


Future of Marketing

Transformation from Cost Center to C-Suite Catalyst


 **83,000+** Customers across 147 Countries

 **90%** of the FORTUNE Global 500® companies trust in SAS software

 **3.1 Billion USD** Revenue

 **4.5+ Million** Users Worldwide

 **44 Years** of Growth: 1976 - 2020

 **27%** Investment in R&D



Forrester

SAS is a Leader in The Forrester Wave™

 **Real-Time Interaction Management**
February 2020

 **Cross-Channel Campaign Management**
April 2021

 **Customer Analytics Technologies**
August 2020

Gartner

SAS is a Leader in The Magic Quadrant™

 **Multichannel Marketing Hubs**
April 2020

“Inside an organization there are only cost centers. The only profit center is a customer whose check has not bounced.”

- Peter Drucker



Why Marketing Organizations Struggle

 Campaign Obsession

Regimented Strategies 

 Mass-Targeting

Missing Moments 

 Damaged Satisfaction

2021 Industry Focus Areas

CUSTOMER UNDERSTANDING

ONLY **60%**

Of marketers in Gartner's 2020 Martech Survey rate their stacks as highly or fully successful at executing on the four key tasks: data collection, audience segmentation, profile unification and activation.



2021 Industry Focus Areas

CUSTOMER UNDERSTANDING

...a Customer Data Platform serves as the foundation for safe & trusted engagement.

SAS goes Beyond CDP.



