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Adaptive Contact Planning

Brent Lever, SAS Institute Inc.

ABSTRACT

Planning marketing campaigns is a challenge, and it isn't getting any easier. There are new types of communications, new channels, fickle and saturated customers, and fierce competition. On top of that, there are limits on how you can plan communications such as budget caps, campaign volumes, and channel capacities. To compound the problem, more and more communications cannot be anticipated until a trigger-based or real-time offer in the channel uncovers additional information. However, the good news is that a solution to this problem is emerging. This paper is not about how to implement more effective campaign strategies. It is about a way to plan campaigns in a smarter way. As always in marketing, it can never be perfect, and it has to be understandable. Any successful process should utilize the latest analytical techniques and consider your company's corporate objectives and business rules. The process discussed in this paper is called Adaptive Contact Planning.

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CONTACT INFORMATION

Brent Lever
SAS Institute Inc.
brent.lever@sas.com

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