



Driving Omni-channel Interactions

Using SAS Customer
Intelligence 360

Marketing Technology Landscape

The Martech 5000

Total Solutions 8,000

Advertising & Promotion 922

Content & Experience 1,936

Social & Relationships 1,969

Commerce & Sales 1,314

Data 1,258

Management 601

Access all the data of this landscape & more at martech5000.com

2019

7,240 solutions

2018

6,829 solutions

2017

5,381 solutions

2016

3,876 solutions

2015

1,876 solutions

2014

947 solutions

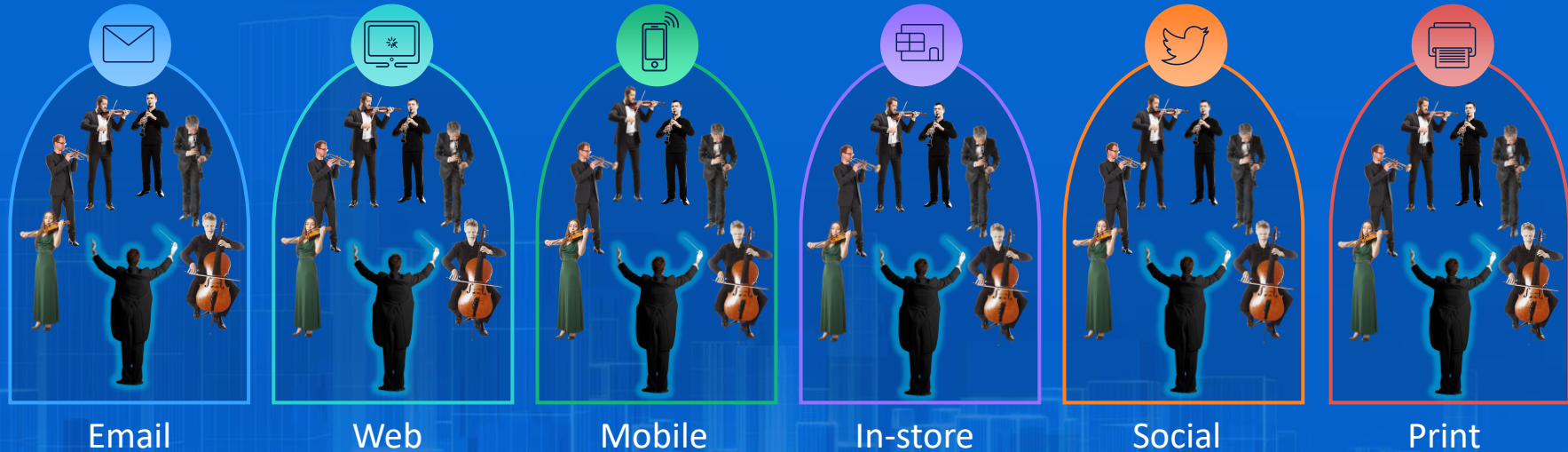
9,932



It is impossible (or very expensive) to deliver relevant customer experience across channels if you don't orchestrate it centrally.



The Reality is a Confused Customer Experience



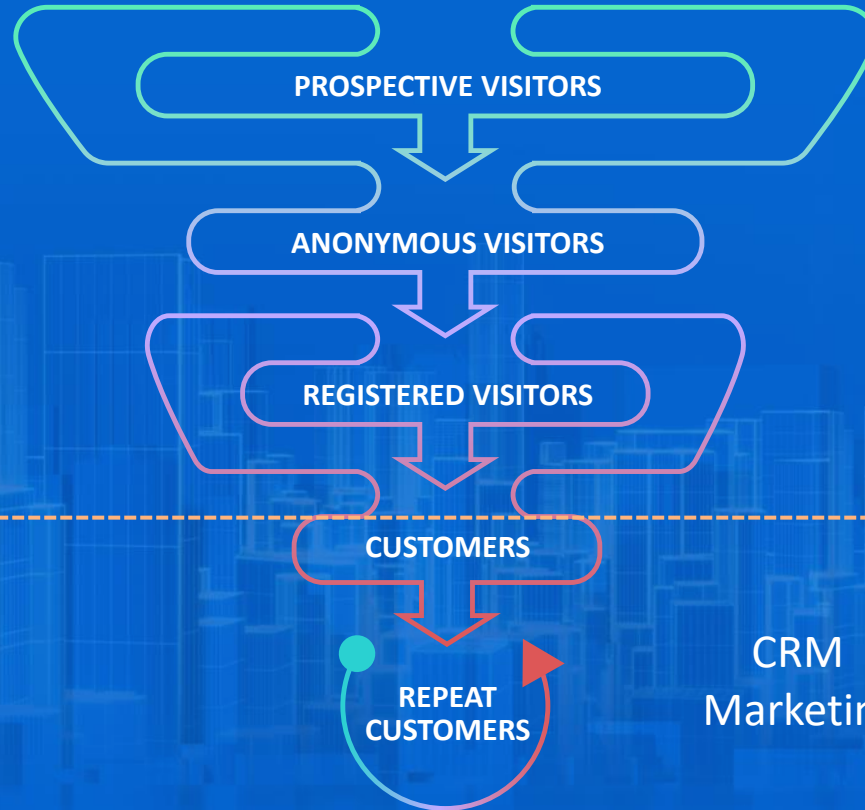
Every channel has its own orchestration, data, content, agenda and integrations. IT can't keep up with integrations and data movement to all different SaaS tools



