

# IBM Media Optimizer allows marketers to unlock the full power of programmatic media optimization through a number of key capabilities

## Table of contents

<a href="#">1 Overview</a>	<a href="#">4 Publications</a>
<a href="#">2 Key prerequisites</a>	<a href="#">4 Technical information</a>
<a href="#">2 Planned availability date</a>	<a href="#">5 Ordering information</a>
<a href="#">2 Description</a>	<a href="#">6 Terms and conditions</a>
<a href="#">3 Program number</a>	<a href="#">7 Prices</a>

## At a glance

IBM<sup>®</sup> Media Optimizer helps you:

- Power meaningful conversations across digital touchpoints that matter
- Combine data, omnichannel media, and machine learning in a single programmatic platform
- Achieve faster return on investment through a cloud-based, digital advertising platform
- Onboard, segment, understand, and activate your audiences in real time

## Overview

IBM Media Optimizer extends the delivery of exceptional experiences for customers across the buyer journey by enabling one-to-one conversations with your most-valued audiences across all channels.

IBM Media Optimizer, a cloud-based paid media platform, allows marketers to unlock the full power of programmatic media optimization through the following key capabilities:

- Manage campaigns across every channel from a single workflow so you can tell a consistent story to your customers that is relevant, efficient, and targeted to achieve the goals your business needs.
- Identify your existing and future customers with the greatest value, target them across every device, and reach them on the premium ad inventory where they will see your message.
- Apply the power of machine learning to understanding the true incremental impact of your marketing and use these observations to improve the performance of your current campaigns to maximize your marketing spend.
- Get in front of your best customers by securing the highest-quality ad inventory in every channel.
- Onboard, segment, activate, and understand your audiences in a single platform without data loss or latency.

---

## Key prerequisites

---

Watson™ Marketing offerings require an internet connection and browser. For more details about system requirements, see the [Technical information](#) section.

---

## Planned availability date

---

February 20, 2018

---

## Description

---

IBM Media Optimizer includes the following new, solution-based packages and services that map to marketer needs to simplify the buying process.

**IBM Media Optimizer Standard** helps marketers automate and optimize their paid media strategies across all channels.

- Omnichannel Campaign Management, Budget Management, and Goal Tracking: Onboard, segment, activate, and understand your audiences in a single platform.
- Creative Management: Manage all of your creative assets and unlock the full buying potential of an omnichannel solution while Media Optimizer handles all of the details behind the scenes. Fully automated malware scanning and validations help protect your data while you take advantage of a universal approach to rapidly reapply creative assets to activate new channels and media sources.
- Media Insights: Allow marketers to find, track, and share the metrics that are most important for their campaigns. These reports provide deep dives into the metrics and dimensions most important to each user, including site transparency, geo performance, audience index, contextual insights, and much more.
- Attribution: Take advantage of a built-in ability to attribute user actions to media exposures, allowing marketers to understand and optimize the performance of their digital marketing efforts.
- Fraud Filters: Allow marketers to customize their tolerance level for filtering impressions with non-zero suspicious activity scores.
- Cognitive Insights: Embed granular campaign optimization data into visualizations that users can drill deep into for unparalleled transparency into their campaign performance.
- ConnectedID: Recognize users in cookie-based and cookieless environments and across devices. ConnectedID leverages primarily deterministic matching, allowing advertisers to reach users with very high accuracy at scale.
- Full Audience View: Take advantage of a data collection solution that uses page view data from Akamai to build segments.
- Universal Javascript: Onboard data using proprietary tags and pixels.
- Mobile SDK: Track in-app events via the IBM SDK and via partnerships with many of the top SDK solutions (Tune Attribution Analytics, Appsflyer, Apsalar, Adjust, Kochava).
- Audience Insights: Use a suite of analytics to solve user-centric digital marketing problems and provide insights into customer acquisition, media planning, site optimization, and more.

### **IBM Media Optimizer Premium**

In addition to the capabilities with the IBM Media Optimizer Standard version, IBM Media Optimizer Premium delivers data management platform capabilities to empower marketers to control and activate their data seamlessly, giving them the tools to onboard, segment, understand, and activate their data.

- Adaptive Segments Activation, Storage, and Overages: Dynamic, real-time audiences, which are directly integrated with media buying capabilities.

- **Data Mining Console:** A unique analytics platform that puts massive amounts of data directly into the hands of the marketers, allowing them to understand their audiences better, identify key drivers of success, and create complex segments for activation.
- **Onboarding (Server to Server):** A suite of services that enable advertisers to target first- and third-party segments captured in external systems. The data from the external system is brought into IBM Media Optimizer using one of three server-to-server integration methods (FTP, HTTP, or MT2).
- **Onboarding (Audience Link):** A matching service that links offline or offsite customer IDs such as name and postal or email address to online user IDs for targeting, attribution, and measurement.
- **External Media Tracking:** Ability to integrate all of your digital marketing channels into T1 for unified analysis, management, and optimization of media buying.
- **Product Feed Connector:** Ability to connect a feed of a client's full product catalog to event data in T1 for use in dynamic creative, adaptive segments, and insights.