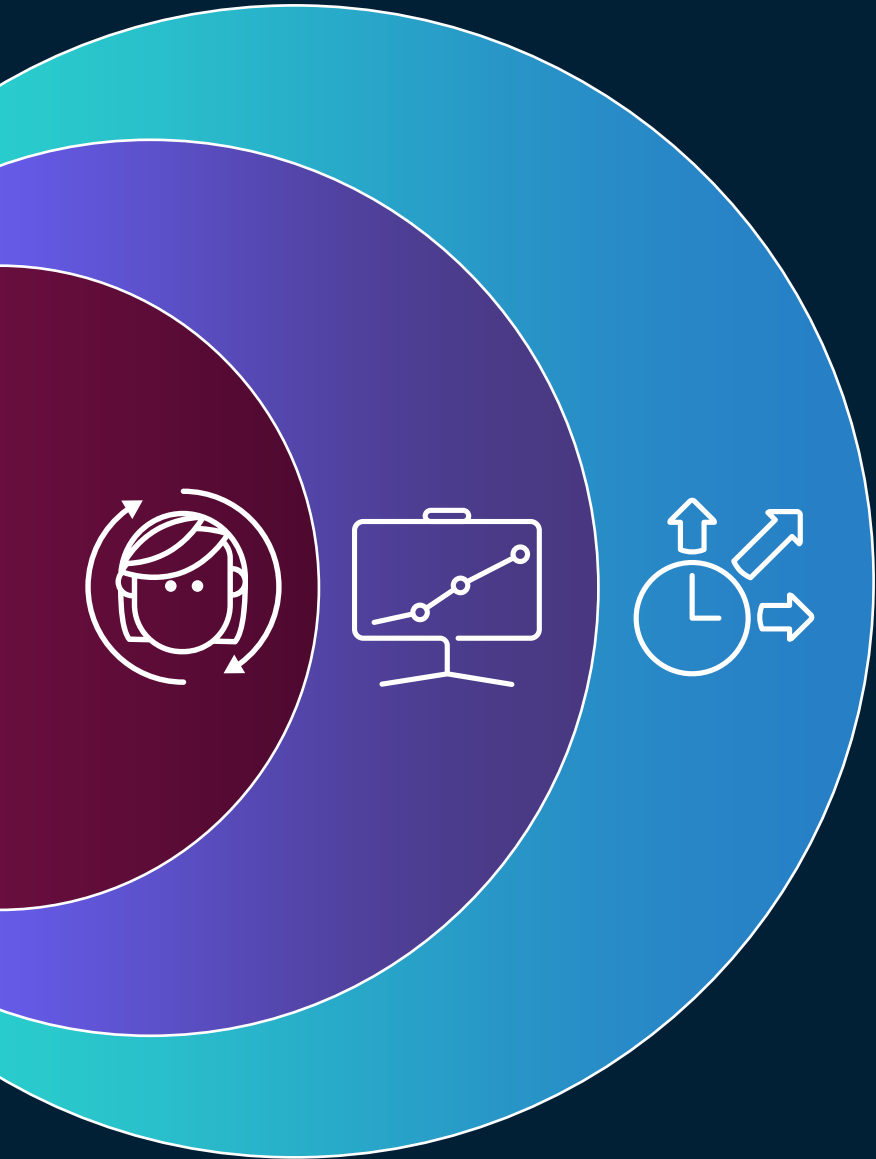
2021 Industry Focus Areas



JOURNEYS NOT CAMPAIGNS

... guiding customers to a conversion event using advanced analytics and machine learning versus pushing them down a predefined, suboptimal path.

2021 Industry Focus Areas



MOMENTS MATTER MOST

*... being there when your customer needs you most, using analytics to drive **better** & intelligent decisions.*

