



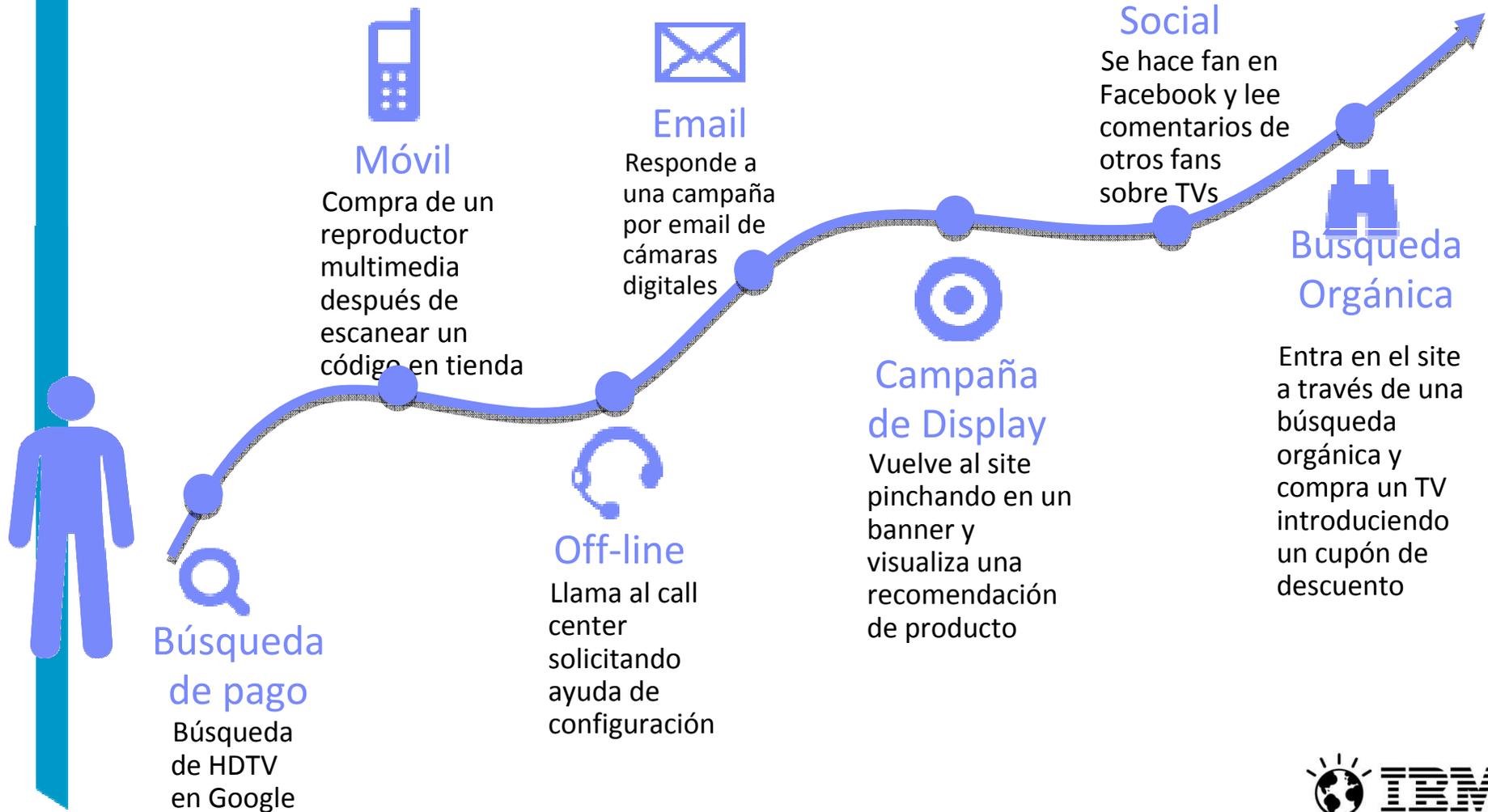
Web analytics y recomendaciones inteligentes

Jose Yáñez

Especialista Soluciones Enterprise Marketing
Manager

#START013, 6 Noviembre 2012

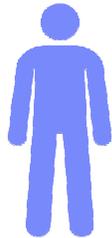
El consumidor de hoy espera una **experiencia consistente y relevante en los distintos canales y sesiones**



El profesional de marketing debe de forma eficiente optimizar sus iniciativas de marketing digital:



