Smarter Analytics Live 2013

Turning information and insight into actionable business outcomes.

The Empowered Marketer

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Software Australia & New Zealand

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Our Agenda today

- The Empowered Consumer
- Marketing - a changing landscape
- How to create an empowered marketer

In a simple world…

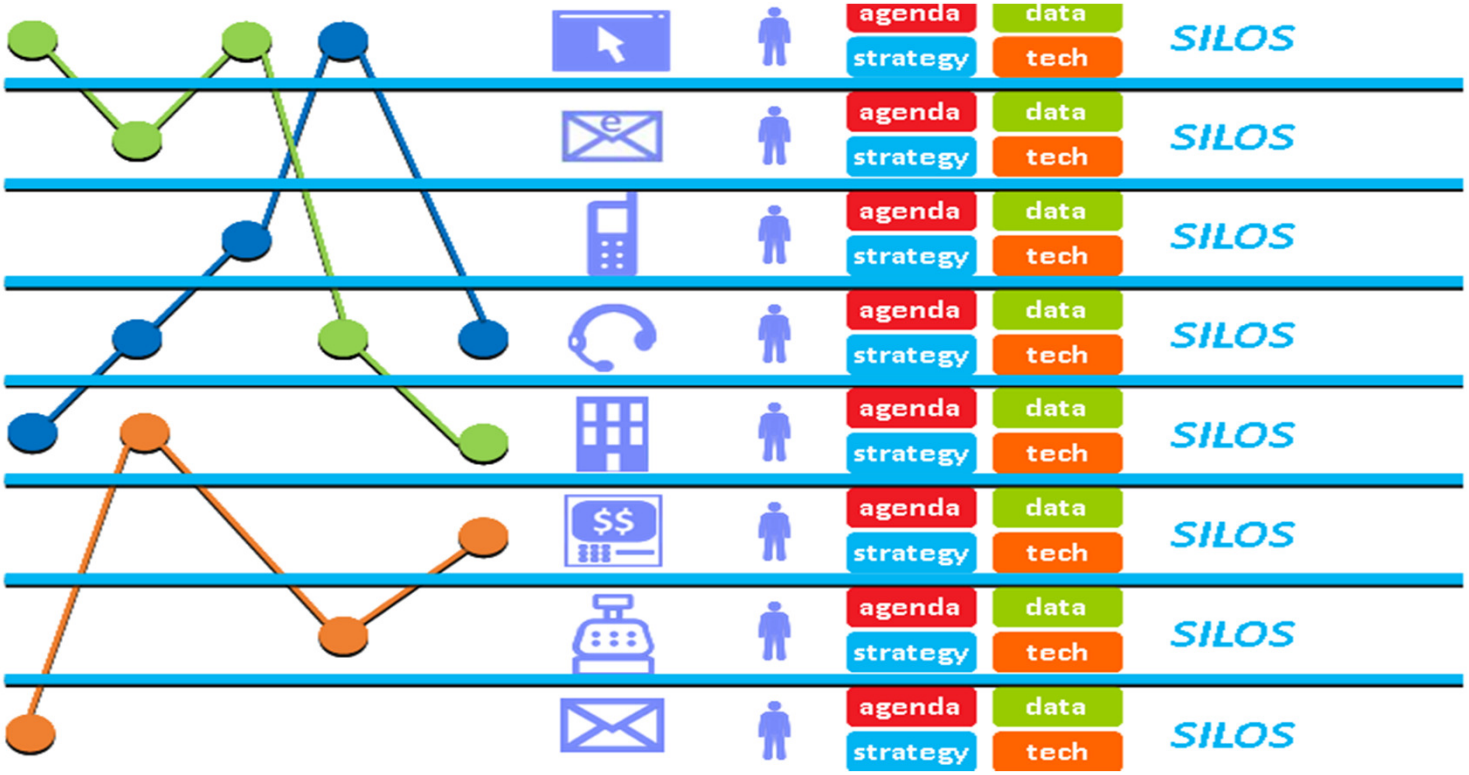
CUSTOMER / PROSPECT

MARKETER

What do your customers and prospects experience?

Nightmare where marketing, data, agendas all differ.

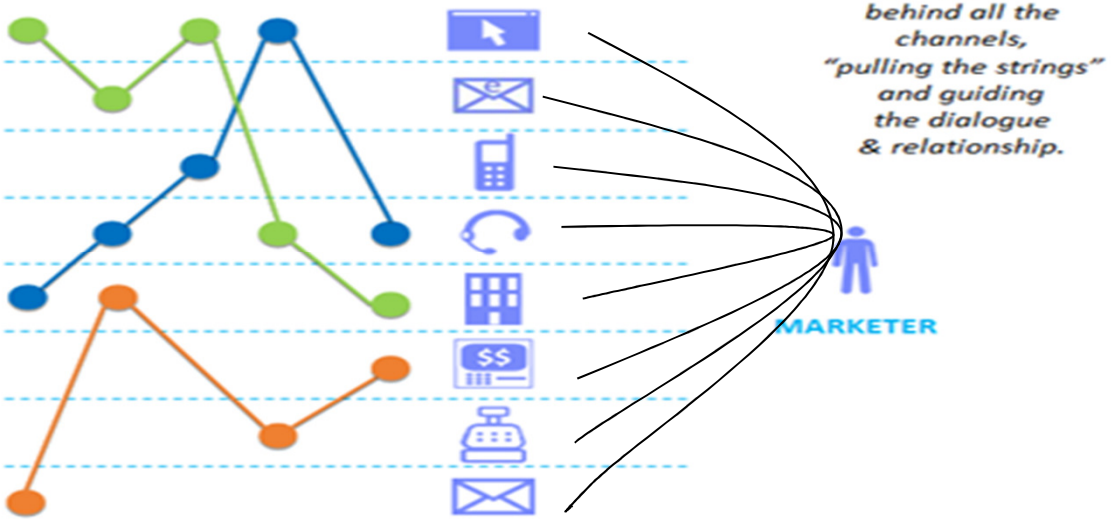
CUSTOMERS & PROSPECTS



What should your customers and prospects experience?

Nightmare where marketing, data, agendas all differ.

