Agenda

- Introductions
- Consumer and Marketing Trends
- IBM Marketing Solutions and Differentiators
- Innovative Customer References
- Watson Marketing Roadmap
- Questions & Answers
Customers have become more sophisticated...

- 08:08 seconds is our average attention span—shorter than the attention span of a goldfish (9 seconds).
- 10+ pieces of marketing content are researched during the buying process.
- 60% of the buying process is complete before a sales rep is engaged.
80% of marketers say they contextually understand their customers. But only 38% of customers agree with that statement.
Understanding the Customer Journey is the New Path to Brand Success
Claudia and her husband are about to buy their first home. After weeks of searching on Realtor.com and visiting homes in their area, they find out their offer has been accepted for their dream home. Claudia posts pictures of the new house on Facebook and starts researching financing online.

A few days later she is back on Facebook, and she sees an ad from her bank featuring adjustable rate mortgages. When she clicks through for more information, she lands on a personalized page within her bank’s site.

She plays with the mortgage calculators on the site. Shortly afterwards, Claudia is surprised to receive a call from a customer representative asking if she has any questions about home loan options.

The rep takes the time to help Claudia navigate the alternatives and they end up completing an application online together. The rep lets Claudia know that she will need insurance for the property before she can close the loan and offers to help.

A few months later, Claudia is on her way home from the closing, when she gets a message from her bank. It’s an email congratulating her and providing a link to a checklist of helpful tips for the new homeowner.
Data Driven Decisions = Wisdom in Personalization of Customer Experience
Applying cognitive power to business decisions

For Marketers
- Analyze Trends
- Real-time Personalized Engagement

For Sales & Service Representatives
- Cognitive Assisted Sales & Service to provide expert advice

For Operations
- Improve decisioning with faster approvals; assisting in managing complex compliance requirements
CMOs regard developing better customer experiences as their top marketing priority

Create better experiences for customers
- Increase depth of analytical skills: 53%
- Improve operations and organizational structures: 41%
- Enhance social and mobile: 38%
- Better measures of marketing effectiveness: 29%
- Shift from traditional to digital marketing: 28%
- Increase use of cloud technologies: 13%
- Improve CRM applications: 11%

CMO priorities for the marketing organization
WHO you’re talking to
WHAT they’ve told you
HOW they’ve responded
WHAT they’ve purchased
WHO you’re talking to

Predictive Customer Intelligence
Social Insights
Behavioral Data
Contact & Response Data
Explicit Preferences and Permissions
Transactional Data
Base Customer Profile Data

HOW will they act NEXT
Bridge silos across the organization

48% of CMO’s say functional silos are a major challenge to integrated marketing efforts.
Marketing should be a dialogue
Plot a path to proficiency

- Information Integration
- Customer Insight
- Predictive Modeling
- Personalized Communication
- Real-Time Decisioning
- Deliver Smarter Customer Experiences

Deliver customized interactions at the point of impact & consistent experiences across all channels 365 days a year.

Understand the optimal offer, time and channel that is best for each individual.

Uncover hidden patterns and associations within data to predict what they are likely to do next.

Analyze historical purchase behavior, preferences, motivations and interactions.

Capture and consolidate consumer data across touch points for 1 version of the truth.
Watson Marketing
Know each consumer in context

Answering the right questions leads to differentiated experiences

who
what
why

= right offer
for this moment
for this activity
in our relationship

when
where
how

= right communication
at the right time
through the right channel
in the right tone

Each interaction is meaningful and personalized
We help …

- Share customer insights and data across silos
- Connect customer events and interactions across channels
- Orchestrate collaboration across teams and organizations
IBM Marketing Solutions Strategy

