

Analytics Life Cycle in Marketing

Personalize interactions in customer journeys with Analytical Insights

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2024-03-20



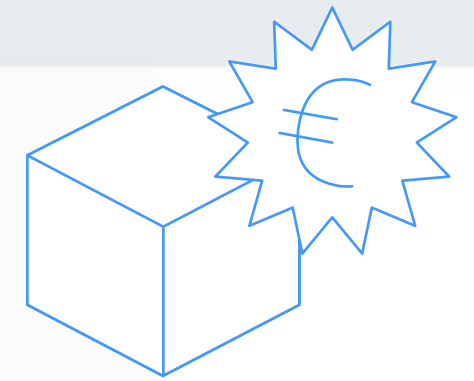
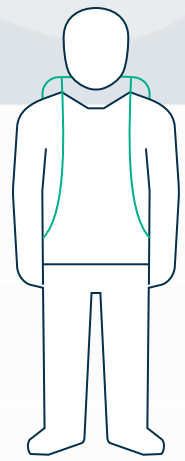
Customer Journey

How to drive conversions?

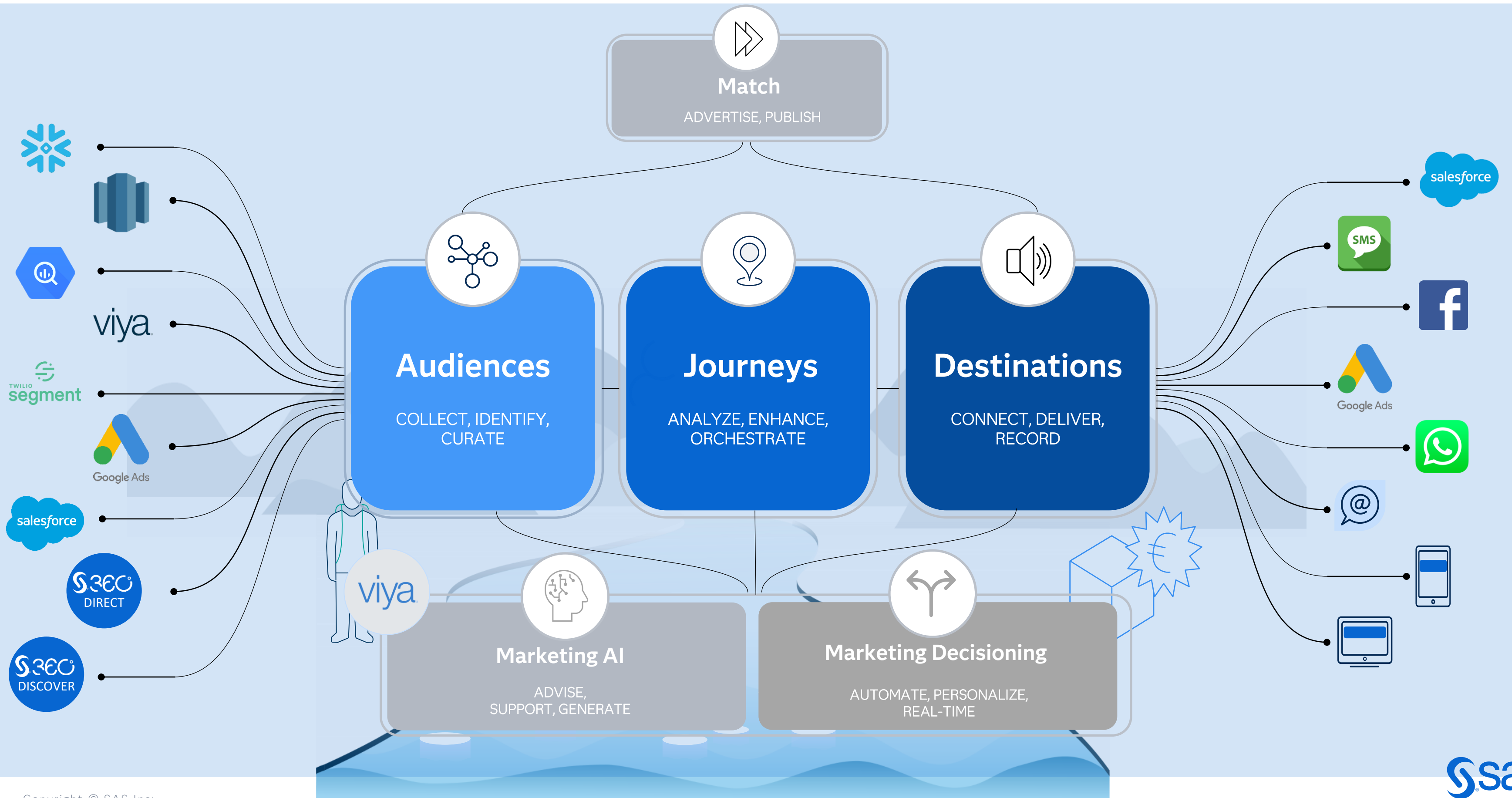


Customer Journey

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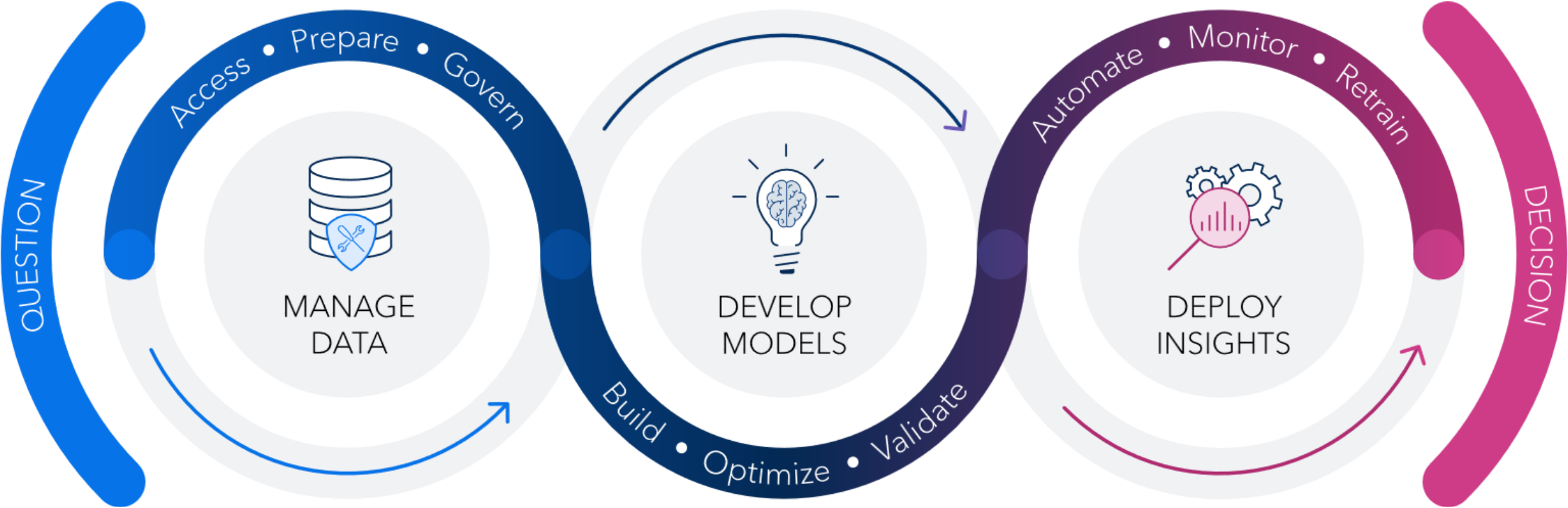