CUSTOMERS & PROSPECTS



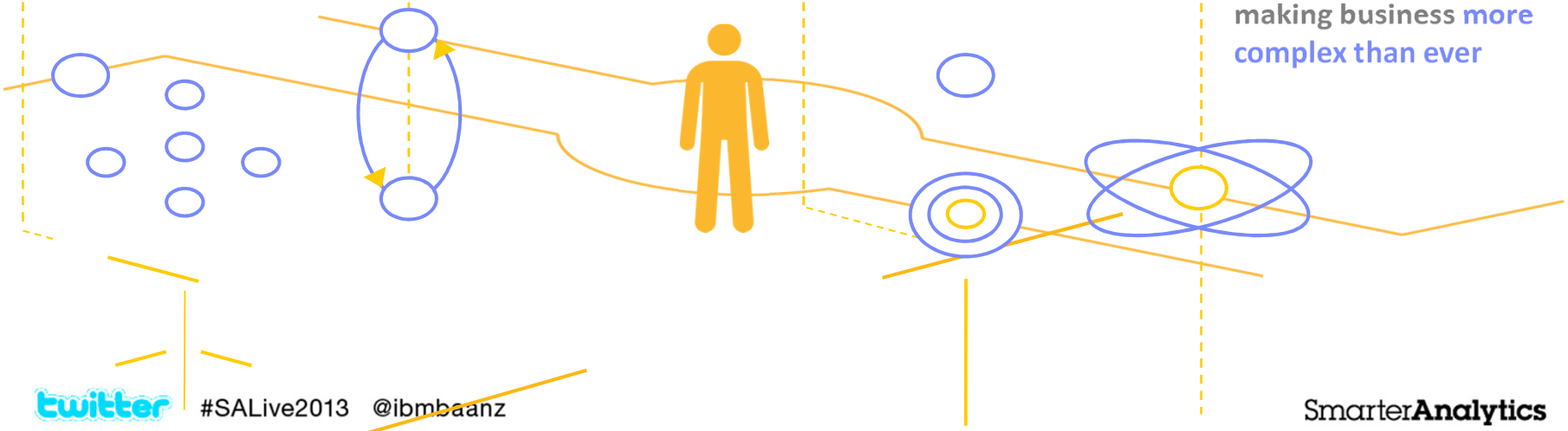
We have entered the age of the empowered customer

Customers now have unlimited access to information and can instantly share it with the world

Social networking and mobile commerce have dramatically changed the dynamic between buyer and seller

Customer expectations of service, price and delivery are soaring

This is changing the entire way products are sourced, manufactured and distributed—and making business more complex than ever



Today's "empowered customer" puts businesses to the test

86% use multiple channels

78% of consumers trust peer recommendations

61% trust friends' reviews more than experts'

4 in 10 Smart phone users search for an item in a store

75% do not believe companies tell the truth in ads

44% of companies use crowd sourcing from customers

58% are more price-conscious today than they were a year ago

80% of CEOs think they deliver a superior customer experience

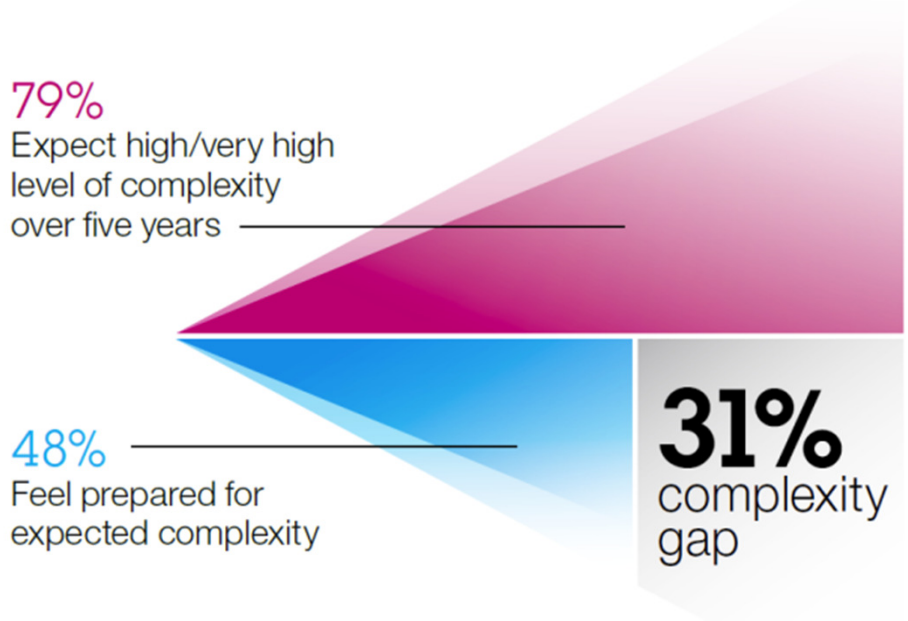
8% of their customers agree

4-5x more than average is spent by multi-channel buyers

“Marketing must become more adept at managing the magnitude of change now taking place. Otherwise, it will be like going into battle with a Swiss Army knife.”

Financial services vice president, marketing, US

CMOs admit they are not prepared



"From Stretched to Strengthened; Insights from the Global Chief Marketing Study"
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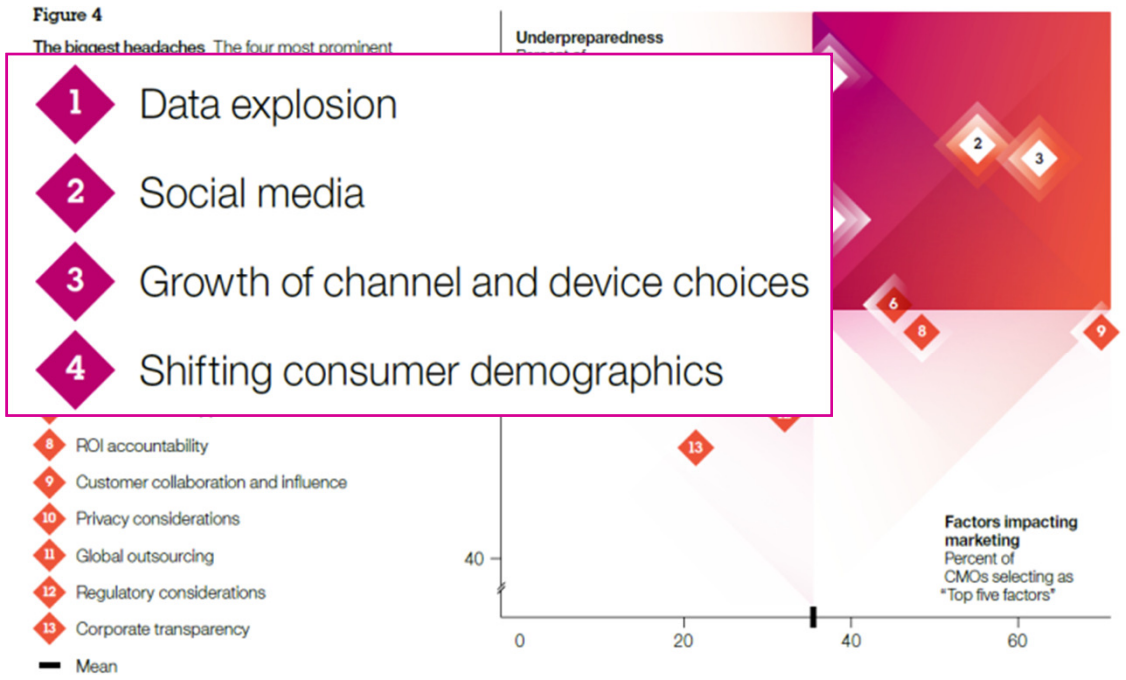
Specific challenges reflect growing complexity



