IBM Marketing Cloud introduces IBM Real Time Personalization to enable marketers to deliver optimized content, tailored to each individual

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At a glance

IBM® Marketing Cloud additions:

- IBM Real Time Personalization, a new product, helps marketers test and deliver optimized content at the individual level to drive higher engagement and conversion rates.
- IBM Marketing Cloud Email Basics is a new package for organizations entering the digital marketing space and primarily want a product that delivers strong email capabilities.
- IBM Marketing Cloud for Group Messaging, part of IBM Marketing Cloud Social Audiences, adds LINE to its supported messaging apps, which includes WeChat.
- WeatherFX® for Marketing Cloud integrates weather data with IBM Marketing Cloud and allows marketers to send communications based on real-time weather data.
- Multiple, new onboarding service options are now available for organizations that have IBM Silverpop Engage® and IBM Silverpop® SMS.
- New transactional email option for Silverpop Engage allows marketers to send near real-time transactional emails that are based on customer actions, such as order information.

Overview

Real Time Personalization

Real Time Personalization is an optional add-on to IBM Marketing Cloud package and can be purchased as a standalone product. It offers marketers these core capabilities:

- A cloud-based application that is easy to use for marketers and is fast to deploy, requiring little to no IT support beyond initial tag deployment
- Website personalization and testing through a point-and-click visual experience where marketers can specify content zones for personalization
- Web content personalization through rules that are aligned to customer journey stages and behaviors
- Audience segmentation based on profile and behavior data

Marketing Cloud Email Basics
Marketing Cloud Email Basics is a new package that helps marketers who are starting their digital marketing programs to create and send compelling email communications at scale. Marketing Cloud Email Basics includes these capabilities:

- **Marketing database**: Collect comprehensive customer data in a single source and leverage that data to drive automated campaigns and personalized communications.
- **Segmentation**: Use behavioral, profile, preference data, and more, to query and narrow down your target audience. Optionally, integrate these segmentation queries with your marketing strategies to deliver highly engaging, personalized content to your target audience.
- **Content builder**: An intuitive, web-based editor enables you to create and edit content in the application, with point-and-click access to features, such as link tracking, personalization, dynamic content, and more.
- **Dynamic content**: Create messages directly in the message body that are relevant and specific to each customer, using an intuitive point-and-click interface.
- **A/B testing**: Send emails to test subject line, from name, or content elements; find out which element has the best response, and send the best performing emails to contacts.
- **Email**: Create and send emails with content that is relevant and engaging.
- **Social share**: Share email marketing messages on social networking sites and produce detailed report results.
- **Landing page**: Point-and-click access to create campaign-specific pages and custom web forms.
- **Campaign reports**: Create aggregate and detailed reporting information about emails sent to customers. Reporting metrics include opens, conversions, rich media, forwards, and click-stream data access.

**WeatherFX for Marketing Cloud**

WeatherFX for Marketing Cloud, a separately purchased option for IBM Marketing Cloud users, allows marketers to use weather data as triggers for sending communications that are more personalized and relevant. WeatherFX for Marketing Cloud requires a subscription to IBM Marketing Cloud.

**Marketing Cloud for Group Messaging**

Marketing Cloud for Group Messaging offers a powerful platform that makes it possible to automate group messaging across WeChat and LINE. It allows marketers to send one-to-one or one-to-few communication messages that are optimized for leading mobile messaging apps, such as WeChat and LINE.

With Marketing Cloud for Group Messaging, marketers can focus on the design and implementation of the marketing activities for group messaging. Group messaging capabilities for marketers:

- WeChat and LINE account management, audience management, activity management, and campaign management
- Secure data movement from marketing databases (whether on cloud or on premises) to mobile messaging apps
- Capture user behaviors from WeChat and LINE, and make user behaviors available for customer retargeting through email, SMS, and push notifications

**New service offerings for Silverpop and Silverpop SMS**

These new service engagements for organizations with Silverpop offer provisioning and training equivalent to those offered for organizations with IBM Marketing Cloud. For details, see the Description section.