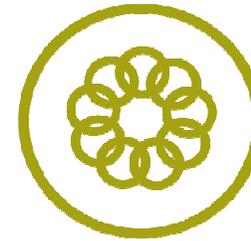
IBM Coremetrics Digital Marketing Optimization Suite



Customer Profiles



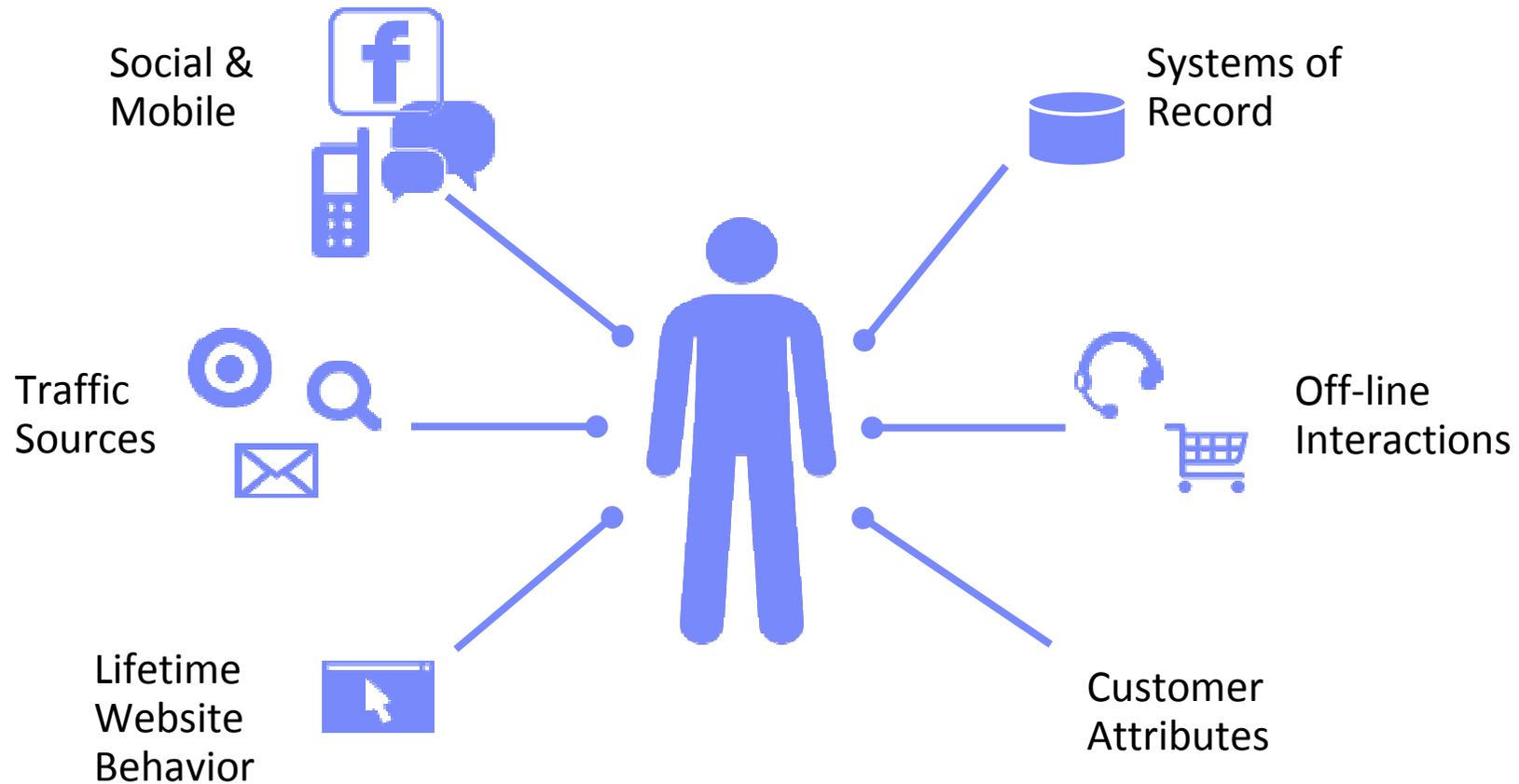
Web Analytics

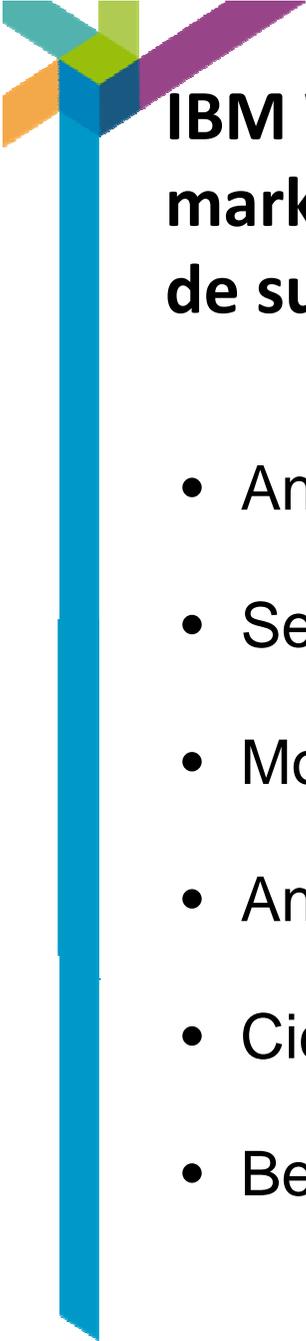


Digital Marketing Execution

Una **experiencia inmejorable** en todo el ciclo de vida del consumidor digital

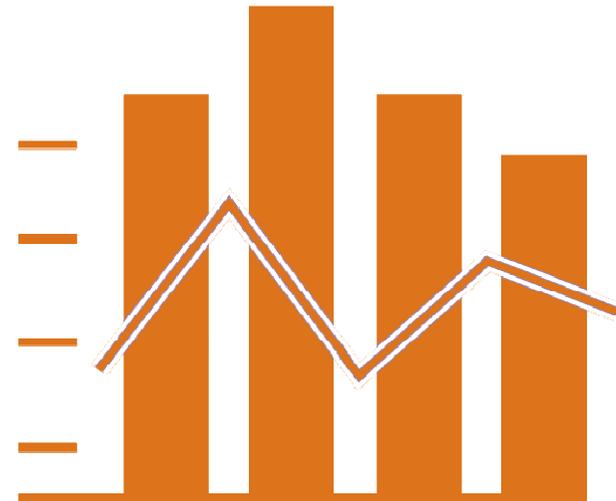
IBM Coremetrics LIVE Profile proporciona una foto de todas las interacciones de un cliente con su marca





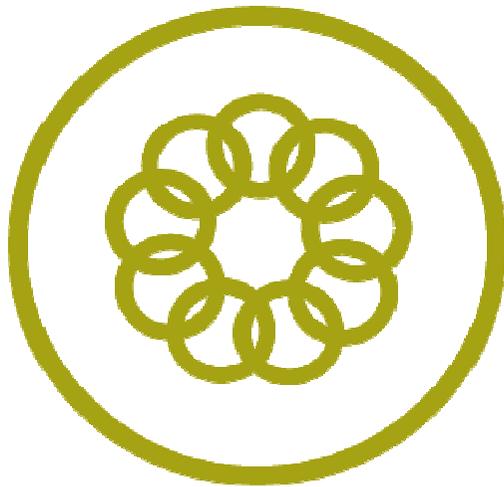
IBM Web Analytics proporciona a los profesionales de marketing las **respuestas** para incrementar el retorno de sus inversiones en marketing

- Analítica Web, Social y Móvil
- Segmentación Avanzada
- Modelos de Atribución
- Análisis Multicanal
- Ciclo de Vida Cliente
- Benchmark por industria





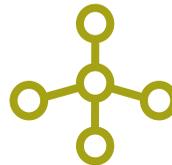
Las capacidades de ejecución permiten a los profesionales de marketing orquestar **una experiencia inmejorable** para cada cliente digital en todo su ciclo de vida



