

# Identità digitale e customer journey automation: accogliere il cliente nel mondo digitale

Francesco Simonetti  
Business Advisor – SAS



A series of horizontal bars of varying lengths and colors (teal, blue, and dark blue) are positioned on the left side of the slide, creating a modern, abstract background element.

# The Best Offer



“ Vogliamo che i nostri clienti si sentano bene per ciò che sono e desiderano essere ”

Veronica Civiero

Head of social, content and influencer strategies L'Oréal, su SAS Trend 1/2019



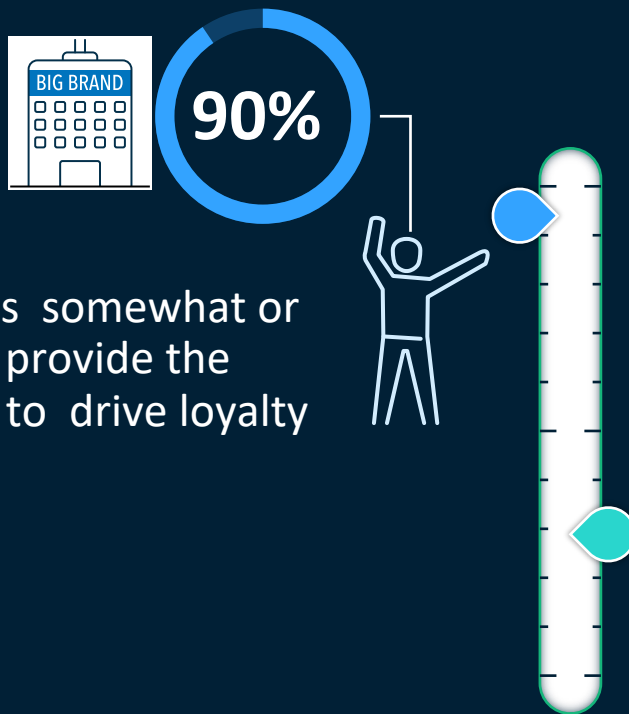
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# Satisfaction mismatch





# Brands say they provide the highest level of satisfaction to drive loyalty



The majority of brands somewhat or strongly believe they provide the customer satisfaction to drive loyalty today.

Most consumers disagree.

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# Accogliere il cliente nel mondo digitale



# Accogliere il cliente nel mondo digitale

## Toolbox:

- Data collection
- Identity resolution
- Customer journeys

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# Data collection



# SAS CUSTOMER INTELLIGENCE 360: UDM

## Customer/Identity Level

Provides a consolidated view of all sessions, attributes and activities across cookies and devices

## Viewed Media

Video or media plays with information how visitors interact with these

## Custom Attributes

Storage of any attribute that does not fit ootb data model

## Conversion

Conversion navigation showing all step interactions including content and any error messages seen

## Promotions

Record of any banners or promotions seen or clicked on the website within the session

## Goals

Achieve goals, e.g. sign-up or site conversion

## Errors

All page level errors seen by a visitor

## Session Data

Information about ALL visitors including device type, browser type, date & time of session and location

## Cart Interactions

Information about all cart interactions including adding to basket, removing from basket, quantity, price etc.

## Downloads

All page level downloaded documents

## Visits

Used to understand every attribution for a visitor and Customer

## Pages Details

ALL pages viewed, content seen, time on page for journey analytics

## Products Viewed

What products customers viewed

## Form

All user entered form interactions and form submits to web applications

## Search

Internal search terms and number of results returned

## Mobile App

Understanding mobile app behavior

## Mobile Marketing

Information about how your mobile marketing (in-app, push notifications, mobile personalization) performed

## External Systems Marketing

Information about how your marketing in the external applications that were triggered from CI 360 performed

