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SAS® Marketing Automation and SAS® Marketing Optimization: Take Your Marketing Campaigns to the Next Level

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ABSTRACT

SAS® Marketing Automation 5.1 provides robust selection and targeting of outbound customer communications based on business rules and SAS analytic models. SAS Marketing Optimization 5.1 applies advanced linear programming techniques to send the optimal offers through the optimal channel at the optimal time based on maximizing or minimizing a business objective such as profit or cost while adhering to business constraints and contact policies. Working together these two solutions provide the best of both worlds, selections based on business rules/models, and final allocation of offers and communications based on advanced optimization techniques. This presentation will highlight how this cooperation produces top results via a specific business example highlighting the two customer intelligence applications. This presentation will also illustrate the new application integration including:

- Introduction of campaign and optimization groups
- Intra-application messaging
- Assignment and management of preferred optimization scenarios
- Promotion and notification of available optimization scenarios
- Before-and-after customer counts in SAS Marketing Automation based on optimization results
- Closed-loop automated processing between the two applications
- Updated common reporting

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