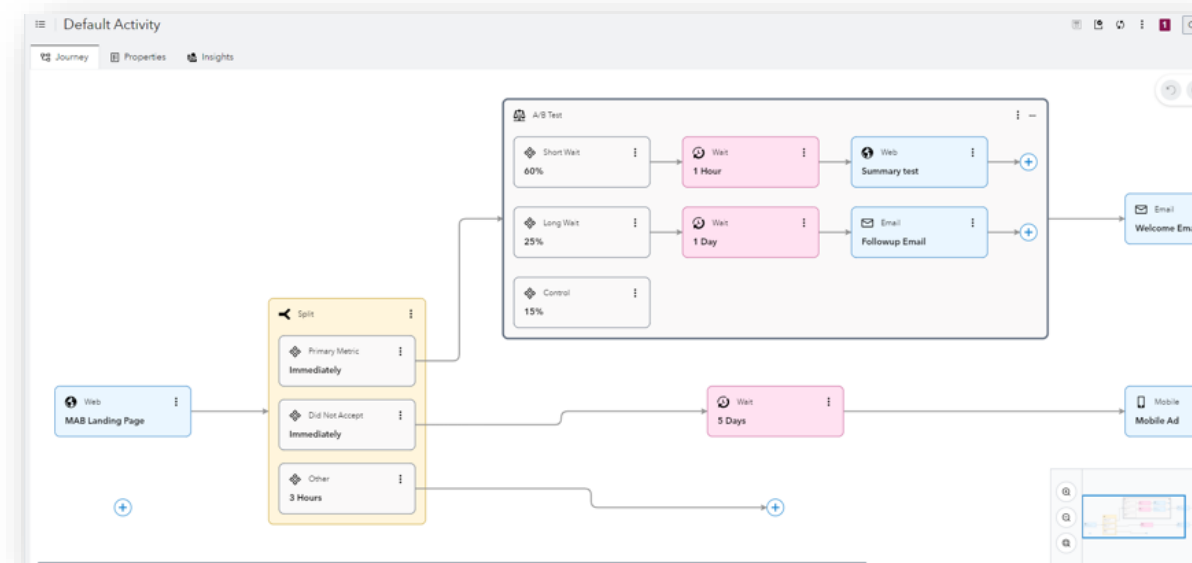
Scheduled “Fast-Batch” Journeys

- New customer journey orchestration capability w/ modern UX & deep insights
 - Start with an Audience
 - Split flow based on Audience or Event attributes
 - Orchestrate wait time b/w touchpoints
 - Multi-channel touchpoint support
 - Test holdout control groups
 - Rich metrics and insights
 - ... and more



Real-time “Always-On” Journeys

- Improved Visual Design of existing real-time Journeys
 - Updated & modernized look and feel
 - Consistent UX across Journey types



