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# Rule Development Experimentation: Determining the Best Marketing Message

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## ABSTRACT

Completely scalable for organizations of any size, locally or worldwide and even for those with limited budgets, RDE is an automated seven-step process. It defines how to design, test, and modify alternative ideas, packages, products, or services in a disciplined way so that companies discover what appeals to the customer, even if the customer cannot articulate the need, much less the solution. RDE is a proven solution, which has direct, major impact for those managers with bottom-line accountability. It is the fastest, most cost-effective and intuitive way for executives and managers to stay well ahead of the customer demand curve. These results feed directly into the SAS® analytic warehouse to create innovative customer understanding for targeted sales.

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