The SAS® Customer Data Platform

Seamlessly collect, enhance, extend and activate customer data in real time with an embedded CDP

Overview

Despite the immense popularity of the customer data platform (CDP), the unfortunate reality is that many are not delivering on their original promise. Marketers told the CMO Council in its *Cracking Tomorrow's CX Code* report that integrating customer data sources, linking online and offline identities, and tracking online behavior are still their biggest MarTech challenges. Top business challenges include turning customer insights into actionable outcomes, reacting in real time with personalized interactions and coordinating communications across channels. A CDP should be able to address all these problems.

Why are CDPs falling short? One major reason is that the cost to load them is high. By nature, conventional CDPs require significant data duplication from the existing data infrastructure. This duplication takes time, lengthening the time to market for campaigns and journeys. It incurs data movement costs and erodes the ability to capitalize on investments already made to existing data infrastructure, particularly the cloud-based data stores that many companies are moving to. And it impedes compliance and governance because personally identifiable information (PII) must be stored in the CDP indefinitely. Additionally, many CDPs don't focus on activation – what marketers ultimately need.

The CDP capabilities in SAS Customer Intelligence 360 are designed to solve all these problems so marketers can unify customer data, understand digital activity and enable analytically driven, real-time activation all while keeping the data where they want it.

Benefits

With the embedded CDP capabilities in SAS Customer Intelligence 360, marketers can access and unlock the full potential of customer data.

Create a Rich, Accessible Omnichannel View of Customers

Within the CDP, every digital interaction is consolidated to the customer level, linking both known and unknown digital activity. Identifiers free of PII help synchronize customer data sources and types, including online and offline sources, geodemographic data, account-level insights, call center interaction data and more. Together, the unified data provides marketers with an always current, comprehensive and omnichannel customer view.

Take Segmentation to a Whole New Level

Unmatched analytical capabilities turn customer insight into highly targeted segments. Embedded AI and machine learning techniques provide deeper insights into customers and segments. Marketers can use these insights to refine customer retention, cross-sell/ up-sell and response models over time – and adjust marketing tactics to get the best results. For example, marketers can create ideal product mix offers, optimize website strategies to drive higher conversions, determine the best timing for follow-up or retargeting efforts, and more (Figure 1).
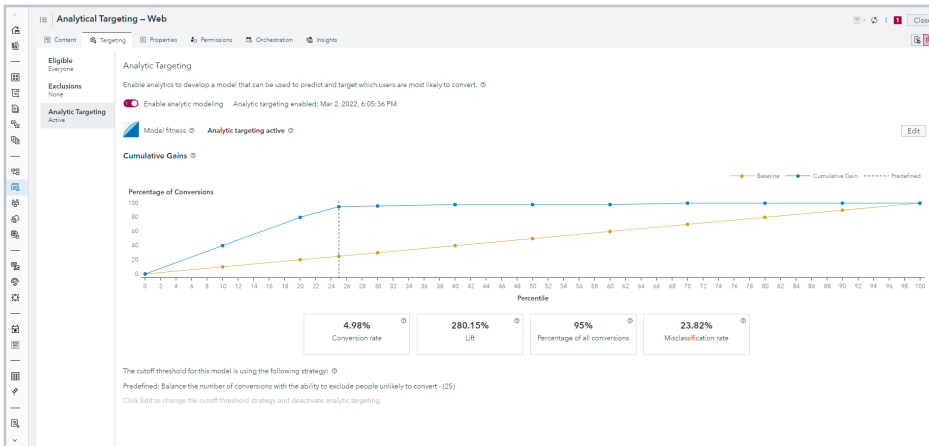
**Figure 1:** Analytical targeting can refine segments and targeting.

Shape Journeys and Contextualize Communications in Real Time

Enable actual real-time, two-way interactions between digital properties (such as webpages and mobile apps) and on-premises applications that eliminate digital data time lags and allow marketers to incorporate event triggers into actions (e.g., recognizing an abandoned shopping cart and responding with an immediate offer while the customer is still online). This results in dynamic updates of customer information and audience segments, provides context for customer activity, and facilitates real-time reporting, analytics and decisioning.