Campañas por Email



Campañas de Display

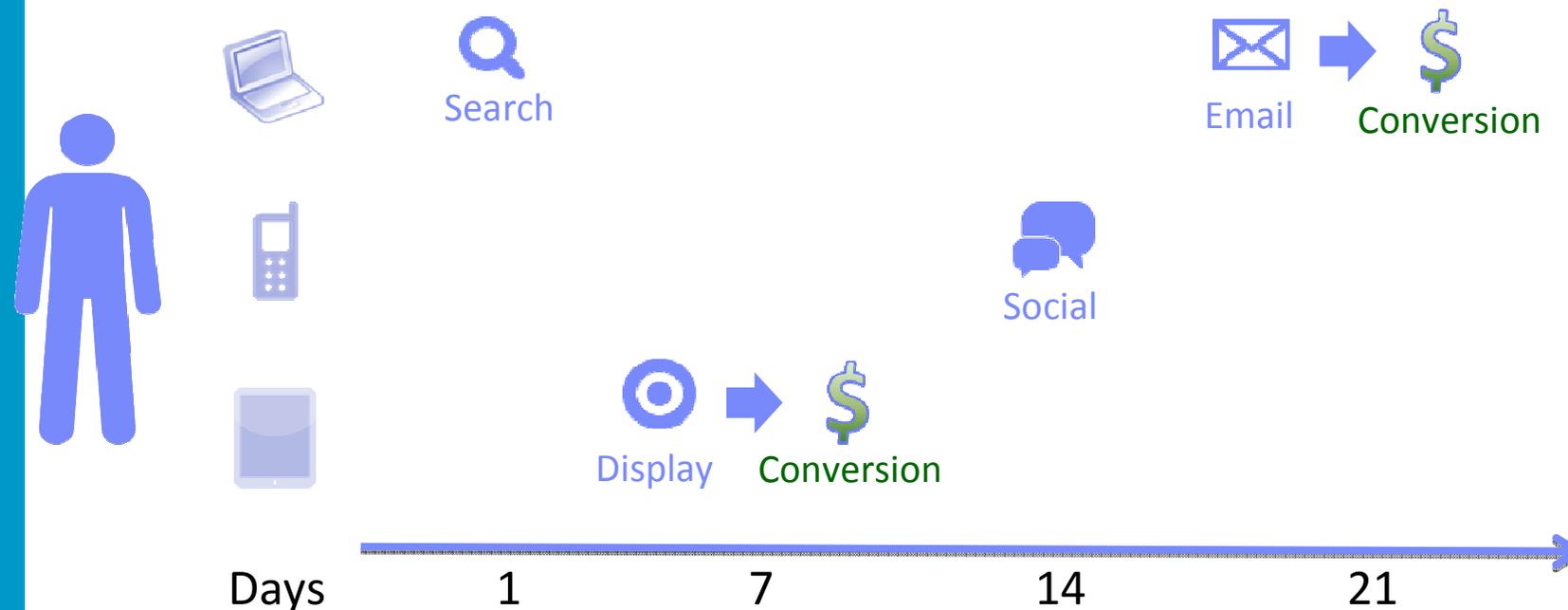


Recomendación de Productos



Optimización de la inversión en campañas de pago en motores de búsqueda