- IBM Silverpop SMS Basic Onboarding Services Engagement One-Time Setup
- IBM Silverpop Engage Basic Onboarding Services Engagement One-Time Setup
- IBM Silverpop Engage Onboarding Services Engagement One-Time Setup
• IBM Silverpop Engage Mobile Onboarding Services Engagement One-Time Setup

**IBM Silverpop Engage Transact Instance per Month**

Marketers can choose to send transactional email communications, such as billing and shipping confirmations, receipts, and password resets through the transactional send engine in Silverpop Engage. Monthly access to the transactional send engine is purchased separately, and purchase of additional marketing interactions may be required to cover the intended volume of transactional email messages. Marketers benefit by being able to provide near-real time, tracked, and branded communications to customers based on customer actions.

**Key prerequisites**

IBM Marketing Cloud requires an internet connection and browser. For more details about system requirements, refer to the Technical information section.

**Planned availability date**

September 20, 2016

**Description**

**New service offerings for Silverpop SMS and Silverpop Engage**

**Silverpop SMS Basic Onboarding Services Engagement One-Time Setup**

Silverpop SMS Basic Onboarding Services is a combination of provisioning and consulting that is designed to enable users to configure and utilize Silverpop SMS. This remotely delivered service provides up to 15 hours of consulting and is required with an initial subscription to Silverpop SMS. An onboarding consultant is assigned to guide organizations through the onboarding process, which is delivered through a series of remote meetings and recorded, web-based learning sessions. Onboarding services include provisioning, configuration and setup, training, and Q & A.

**Silverpop Engage Basic Onboarding Services Engagement One-Time Setup**

Silverpop Engage Basic Onboarding Services is a combination of provisioning and consulting that is designed to enable users to configure and utilize Silverpop Engage. This remotely delivered service provides up to 15 hours of consulting and is required with an initial subscription to Silverpop Engage. An onboarding consultant is assigned to guide organizations through the onboarding process, which is delivered through a series of remote meetings and recorded, web-based learning sessions. Onboarding services include provisioning, configuration and setup, training, and Q & A.

**Silverpop Engage Onboarding Services Engagement One-Time Setup**

Silverpop Engage Onboarding Services is a combination of provisioning and consulting that is designed to enable users to configure and utilize Silverpop Engage. This remotely delivered service package provides up to 30 hours of consulting and is required with an initial subscription to Silverpop Engage. An onboarding consultant is assigned to guide organizations through the onboarding process, which is delivered through a series of remote meetings and recorded, web-based learning sessions. Onboarding services include provisioning, configuration and setup, training, and Q & A.

**Silverpop Engage Mobile Onboarding Services Engagement One-Time Setup**

Silverpop Engage Mobile Onboarding Services is an optional offering for Silverpop Engage subscribers who choose to take advantage of the Mobile Push feature. This
offering provides up to 35 hours of remote services that include activities, such as setup, consulting, initial push notification implementation, and acceptance testing. This onboarding service is also available to subscribers of IBM Marketing Cloud Standard and IBM Marketing Cloud B2B Standard.

**Accessibility by people with disabilities**

A US Section 508 Voluntary Product Accessibility Template (VPAT) containing details on accessibility compliance can be found on the IBM Accessibility website.

**Product positioning**

Marketers need to deliver highly differentiated experiences to attract, grow, and retain customers. IBM Marketing Solutions include the most comprehensive set of products and services designed to meet the evolving needs of the marketer. Through innovative design tools, deep customer insights, and a comprehensive approach to data and integration, Marketing Solutions enable marketers to design and deliver exceptional, meaningful experiences for customers across the entire buyer journey. For more information, refer to the IBM Marketing Cloud website.

**Reference information**

For more information about IBM Marketing Cloud, refer to:

- Software Announcement ZP16-0263, dated April 19, 2016.

**Program number**

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**Publications**

Product documentation and the knowledge base for IBM Marketing Cloud are available on the IBM Marketing Cloud website. Sign in and password credentials are required.

Product documentation is also available through the product interface by accessing the Help menu.