## Direct Marketing

Information about how your direct marketing campaigns performed

## Customer Journeys

How customers are moving through customer journeys set up by the marketer

## Email Marketing

Information about how your email messages performed

## Web Marketing

Impressions and conversions based on targeted content delivered to web sites

## Contact/Response History

Details of offers presented and responded to

## External Events

Events that have been injected into the system from external sources



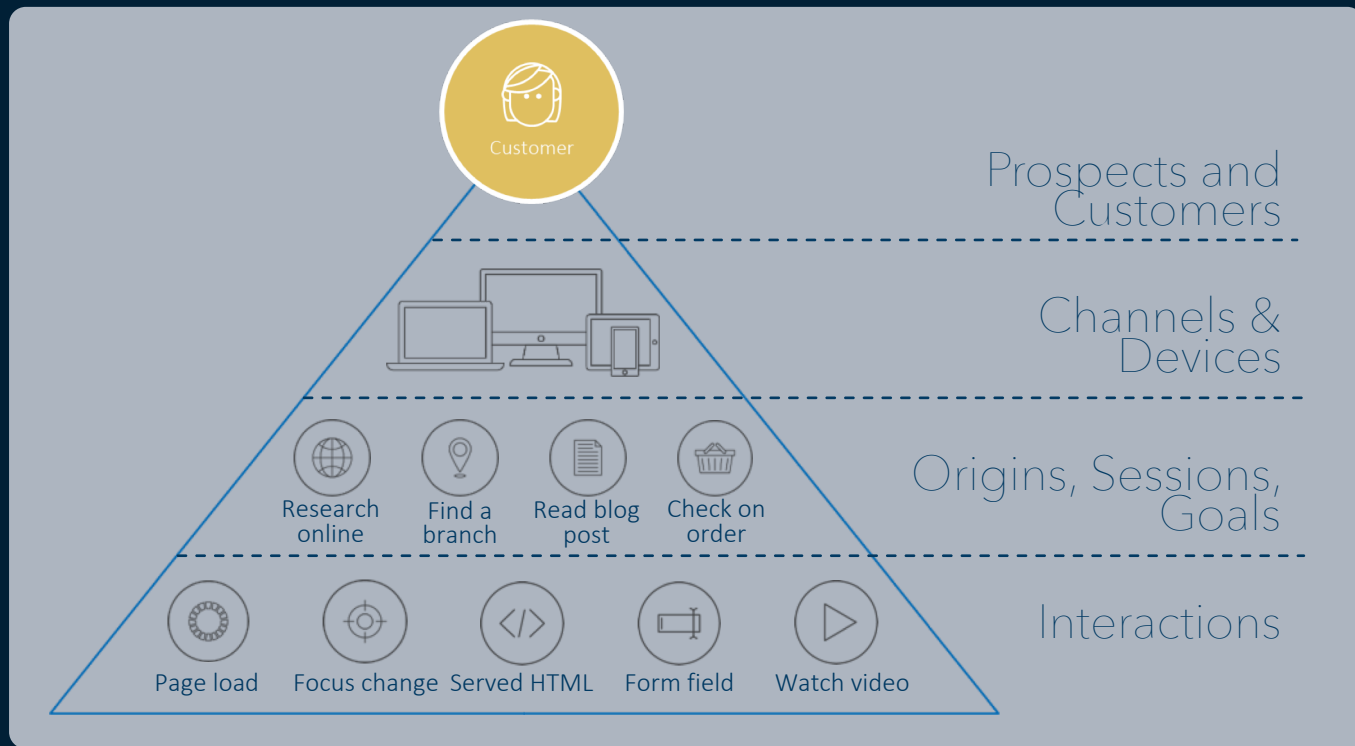


# Identity resolution



# SAS CUSTOMER INTELLIGENCE 360: IDENTITY MODEL

Digital identity  
lifetime  
resolution: one  
person, one story,  
multiple devices.