How to Make Marketing Matter

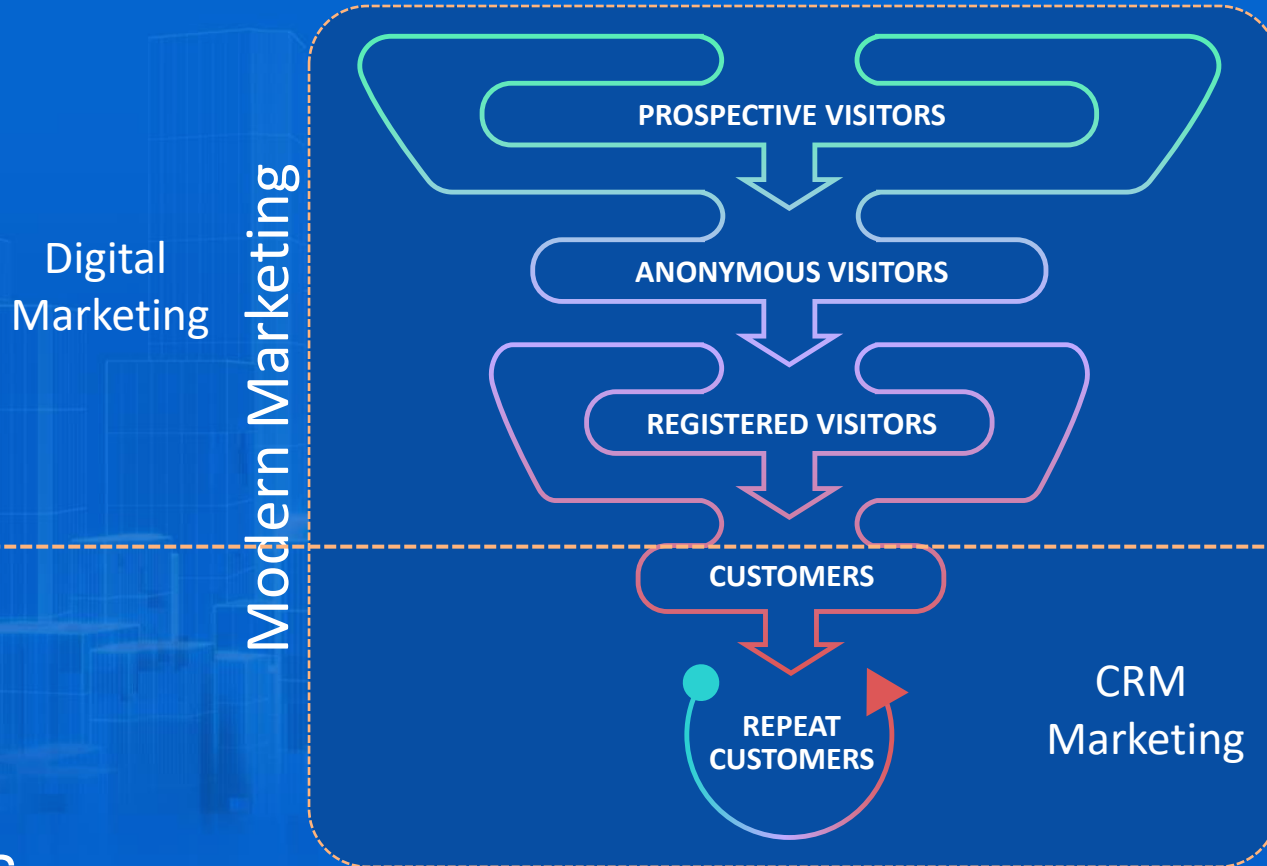
The Typical Marketing Process

Digital
Marketing

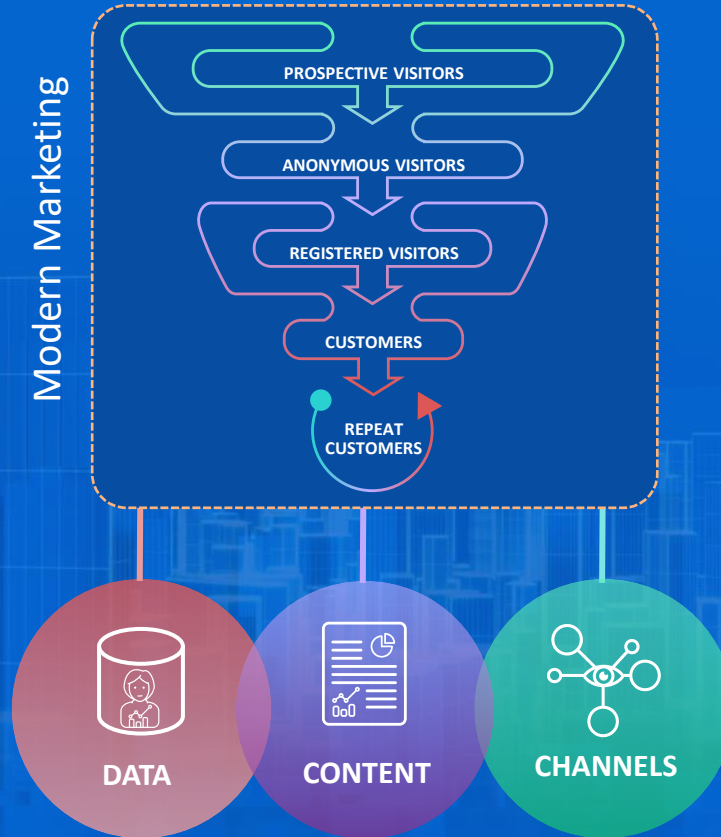


CRM
Marketing

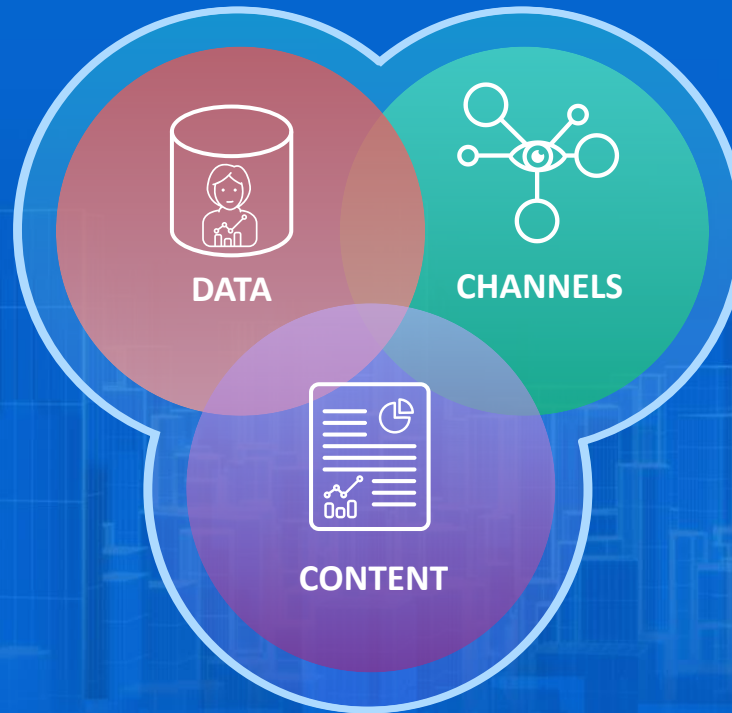
The Typical Marketing Process



The Typical Marketing Process



Customer Experience Fundamentals



All Channels in One Place

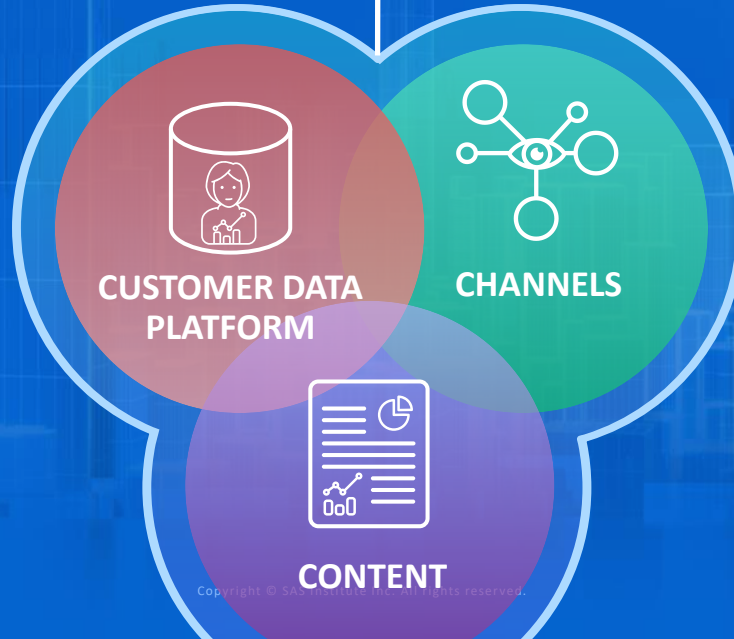
Email, Web
& Mobile



Direct Mail
& Voice

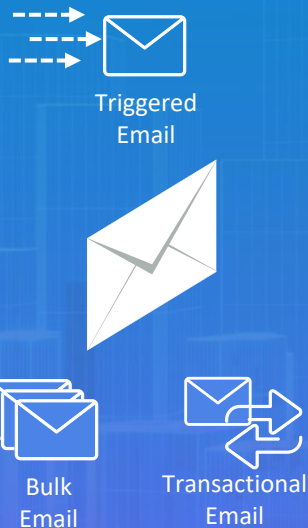


Search, Display
& Social

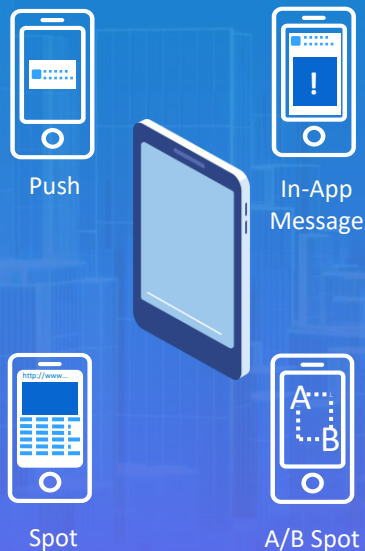


All Channels in At Your Fingertips

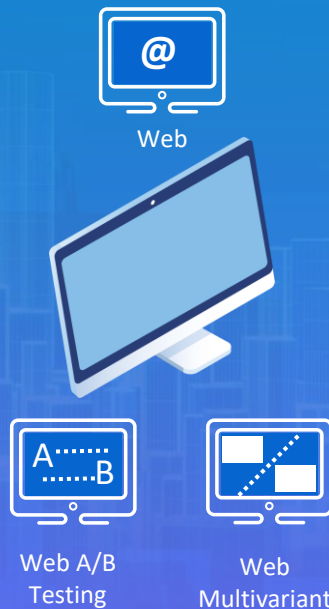
EMAIL



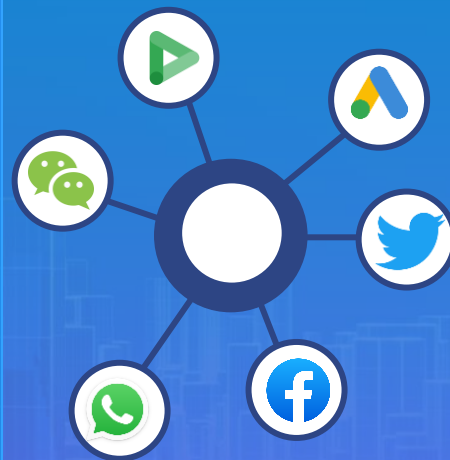
MOBILE



WEB

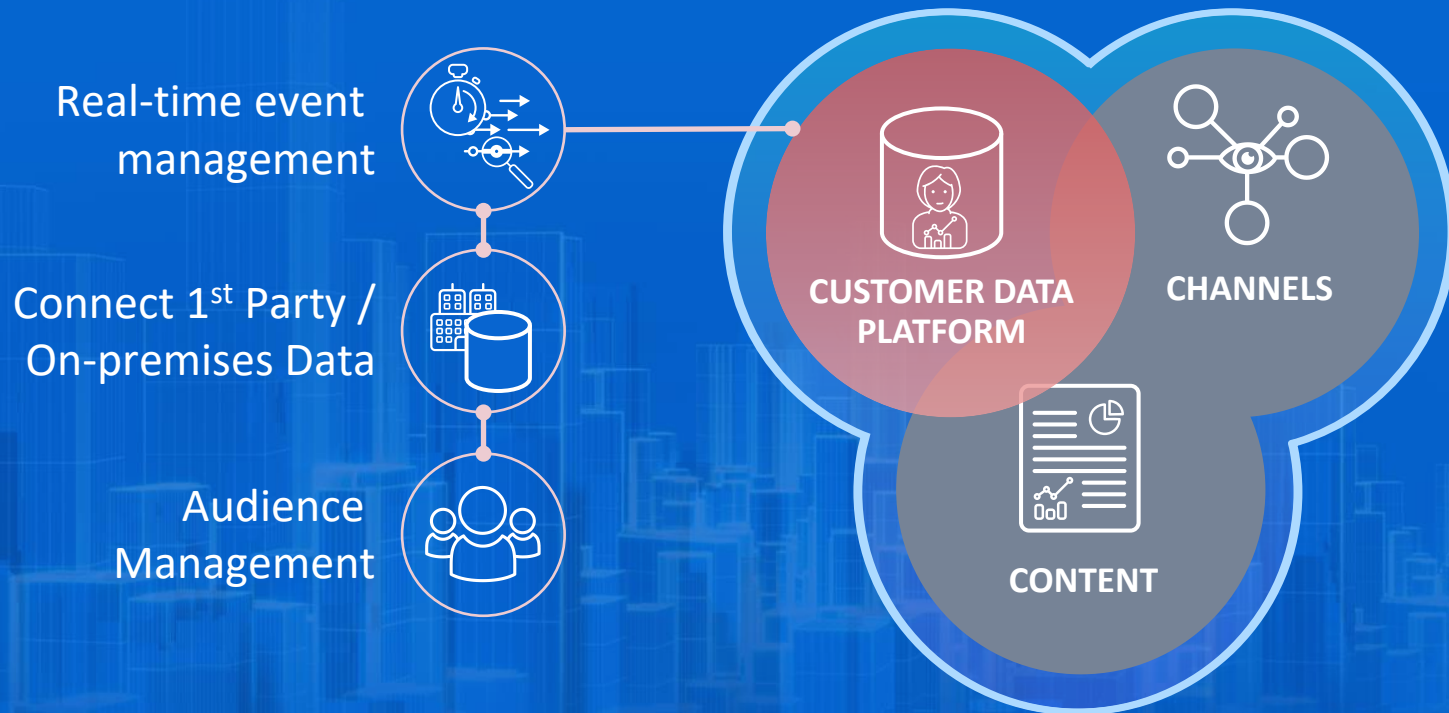


ADDITIONAL CHANNELS

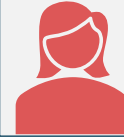
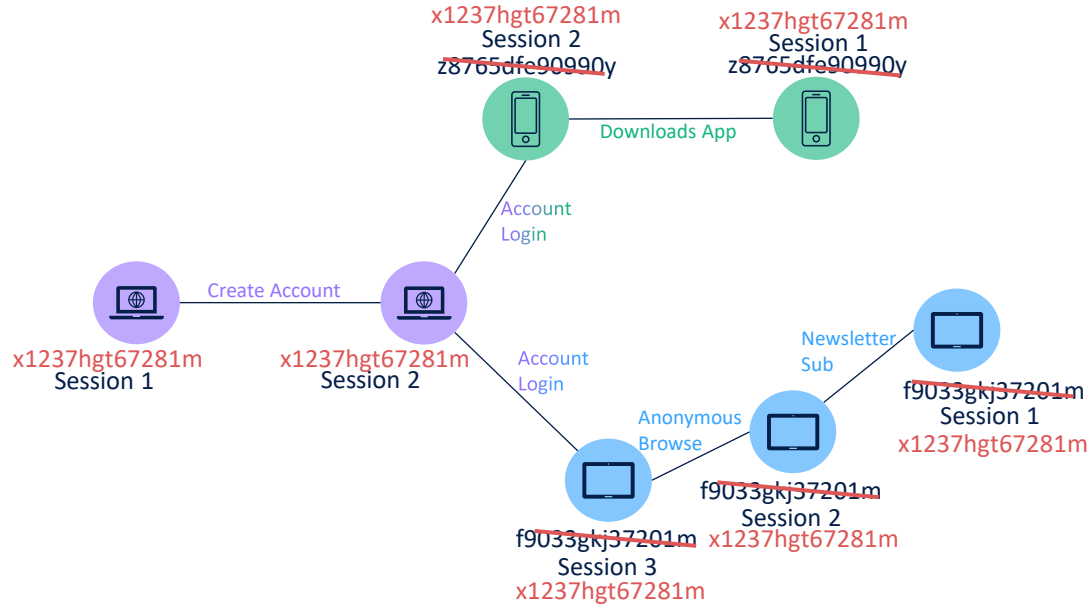