Journey Insights and Optimization

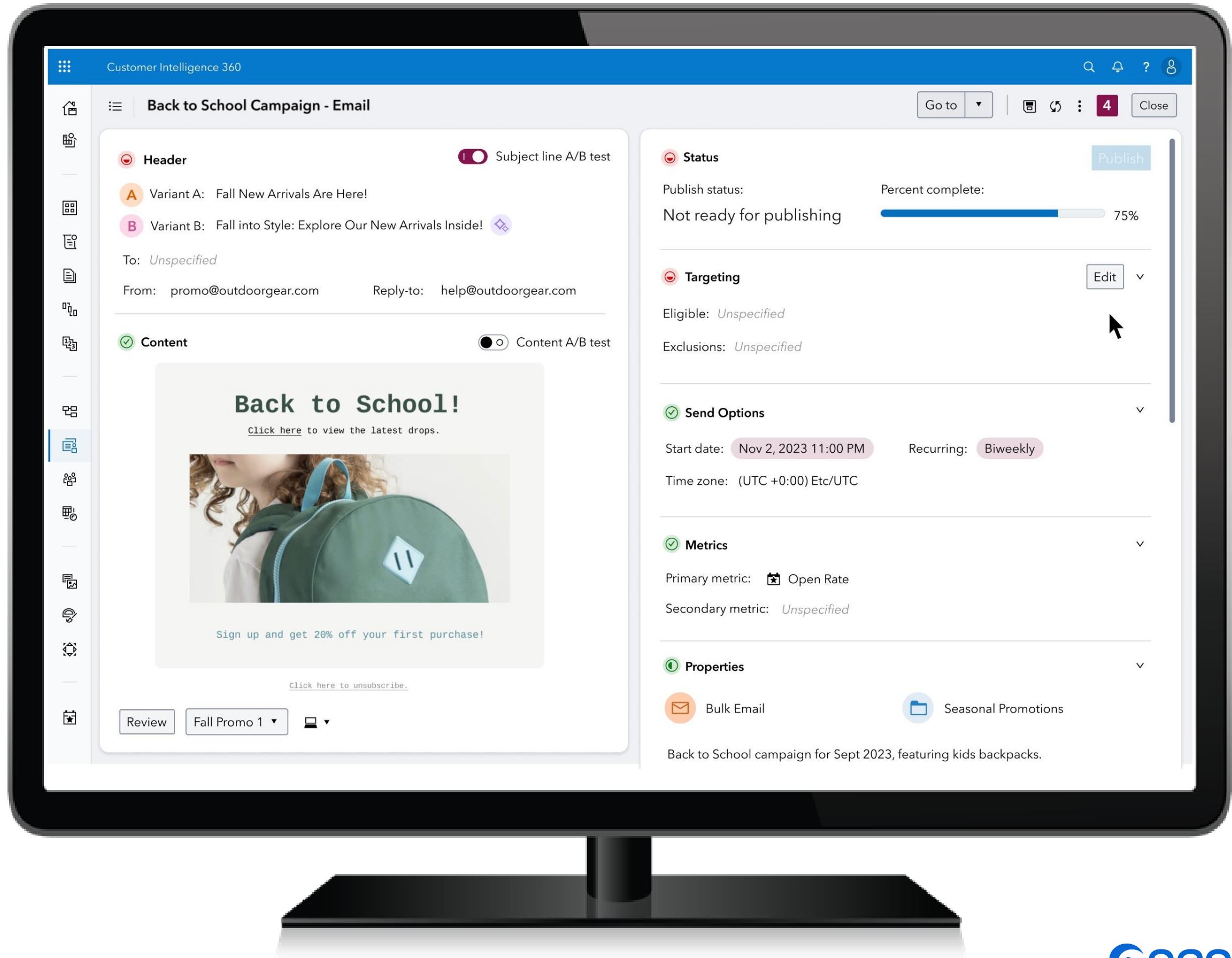
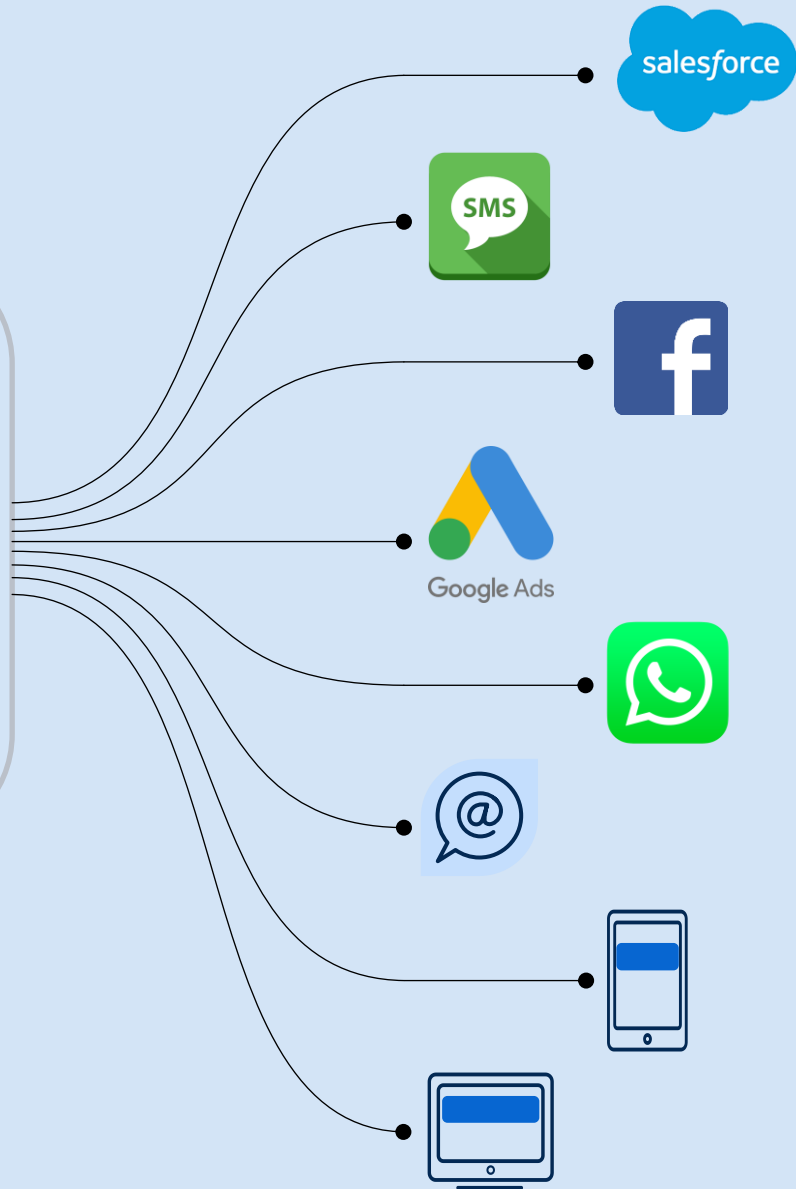
- Journey Copilot
 - Create a Journey template from natural language and explain existing Journeys
- Contact Policy Service
 - Provide real-time Contact/Response history exclusion, constraints and optimization of nodes

The screenshot shows the 'Contact Policy' configuration interface. It includes a table of policy rules and a list of existing rules.

Rule Name	Limit	Summary	Status	Actions
Web Channel Limit	3	Maximum 3 contacts on channel web in 1 week.	On	✎ ✖
Nightly Suppression	0	No contacts from 8 PM to 8 AM.	On	✎ ✖
Call Centre Limit	2	Maximum 2 contacts per month on channel call center for category special offers and customer segment high value.	On	✎ ✖

