



Unlock the possibilities of personalization

Create smarter customer journeys and boost retail sales with SAS® Customer Intelligence 360



Helping your MarTech work smarter

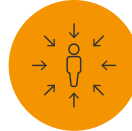
Across a shopper's journey, the key to personalizing everything from messaging to promotions is having a MarTech platform that can effectively integrate data from offline and online sources and then deliver an engaging retail experience. Whether you're currently deploying a powerful solution such as the SAS Customer Intelligence 360 suite or looking for a customer data platform (CDP) that can simplify your software ecosystem, getting the most from your MarTech solutions can be the difference between abandoned carts and higher sales.

At Munvo, we combine our singular focus on MarTech with deep retail expertise to unlock your marketing's full potential. From implementation to enabling new use cases to managing change, we can help you leverage SAS Customer Intelligence 360 to boost sales, strengthen loyalty and maximize your marketing return on investment across the customer lifecycle.

Unleashing customer loyalty

Today's shoppers expect seamless, relevant experiences whether they're purchasing from their device or in your store. Our consultants understand what it takes to orchestrate an omnichannel customer journey and how SAS Customer Intelligence 360 can help you reach a new level of personalization.

Turning use cases into an actionable roadmap, we help retailers better connect with their customers:



Managing identities and collecting customer-level digital data to provide a single, cross-channel customer view



Reacting to customer behavior in real time to create hyper-personalized omnichannel experiences that lead to fewer abandoned carts



Using advanced analytics, machine learning and embedded AI for complex decisioning and next-best offer (NBO) initiatives



Mapping and visualizing customer journeys to help marketers identify points of friction



Optimizing digital content and promotion development for targeted activation across channels

Go beyond a traditional CDP

An effective CDP must do more than data management and simple segmentation. SAS Customer Intelligence 360 is a powerful, fully integrated marketing suite that elevates CDPs, extending and enhancing your marketing impact. With a full range of capabilities, including identity resolution, unified data model, direct marketing, real-time personalization and omnichannel customer journeys, SAS Customer Intelligence 360 can transform the ways you engage with your customers.

Munvo certified specialists have in-depth campaign management knowledge and delivery experience with SAS Customer Intelligence 360 to help streamline implementation and migration, improve adoption and help you get the most out of your investment.

Expertise that makes a difference

At Munvo, we understand that effective marketing is more than choosing the right MarTech. We work alongside you to align your processes, people, objectives and technology to reduce the complexity of marketers' day-to-day lives. That means we not only know how to integrate SAS Customer Intelligence 360 into your marketing stack and set up real-time inbound marketing initiatives, but we'll also help drive organizational change so your new solutions will stick long after onboarding is complete.

Since 2005, our team of technical and strategic marketing consultants has worked with a wide variety of complex MarTech integrations. We offer:

- **Market maturity assessments** to help you build the right retail marketing ecosystem
- **Use case development and enablement** to inform implementation and ensure business value
- **Implementation and upgrades**, including modernizing earlier SAS technologies
- **Integrations of SAS Customer Intelligence 360** into other systems (e.g., CRM, CMS)
- **Reporting, attribution and advanced dashboarding** to gauge overall performance
- **Customized training** on SAS Customer Intelligence 360
- **Operational support** to supplement staff levels



2005

Experts In MarTech
Since 2005

120+

Enterprise
Customers

500+

Marketing Solutions
Projects

You hold the key

Greater agility and true personalization will define the success of your marketing program. Realize the full potential of SAS Customer Intelligence 360 to solidify your customer relationships and gain new ones.

Share with us your strategy and goals, and we will work with you as a trusted advisor to tailor a solution that will increase sales, improve loyalty and achieve the return you've expected from your MarTech investment.

**Contact us today
to get started.**

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