### Add-Ons

In addition to the capabilities with the IBM Media Optimizer editions, there are two add-on offerings.

#### IBM Media Optimizer Add-On Intelligence

- **MediaMath Brain Optimization:** Provides results from machine learning algorithms designed to optimize advertiser budgets with predictive bidding that gives marketers control and transparency in determining what works and why.
- **Lift Measurement:** Automatically maintains separate populations of users across devices in two statistically identical groups of "test" and "control" to measure the resulting lift and incrementality of a campaign.
- **Closed Loop Attribution:** Provides marketers the ability to activate multitouch attribution at the level of individual impressions for real-time predictive bidding.

#### IBM Media Optimizer Add-On Audience

- **Targeted Audiences:** Create audiences built from users' content browsing behaviors, comprised of aggregated, anonymized, observed browsing data, and seamlessly target them within the IBM DSP.
- **Lookalike Audiences:** Create custom-built audiences for individual campaigns that start with an advertiser's own most-valuable customers as a seed, then use lookalike modeling to find other users online similar to them.
- **Audience Scoring:** Identify the segments of your audiences with the highest proven ROI, and easily target them within campaigns for optimal performance and efficiency.

#### Accessibility by people with disabilities

---

A US Section 508 Voluntary Product Accessibility Template (VPAT), containing details about accessibility compliance, can be found on the [Product accessibility information](#) website.

---

### Program number

Program number	VRM	Program name
5900-A1W	Cloud Service	IBM Media Optimizer

---

### Education support

Organizations can access training resources, including certifications, webinars, and eLearning, in the [IBM Marketing Cloud](#) support portal. Sign-in credentials are required.

IBM training provides education to support many IBM offerings. Descriptions of courses for IT professionals and managers can be found on the [IBM Training and Skills](#) website.

Call IBM training at 800-IBM-TEACH (426-8322) for catalogs, schedules, and enrollments.

---

## Offering Information

---

Product information is available on the [IBM Offering Information](#) website.

More information is also available on the [Passport Advantage<sup>\(R\)</sup> and Passport Advantage Express<sup>\(R\)</sup>](#) website.

---

## Publications

---

None.

---

## Services

---

### Software Services

---

IBM Software Services has the breadth, depth, and reach to manage your services needs. You can leverage the deep technical skills of our lab-based Software Services team and the business consulting, project management, and infrastructure expertise of our IBM Global Services team. Together, we provide the global reach, intellectual capital, industry insight, and technology leadership to support a wide range of critical business needs.

To learn more about IBM Software Services, contact your Lab Services Sales or Delivery Leader.

---

## Technical information

---

### Specified operating environment

---

#### Hardware requirements

IBM Media Optimizer requires a web browser client with:

- A direct internet connection
- Workstation running a supported browser with a minimum of 1 GB RAM
- Minimum screen resolution of 1024 x 768, with a recommended resolution of 1280 x 1024

#### Software requirements

IBM Media Optimizer requires a web browser client with:

- Support for HTML5 and CSS3
- Support for the following browsers:
  - The most recent version of Internet Explorer 11
  - Mozilla Firefox Extended Support Release 52.4, or later
  - Google Chrome 61, or later

The program's specifications and specified operating environment information may be found in documentation accompanying the program, if available, such as a

readme file, or other information published by IBM, such as an announcement letter. Documentation and other program content may be supplied only in the English language.

## Planning information

---

### **Packaging**

This offering is accessed through the internet. There is no physical media.

### **Security, auditability, and control**

---

Watson Marketing cloud service offerings provide the security and auditability features required for remotely accessed software.

The customer is responsible for evaluation, selection, and implementation of security features, administrative procedures, and appropriate controls in application systems and communication facilities.

---

## Ordering information

---

This product is available only through Passport Advantage. It is not available as shrinkwrap.

Product group: Watson Marketing

Product: IBM Media Optimizer (5900-A1W)

Product category: Watson Marketing

### **Passport Advantage**

<b>Program name/Description</b>	<b>Part number</b>
IBM Media Optimizer-Standard Edition-1000 Spend Conversion Units Pay Per Use	D00EPZX
IBM Media Optimizer-Premium Edition-1000 Spend Conversion Units Pay Per Use	D00ENZX
IBM Media Optimizer-AddOn-Intelligence-Function-1000 Spend Conversion Units Pay Per Use	D00EMZX
IBM Media Optimizer-AddOn-Audience-Function-1000 Spend Conversion Units Pay Per Use	D00ELZX
IBM Media Optimizer-Access per Month	D00EKZX

### **Charge metric**

<b>Program name</b>	<b>PID number</b>	<b>Charge metric</b>
IBM Media Optimizer	5900-A1W	Spend Conversion Unit, Access

### **Spend Conversion Unit**

Spend Conversion Unit (SCU) is a unit of measure by which the Cloud Service can be obtained. An SCU is a currency-independent measure of a Spend amount relevant to the Cloud Service. Currency-specific Spend amounts must be converted into SCUs in accordance with the table located at the [Conversion unit table](#) website. Sufficient SCU entitlements must be obtained to cover the amount of Spend processed or managed by the Cloud Service during the measurement period specified in Client's PoE or Transaction Document.