Orchestrating Customer Journeys

IBM Marketing Cloud
Managing Omni Channel Interaction
IBM Marketing Software

Seamless Data Exchange

Workflow
Powered by Business & Marketing Operations Management
IBM Marketing Cloud
- IBM eMail Marketing (Silverpop)
- IBM Lead Management
- IBM Content Builder
- IBM Social Audience
- IBM eMail deliverability (Silverpop)
- Budgeting and Planning by Allocadia

Expanded Partner Ecosystem

IBM Marketing Software
- IBM Campaign (Outbound)
- IBM Interact (Inbound)
- IBM Marketing Operations
- IBM Contact Optimization
- IBM Opportunity Detect

IBM Universal Behavior Exchange (UBX)
IBM Universal Data Interchange (UDI)

Seamless Data Exchange

Workflow
- Rapid time to value
- Subscription based
- Multi-tenant SaaS

New innovations
- Continuously improving
- Cross platform

Robust integration platform
- Highly scalable
- Deployed on premises

Customer Journeys
- IBM Journey Designer
- IBM Journey Analytics
- IBM Marketing Operations
- Budgeting and Planning by Allocadia
- Digital Messaging

Shared Capabilities

IBM Customer Experience Analytics (CXA)

A single place to answer **what is happening** and **why**

- Link quantitative and qualitative understanding
- Pivot between segment level and individual views
- Understand activity across channels to actually understand the customer journey experience
IBM Journey Designer

A multi-channel customer experience builder with integrated collaboration tools

Collaborative Marketing & Design

- make marketing a team sport
- move from design into execution with speed, agility and accuracy by transferring the idea of the customer experience into reality without inherent gaps that occur when the process is managed and executed in siloes
IBM Campaign

An omni-channel campaign platform with integrated digital channel execution

New options for hosting coming in September

New channels for engagement

Direct digital execution through Email, SMS, and Push messages, tracking and measuring of engagement; individually or any combination

- Omni-channel engagement: Digital, Direct Mail, Call Center, Point-of-Sale, etc.
- Social Audiences through UBX opens Campaign and Interact for direct social integration
- Marketing Cloud integration broadening reach considerably over eMessage
IBM Marketing Cloud

A digital campaign execution platform for a multitude of cross-channel interactions

Digital delivery engine
Direct campaign deliver through Email, SMS, and Push messages
- Manual or automated execution now or on schedule
- Seamless tracking and measuring of engagement; individually or any combination
- New channels and customer engagement
IBM Universal Behavior Exchange

- Open platform
- Turn-key availability of IBM Solution Data
- Pre-integrated, certified partner network
- “Click-to-connect” integration

Pre-built integrations

- **Campaign**: Create and manage campaigns at scale
- **Journey Designer**: Create customer journey maps
- **IBM Marketing Cloud**: Execute across digital channels in the cloud
- **UBX and APIs**: Pre-built integrations
- **Interact**: Personalize in real-time
Design Thinking

Creative orchestration of customer engagement, integrating channel experiences, and optimize design through analytics.
Driven by Analytics

Visualize the customer journey across channels to convert insights into impact
Agile For Your Unique Organization

Tightly integrates into your ecosystem regardless of other technologies you already use
Use Cases
ING Bank

Dutch bank ING has transformed its marketing effectiveness over five years through a focus on personalization and use of IBM Marketing Solutions to determine, prioritize, and deliver next-best actions to customers across multiple marketing channels. Marketers using this program has increased response rates while decreasing marketing costs. Learn More

17 week reduction in campaign cycle times

3 increase in customer responses

35% Reduction in overall marketing costs
my coke rewards

Share a Coke

Nicely Done
You've successfully added points!

Pts added: +3 Points
New Total: 3506 POINTS

Special Offer
Holiday in Paradise with Brand X. Title may wrap to two lines or more.

ENTER NEXT CODE

3,503
Business challenge

Business is booming for online grocers in the US, and the players that prevail will be those that can anticipate customers’ needs quickly and reliably. For FreshDirect, that means developing a detailed understanding of customers’ preferences and then considering them within the context of an ever-evolving set of external factors: the seasonality of fruits and vegetables, current nutrition trends, upcoming holidays and more.

