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Analytic-Driven Multi-Channel Marketing

Mark Brown, SAS Institute Inc.
Toshi Tsuboi, SAS Institute Inc.

ABSTRACT

The new SAS® Customer Intelligence 5.1 solutions are designed to assist organizations in implementing a successful multichannel marketing strategy. With tougher competition and many products now viewed as commodities, strategies have shifted from product differentiation to competing based upon an enhanced customer experience. Successful implementation of this strategy can provide a unique and sustained competitive advantage, enabling organizations to rapidly respond to changes in market dynamics.

One of the keys to this strategy is to provide a consistent message and experience when interacting with customers via traditional marketing channels such as mailings and e-mail, as well as interactive channels such as the Web and the call center. Another is to add value to your knowledge of your customer by identifying key customers and moments with analytics. Finally it is important that business users have a single environment in which to design customer interactions regardless of channel or type of interaction.

This paper will describe two key components of SAS Customer Intelligence 5.1, SAS® Marketing Automation and the new SAS® Real-Time Decision Manager, and how they address these key issues. It will examine the explicit differences and commonalities between outbound and inbound communications, and illustrate how they are designed. Specific examples will be provided showing construction of these communications. Finally, a demonstration of real-time scoring of customers using SAS® analytic models will be provided.

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CONTACT INFORMATION

Mark Brown
SAS Institute Inc.
mark.brown@sas.com

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