Customer Data Platform



Identity Matching



Customer State

ID: x1237hgt67281m
Location: Marlow
Gender: Female

PII Data

Email: lindy226@sas.com
First Name: Linda
ZIP/Postcode: SL7 2EB

Mobile #: +44(0)7775 239876
Surname: Smith
Login: SmithL99

Demographic Data

Income Group: £60-75,000

Age Group: 18-35


Marital Status: Married

Education Level: Unknown

Market Segment: Digital Native

Revenue Potential: Medium

Preferred Channels:    

Social Influence:  Marginal

Derived Scores

Credit Score: .90
Churn Risk: .11

Recommended Journey

- 1: Sign Up Bonus
- 2: Introduce a Friend
- 3: Introductory Discount
- 4: --

SAS CI360 Data model, ready for analysis

Customer/Identity Level

Provides a consolidated view of all sessions, attributes and activities across cookies and devices

Viewed Media

Video or media plays with information how visitors interact with these

Custom Attributes

Storage of any attribute that does not fit data model

Conversion

Conversion navigation showing all step interactions including content and any error messages seen

Promotions

Record of any banners or promotions seen or clicked on the website within the session

Mobile App

Understanding mobile app behavior

Downloads

All page level downloaded documents

Goals

Achieve goals, e.g. sign-up or site conversion

Errors

All page level errors seen by a visitor

Session Data

Information about ALL visitors including device type, browser type, date & time of session and location

Cart Interactions

Information about all cart interactions including adding to basket, removing from basket, quantity, price etc.

Visits

Used to understand every attribution for a visitor and Customer

Pages

Details

ALL pages viewed, content seen, time on page for journey analytics

Products

Viewed

What products customers viewed

Form

All user entered form interactions and form submits to web applications

Search

Internal search terms and number of results returned

Offer Management

Performance of content, offers, assets related to individuals, segments, campaigns

Marketing planning

Information about your marketing programs, budgeting, workflows, calendar

Mobile Marketing

Information about how your mobile marketing (in-app, push notifications, mobile personalization) performed

External Systems

Marketing

Information about how your marketing in the external applications that were triggered from SAS CI 360 performed