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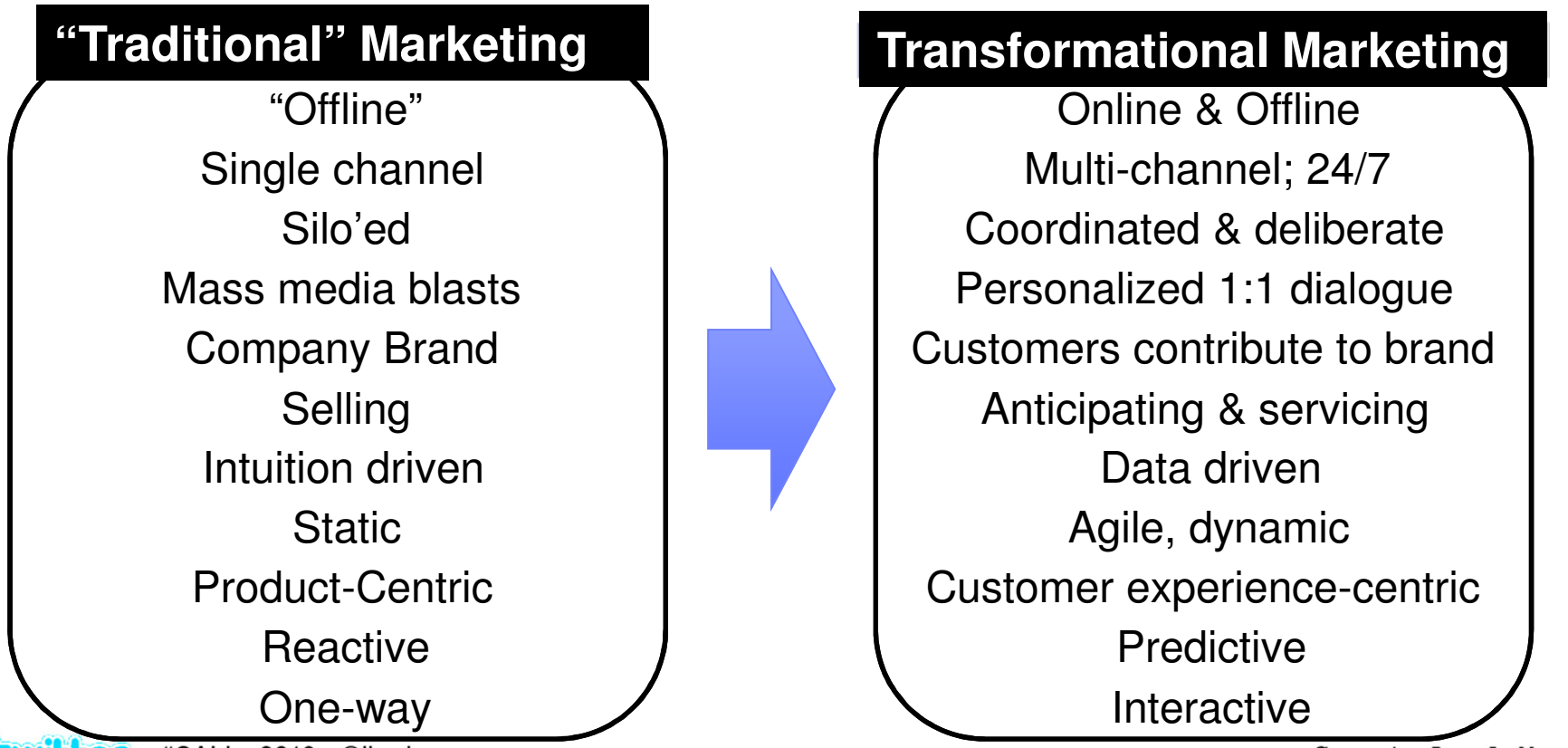
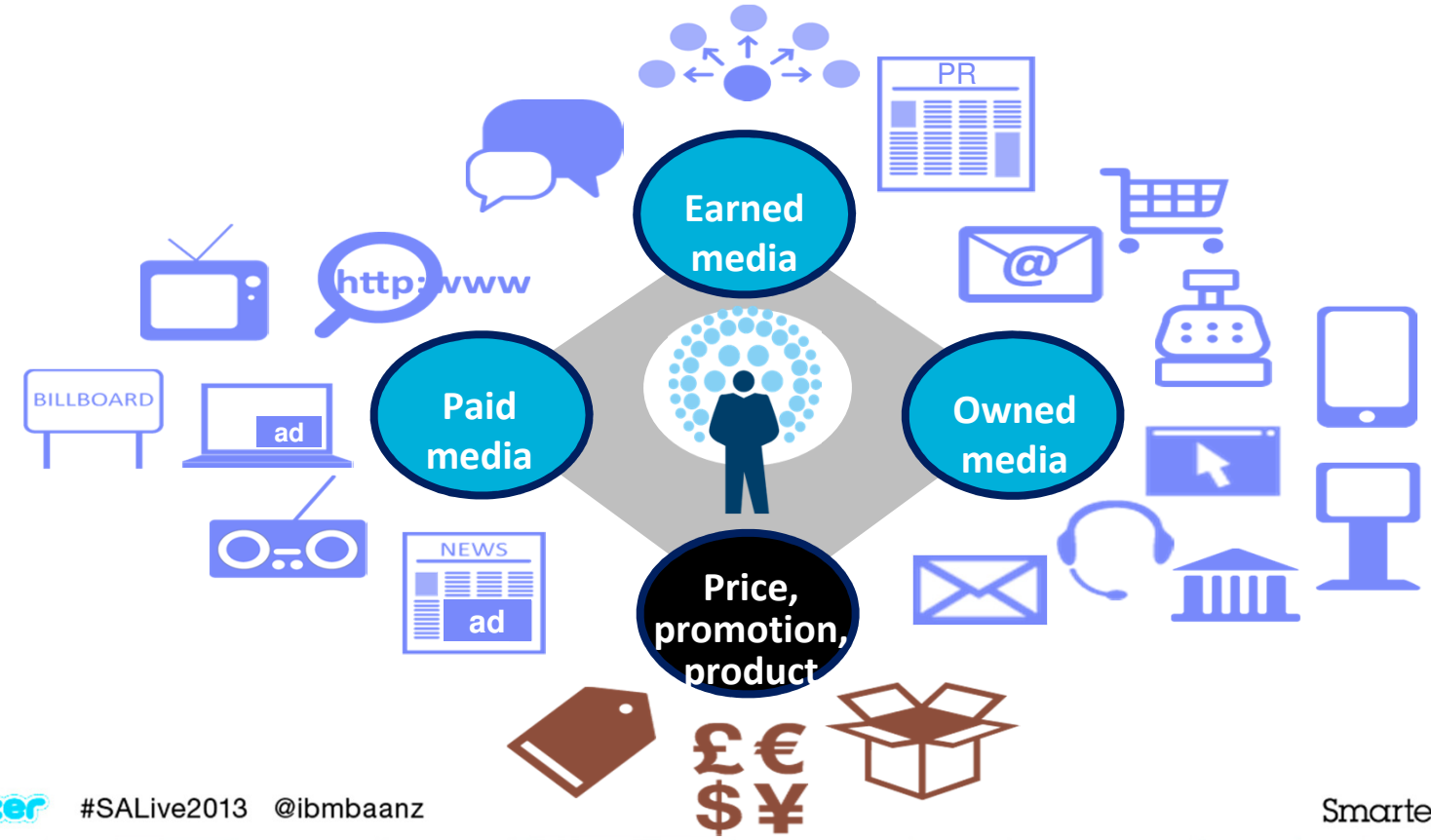
The Evolving role of marketing