Key Strategies to Adopt

Significant contribution towards transforming Marketing into a Value Center

Improve Agility

Expertise from global projects across industries

Modular approach to expand as you mature

Single Provider to Engage

Monolithic ecosystem for true omnichannel marketing strategies

One stop shop for all Marketing needs

Optimized Infrastructure

SaaS based offerings with Hybrid Architecture

Scalable, Managed, Resilient & Metered

Speed to Value

Get up and execute quickly tuned to your requirements

Avail latest & greatest versions of software to innovate & remain relevant

Independent & Secure

E2E Automation & Minimum IT & Tech dependency

Move Customer experiences without moving customer data



ANALYTIC INNOVATION
is in our

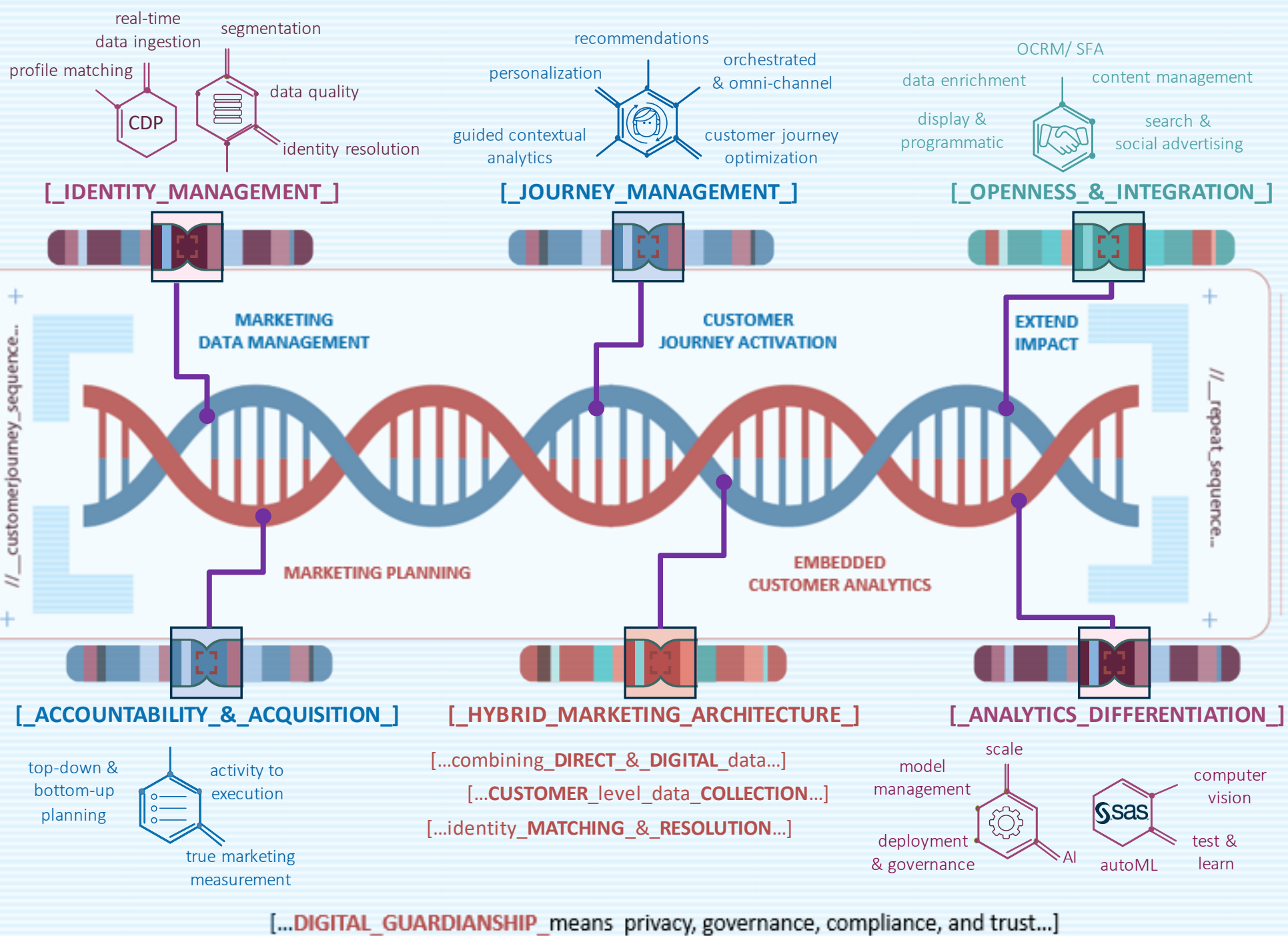
DNA

//: ...**CURIOSITY** is our code...

SAS Customer Intelligence 360 enables
global brands across industries to better
engage with their customers.



[Blending the BEST of BOTH worlds]



Wherever you are now, Martech can help you progress

ESTABLISH REQUIREMENTS & PRIORITIES
Marketing Maturity Assessment

NEW TO THIS
Let's Get You
Started

EXPERIENCED
Upgrade Your
Marketing Platform

MATURE
Add Missing
Capabilities

IDENTIFY QUICK WINS
Rapid Value Delivery / Springboard

Discover Your Marketing Confidence Quotient

Our **Free online assessment** helps you identify your company's customer analytics strength and prioritize efforts across four marketing dimensions – Strategy, Technology, Process and Measurement.

**Scan the QR code
&
Take the Free assessment now!**



KPIs Impacted by such Transformation

Banking & FS

- **4% to 17%** upliftment in Conversion Rates
- **11%** revenue upliftment with Analytical NBOs
- **10** times faster campaign design and execution
- **4-10%** reduction in Churn Rates
- **200%** ROI delivered in **3** months
- **25%** growth in customer base through targeted campaigns
- **90%** decrease in marketing manpower effort & time
- **10%** increase in NPS due to NBO strategy

Insurance

- **30%** profit increase with contextual NBA/NBOs
- **40%** communication cost reduction
- **\$10Mn** incremental revenue through real-time NBA decisions
- **40%** upliftment in Engagement Rates
- **50%** improvement in retention levels
- **2-5%** drop in loss ratio resulting in savings of **\$2.5Mn**
- **800K** leads generation with improved take rates of **25%**

Telecom & Media

- **24%** increment in take rates through real-time offer arbitration
- **\$300Mn** incremental revenue due to hyper-personalized communication
- **10%** incremental revenue and churn reduction of **>50%** through Customer Analytics
- **25** US Cents ARPU increment for entire 27 million customer base
- **50 million** personalized messages sent to customers reducing churn by **8%**
- **45%** increase in conversion rates with trigger-based campaigns

Retail & Ecomm

- **400%** upliftment in sales by 2022
- **60%** repeat visitor determination as compared to **2%** through Digital Customer 360
- **\$50Mn** additional revenue generated using Customer Analytics
- **8.5** times faster data segmentation to campaign execution capabilities
- **400** campaigns executed parallelly without communication fatigue



THANK YOU !

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