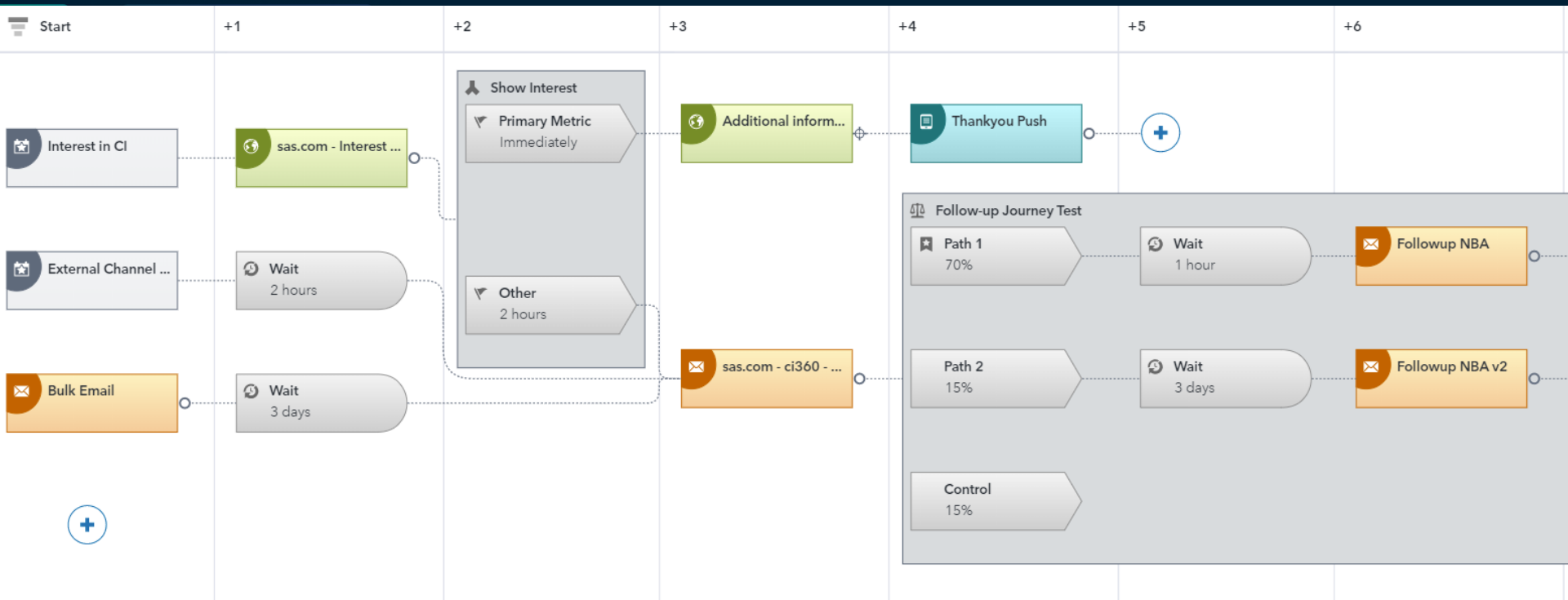
A series of horizontal bars of varying lengths and colors (teal, blue, and dark blue) are arranged in a staggered, overlapping pattern on the left side of the slide.

# Customer journeys





# SAS CUSTOMER INTELLIGENCE 360: ACTIVITY INTERFACE





Data  
collection

Identity  
resolution

Customer  
journeys



Vs.

“Accogliere il cliente  
nel mondo digitale”

Data  
collection

Identity  
resolution

Customer  
journeys

Vs.

“Accogliere il cliente  
nel mondo digitale”

GAP ?

