

Making the next impact with Marketing Automation.

Marketers are continuously challenged to gain maximum return on investment with controlled marketing spend. Identifying target audience and tracking campaign results to build lasting profitable customer relationships in an ever increasing base becomes highly sophisticated.

With SAS® Marketing Automation solution, Emerio enable users to rapidly create, modify and manage simple to complex marketing campaigns and perform predictive analytics. SAS® Marketing Automation provides an intuitive visual interface making it an easy-to-use solution to plan, test and execute marketing campaigns.



Benefits:

- Rapid marketing campaign creation with graphical management tools reduces execution time
- Enables enterprise level coordination of campaign activities
- Improve marketing performance with predictive capabilities
- Increased efficiency and accurate targeting reduces cost on marketing efforts
- Advanced segmentation and analysis

Key Values of Marketing Automation by SAS®

Customer Segmentation

- Marketers can accurately select the target audience for marketing campaigns by utilizing the data mining capabilities of SAS®. User friendly graphical selection tools eases the customer segmentation process tremendously.

Business Data Maps

- Complex technical data models are converted into business user friendly information maps to empower the users to perform their own analysis.

Campaign Management

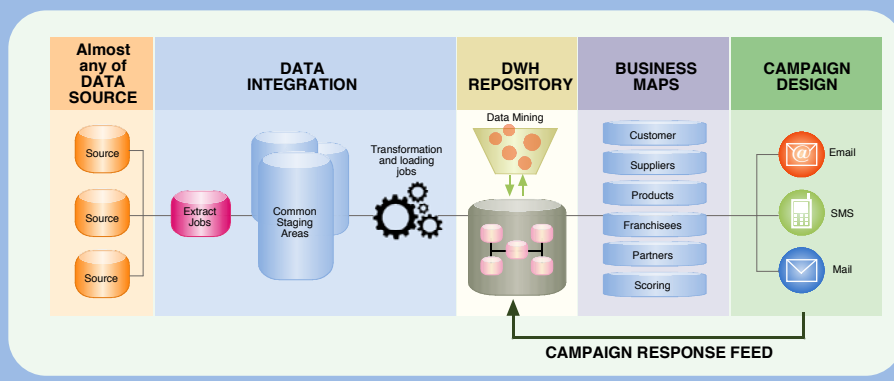
- A single interface for marketers to manage all their marketing activities makes the campaign management process easier and faster, and a good governance framework is in place to enable compliance.

Integration with Analytics

- Integration with SAS Enterprise Miner™ provides the power of advanced predictive analytics for marketing campaigns that are backed by sound intelligence.

Monitoring Campaign Response

- Responses from customers are captured and fed back into the warehouse to identify potential customer segments that can be analyzed for subsequent campaigns.



Marketing Automation Case Study

Customer

Organization with around 2000 + operational units that works towards nurturing a cohesive community

Challenges

- To deal with a customer base of more than 2 million
- Identify potential customers within organizational boundaries
- The need for empowering business users to perform their own analysis
- Campaigns need to be managed by business users, without the intervention of IT
- Minimize the IT support need for the entire campaign management process

SAS® Marketing Automation Solution

- Planning, executing and reviewing campaigns
- Utilizing SAS® capabilities to convert complex technical data models to information maps that can be easily understood by business users
- Campaign design with intuitive node based graphical interface
- Simplified and automated campaign execution
- Utilizing SAS® Predictive Analytics and Mining capabilities to identify potential customers through accurate segmentation and profiling
- Ability to conduct post campaign review and analysis
- Measurement of performance of marketing campaigns

Results

- Reduced spend on campaign design
- Improved accuracy in target audience selection reducing marketing spend
- Ability to run automated campaigns and scheduling of regular campaign activities

The Emerio Edge

- Experience in the optimization of marketing campaigns
- Quality delivery that has earned numerous repeat orders from our customers
- Architected and developed business data maps from complex technical data warehouse schemas
- Enhance IT delivery capabilities of progressive governments and enterprises
- Developed best practices to help marketers to design and execute marketing campaigns effectively and efficiently
- Deeply rooted in South East Asia with established network of delivery centers

About Emerio

Emerio, an NTT Communications company, is a leading technology services and outsourcing company in South East Asia with extensive industry knowledge, proven methodologies, global resources and a successful track record. Emerio aligns to clients' needs to help them achieve consistent quality and operational efficiency. The company offers cutting edge solutions in the areas of Application Services, Infrastructure Services and Business Process Outsourcing. Emerio operates out of 14 countries with delivery centers in Singapore, Indonesia, Malaysia, Thailand and Philippines.

Alliance Partner



THE
POWER
TO KNOW.

Contact Us

Emerio (Head Office)
Emerio House, 50 Ubi Crescent
#01-05, Ubi Tech Park
Singapore 408568

Tel: (65) 6349 2999
Fax: (65) 6349 2966
Email: info@emeriocorp.com
Website: www.emeriocorp.com