Keep Customer Data Where You Want It

Embrace a unique approach to data management that joins online and offline data to give a complete picture of customer activity – without having to "lift and shift" all customer data into a marketing cloud (Figure 2). This reduces data duplication and synchronization costs, facilitates compliance with personal information privacy laws, increases data quality and speeds time to value.
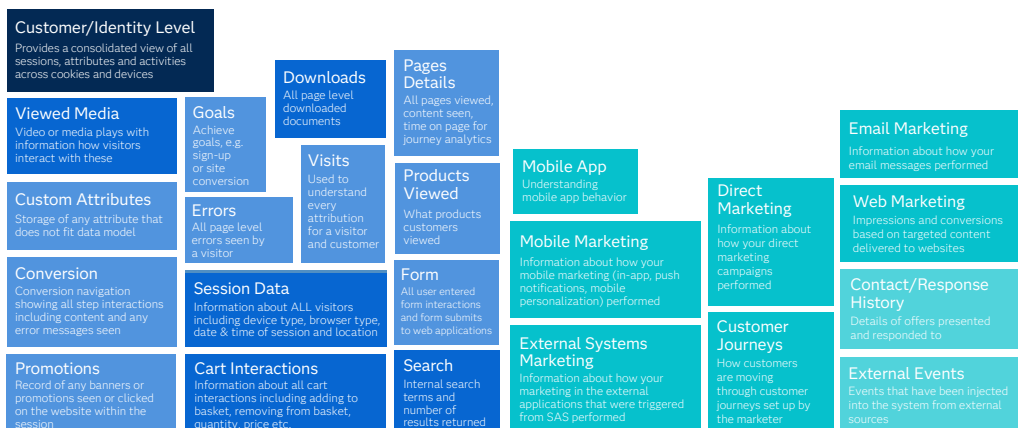
Figure 2: The customer-centric, open data model enables easy integration with existing offline customer data and provides analysis-ready information.

Challenges

Modernization of CDP Architectures

Underlying CDP architectures are changing rapidly as vendors start to offer reverse ETL, zero-copy and composable CDPs to reduce data duplication and capitalize on existing data infrastructures. Traditional CDPs require complete data duplication that can be costly, time-intensive to load and make governance difficult.

Analytically Driven Data Activation

When marketers say they have trouble transitioning insights into business outcomes, reacting in real time with personalized interactions and coordinating messages across customer touch points, what they are really saying is that they have a data and journey activation problem. While many CDPs say they do activation, execution frequently falls apart when a brand's use cases require real-time decisioning.

Complex Integrations With Other Systems

A common complaint about many CDPs is that integrating them with other systems is more complex and time-consuming than advertised. This problem is magnified when customer experience programs extend beyond marketing and into other areas affecting customers, such as sales, service, fraud and risk management.

Key Capabilities

Real-Time Identity Management

Real-time, deterministic identity management and dynamically updated identity graphs provide a real-time, 360-degree view of customer data that stitches together online and offline data. At the same time, there's full control to append, delete and merge customer identities as needed.

Powerful Audience Creation, Targeting and Management

Easily select customers and associated customer attributes directly from cloud databases (e.g., Snowflake, GBQ, Redshift). Upload only the data you need into SAS Customer Intelligence 360 for identity and journey management, personalization and activation – no IT involvement required! Turn customer insights into highly targeted segments, create ideal product mix offers, optimize website strategies and determine the best timing for follow-up or retargeting efforts using our unmatched analytical capabilities (Figure 3).

AI, Analytics and Decisioning Support

Harness analytics that goes beyond simple audience segmentation with dynamic updates to on-premises and cloud segments, clustering, campaign targeting and even guided analytics that include "do it for me" options such as segment discovery and auto charting. Integrate your CDP with the SAS decisioning engine, SAS Intelligent Decisioning, for real-time scoring and advanced model-based decisioning.

Advanced Activation Capabilities

Take advantage of omnichannel journey orchestration that facilitates a hybrid digital-physical customer engagement model and includes real-time event insights (such as send and receipt of third-party events), and integration into decisioning engines, display media platforms and marketing clouds. Algorithmic multitouch attribution provides marketers with comprehensive customer journey insights.

Digital Guardianship

Use rigorous data privacy, governance and compliance – as well as prebuilt APIs – to retrieve, edit and delete customer data, encrypt sensitive data and implement controls for permanent storage of PII. Temporarily use PII to execute marketing and targeting activities and keep data on-premises while exposing only what is needed to the cloud for easier access.
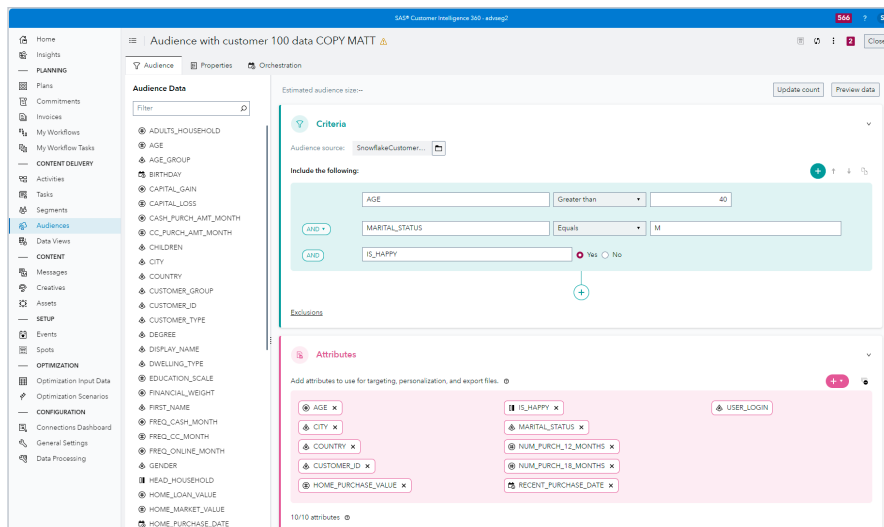