Transformation

FreshDirect uses a combination of historical purchase data, survey responses, and browsing behaviors to analyze and separate customers into highly granular segments according to location, dietary preferences and other key data. Now, the organization can launch highly individualized marketing campaigns and create promotions and product lines that meet and anticipate customer needs with unprecedented precision.

FreshDirect, LLC

Online grocer uses analytics to refine marketing tactics and deliver increased value

Launched in New York City in 2002, FreshDirect is a leading online fresh food grocer delivering farm-fresh foods and brand-name groceries directly to the doors of customers throughout five Northeastern U.S. states, including New York City and Philadelphia.

Business benefits

75% faster creation of campaigns through email on an ad hoc basis

Higher revenue anticipated as a result of a better, more detailed understanding of what customers want

Improved customer service thanks to the ability to reach out to customers with personalized offers
Telefonica | Vivo

Telefonica Vivo is using IBM Marketing to reach beyond demographics and target segments with the right offers realizing tremendous results.

30% Increase in revenue generated from direct marketing efforts

5x Increase in sales on days that campaigns are launched

70% Increase in opt-in rate for customers who receive marketing messages
Watson Marketing Portfolio

- IBM Marketing Cloud
- IBM Marketing Software
- IBM Predictive Customer Analytics
- IBM Customer Experience Analytics
- BM Watson Analytics
- IBM Digital Content Hub
- IBM Metropulse from global services
- IBM Watson Ads
- IBM iX Digital Transformation
- IBM iX Experience Strategy and Design
- IBM iX Mobile Strategy and Design
- IBM iX Managed Marketing Services
- Resource/Ammarati Brand Services
## Existing and future pillars of Marketing Solutions: Themes

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<td><strong>Make marketers more effective in less time</strong></td>
<td><strong>Give marketers access to more (3rd party) systems for better marketing</strong></td>
<td><strong>Continue our best of breed segmentation and data access capabilities</strong></td>
<td><strong>Give marketers event detection capabilities and true insight in what works</strong></td>
<td><strong>Allow for personalized engagement over all channels in real time according to customers’ preferences</strong></td>
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API approach: Campaign API samples

- Context Augmentation
- Offers
- Audience
- Metrics
- Events / Disposition
- Monitoring
- Security
- Content
- Execution
- Entity
v10 Campaign flowchart with SMS, Email and Push processes
IBM Journey Designer and IBM Campaign
IBM Interact Simulator

- Client Facing System (CFS) Simulator (Phase 1)
- As a Marketer and/or Marketing Technology (IT), I want to be able to simulate client requests to an Interact RT server so I can:
  - Quickly unit test new targeting logic
  - Ensure my targeting logic (flowchart/strategy logic) delivers sufficient offer coverage for every individual customer
  - Test the stability of a RT JVM under load and gauge the potential load each JVM is able to support
  - Understand how adjustments to configurations, learning attributes, scores, etc will impact the self-learning engine and the offers it returns to getOffer requests
IBM Marketing Operations and Journey Designer: Business Process Management

- SaaS based BPM service allows for collaboration, processes, and tasks to be shared using BPMN
- Execution of tasks/processes can be done natively within IMO or through the BPM service
IBM Digital Experience

IBM Digital Content Hub

An intelligent **content management** system that lets you create, manage and distribute content across omni-channel customer interactions, with cognitive features for organizing and finding content.

Cloud delivery
- Multi-tenant SaaS
- Content as a Service
- Global authoring & delivery
- Elastic scale, always on
- SaaS economics
- Rich APIs
- Integrated CDN

2. What is Content Hub

- Fresh, modern user experience
- IBM Digital Content Hub
- Cognitive tagging via Watson
- Configurable rendition generation & simple image tweaking tools
- Assets and structured content
- Content as a Service
- Use content in marketing campaigns, emails etc
- IBM Marketing Cloud
- IBM Commerce on Cloud
- Enrich storefront & product merchandising with rich content

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IBM Marketing Cloud
Reporting Enhancements
Monitoring and Management Dashboard

Helps marketers make faster decisions

Dashboard view provides an overview of personalized experiences and high level performance metrics at all times.