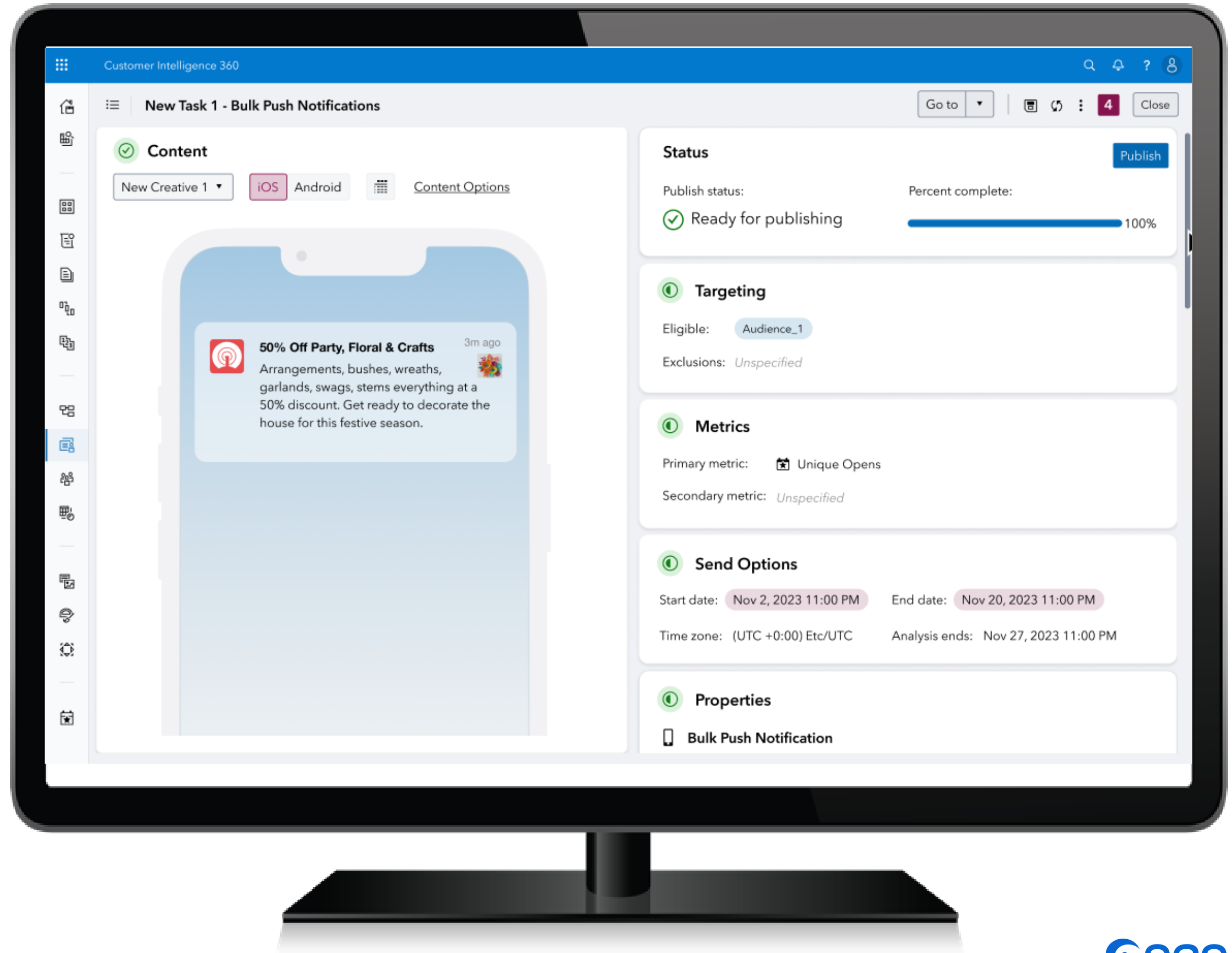
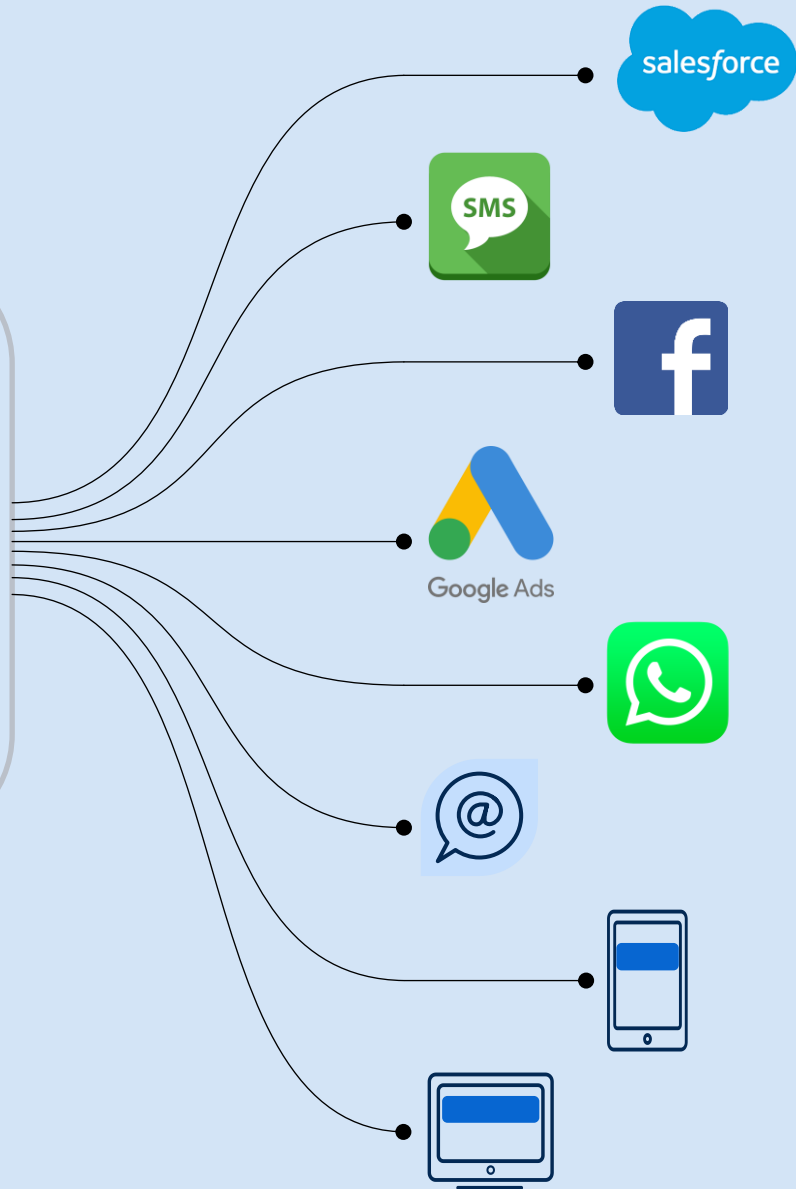
Simplified UX for Campaign Tasks

