

SAS CUSTOMER INTELLIGENCE 360

BUILD INTELLIGENT 1:1 REAL-TIME CUSTOMER ENGAGEMENTS

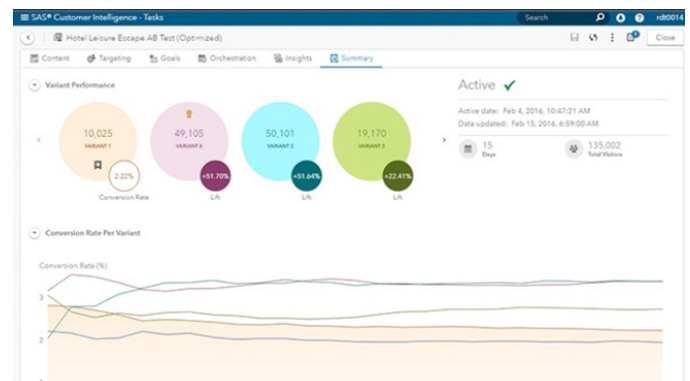
Providing a full array of digital services, 89 Degrees helps clients realize new efficiencies and higher marketing ROI by making it easier to capture individual customer interactions (SAS 360 Discover) and deliver personalized communications (SAS 360 Engage) across digital channels, on the right device, at the right time. Our SAS experts and strategic marketing leaders work together to ensure the successful adoption of SAS Customer Intelligence 360 by providing the data and asset integration services that guide the development and optimization of high-performing customer journeys, and driving operational excellence through a strong analytical foundation and continuous test and learn processes that lead to higher KPIs.

USE CASES

- **INTELLIGENT COMMUNICATIONS:** Digital marketers who require analytically driven communications, including emails
- **LEARN & DISCOVER:** Marketers that need to capture customer activity across channels, including website, mobile, social, and in-store and merge it with traditional offline data sources
- **CONTEXTUAL MARKETING:** Marketers who want to respond to customer actions with personalized communications at every stage of the customer journey

BENEFITS

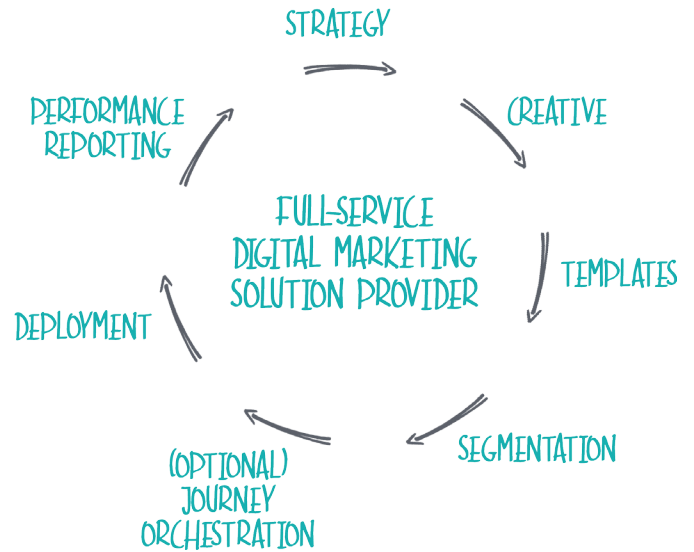
- Successful adoption of SAS Customer Intelligence 360 by providing data and asset integration services
- Digital marketing strategy expertise for developing and optimizing high-performing customer journeys
- Higher KPI's resulting from an analytical foundation with test and learn processes



SAS Customer Intelligence 360 enables digital marketers to build intelligent 1:1 real-time customer engagements.

IMPLEMENTATION SERVICES

- **PLATFORM CONFIGURATION:** Quickly set up client instance in the SAS Customer Intelligence 360 environment
- **OMNICHANNEL MARKETING:** Implement and configure all required domain tags, SDK's, and on-premise agents for ongoing data capture across all digital properties, including web, mobile, app, and social
- **MIGRATION:** Migrate legacy campaigns, reports, web forms, or other digital assets to the new SAS Customer Intelligence 360 environment
- **STRATEGIC MARKETING:** Develop high-performing customer engagement campaigns based on events and real-time triggers
- **ADVANCED MARKETING ANALYTICS:** Continuous improvement enabled via deep customer insights and optimization techniques
- **CUSTOM APPLICATION DEVELOPMENT:** Technical services to enhance SAS Customer Intelligence 360 by adding customer specific requirements like preference centers or custom web forms.



89 Degrees is a premier marketing services provider, enabling customer engagements through industry leading marketing technology and the customer analytics that deliver actionable insights and improved performance.

ADVANCED MARKETING ANALYTICS

- Optimize real-time triggers for prescriptive analytics, automating the next-best offer, marketing content, personalized communication, or contact timing
- Expanded attribution modeling and reporting to enable marketers to make impactful course-corrections for underperforming campaigns
- Ongoing monitoring of centralized data for enhanced customer segments along with continuous test and learn processes for improving underlying models



World famous brands rely on 89 Degrees' Advanced Marketing Analytics for impactful customer engagement.

ONGOING SUPPORT

- **TRAINING:** Onboard and train campaign designers and business analysts
- **CAMPAIGN SUPPORT:** Ongoing support packages provide users with an expert resource to address challenging use cases, add data feeds, and implement custom solutions
- **REPORTING:** Develop custom reports and dashboards to share insights across the organization