Deeply integrated with Performance Insights for “always on” detailed reporting and exploration.
What is **Performance Insights**?

A updated reporting and analytical capability that will bring new and innovative ways of understanding marketing performance and business impact to the IBM Marketing Cloud.
What will Performance Insights do?

- Consolidate first and third party data
  To provide access to new information and insight when and where needed.
- Provide context of performance
  Using internal and external benchmarks; and progress to goals
- Create new statistical and analytical observations
  For marketers to improve performance on-the-fly and for the future
How to make sense of the data to make better decisions faster?

Campaigns
- How are my campaigns performing? For which segments? What are most effective at driving intent and conversion?
- How are my ‘lists’ performing? Growing, shrinking?

Content
- Which content and offers are best? What isn’t working?
- How is my messaging doing at driving awareness or conversion? What are the most effective triggers for conversation?

Channels
- What is my email effectiveness and click-through rates?
- Are my mobile efforts driving engagement?
Performance Insights enables marketers to understand marketing performance and make informed decisions to optimize marketing programs and drive business impact.

- **Monitor**: Track progress and anomalies vs. goals and benchmarks
- **Analyze**: Drill down, analyze and extract insights
- **Act**: Drive actions to optimize marketing execution
- **Collaborate**: Share views and reports with peers and leadership team
Workspaces and Drill Downs

- Workspaces are curated sets of visualizations - the charts, pivots and breakouts of performance information
- Workspace ‘Views’ are shortcuts enabling easy selection and filtering by date, audience (segment), campaign / program, database, channel and more
- Marketers can also further drill down with a click or tap for further detail
Mobile Alerts and Views

- Mobile alerts notify marketers of key campaign events, anomalies and irregularities, or when marketers’ goals are predicted to be missed.
- Mobile app provides quick views of performance-to-goal as well as a ‘timeline’ view of most recent events.
Real Time Personalization
Introducing:

Real Time Personalization

Test and deliver optimized content tailored to each individual, across multiple channels, based on real time interactions and a 360 degree view of the customer, in the context of their most valuable interactions.
With IMC Real Time Personalization, Marketers will

Design and perform A/B/n and multivariate tests of content, offers and creative across channels including web, email, mobile push, applications, social and more.

Deliver journey aligned, personalized content across every digital channel so that each individual has a uniquely relevant experience.

Embed individually targeted product and content recommendations in websites, applications and more.

Learn how to use their data and content to create better customer experiences with cognitive suggestions and guidance.
Visual Personalization Management

Website personalization and testing in a point and click WYSIWYG experience

- Specify content zones for personalization
- Build segments based on profile and behavior data (anonymous or identified)
- Concentrate on different outcomes for different audiences
Targeted content delivery (identified visitor)

Offer the most relevant content for each customer

A returning shopper sees product recommendations based on past behavior

Embed IBM Digital Recommendations and Digital Analytics
Targeted content delivery (anonymous visitor)

Offer the most relevant content for each customer

A new shopper sees content offers designed to identify her preferences and interests.

Behavioral Progressive Profiling segments new customers to create fast, relevant engagement.
Rules Advisor

Helps marketers build optimized segmentation with the aid of cognitive analysis

- Goal-driven Cognitive engine
- Marketing user-friendly
- Automatically recommends more accurate targeting rules for each piece of available content
- Build understanding and excitement for the power of cognitive systems.
Rules Advisor

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WeatherFX samples:
- Rain accumulation
- Ice/snow accumulation
- Hail size estimates
- Lightning strikes
- Watches/Warnings