Marketers must integrate all aspects of marketing



How to create an empowered marketer

The three imperatives of a new profession

Understanding each customer as an individual.

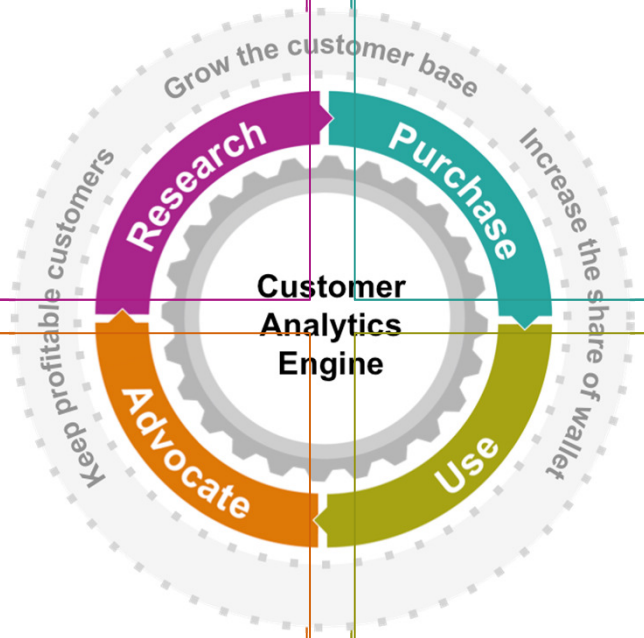
Creating a system of engagement that maximizes value creation at every touch.

Designing your culture and brand so they are authentically one.

Customer Analytics – definition & scope

Track & understand consumer behaviors by identifying and monitoring the best offer, time, and channel while delivering info during research

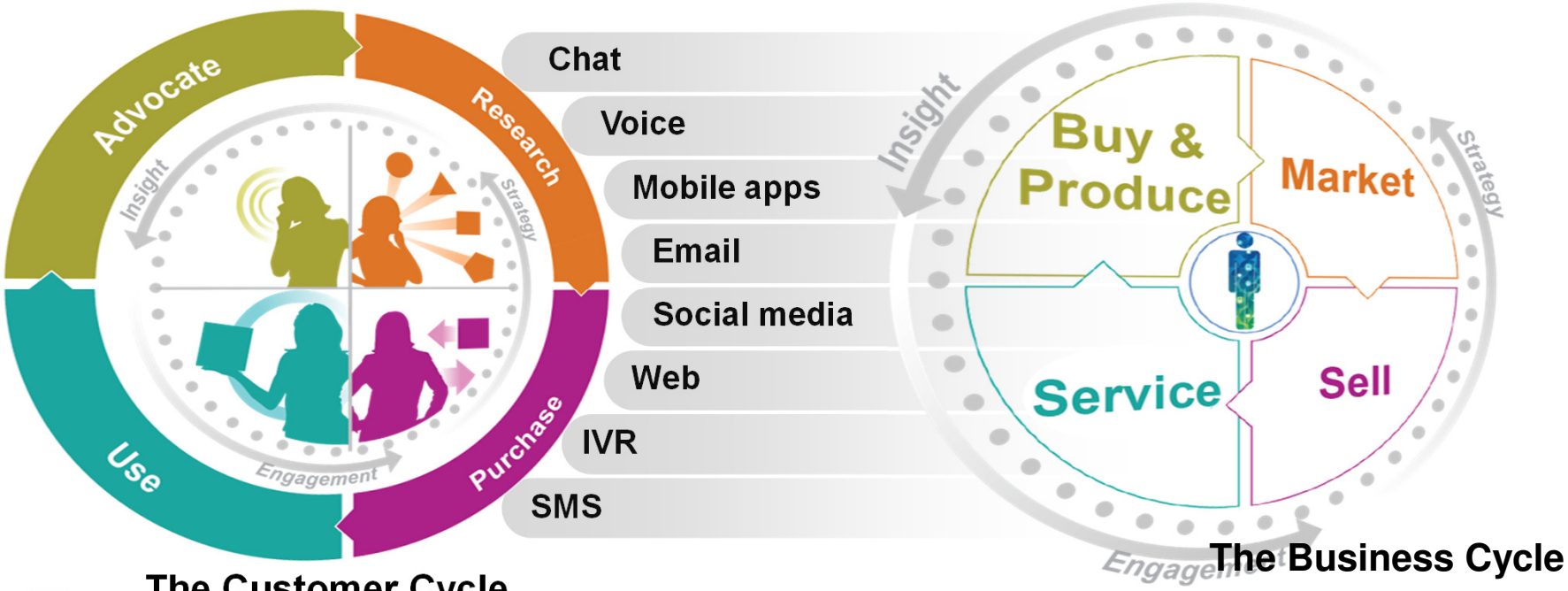
Anticipate consumer needs & desires while delivering the right offer by understanding the triggers and influence leading to purchase decisions



