

SAS Increases Conversion Rates Through Better Targeting Capabilities

SAS is a privately held firm that provides business analytics software and services to customers in 149 countries. Through innovative analytics, business intelligence and data management software and services, SAS helps customers at more than 83,000 business, government and university sites.

Background

SAS has previously defined the success of its marketing efforts by tying campaigns to new sales leads. Most of the business's display campaigns include a form submission for a white paper, so white paper downloads (conversions) and CTR have typically been used to measure success.

Prior to selecting MediaMath, SAS was using a different DSP for programmatic buys, in addition to outsourcing programmatic buying. Originally, they only had access to two data providers and three exchanges, which severely limited their global reach and targeting capabilities. The result was either an inability to run campaigns or outsourcing them to other partners. SAS also could not map cross-device attribution or gain insights into their target audiences, nor were they able to scale any global campaigns, meaning they failed to meet many country delivery goals.

They joined up with MediaMath in July 2017 because they were looking for a solution that would be able to reach their customer base globally, and provide them with the people, products and processes to support their internal mandate of becoming a more customer-centric organization.

Objective

SAS wanted to find ways to target very finitely and then create lookalikes of those targets. They also sought more insight into their targets' online behavior in hopes to further define habits and the path to conversion. In addition to expanding targeting capabilities and reach globally, SAS wanted to start cross-device attribution modeling.

Results

Using MediaMath's media buying platform, SAS was able to increase their data providers from two to more than 60, thus increasing its global reach. They now also have access to 50+ exchanges. As a global business, heavily focused on reaching very professional audiences, this has significantly helped the SAS team remain top of mind with the B2B community. The company is also working with the MediaMath team to set up cross-device attribution and employ lookalike targeting. Cross-device attribution will help SAS understand which assets to deliver to their target audience at which moment.

As a result, they can more accurately define their target audience's path to conversion, rather than SAS taking a guess at creating it.



Three words: Efficient, innovative and dynamic.

By onboarding MediaMath as our DSP, we have made major enhancements to all of our programmatic campaigns. We are going to have more insight into our programmatic buys than we have had in the past. We are able to see the customer journey and map the best content to each media type. We have also been impressed with our targeting options, since onboarding MediaMath we have seen an overall increase in our conversion rate by over 700% when compared to our previous programmatic buys.

MIBBIE MAJORS

Media Manager at SAS