**Services**

**Global Technology Services**

Contact your IBM representative for the list of selected services available in your country, either as standard or customized offerings for the efficient installation, implementation, or integration of this product.
Specified operating environment

System requirements

To use IBM Marketing Cloud, you must use an internet-connected computer with the following minimum system requirements:

- An internet browser. For a list of supported browsers and versions, refer to the product documentation.
- The minimum system requirements for memory, processor speed, and hard drive space must meet or exceed the minimum requirements for your installed supported browser.
- The following are the minimum requirements for the display, pointing device, and internet connection:
  - Super VGA (1024 x 768), or higher resolution (1600 x 900) video adapter and monitor for an improved user experience
  - Keyboard and mouse or other compatible pointing device
  - Internet connection with a minimum connection speed of 512 kbps downstream and 256 kbps upstream (DSL connection or equivalent)

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

IBM Commerce software as a service (SaaS) products provide the security and auditability features require 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

For ordering information, consult your IBM representative or go to the Passport Advantage® website.

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

Product group: Customer Engagement Solutions

Product: IBM Marketing Cloud (5725-W69), IBM Silverpop Engage (5725-S87), IBM Silverpop SMS (5725-V28)

Product category: Marketing Solutions

Passport Advantage

IBM Marketing Cloud Real Time Personalization (5725-W69)

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**IBM Marketing Cloud Email Basics (5725-W69)**

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**Instance**

Instance is a unit of measure by which the IBM SaaS can be obtained. An Instance is access to a specific configuration of the IBM SaaS. Sufficient entitlements must be obtained for each Instance of the IBM SaaS made available to access and use during the measurement period specified in Client’s Proof of Entitlement (PoE) or Transaction Document.

**Thousand Events**

Event is a unit of measure by which the IBM SaaS can be obtained. Event entitlements are based on the number of occurrences of a specific event related to the use of the IBM SaaS. Event entitlements are specific to the IBM SaaS and the type of event may not be exchanged, interchanged, or aggregated with other Event.
entitlements of another IBM SaaS or type of event. Sufficient entitlements must be obtained to cover every event that occurs during the measurement period specified in Client’s PoE or Transaction Document.

**Thousand Digital Messages**

Digital Message is a unit of measure by which the IBM SaaS can be obtained. A Digital Message is an electronic communication managed or processed by the IBM SaaS. Sufficient entitlements must be obtained to cover the total number of Digital Messages managed or processed by the IBM SaaS during the measurement period specified in Client’s PoE or Transaction Document.

**10 Thousand Database Records**

Database Record is a unit of measure by which the IBM SaaS can be obtained. A Database Record is the collection of fields in a database related to a single entity and accessible as a single unit. Each Thousand Database Record entitlement represents one Thousand Database Records. Sufficient Thousand Database Record entitlements must be obtained to cover the total number of Database Records available to be processed by the IBM SaaS during the measurement period specified in Client’s PoE or Transaction Document.

**Engagement**

Engagement is a unit of measure by which the IBM SaaS can be obtained. An Engagement consists of professional and/or training services related to the IBM SaaS. Sufficient entitlements must be obtained to cover each Engagement.

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Refer to additional technical support information in the IBM Software as a Service Terms of Use document for the program.

**Terms of Use**

The program’s *Terms of Use and CSA Service Description* document is available on the Software as a Service terms website.

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**Limited warranty**
If warranted, refer to the warranty as stated in the Terms of Use document or the Cloud Services Agreement for this offering.

Money-back guarantee

No

Volume orders (IVO)

No

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Usage restriction

Yes

See the License Information documents page on the IBM Software License Agreement website for more information.

Software Subscription and Support applies

No

IBM Operational Support Services - Support Line

No

System i Software Maintenance applies

No

Variable charges apply

No

Educational allowance available

Education allowance does not apply. Education software allowance does not apply. Special education prices are available for qualified customers through Passport Advantage.

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IT system security involves protecting systems and information through 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 lawful, comprehensive security approach, which will necessarily involve additional operational procedures, and may require other systems, products, or services to be most effective.
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