

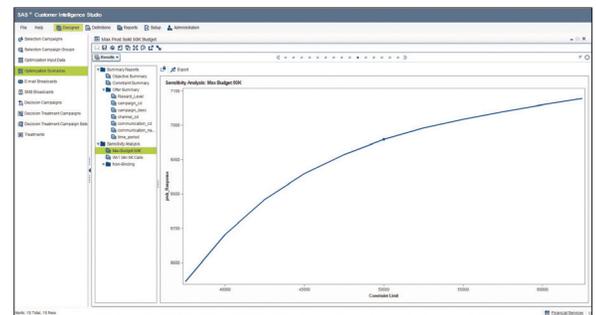
# SAS® MARKETING OPTIMIZATION

## Maximize the ROI of Your Marketing Efforts

With unparalleled capability, SAS® Marketing Optimization (MO) – the proven solution to prioritize the delivery of offers via a systematic, mathematical optimization process – helps marketers improve customer satisfaction, reduce communication costs, and dramatically increase marketing campaign profitability. With its innate capacity to deliver significant ROI within as little as 6 months, SAS MO is the preeminent tool to help marketing organizations maximize economic outcomes from every customer interaction. Enabling such positive outcomes with SAS MO requires a highly strategic, analytical approach, the kind 89 Degrees provides with a deep pool of analytical talent and SAS Customer Intelligence expertise. As a trusted SAS partner, 89 Degrees has a track record of success guiding clients through the complexity of campaign optimization, from building predictive models and designing optimization scenarios to identifying business constraints and interpreting optimization analyses.

### BENEFITS

- Significantly increase ROI through optimal allocation of personalized offers
- Incorporates advanced marketing analytics into campaign execution
- Hosting options with standardized deployments to satisfy any requirements
- Personalized training within client's SAS MO environment



SAS MO sensitivity analysis.

### HOSTING OPTIONS

1

#### 89 DEGREES PRIVATE CLOUD

Multi-tenant distributed environment; high performance with quick, scalable implementation

2



Blueprint guided implementation

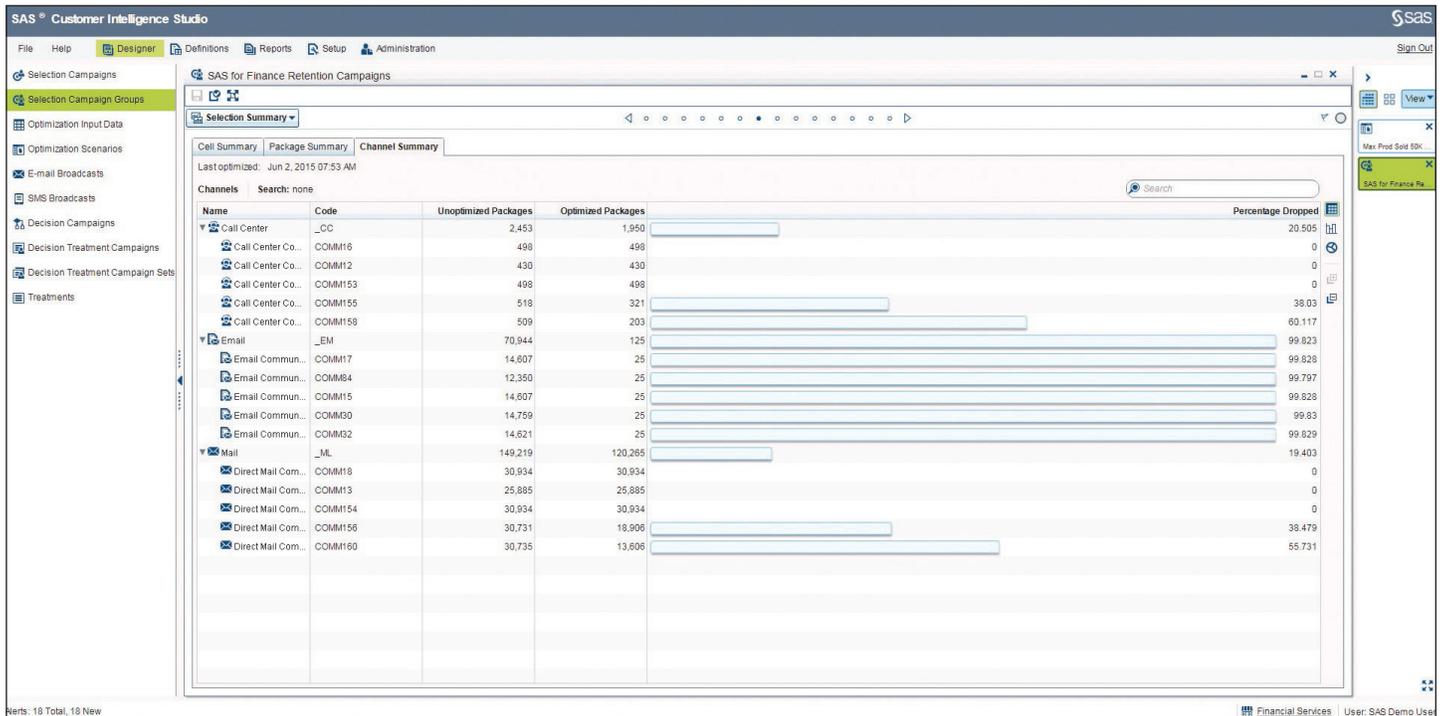
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#### ON-PREMISE

Custom implementation in client-owned data center with dedicated licensing

## IMPLEMENTATION SERVICES

- **STAND UP SOFTWARE:** Quick, reliable system provisioning and stand-up according to selected deployment option
- **MODELING:** Build predictive models for redemption and spend under each offer scenario
- **STREAMLINE INPUT PROCESS:** Input model scores and constraints
- **MARKETING AUTOMATION CONNECTION:** Integration with campaign management software



SAS MO channel summary showing unoptimized and optimized counts.

## ONGOING SUPPORT

- **TRAINING:** Onboard and train campaign developers, analysts, and power users
- **SYSTEM ADMINISTRATION:** Whether hosted or on-premise, our SAS admin services are available to ensure system is properly maintained
- **USER SUPPORT:** Ongoing user support packages provide users with an expert resource to address challenging use cases, provide analytical guidance, train new users, and implement custom solutions

## ABOUT 89 DEGREES

Inspired by trailblazers who would orient to 89°, the declination of the North Star, 89 Degrees adopted the name to reflect our ability to put data to work, helping our clients master new levels of customer engagement. Founded in 1996, 89 Degrees quickly established a track record of success, unlocking meaningful insights from customer data, informing critical decisions, enabling innovation, and driving higher marketing ROI. Our integrated teams of data scientists and marketing specialists, led by senior practice leaders with years of vertical expertise, work seamlessly to ensure our clients realize their strategic vision.