

Beyond CDP With SAS®

Move beyond a traditional CDP to seamlessly collect, enhance, extend and activate customer data in real time.



Overview

Marketers have a real need to corral customer data currently residing in disconnected silos both inside and outside their organization. According to Harvard Business Review, 73% of marketers want to use all available customer data, but only 18% can do so.

A customer data platform (CDP) solves the underlying problem by providing marketers with a unified view of first-party customer data and giving them the ability to activate that data for customer engagement.

The CDP capabilities within SAS Customer Intelligence 360 are designed to do this and much more. Marketers can use SAS to wrangle their disparate data into a unified customer profile that combines online and offline data. They can also enhance and extend customer data activation beyond the CDP to include analytically driven, real-time personalization and automated delivery. Both of these capabilities are critical components for the customer experience (CX) of the future.

Benefits

Leveraging the CDP capabilities within SAS Customer Intelligence 360, you can access and unlock the full potential of your customer data. Use it to:

Create a Rich, Accessible Omnichannel View of Your Customers

Within your CDP, every digital interaction is consolidated to the customer level, linking both known and unknown digital activity. Identifiers free of personally identifiable information (PII) help synchronize customer data sources and types, including online and offline sources, geodemographic data, account-level insights, call center interaction data and more. Together, the unified data provides marketers with an always current, comprehensive and omnichannel customer view.

Take Segmentation to a Whole New Level

Unmatched analytical capabilities help you turn customer insight into highly targeted segments. Embedded AI and machine learning techniques provide deeper insights into customers and segments, and using these insights, you can refine customer retention, cross-sell/up-sell and response models over time (see Figure 1). And you can use what you learn about customers to adjust your marketing tactics to get the best results. For example, you can create ideal product mix offers, optimize website strategies to drive higher conversions, determine the best timing for follow-up or retargeting efforts, and more.

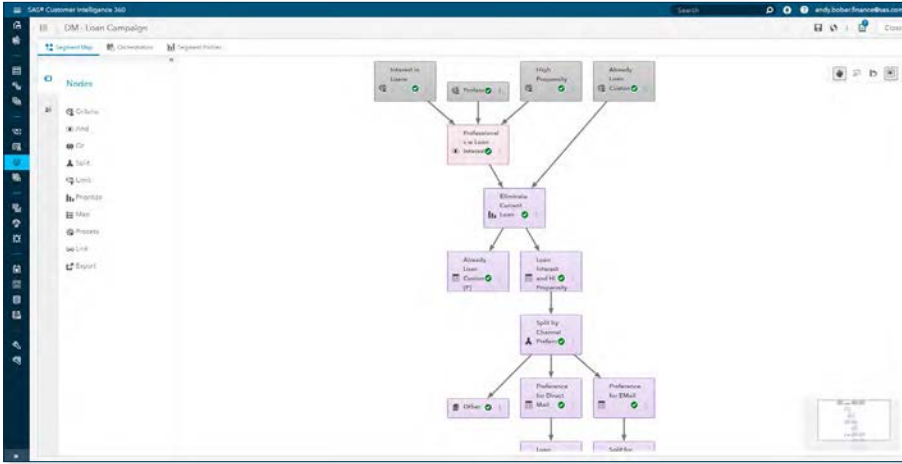


Figure 1: Go beyond segmentation with embedded AI and machine learning.

Shape Journeys and Contextualize Communications in Real Time

Enable real-time, two-way interactions between digital properties (such as webpages and mobile apps) and on-premises applications that eliminate digital data time lags and allow you to incorporate triggers into actions (for example, recognizing an abandoned shopping cart and responding with an immediate offer while the customer is still online). This results in dynamic updates of customer information and audience segments, provides context for customer activity, and facilitates real-time reporting, analytics and decisioning.

Keep Your Customer Data Where You Want It

Embrace a unique approach to data management that joins online and offline data to give you a complete picture of customer activity - without requiring you to "lift and shift" all of your customer data into a marketing cloud (see Figure 2). This reduces data duplication and synchronization costs, facilitates compliance with personal information privacy laws, increases data quality, and speeds time to value.



Figure 2: The customer-centric open data model enables easy integration with existing offline customer data and provides analysis-ready information.

Challenges

- **Established data infrastructures**
If your organization has an established data infrastructure and architecture, the process of importing all customer data into a CDP so marketers can use it in marketing activities can be costly and difficult. This "lift and shift" problem is rooted in data synchronization complexities.
- **Analytically driven data activation**
While CDPs allow for audience segmentation, their core capabilities typically support rules-based approaches. When algorithmic applications of segmentation enter a brand's required use cases, real-time decisioning, triggering and next-best-offer execution frequently fall apart. While some CDP vendors are developing analytical capabilities to supplement their core CDP functions, the sophistication of these capabilities varies widely.
- **Real-time identity management**
Most CDP solutions can't keep track of customer behavior in real time across all devices and digital channels – and when customer activity is both known and anonymous. Integrating behavior data with offline data in real time is simply outside the scope of many CDP solutions.
- **Complex integrations with other systems**
A common complaint about many CDPs is that their integrations to other systems are more complex and time-consuming than advertised. This problem is magnified when customer experience programs extend beyond marketing and into other areas that affect customers, such as sales, service, and fraud and risk management.

