



SAS[®] Customer Intelligence 360 Glossary

A/B test variant (variant)

any of the items that are tested against each other in an A/B test task. For example, creatives and tasks can be used as variants. *See also* [champion](#).

A/B testing

a way to test the performance of different variants. A/B test tasks enable the user to specify multiple variants and to create tasks from the best-performing variants. *See also* [A/B test variant](#).

action

an offer or a message that a decision delivers to a customer to influence behavior or to achieve a business goal.

activity

a way to design and execute customer interactions for inbound and outbound communications across channels.

arbitration

a process in SAS 360 Marketing Decisioning that ranks eligible actions based on defined priorities and criteria.

asset

See [creatives asset](#).

champion

the default creative that is tested against a defined A/B test task.

commitment

a monetary amount that you commit to a vendor for services rendered to the organization. Typically, organizations enter information about the estimated cost of vendor services into their system as a financial commitment before submitting payment for the services.

content

one or more creatives that a task delivers and their properties. Properties include the spot, creative frequency, and impression limits.

content block

a set of one or more creatives, each targeting a specific segment of the audience, to be used in an email campaign. A single content block can deliver only one creative to a recipient, based on the targeting criteria that is specified for that creative.

creative

a combination of images and HTML content that are used in a marketing task.

creatives asset (asset)

any object that is used to build a creative, the creative itself, or a creative template. Examples of assets are images, HTML, text snippets, audio files, and video files.

data view

a container for multiple events, rules, and attributes that define a business scenario. Data views can be used in targeting and conversion metrics for activities and tasks. For example, a data view could be created to track all website and mobile app purchases of running shoes that cost more than USD 150.

decision

an item in SAS 360 Marketing Decisioning that uses customer data, business rules, and available actions to determine appropriate actions for a customer in real time.

decision image

a deployable container image that includes a published decision. When deployed to a run-time environment, the image runs the decision to determine customer actions.

deprecated

a software feature that SAS discourages customers from using. In many cases, a new feature has been introduced that SAS recommends to use instead. A deprecated feature is no longer being actively developed but is still supported until the feature is removed.

designer attribute

a configurable value in SAS 360 Marketing Decisioning that marketers specify when they add a custom node to a decision. Designer attributes enable marketers to control the behavior of a custom node without modifying the underlying custom logic.

event

a person's behavior or an action of interest that is used to capture data. Examples of events are an action on a website, an interaction with a mobile application, or a response to an email message.

impression

an individual instance of the delivery of a task by a creative.

invoice reconciliation

the process of making adjustments to an invoiced amount in order to determine the actual amount to pay to a vendor.

level

See [marketing hierarchy level](#).

marketing hierarchy

an arrangement of the different levels of marketing activities in an organization, and the relationships between these levels. When two or more levels are used, their order establishes a parent-child relationship between the levels in the hierarchy.

marketing hierarchy level (level)

a unit of information about a specific marketing activity, such as a campaign. Levels are used to organize a marketing hierarchy and group planning items.

marketing workflow (workflow)

a series of tasks, together with the participants and the logic that is required to execute the tasks. A workflow includes policies, status values, and data objects.

merge tag

a mechanism that is used to personalize an email message. The tag inserts a predefined variable that dynamically retrieves recipient data from the data source.

message

a container for creatives. A message definition does not contain any content; it defines the nature of customer interaction with content.

planning item

financial information and relevant details about a marketing plan, which helps a planner track, manage, and achieve business goals. A planning item might also be associated with child planning items.

project

an item that is based on a SAS 360 Marketing AI recipe. Projects use data to train a model and generate predictions for real-world marketing use cases. The output can be used in other areas of the application.

recipe

an item that SAS 360 Marketing AI uses to support common analytical use cases. Recipes are created when you add use-case details to a template during a guided setup process.

segment

a reusable grouping of people who share common characteristics. Segments can be used to define a target audience. Examples of segments are website visitors or customers in a loyalty program.

send agent

a connection to a server that is configured to provide an email communication delivery channel to marketing managers.

spot

the location for displaying a creative in an interactive channel. For example, a spot can be an identifiable area on a web page, email message, or mobile application.

task

a defined way for delivering content through a channel within a defined time period. A task can also measure the effectiveness of a creative by delivering the creative to a targeted set of visitors in specific spots and in a specific channel. Tasks are used to build activities. *See also* [activity](#).

tenant

An instance of SAS Customer Intelligence 360. Each tenant has its own settings and items (such as events and tasks). An organization can have multiple tenants, such as development, test, and production tenants.

variant

See [A/B test variant](#).

workflow

See [marketing workflow](#).