Destinations
CONNECT, DELIVER,
RECORD



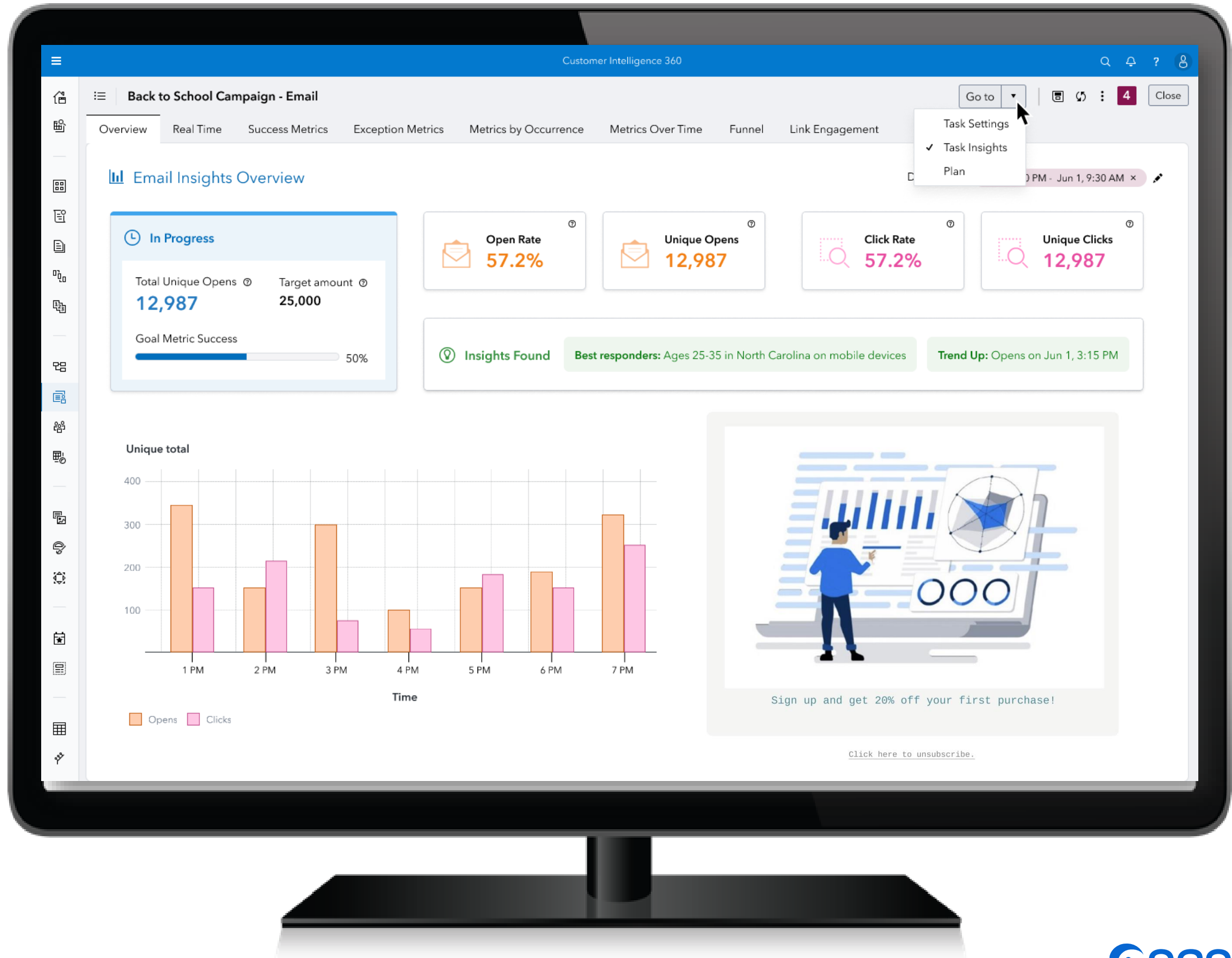
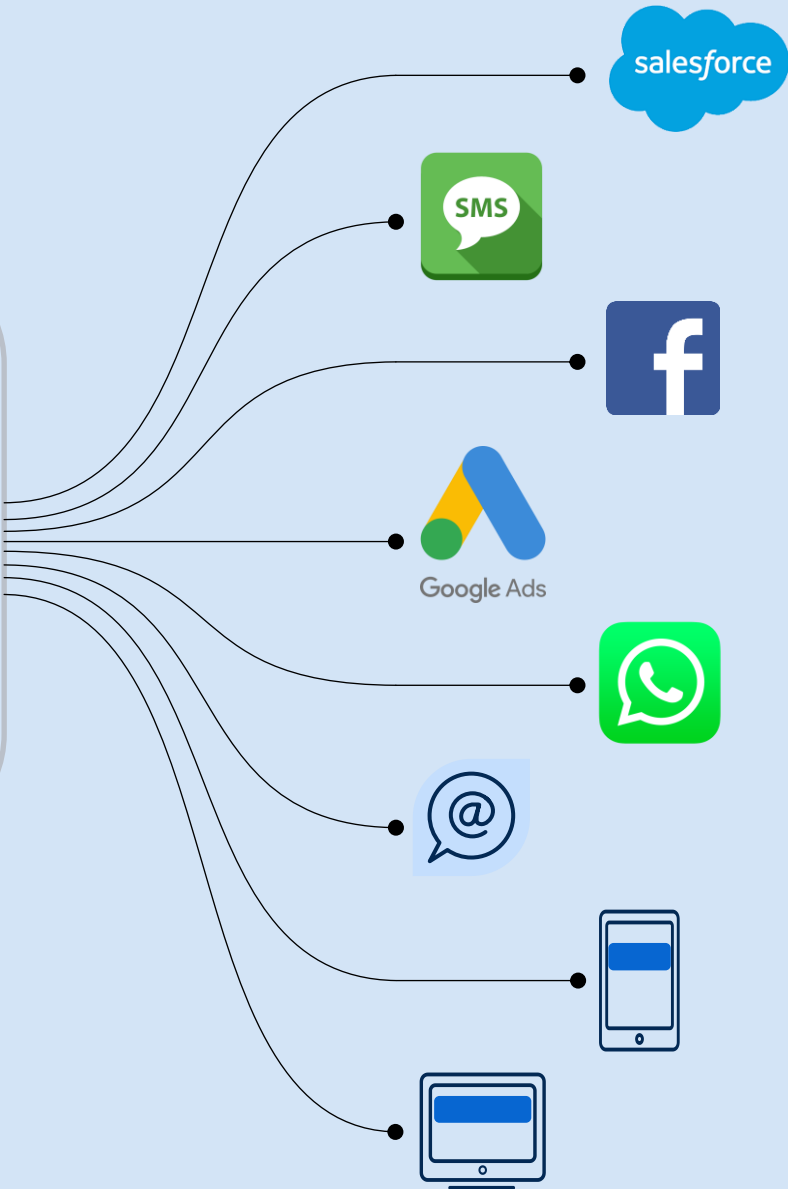
Simplified UX for Campaign Tasks

