



# Marketing Automation & Data Insight Expertise

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## SAS Marketing Automation

There is no doubt that SAS Institute regards Qualex as the premier partner in the Gaming Space, why else would SAS choose Qualex in almost every gaming engagement world round. Perhaps it has to do with the fact Qualex developed and designed the Patron Value Optimization Solution, the foundation of which includes a data model that is the basis of the ability design, create, implement, and score marketing campaigns. SAS Marketing Automation is implemented in every Patron Value Optimization.

When you shine so bright in one arena, it often eclipses the accomplishments and expertise in other vertical spaces.

## Banking, Telecom, and Retail

**Banking** - Qualex has been engaged in the Banking and Finance space for over 20 years, many of these consultants have worked in the Retail and/or Telecom space as well. Qualex provided BHD expertise in the Banking Information Solution product, also known as BIS.

**Telecom** - Orange Telecom, <Name of other Telco>, and INWI have and are benefiting Qualex's expertise with the Telephone Information Solution, also known as TIS, and SAS Marketing Automation.

**Retail** - Belk's, Home Depot, JCP, Macys, and Newegg.com are several major retailers that SAS Institute has relied on Qualex for expertise. Giving Qualex good vertical knowledge in the retail space covering several SAS Solutions.

## Different Venues, Common Ground

The Banking, Gaming, Telecom, and Retail activities cover a rather broad range of expertise but all generally deal with Churn, Cross Sell & Up Sell, Acquisition and Retention, and Marketing Optimization. Many of the products that SAS provides for these verticals include end to end solutions with out of the box data models and intellectual property, but almost all require up to 40% customization, thus vertical knowledge and the ability to work with individual customers is essential for excellence and success.

All of these vertical spaces are dealing with customers, products, inventory, and the desire to retain and acquire new customers and ultimately increased revenues.

## Finding Marketing Insight

Whether the goal is to understand a customer's preferred channel, peak shopping times, determining the ability or willingness to pay, evaluating item pricing vs. total pricing, customer profitability, or household and geographical trends, a properly architected marketing database is the key for success.

Qualex has the analytical and architectural expertise to facilitate the necessary discovery, analysis, and strategies to provide the business

insight necessary to design, create, and implement successful marketing campaigns.

## Data Discovery

The experience and quality of Qualex personnel, aid in the quick discovery and evaluation of your data. As with building a great house, a proper foundation must be built before we start the structure of our house, in this case Data Marts and Extracts. Using tools built by Qualex, along with other tools, Qualex will discover the data structures, cardinality, and their relationships, to collect and understand the metadata needed to build extracts and marts for successful targeted marketing. Products, Customers, Relationships, and KPIs will drive the Data Discovery phase to build and collect the necessary data to provide marketing insight.

## Data Analysis

Moving beyond the discovery phase, architects and analysts structure the data in a logical schema so that Data Quality and Integrity can be assessed and evaluated.

Once satisfied with the Integrity and Quality of the data, analysts will begin to determine customer segmentation and characteristics of frequent shoppers in relation to the composition of products and services purchased, timing, seasonality, and other factors.

The approach will be based on our experience and knowledge in the Banking and Retail industries, leveraging this experience will be essential in providing actionable findings.

# Strategic Decisions

With empirical evidence and knowledge of your business and industry, Qualex will assist in designing campaigns with powerful insight. Over time, clusters of customers and their behaviors will be the basis of strategic tactics and marketing initiatives.

## Qualex Field of Talent

From Infrastructure to Information, Qualex has Architects and Analysts that have decades of experience in providing mission critical data and services. Qualex is currently involved with the marketing arm of one of the premier financial institutions in the world, Qualex has been instrumental in architecting and building extracts, marts, and reports for this customer. This financial institution has recognized the future of digital marketing and has invested substantial resources to understand their customer's behavior and digital lives.

Below are the resources available for your Marketing needs.

- Infrastructure Architects
- Data Architects and ETL Developers
- Analysts and Data Modelers
- SAS Marketing Automation Experts
- SAS Administrators

# Conclusion

Qualex has the experienced resources to make your Marketing Initiatives a success, the unique team solidarity and focus on excellence will be invaluable in assisting with your marketing efforts and campaigns.