Figure 3: Connect directly to cloud-based data stores to build audiences.

The SAS® Difference

Natively Designed Composability

The hybrid architecture eliminates the need to move data into the cloud while saving time and money by designing security and privacy directly into the process. An extensive API and connector framework provides easy integration to front-line marketing applications, allowing marketers to use the capabilities they need while also capitalizing on existing MarTech infrastructure.

Elimination of Digital Data Lag Time

A streaming data platform allows for real-time event streaming – to any cloud or on-premises access point – for an immediate data-to-action cycle and faster time to market for offers.

In-the-Moment Data Contextualization

Identity management services aggregate data views for sessions, anonymous prospects, identifiable traffic and existing customers – all while updating user ID graphs and segments in real time as new data is captured.

Real-Time Journey Activation That's Truly Real Time

Only SAS combines the customer insight derived from real-time data collection with advanced analytics and business logic to ensure that customers always receive the best offer for them at the right time – in real time and across all channels – promoting loyalty and higher conversation rates.

Meaningful Customer Insight – Not Just Page Hits

SAS links all website activity to a customer entity and combines it with existing offline data for a complete customer picture that goes well beyond page hits and improves targeting and marketing ROI.

SAS® Customer Intelligence 360

Embedded CDP

Take advantage of our comprehensive, fully integrated CDP to seamlessly collect, enhance, extend and activate customer data in real time (Figure 4).

Journey Creation

Plan and orchestrate meaningful customer journeys across touch points to elevate customer engagement with your brand.

Data Activation

Meet customers where you are when they need it most by deploying relevant messages across all channels quickly.
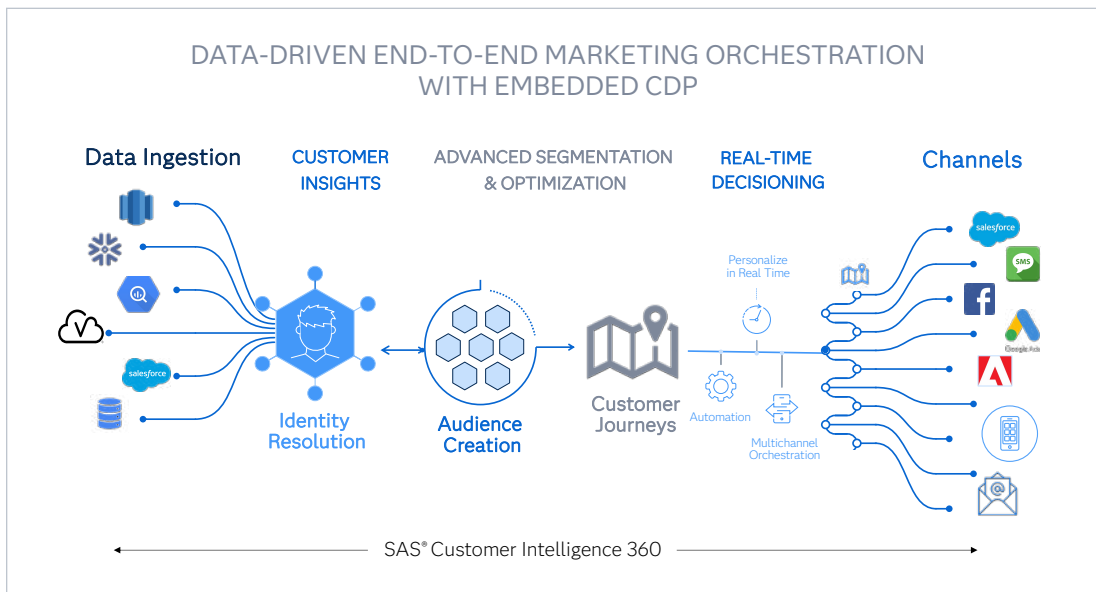

Figure 4: Data-driven end-to-end marketing orchestration with SAS Customer Intelligence 360.

Learn more about SAS embedded CDP capabilities.