Track, monitor, influence & analyze consumer sentiment, engage advocates leveraging social & internal data to promote loyalty and advocacy

Provide personalized and proactive customer service, connect users to peers, engage in conversations to establish early in the lifecycle

At the heart of optimizing the customer experience is transforming the commerce lifecycle to delight your customers



The Customer Cycle

The Business Cycle

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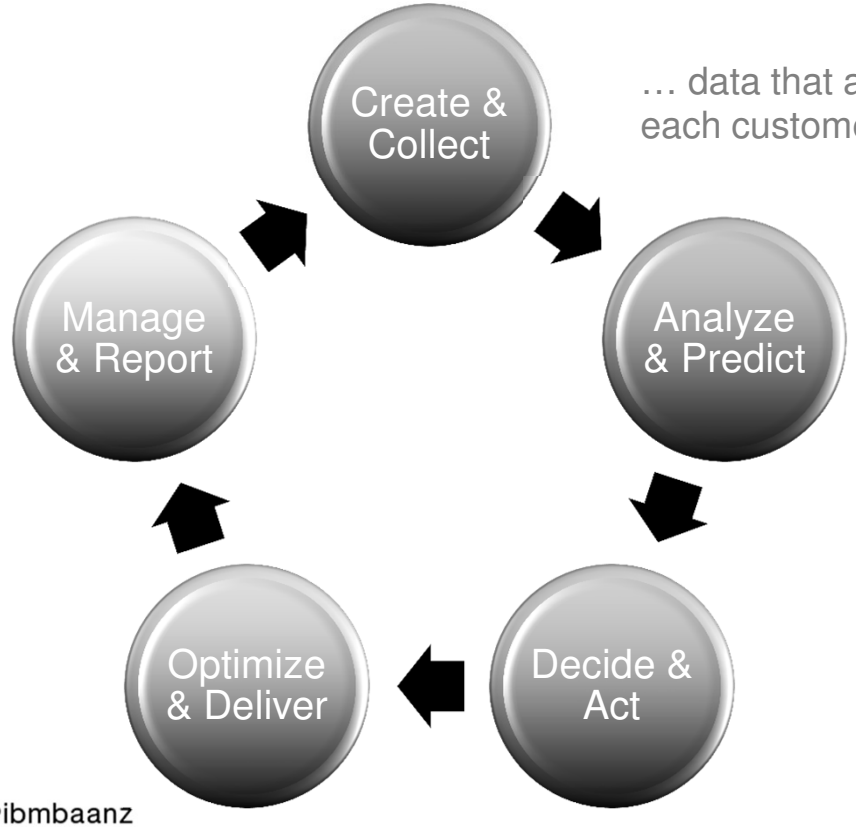
A journey to improve customer experience



… data that augments each customer profile

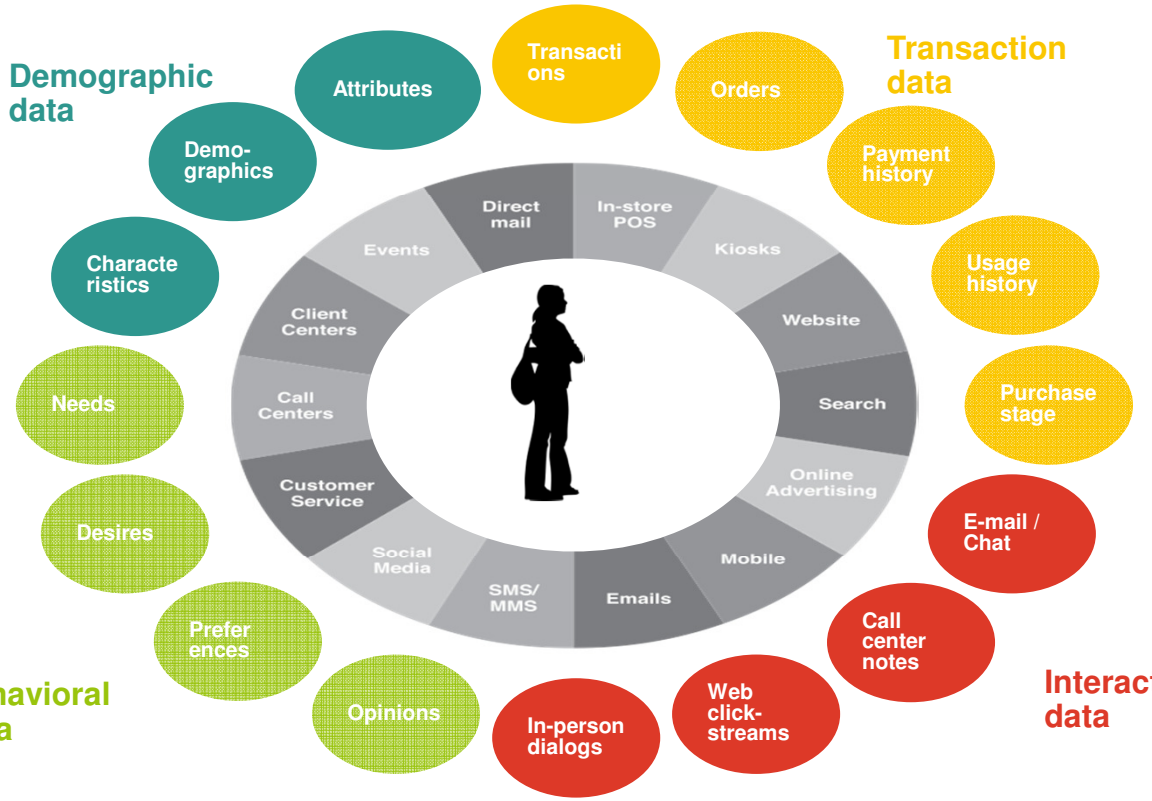
… on customer data to find actionable insights