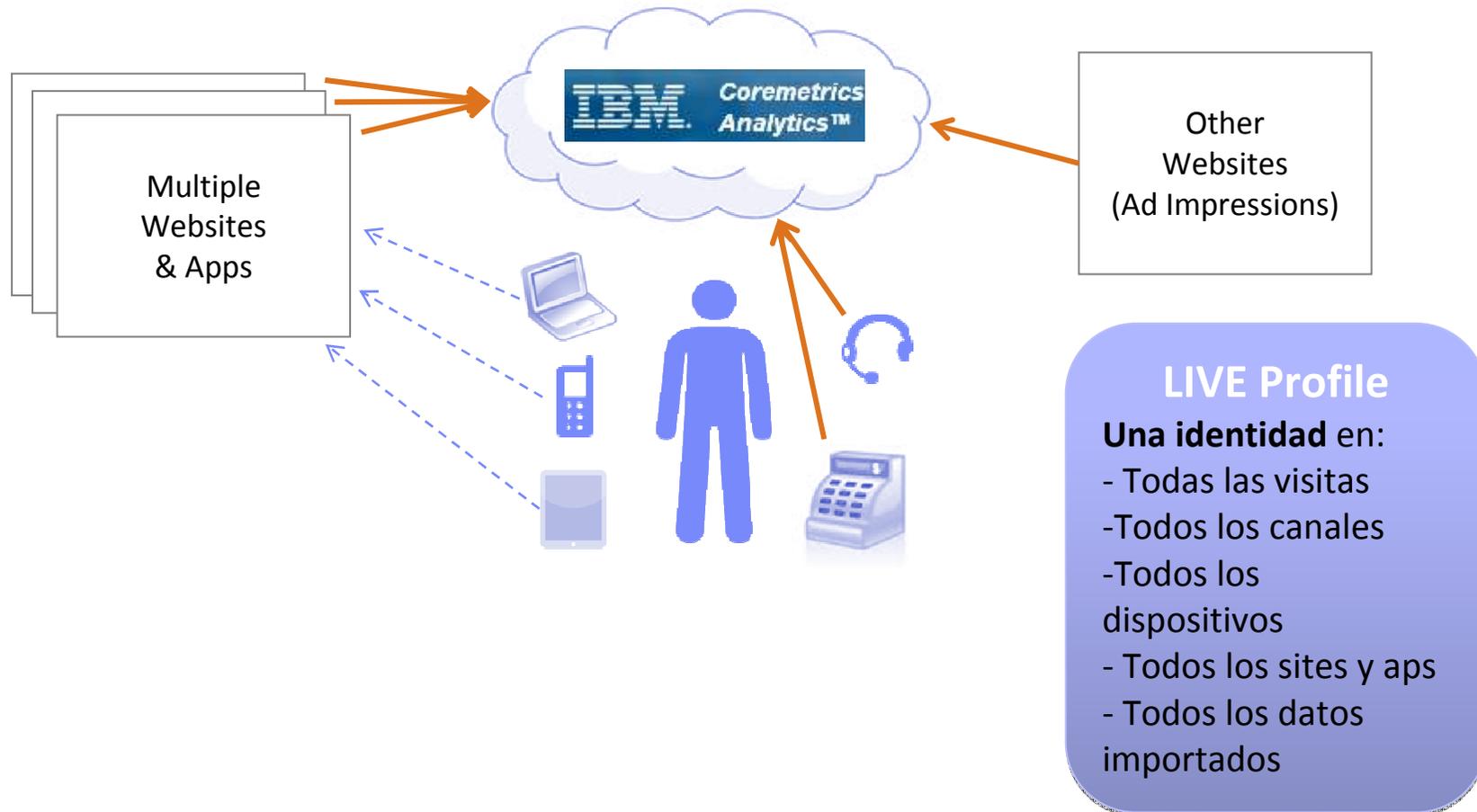
El problema de la medición digital: Fragmentación

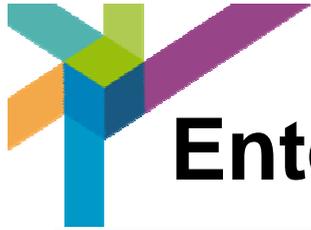


Múltiples visitas... múltiples canales... múltiples dispositivos...
múltiples sites...

