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Marketing Automation Administration—Going from Good to Great

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ABSTRACT

This paper provides an overview of the concepts a SAS® Marketing Automation administrator needs most. It also provides best practices for frequently encountered administrative tasks. There are four main topics covered: architecture, data, performance, and logging.

In the architectural overview, we discuss the components that make up SAS Marketing Automation, what each piece does, and how those pieces communicate with each other. We will then cover data topics such as setting up libraries and information maps. Because a good information map structure is so vital to getting the most out of SAS Marketing Automation, we will focus on getting the details right: folder set-up, choice of data items, use of custom attributes, and configuring contact history and response tables. We will finish the data section with a comparison of two potential information maps for the same underlying data source.

This leads naturally to a discussion of the other factors that can affect SAS Marketing Automation performance. We will discuss improving performance by tuning the Web application server, memory settings, and use of the BULKLOAD= data set option. Finally, we will discuss the use of logs for performance tuning and monitoring, as well as for troubleshooting.

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