… on the best marketing action

… engaging messages within resource constraints

… marketing processes and measure results

Capture and Collect: The wealth of data



Capture & Collect

- **Social media** monitoring and analysis
  - Customer understanding through social channels
- Bring together all your data
  - Internal or External
- Monitor and analyse social media
  - Create customer understanding
- Solicit Customer interaction/feedback
  - Create dialogue
- Move away from silos of data

  Gain a consolidated view

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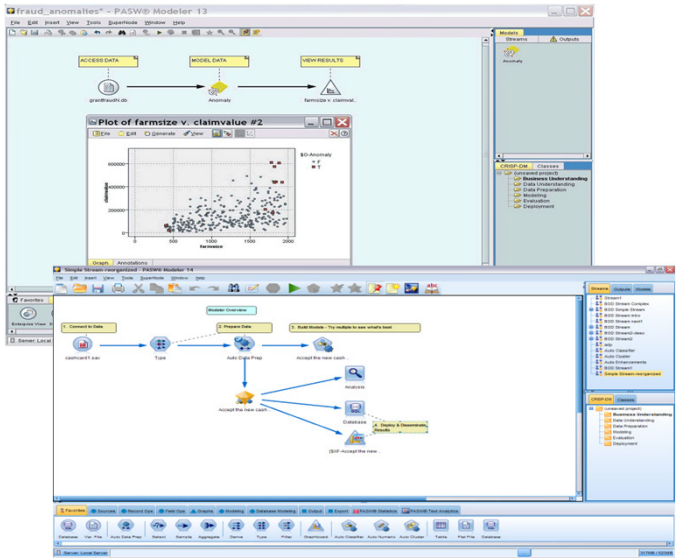
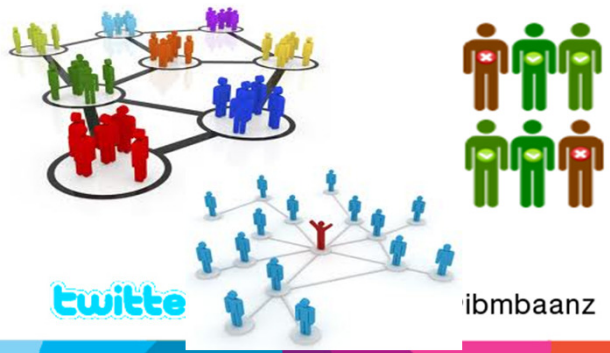
Analyze & Predict

- Complete **analysis of all data formats**
  - Includes structured as well as unstructured
- Rapid, accurate insights and predictions
  - Find patterns, trends, & anomalies in data
- Better understand your customers' next actions
  - Attract ideal, grow lifetime value, retain profitable





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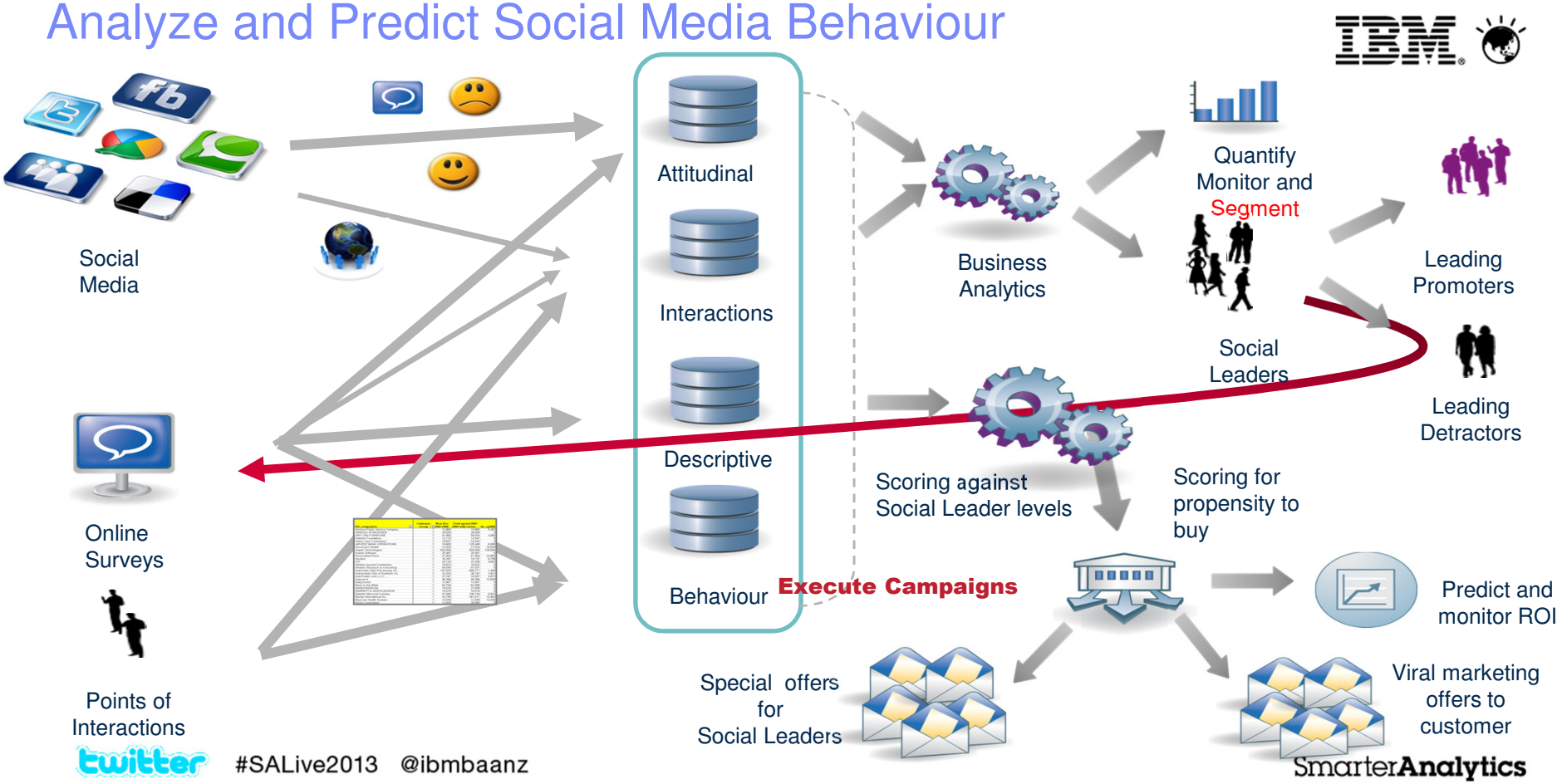
Analyze and Predict Social Media Behaviour