Data  
collection

Identity  
resolution



Customer  
journeys

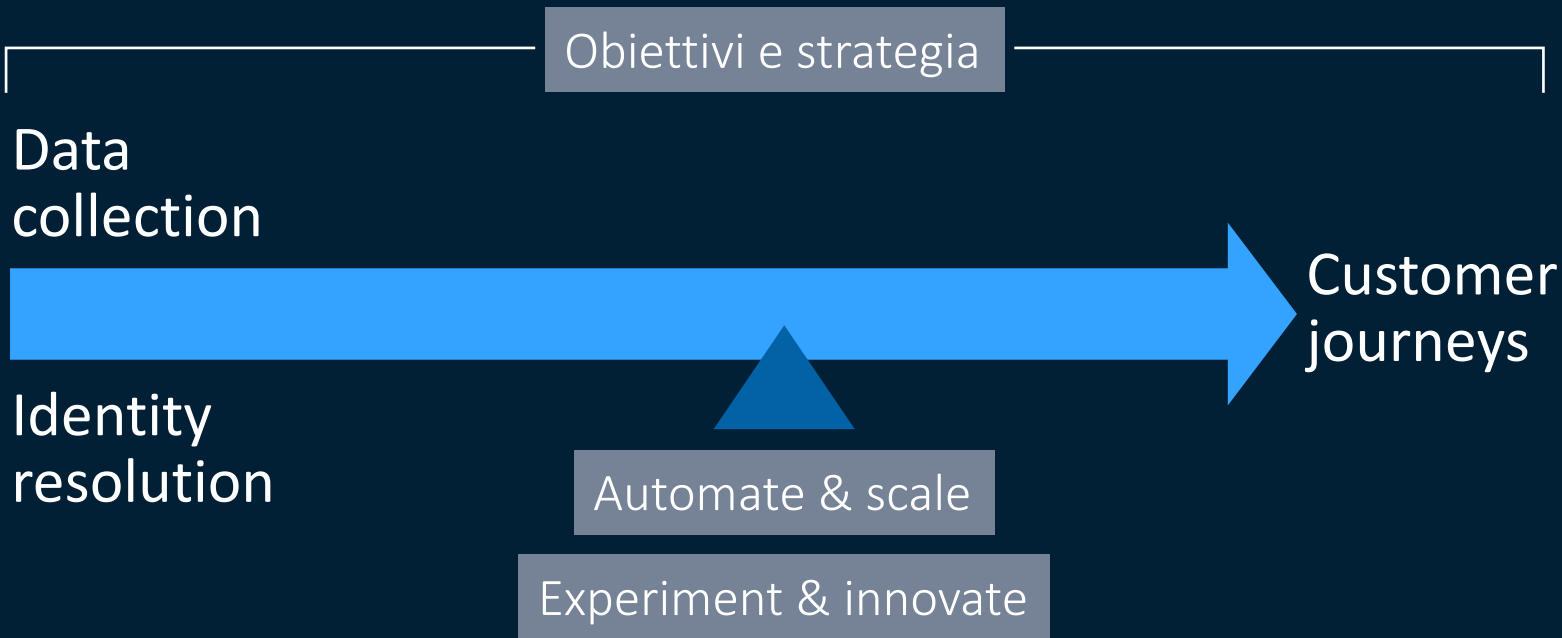
Obiettivi e strategia

Data  
collection

Identity  
resolution

Customer  
journeys





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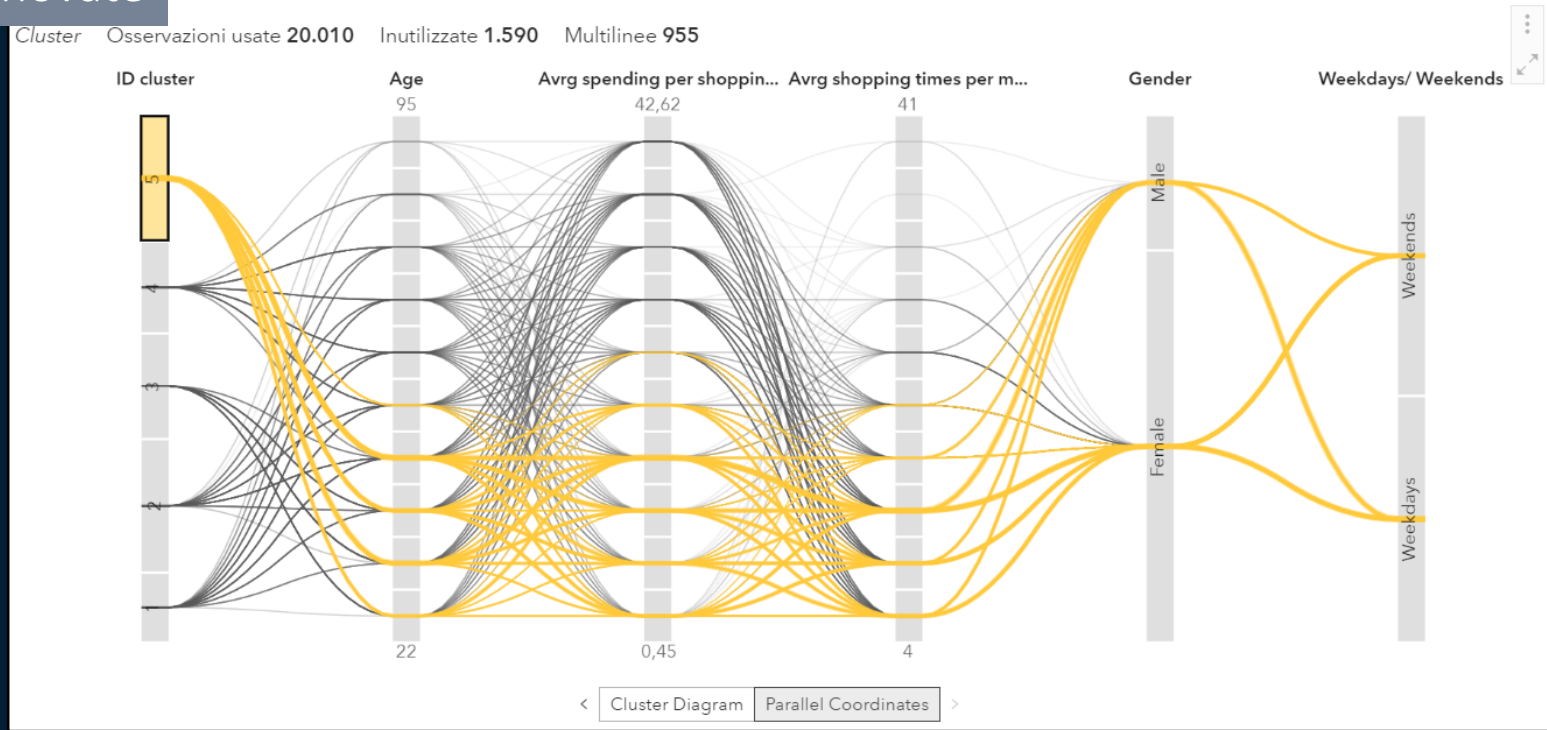
Events that have been injected into the system from external sources