UN CLIENTE

Analizar visitantes en todos los canales, sites, dispositivos en el tiempo

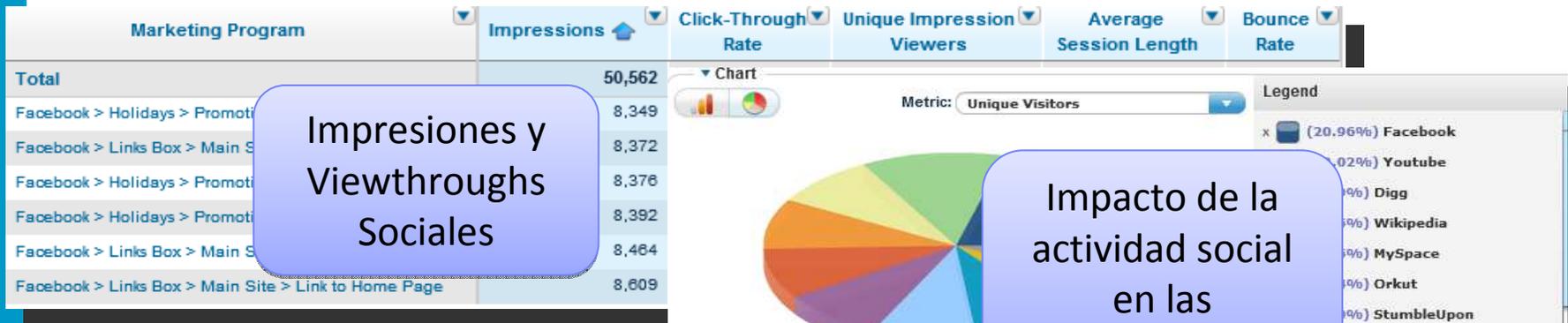




Entender el cliente



Medir el impacto del social media



Impresiones y Viewthroughs Sociales

Impacto de la actividad social en las conversiones

Social Sites % of Site Traffic



Social Benchmarking

Social Sites Session Length



Mobile Device Conversion Rate

Compare	Your Site	Δ %	Percentile
Apple iPhone	49.41%	49.41%	0.00%
iPad	49.61%	49.61%	0.00%
Android	49.59%	49.59%	0.00%
Apple iPod Touch	0.00%	0.00%	-
Blackberry	50.07%	50.07%	0.00%
Samsung	49.76%	49.76%	0.00%
Motorola	0.00%	0.00%	-
HTC	50.32%	50.32%	0.00%
LG	50.62%	50.62%	0.00%
Palm	49.66%	49.66%	0.00%

Total = 13 Rows

Conversion %	Page Views / Session	Average Session Length
-	4.34	-
9.57%	8.15	07:11
3.38%	5.20	05:22
0.40%	2.88	04:09
0.29%	2.87	03:55



Segmentar, extraer y reutilizar en todos los canales y con todas las herramientas



- Targeted email
- Display ad retargeting
- Product and/or content recommendations
- Cross-channel campaign execution
- Offline BI analysis



IBM Coremetrics Intelligent Offer: motor de recomendación dinámica de productos para proporcionar ofertas personalizadas en múltiples canales

- **Valor.** Incrementa las tasas de conversión y el valor medio de los pedidos, incrementando ventas generadas por recomendaciones en un 5-20%
- **Control.** Reglas de merchandising y testing A/B
- **Recomendaciones Relevantes.** “Wisdom of crowds” + Personalización
- **Multicanal.** Conversaciones en múltiples puntos de contacto (web, móvil, email, display)
- **Integración Sencilla.** Analytics + API
- **Referencias.** Experiencia en más de 150 clientes