Key Capabilities

Customer-Level Digital Data Ingestion

Simplify enterprise-scale data collection using a single-line code insert for websites or an SDK for mobile applications. This allows brands to collect and feed every consumer interaction into a structured data model and gives you unparalleled detailed insight into customer behavior across digital properties.

Real-Time Identity Management

Real-time, deterministic identity management and dynamically updated identity graphs provide a real-time, 360-degree view of customer data that stitches together online and offline data. At the same time, you have full control to append, delete and merge customer identities, as appropriate.

AI, Analytics and Decisioning Support

Harness analytics that goes beyond simple audience segmentation – for example, with dynamic updates to on-premises and cloud segments, clustering, campaign targeting and even guided analytics that include "do it for me" options such as segment discovery and auto charting. You can even integrate your CDP with the SAS decisioning engine – SAS Intelligent Decisioning.

Advanced Activation Capabilities

Take advantage of omnichannel journey orchestration that includes algorithmic, multitouch attribution. This gives marketers customer journey insights; real-time event insights (such as send and receipt of third-party events); and integration into decisioning engines, display media platforms and marketing clouds.

Digital Guardianship

Use rigorous data privacy, governance and compliance – as well as prebuilt APIs – to retrieve, edit and delete customer data; encrypt sensitive data; and implement controls for permanent storage of PII. You can also temporarily use PII for the execution of marketing and targeting activities and keep data on-premises while exposing only what is needed to the cloud for easier access.

The SAS® Difference

- **Superior information management with a hybrid architecture** – that eliminates the need to move data into the cloud. This saves time and cost and allows you to design security and privacy directly into the process.
- **Elimination of digital data lag time** – using a streaming data platform that allows for real-time streaming of events in and out – to any cloud or on-premises access point – for immediate data-to-action cycles.
- **In-the-moment data contextualization** – with identity management services that aggregate data views for sessions, anonymous prospects, identifiable traffic and existing customers – all while updating user ID graphs and segments in real time as new data is captured.
- **Support for real-time marketing that's truly real time** – because only SAS combines the customer insight derived from real-time data collection with advanced analytics and business logic to ensure that customers always receive the best offer for them at the right time – in real time.
- **Meaningful customer insight** – not just page hits – because SAS links all website activity to a customer entity and combines it with existing offline data. So you gain a complete picture of the customer that goes well beyond page hits.

Components

SAS® 360 Discover

Gain a more complete view of your customers by using SAS 360 Discover to dynamically capture interactions, transform those individual interactions into customer-centric knowledge and then integrate this knowledge with customer insight from other channel views (see Figure 3).

SAS® 360 Engage: Direct

Create segments and run campaigns in a workflow style format. Apply analytics throughout the campaign process to make more intelligent business decisions. Engage with customers over direct channels to boost acquisition, retention and loyalty efforts.

SAS® 360 Engage: Digital

Extract analytical insights from online data and orchestrate meaningful customer interactions across digital channels (for example, web, mobile and social media). Merge digital customer behavior insights for more confident marketing attribution. Tie digital intelligence to traditional data sources and test creative along the way to determine ideal interaction methods.

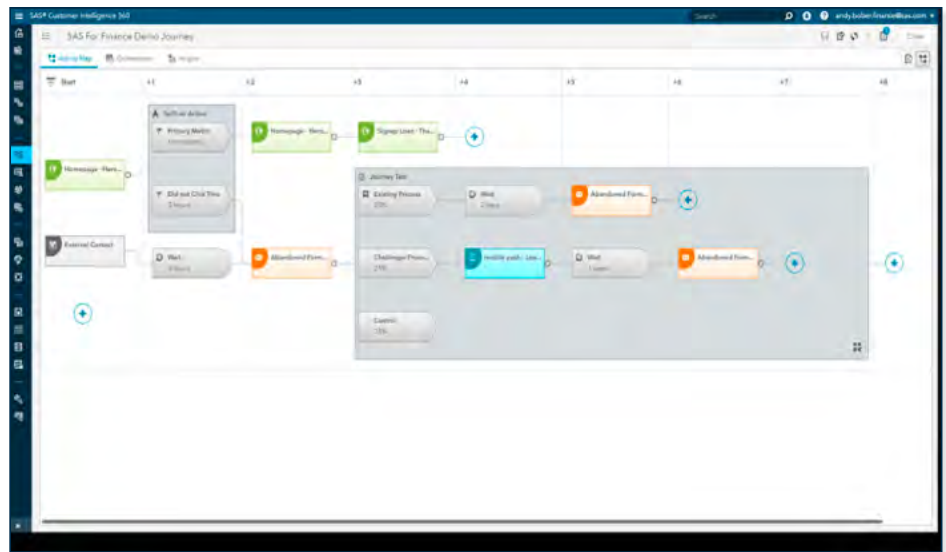


Figure 3: Go beyond CDP to manage journeys with SAS Customer Intelligence 360.

For more information , please visit [SAS® Customer Data Platform Capabilities](#)