Destinations
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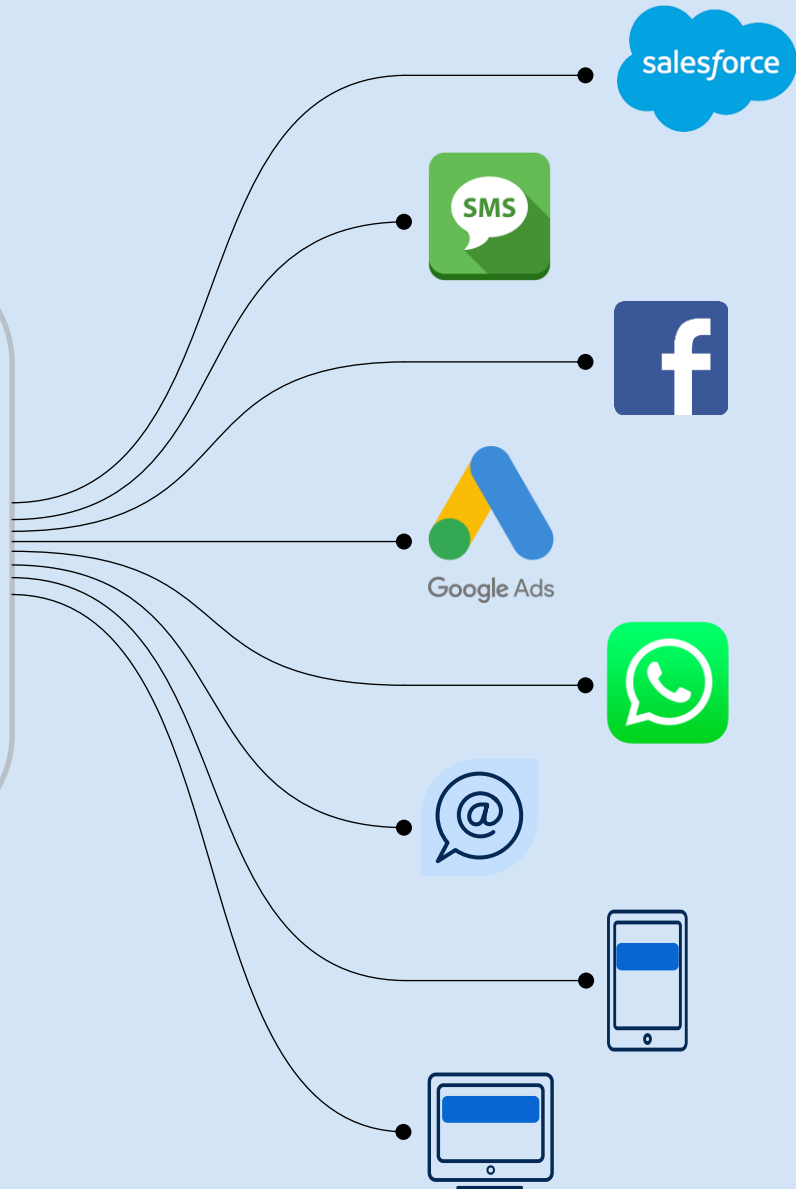
Simplified UX for Campaign Tasks