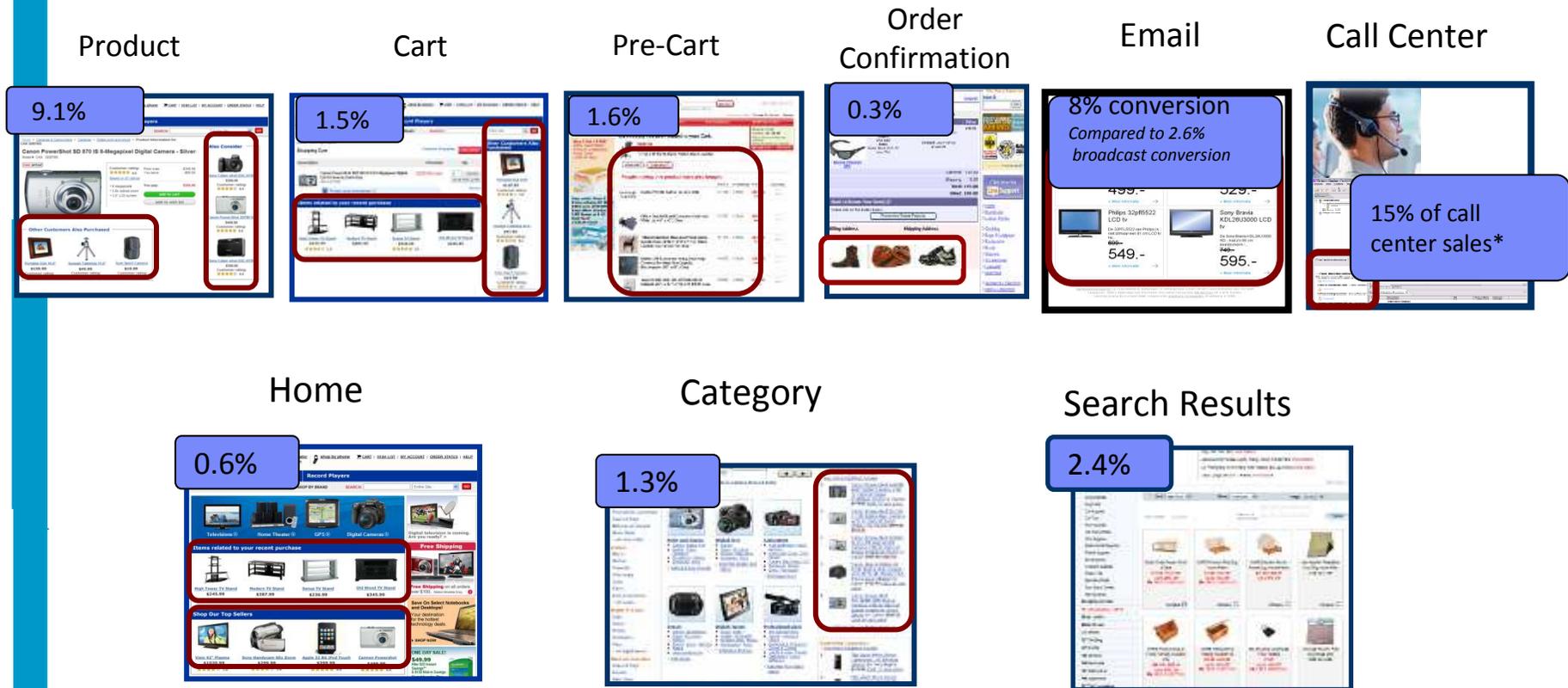


Incremente las ventas realizando cross-sell y up-sell con recomendaciones precisas de producto



Puntos de interacción de las recomendaciones:

Promedio porcentual de las ventas totales del site generadas desde recomendaciones



Data presented is average performance as observed across Coremetrics client base
 * Call center performance provided by IBM

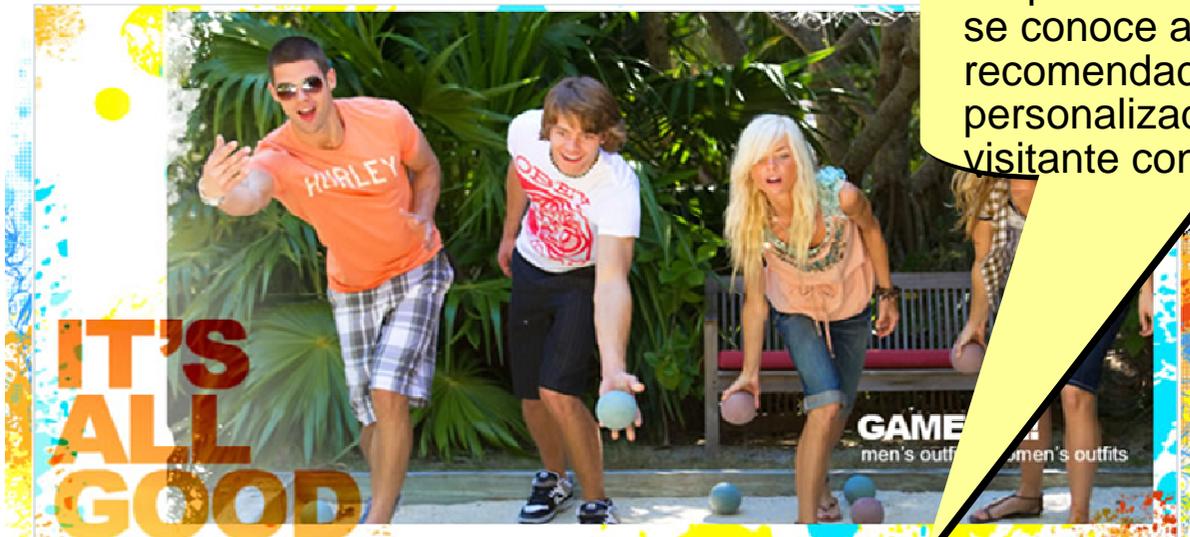


Buckle Home Page

Buckle  You are not signed in. [Sign In](#) | [Register](#)
my account |  gift card | [wish list](#) | [buckle credit card](#) | [help](#) | [checkout](#) | [shopping bag \(2\)](#) | 
New Arrivals | Women | Men | Jeans | Brands | Shoes | BKE | Style Shop | Sale  TESTED 07-MAY

Weezer at Bonnaroo - enter to win a VIP trip and \$500 Buckle gift card

Search



Se presentan "Top Sellers" si no se conoce al visitante, y recomendaciones personalizadas si se trate de un visitante conocido

