
SAS-CDP

WITH SAS CUSTOMER INTELLIGENCE 360



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SAS – CDP Capabilities

SAS CUSTOMER INTELLIGENCE



INGEST DATA

- Enterprise scale data collection mechanism for 360 customer view
- *Unparalleled granularity -user behavioral data from pages, screens and field interactions, across digital properties*
- Data layer variable ingestion from virtually any platform (e.g., Google, Adobe)

MANAGE IDENTITY

- *Real-time deterministic identity management*
- Dynamically updated identity graph
- *On-line and off-line profile data support (with full control on how append, delete, merge customer identities happens)*

SEGMENT AUDIENCES

- *On-premises and cloud segments*
- *Dynamically update on-prem segments with digital activity*
- *Beyond simple segmentation – advanced models, clustering, campaign targeting*
- *“Do it for me” options – segment discoverer*

PROVISION/ACTIVATE DATA

- *Omni-channel journey orchestration*
- *Real-time send / receipt of third-party events*
- *Integration into decisioning engines, Adobe, Salesforce, display media platforms*
- *Algorithmic multi-touch attribution and customer journey insight*



Questions?

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