Destinations
CONNECT, DELIVER, RECORD

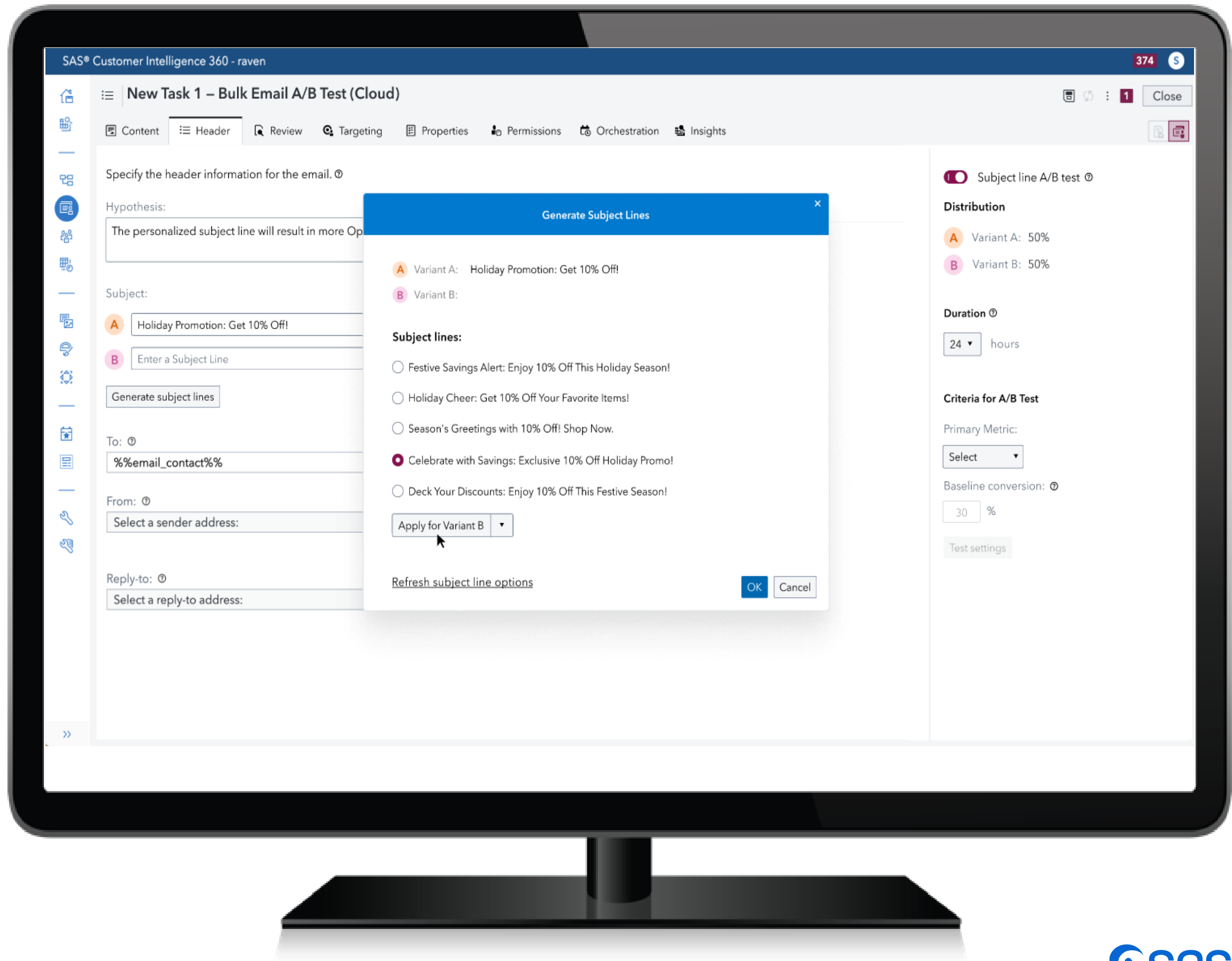


Applied Generative AI to Email A/B Tests

Destinations
CONNECT, DELIVER,
RECORD



GenAI Subject Lines



Destinations Roadmap for '24/25

Owned Channel Improvements

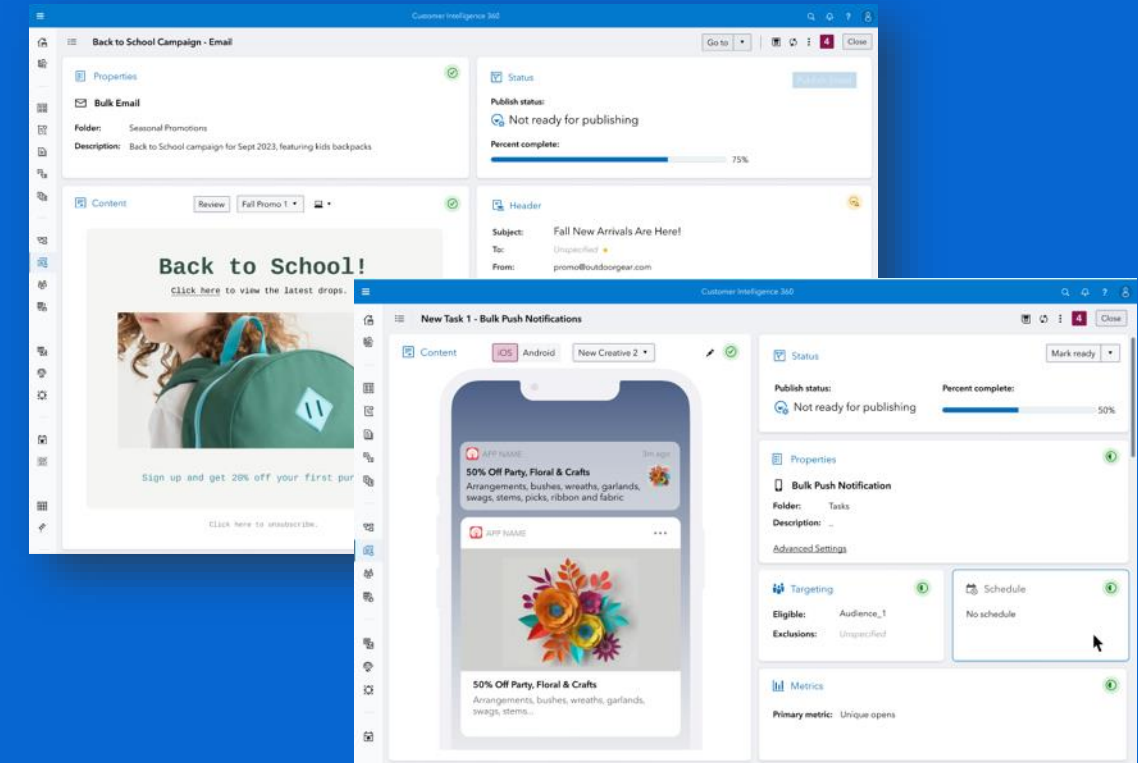
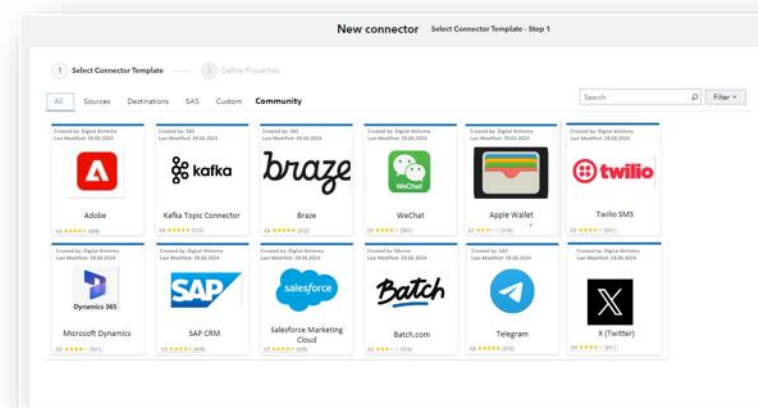
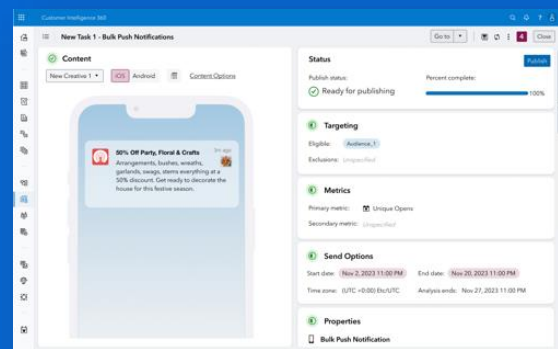
- New OOTB SMS task
 - Support SMS marketing customers
- New Layout Manager for Email
 - Support for OOTB templates and AMP for email
- Support HTML-based in-app messages
 - Support flexibility and engaging creative options
- API/Server-Side Content Request
 - Determine eligibility for content on website, mobile app or other channels