Esempio:

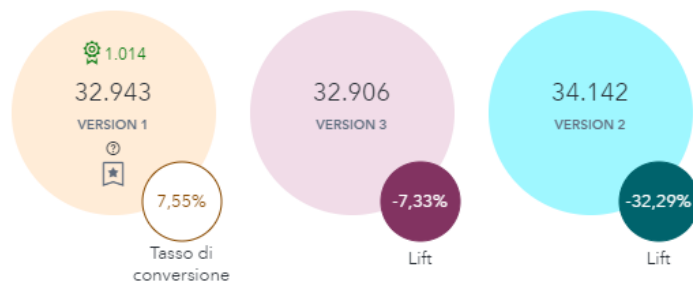
Assisted  
clustering



Esempio:

Segment  
discovery

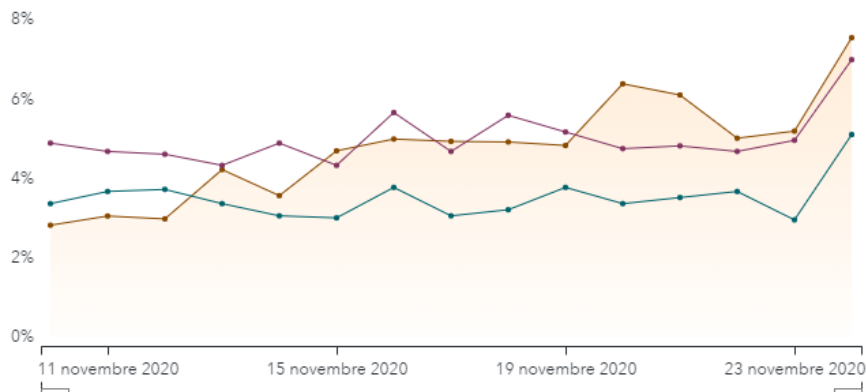
## Performance della variante



## Metriche cumulative per variante

☒ Mostra indicatori dei valori

Tasso di conversione



Attivo

Data stato attivo: 7 mag 2020, 23:10:14

Data di aggiornamento: 24 nov 2020, 01:00:00

201  
Giorni

99.991  
Utenti univoci

Dimensione campionaria obbligatoria stimata: **24.721**

100%

## Vincitori della variante del segmento

**VERSION 3**

Age < 44.16 | Income < 15000; ...

Dimensione segmento:  
11.303

23,74%  
CR

+42,15%  
Lift

Data  
collection

Identity  
resolution

Customer  
journeys



close the GAP

“Accogliere il cliente nel  
mondo digitale”

Data  
collection

Automate & scale

Large corporation (efficienza)

Identity  
resolution

Experiment & innovate

Customer  
journeys

Startup (efficacia)

“Accogliere il cliente nel  
mondo digitale”

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# grazie

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[sas.com](https://sas.com)

