SAS Provides Leading Customer Data Platform Capabilities

SAS® Customer Intelligence 360

[DATA INGESTION]

IDENTITY RESOLUTION

SEGMENTATION

ANALYTICS

Connect existing data
Identity matching
360 view on/offline

CUSTOMER JOURNEYS

Personalization in real time

Automation

Cross-device orchestration

CHANNELS

salesforce

SMS
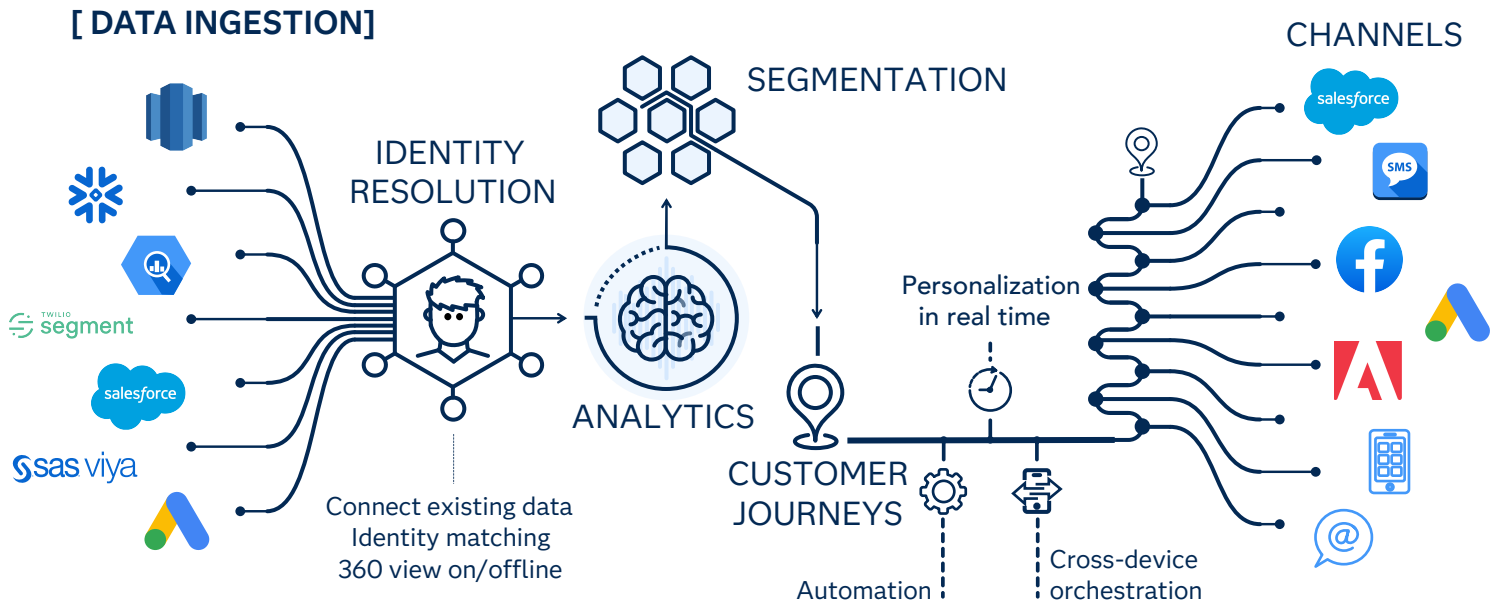
Customer Results

DELIGHT CUSTOMERS
- Retailer improves customer retention **30%**
- Community bank gets **triple-digit ROI** for automated marketing campaigns

REDUCE COSTS
- Marketing services firm processes their clients' data **85%** faster
- Bank reduces marketing campaign costs **50%** with optimized offers

GROW REVENUE
- Telecom provider grows mobile subscribers **5%** with real-time campaigns
- Insurer gets **30%** positive lift from more effective marketing campaigns

GAIN NEW INSIGHTS
- Retailer benefits from next-level analytics and expertise to meet future challenges
- Nonprofit develops new programs using text analytics and sentiment analysis

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Customer Testimonials

" *Being able to activate data in SAS CI360 while applying AI and machine learning techniques, such as customer journey optimization, allows us to continue as customer engagement leaders. It's truly an exciting time.* "

Melissa Berscheid
Ulta Beauty

Read the full story

" *Having all our data in one place gives us clear, actionable and timely insights. We now have a 360-degree view of what our constituents are doing. We know who's opening emails, who's responding to phone calls, and who's responding to direct mail, so we can more accurately identify the best people to contact for any given campaign.* "

Katherine Bowen
The Nature Conservancy

Read the full story

Visit SAS and see how we can deliver the customer data platform capabilities your organization wants.

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