Enhance MarTech Ecosystem Integration

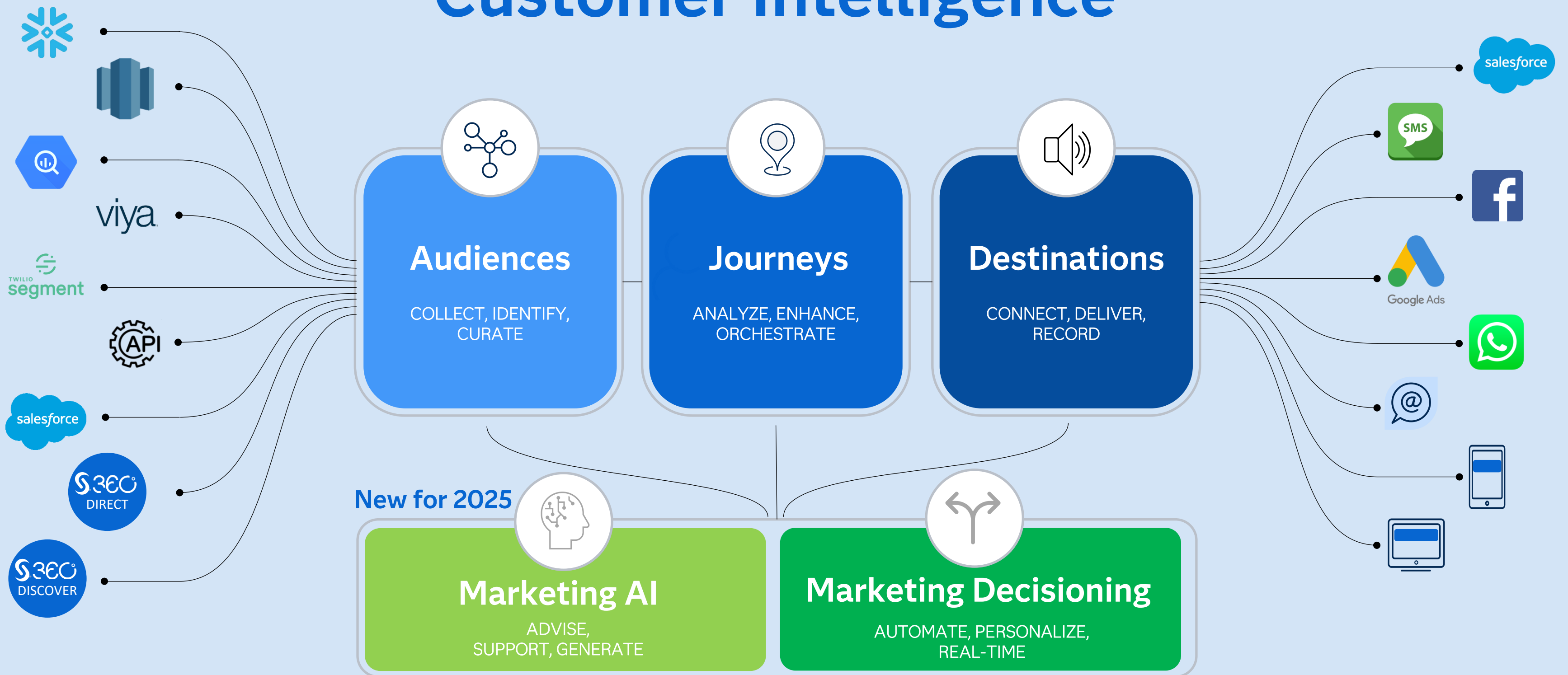
- New OOTB Social Ad tasks
 - LinkedIn, Snapchat, GV360
- Custom Task Type Enhancements
 - Support additional export destination options for customer flexibility incl. SFTP
- Community Connectors
 - SAS hosted community and partner developed connectors to help customer communications through 3rd party channels

Improve UX and Useability

- Overhaul existing Task UX for usability
 - Support across all task types

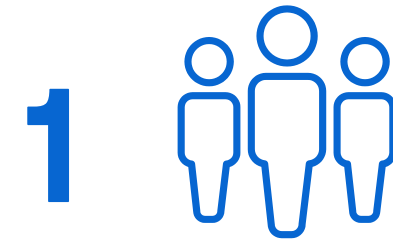
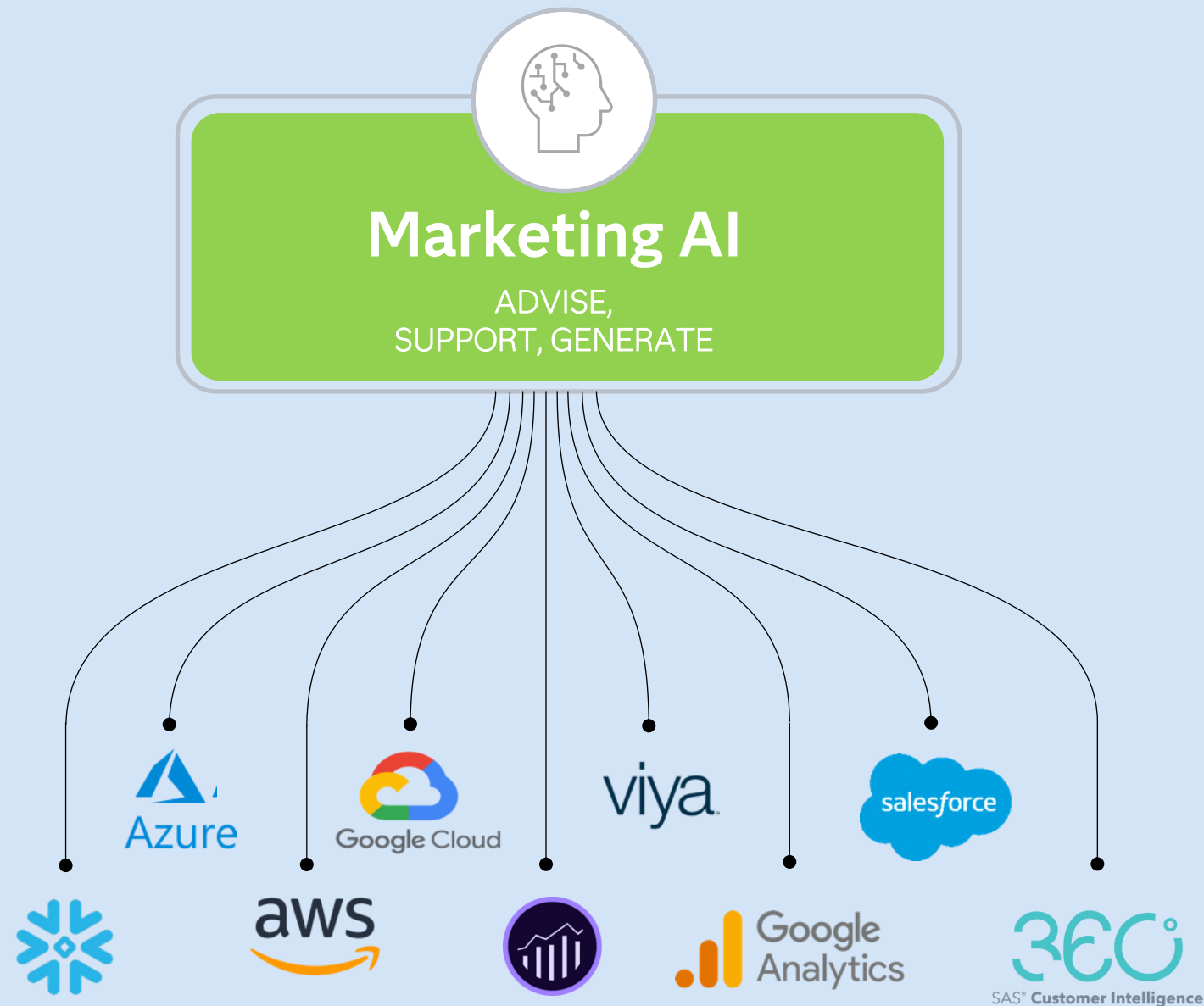