Audience

Segmentation

Information about how your audience size, usage, performance

Direct

Marketing

Information about how your direct marketing campaigns performed

Customer

Journeys

How customers are moving through customer journeys set up by the marketer

Email Marketing

Information about how your email messages performed

Web Marketing

Impressions and conversions based on targeted content delivered to web sites

Contact/Response

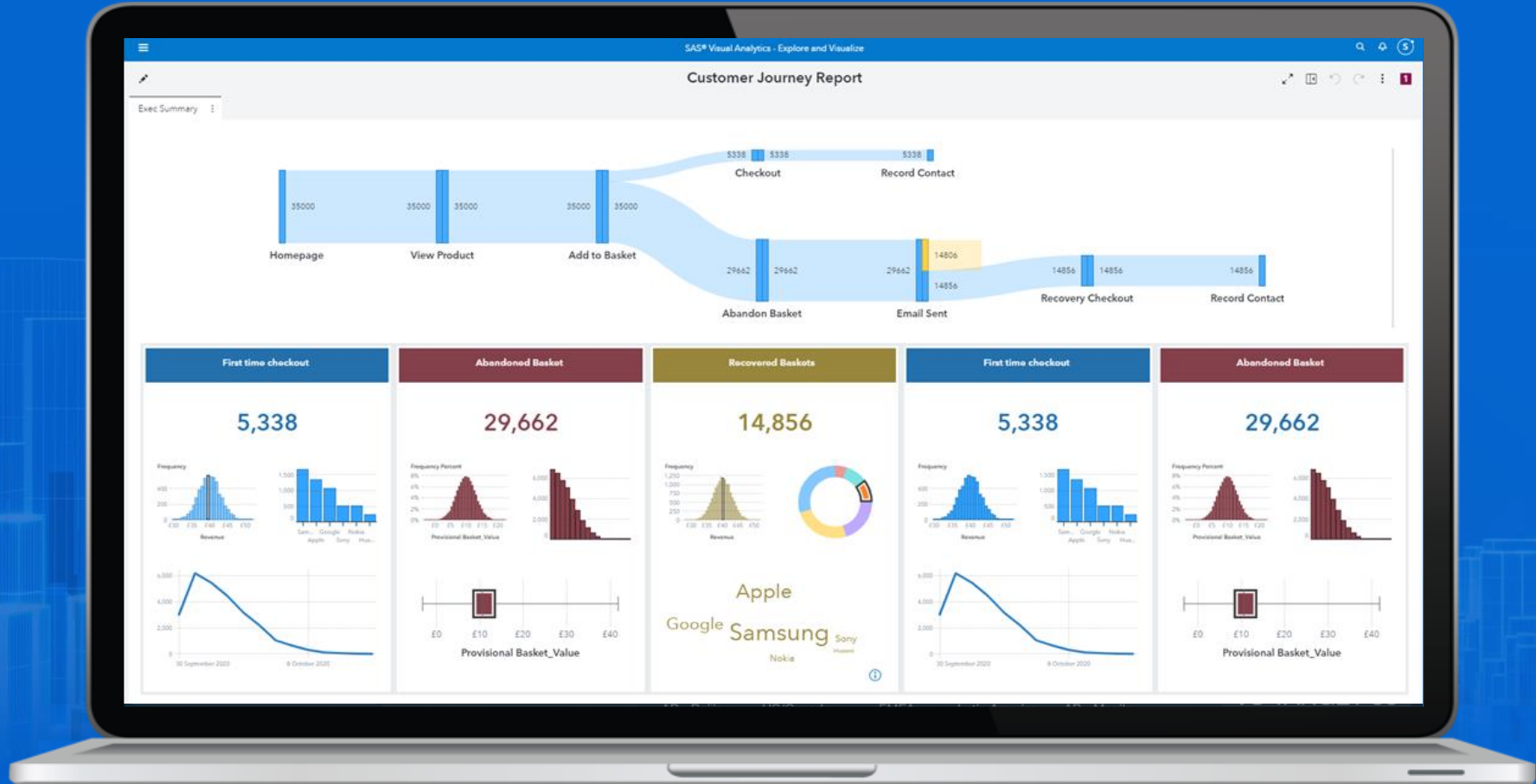
History

Details of offers presented and responded to

External Events

Events that have been injected into the system from external sources

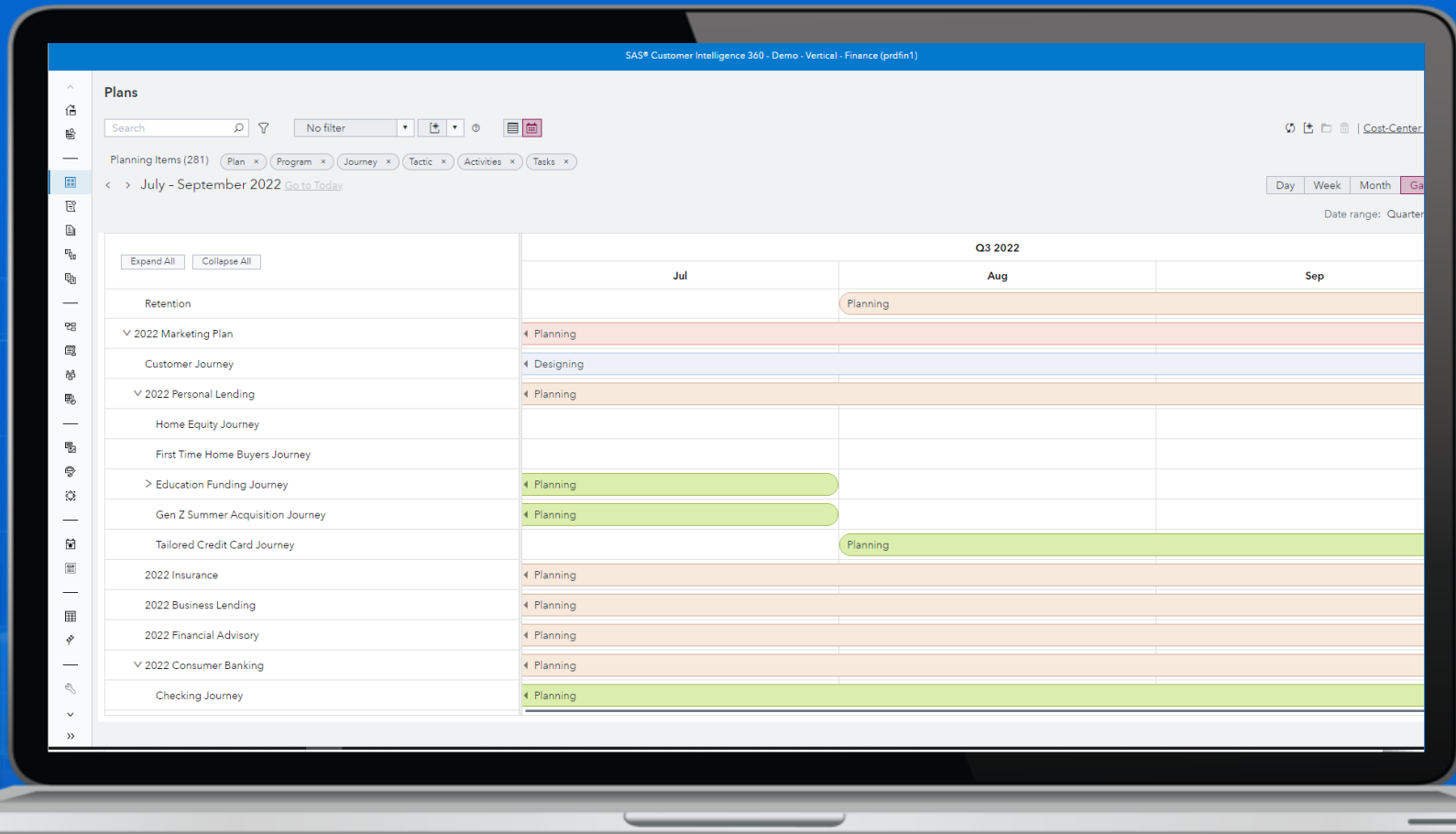
SAS CI360 includes Visual Analytics



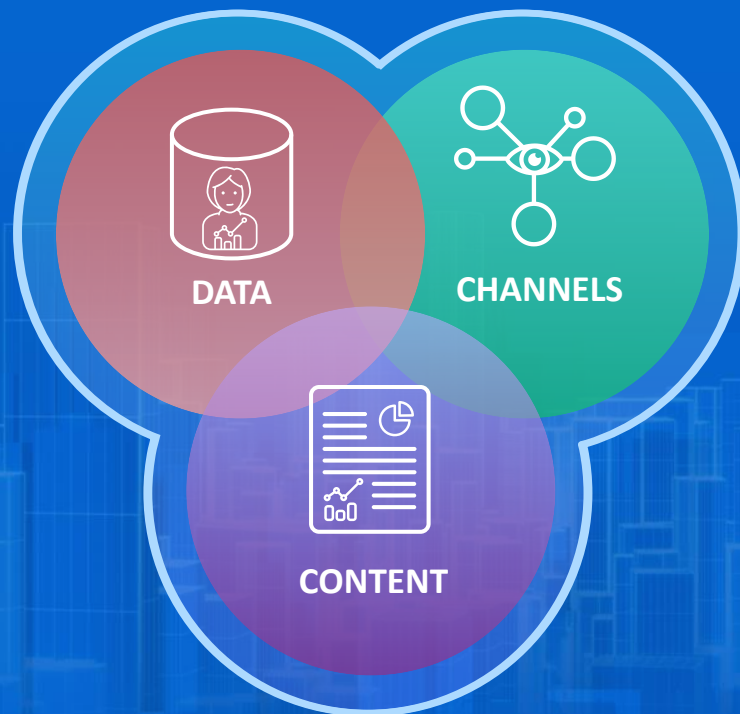
Platform



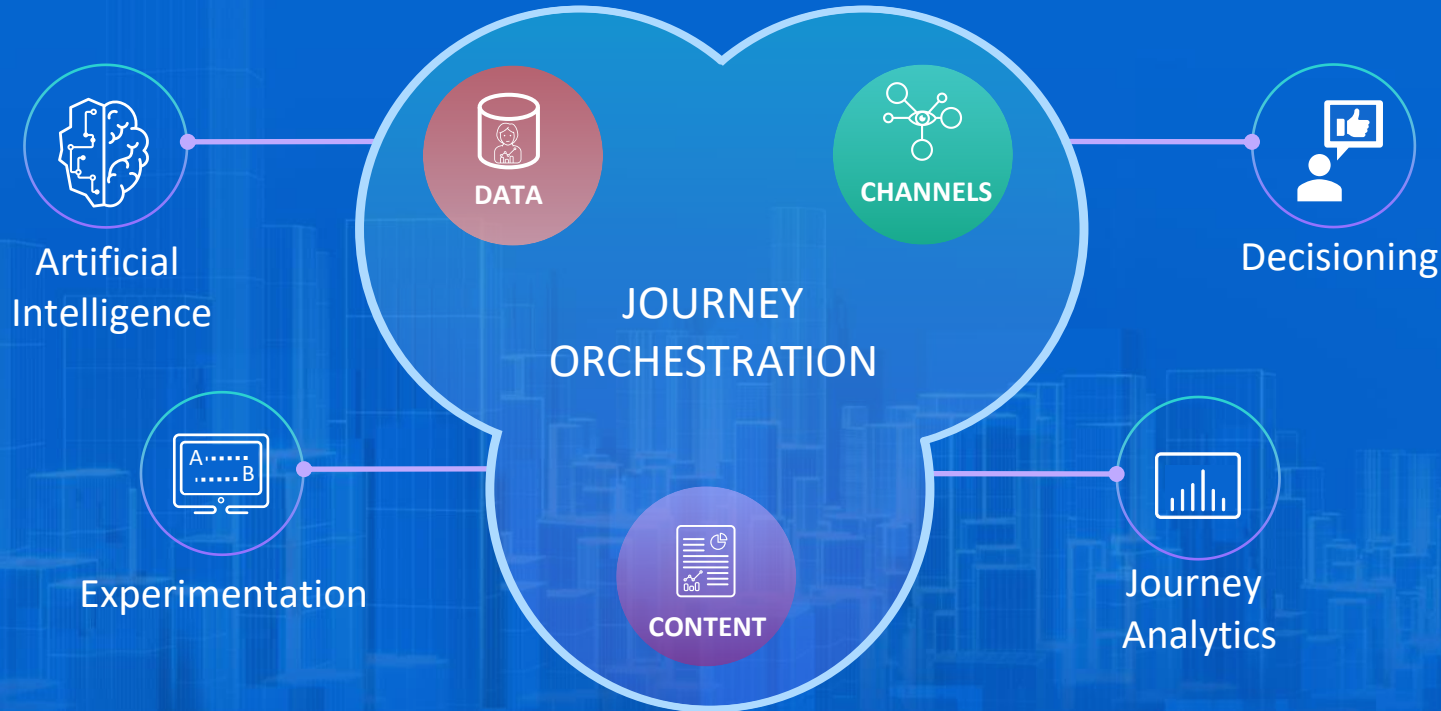
SAS CI360 Planning, Budget and Creative Content