Customer Journey



Integrated, scalable, governed

Analytics lifecycle



**Data for Analytics
and Decisioning**

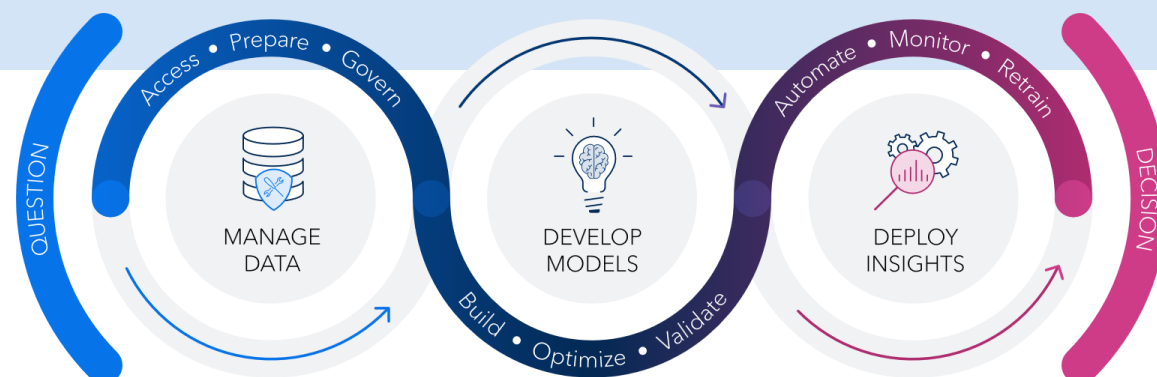
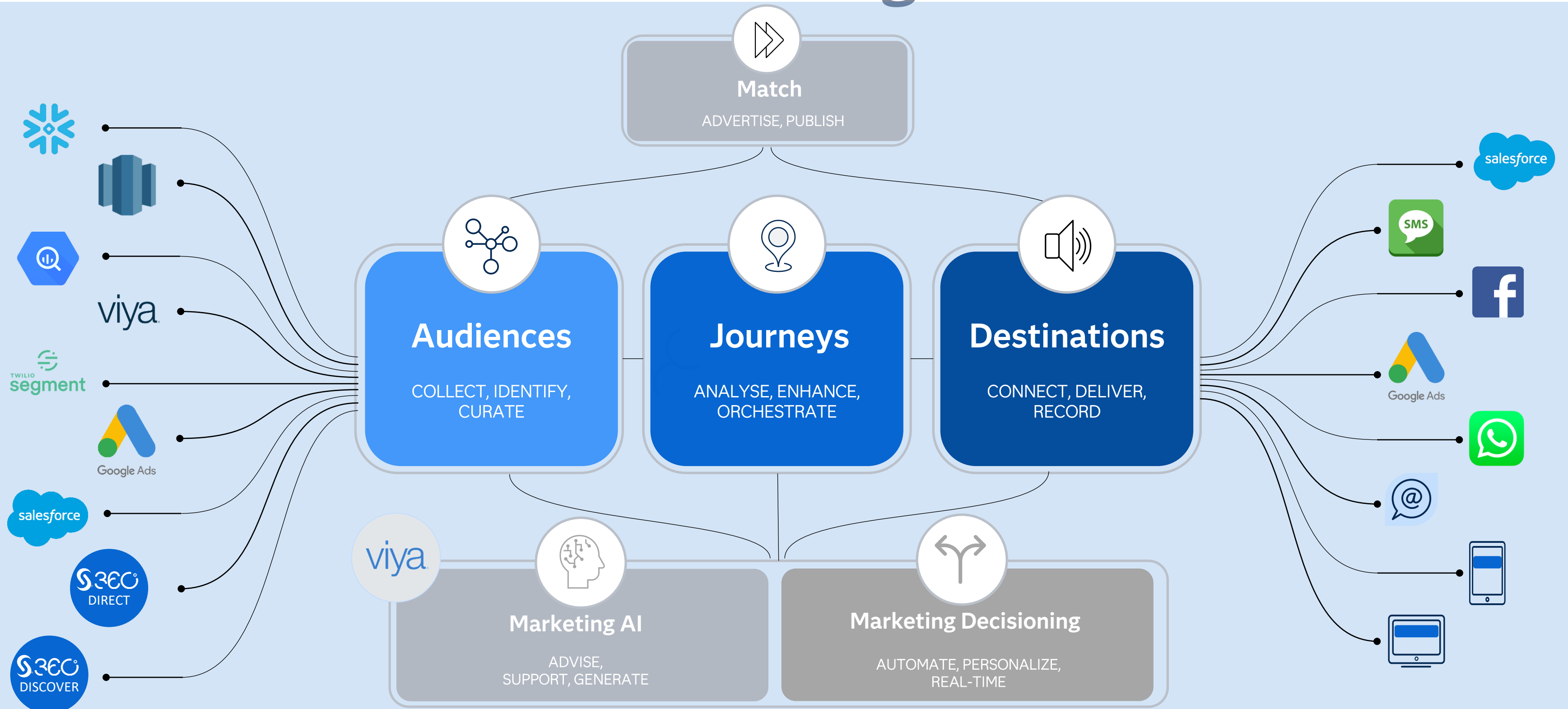
**Analytical
Visualization**

**Advancing with
AI**

**Automate
Modeling**

**Operationalizing
Analytics**

Customer Intelligence 360



SAS CI360 and Viya



SAS® Customer Intelligence 360 - prdfin1

Home
Insights
PLANNING
Plans
Commitments
Invoices
My Workflows
My Workflow Tasks
CONTENT DELIVERY
Activities
Tasks
Segments
Data Views
CONTENT
Messages
Creative

Loan Refinancing Journey

Activity Map | Properties | Orchestration | Insights

Start	+1	+2	+3	+4	+5
Refinancing Event	Loan Application ...	Loans - Refinancin...	Split by Decision HMEQ_Loan_De... Immediately HMEQ_Loan_De... Immediately	Loan Application ...	+
+				Loan Application ...	+

SAS CI360 and Viya