Customer Intelligence



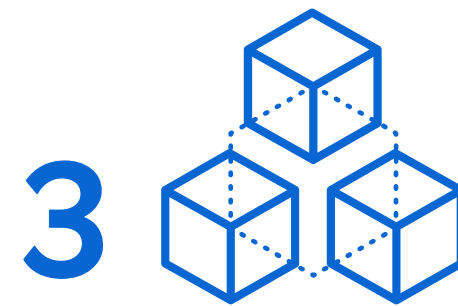
Marketing AI

Analytics Challenges facing Marketing Organisations today



Resource Limitations

Lack the skills, time, or resources to truly deliver marketing AI



Vendor Inflexibility

Struggle to get value from rigid data requirements, lack of customization.

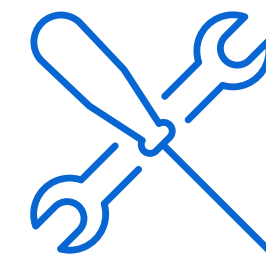
2



Painful Data Preparation

Data prep takes too much time, limiting how many analytics projects orgs can deliver.

4

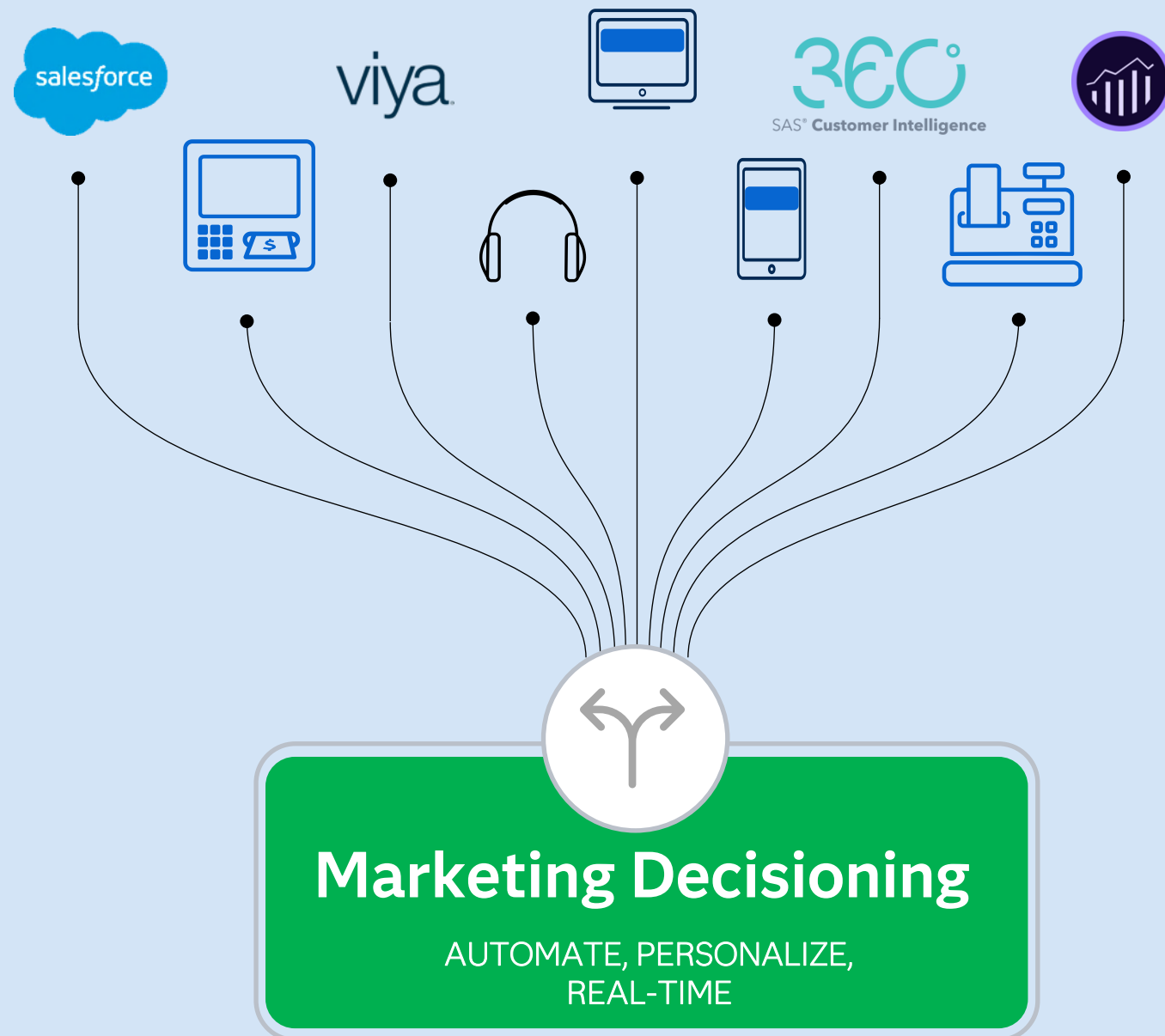


Tool Mismatch

Analytical tools do not cater to marketers and their use cases today.

Marketing Decisioning

Decisioning Challenges



1



Data Fragmentation

Data required from multiple sources including, customer behavior, preferences and offers

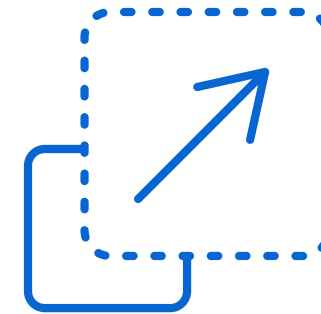
2



Channel Consistency

Maintaining consistent messaging across multiple marketing channels

3



Scalability and Speed

Managing large volumes of data, audiences, and campaigns becomes more complex.

4



Business Value

Balance of customer, competitive and organization priorities.

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