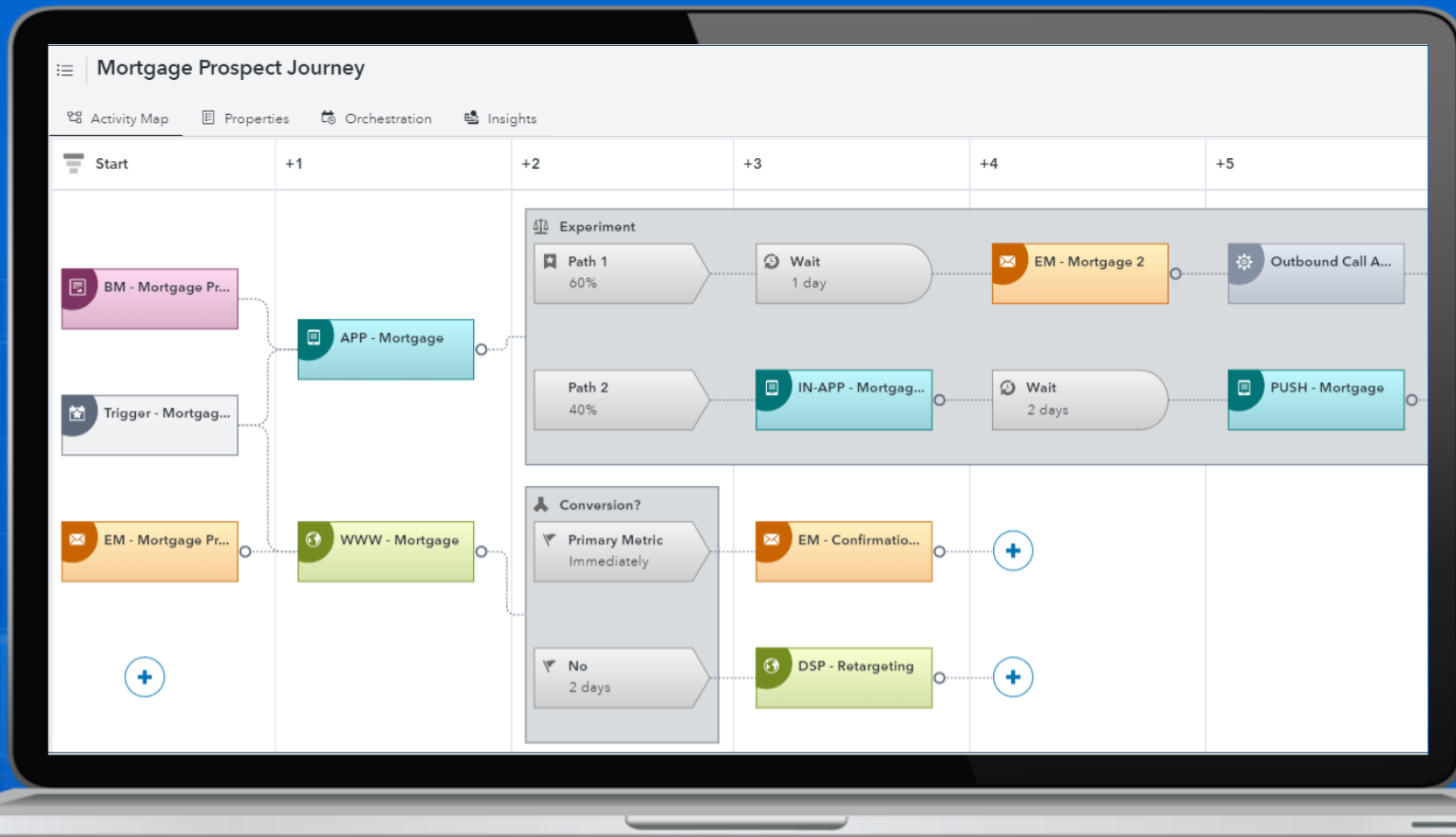
When the Fundamentals are in Place...



When the Fundamentals are in Place...



Journey Orchestration



Demonstration