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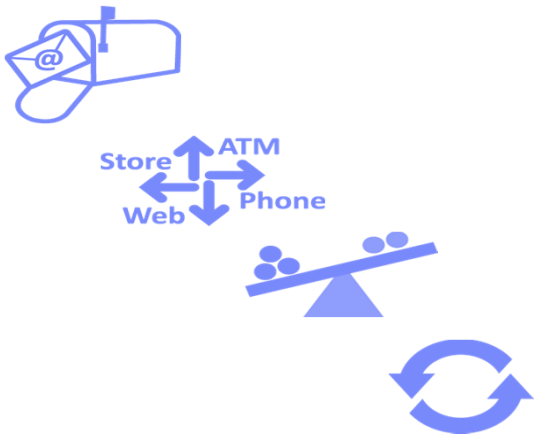
Decide & Act

- Move from insight to action
  - Automate decisions by embedding into operational systems
- Quickly & easily build offers & campaigns
  - Purpose built for business users & analysts
- Combine knowledge with technology
  - Predictive analytics, business rules, & optimization
- Personalizing every customer interaction
  - Determine the right message, offer, time, & channel

Optimize & Deliver



- Optimize budget based on performance
  - Allocate to projected highest performing campaigns
- Integrate with relevant customer touch points
  - Website, call center, mobile app, etc…
- Send the message and record the response
  - Ensure the customer dialogue remains interactive
- Refine predictions based on outcomes
  - Champion / challenger models ensure high accuracy

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Manage & Report

- Measure marketing performance & ROI
  - Monitor the pipeline, responses, conversions, etc…
- Flexibility to change in real time
  - Modify forecasts, alter messages, adjust programs
- Share insight across the organization
  - Deliver KPIs and scorecards to key stakeholders
- Information everywhere, anytime
  - Share through mobile, desktop, and server

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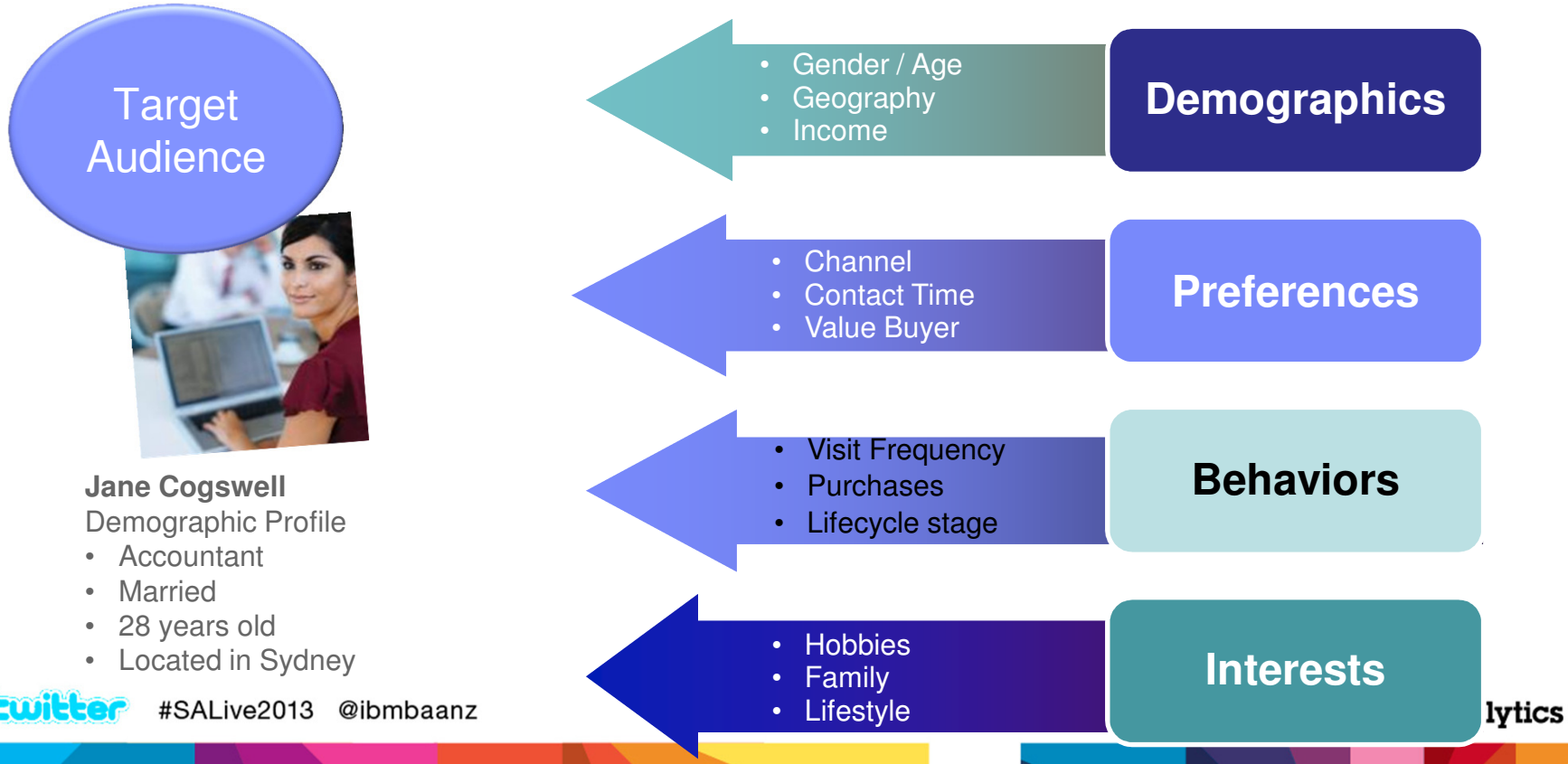
Making technology work for both marketer and consumer



Pulling together the whole scenario

Rinse and Repeat

@BrainyJanie
Tweets sneak preview link, opened by 125 friends

Cookie=24601
Regular web site browser
Recently looked at Golfer's Edge Drivers

Comes to the web site and gets a cookie, browses, but does not buy

Jane gets an email invitation to attend a sneak preview of STFlex Hybrid Woods and she can invite her friends via Twitter.