## Access

Access is a unit of measure by which the Cloud Service can be obtained. An Access is the rights to use the Cloud Service. Client must obtain a single Access entitlement in order to use the Cloud Service during the measurement period specified in Client's PoE or Transaction Document.

---

## Terms and conditions

---

The information provided in this announcement letter is for reference and convenience purposes only. The terms and conditions that govern any transaction for the acquisition of Cloud Services from IBM consist of either the IBM Cloud Services Agreement and the applicable offering Service Description or the IBM International Passport Advantage Agreement or the International Passport Advantage Express Agreement and the IBM Terms of Use -- General Terms for Cloud Offerings and the applicable offering Service Description.

This product is available only through Passport Advantage. It is not available as shrinkwrap.

## Technical support

---

Technical support is provided for Cloud Services and enabling software, as applicable, during the subscription period. Any enhancements, updates, and other materials provided by IBM as part of any such technical support are considered to be part of the Cloud Service, as applicable, and therefore governed by the applicable agreement as defined in Client's quote or transaction document. Technical support is included with the Cloud Service and is not available as a separate offering.

Additional technical support information for this Cloud Service offering may be found in the [IBM Support Handbook](#) or in service-specific documentation.

## Terms of Use

---

Cloud Service offering-specific terms are available on the [Cloud Service terms](#) website.

## Limited warranty

---

See the warranty defined in the applicable agreement governing Client's acquisition for this offering.

## Money-back guarantee

---

No

## Volume orders (IVO)

---

No

## Passport Advantage applies

---

Yes, information is available on the [Passport Advantage and Passport Advantage Express](#) website.

## Software Subscription and Support applies

---

No

## **Variable charges apply**

---

No

## **Educational allowance available**

---

Not applicable

---

## **Statement of good security practices**

---

IT system security involves protecting systems and information through intrusion prevention, detection, and response to improper access from within and outside your enterprise. Improper access can result in information being altered, destroyed, or misappropriated or can result in misuse of your systems to attack others. Without a comprehensive approach to security, no IT system or product should be considered completely secure and no single product or security measure can be completely effective in preventing improper access. IBM systems and products are designed to be part of a regulatory compliant, comprehensive security approach, which will necessarily involve additional operational procedures, and may require other systems, products, or services to be most effective.

**Important:** IBM does not warrant that any systems, products, or services are immune from, or will make your enterprise immune from, the malicious or illegal conduct of any party.

---

## **Prices**

---

### **Passport Advantage**

For Passport Advantage information and charges, contact your IBM representative. Additional information is also available on the [Passport Advantage and Passport Advantage Express](#) website.

### **IBM Global Financing**

---

IBM Global Financing offers competitive financing to credit-qualified customers to assist them in acquiring IT solutions. Offerings include financing for IT acquisition, including hardware, software, and services, from both IBM and other manufacturers or vendors. Offerings (for all customer segments: small, medium, and large enterprise), rates, terms, and availability can vary by country. Contact your local IBM Global Financing organization or go to the [IBM Global Financing](#) website for more information.

IBM Global Financing offerings are provided through IBM Credit LLC in the United States, and other IBM subsidiaries and divisions worldwide to qualified commercial and government customers. Rates are based on a customer's credit rating, financing terms, offering type, equipment type, and options, and may vary by country. Other restrictions may apply. Rates and offerings are subject to change, extension, or withdrawal without notice.

Financing from IBM Global Financing helps you preserve cash and credit lines, enables more technology acquisition within current budget limits, can help accelerate implementation of economically attractive new technologies, offers payment and term flexibility, and can help match project costs to projected benefits. Financing is available worldwide for credit-qualified customers.

### **Trademarks**

Watson is a trademark of IBM Corporation in the United States, other countries, or both.

IBM, Passport Advantage and Express are registered trademarks of IBM Corporation in the United States, other countries, or both.

Other company, product, and service names may be trademarks or service marks of others.

***Terms of use***

IBM products and services which are announced and available in your country can be ordered under the applicable standard agreements, terms, conditions, and prices in effect at the time. IBM reserves the right to modify or withdraw this announcement at any time without notice. This announcement is provided for your information only. Additional terms of use are located at

[Terms of use](#)

For the most current information regarding IBM products, consult your IBM representative or reseller, or go to the IBM worldwide contacts page

[IBM United States](#)