Jane, tweets about #STFlex Driver

@BrainyJanie
Following 530
Followed by 1052

Twitter handle appended through Facebook

Email =jane@brainyjanie.com
Cookie =24601 (or opt in)
Open rate: 73%
Click-through rate: 5%

Email and cookie are tied together

Later receives an email with a personal URL, and clicks through to the web site.

Connections made between:
- Cookie and Email
- House Hold and Cookie
- Email and House Hold

Jane makes a purchase and enters her email for the confirmation and address for shipping

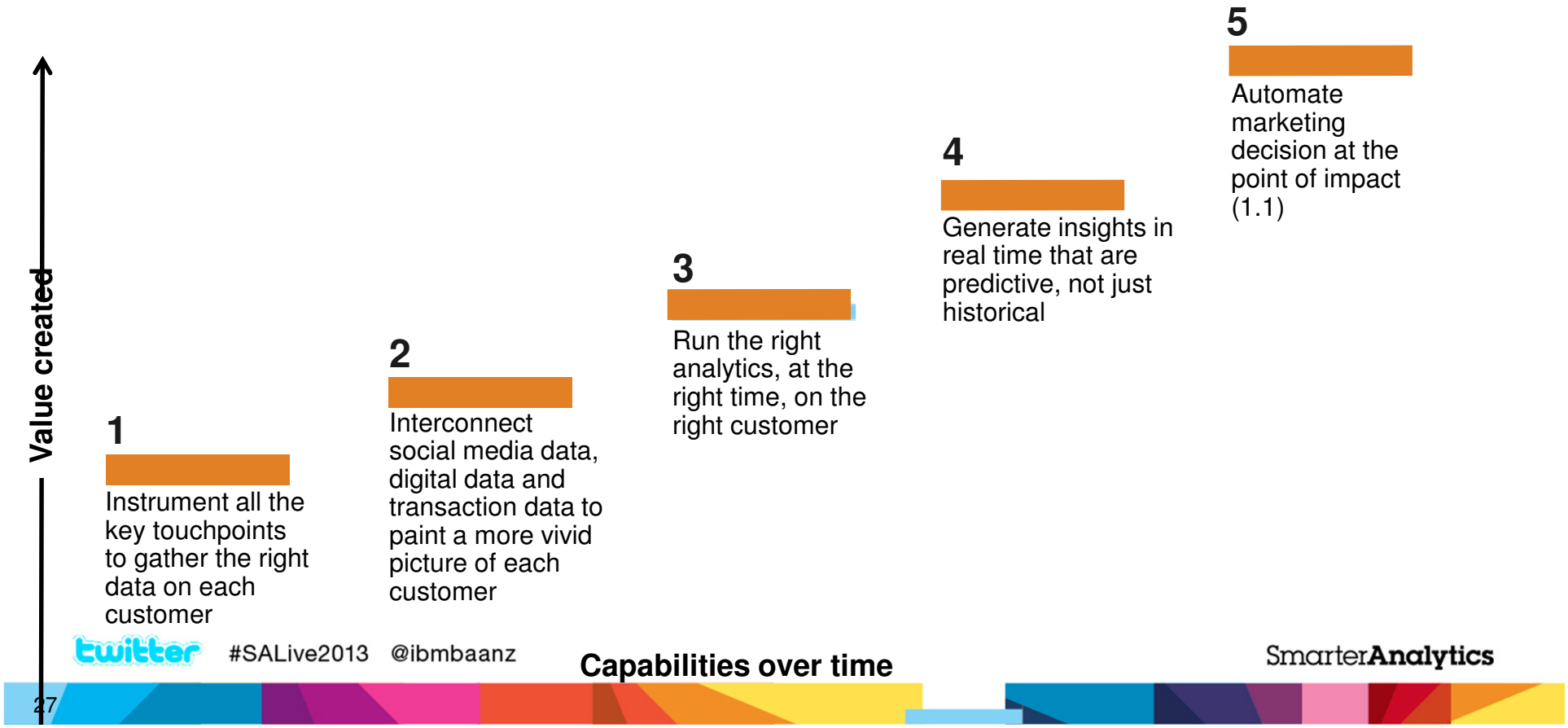
Facebook ID
And cookie tied together

Jane, loves her product so much she becomes a fan on Facebook.

Facebook ID=01810
210 Facebook friends
Member of Killara Golf Club
Twitter = @BrainyJanie

Channel	ID
Cookie	24601
Email	jane@brainy.com
Direct	Jane Cogswell
Facebook	01810
Twitter	BrainyJanie

A progression path for the empowered marketer



Thank You!

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Let's Get Technical!

We will be showcasing our solutions through scheduled demos at our dedicated "Demo Zone". The demos are held throughout the breaks at the following times:

Time	Demonstration
Morning Tea	
10:55am - 11:10am	Australian Open - Big Data and Analytics
Lunch	
12:40pm - 12:55pm	Faster, Smarter Data Exploration and Visualisation
1:00pm - 1:15pm	Social Media Analytics
1:15pm - 1:30pm	Trusted Information for Analytics
Afternoon Tea	
3:00pm - 3:15pm	Intelligent Investigation Manager

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IBM Table Talk!

Got questions?

Ask an IBM expert here today.

Continue the conversation with the IBM team

For more information on the solutions covered during this session, visit the IBM Table Talk zone in the pre-function area. Our subject matter experts are on-hand to answer your questions throughout the day.

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Become part of the dialogue.

Join us on: *#SALive2013 @ibmbaanz*

Tweet your questions for the panel discussion this afternoon.