Shop our most popular



Miss Me Sunny
Straight Stretch Jean
\$98.00



Rocket Dog Mayhem
Shoe
\$39.50

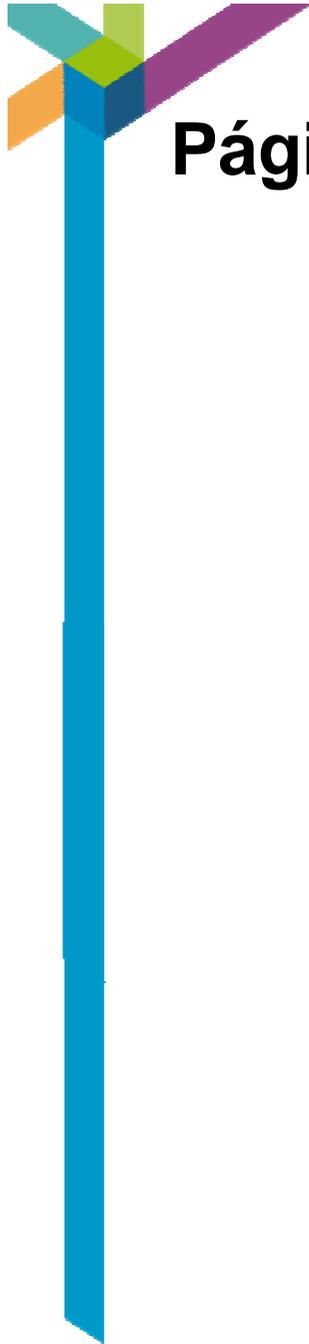


Sinful Romanesque T-
Shirt
\$48.00



Daytrip Striped T-
Shirt
\$26.50





Página de listado de productos

Buckle  my account |  | wish list | buckle credit card | help | checkout | shopping bag (2) | 

New Arrivals | Women | Men | Jeans | Brands | Shoes | BKE | Style Shop | Sale 

Weezer at Bonnaroo - enter to win a VIP trip and \$500 Buckle gift card

WOMEN [reset]

New Arrivals

Shop by Department

Jeans [remove]

Shop by Brand

Shop by Waist

Shop by Inseam

Shop by Size

Shop by Finish

Shop by Color

Shop by Rise

Shop by Leg Opening

Shop by Fit

Shop by Fabric

Shop by Price

Shop by Sale

 Style Shop
Shop by Outfit
Trend Watch
As Seen In

 gift card
Buy | Check Balance

see **weezer**

Women's > Jeans (1191 items) Page 1 2 3 4 5 Next >>

Women

Our most popular

Sort by: Views:

 BKE Stella Jean \$78.00	 Silver Frances Stretch Jean \$85.00	 iIT Rising Starlet Stretch Jean \$78.00	 7 for all mankind Lexie A Pocket Stretch Jean \$78.00
 Miss Me Stitched Boot Stretch Jean \$98.00	 Miss Me Skinny Stretch Jean \$108.00	 Big Star Sweet Skinny Stretch Jean \$106.00	 BKE Mya Skinny Stretch Jean \$78.50



Página de producto

Women's > New > Jeans
◀ Continue Shopping



7 for all mankind Straight Stretch Jean
Item #81515AU190V702
\$155.00

- Mid-rise zip fly stretch jean
- Slim fit that is straight through the hip and thigh
- 15" bottom opening
- Tonal embroidered back pockets
- "7" and "for all mankind" labels on back

[reset selections]

Color: Waist / Length: Quantity:

ADD TO BAG

[Add to Wish List](#) [Email a Friend](#) [Print This Page](#)

More Views 
Available Colors 

We also suggest ▶

 Miss Me Stitched Boot Stretch Jean \$98.00	 Miss Me Skinny Stretch Jean \$108.00	 Big Star Sweet Skinny Stretch Jean \$106.00	 BKE Mya Skinny Stretch Jean \$78.50
--	--	---	---



BKE Ring Necklace
\$19.00



BKE Rosette Earring
\$7.00



Daytrip Ruched Side Top
\$26.50

Se presentan
productos
similares en una
zona y
accesorios en
otra

Un visitante realiza un búsqueda en el site

WILLIAMS-SONOMA

CATALOG QUICK SHOP ACCOUNT SIGN IN REGISTRY SIGN IN STORE LOCATOR VIEW BASKET

Registry Recipes Gifts Wine Club New Father's Day Special Offers

serving spoon

SEARCH

Cookware Cooks' Tools Cutlery Electrics Bakeware Food Glassware & Bar Tabletop Decor & Furnishings Homekeeping Outdoor

FATHER'S DAY DELIVERY

Standard Shipping - Order by Monday 6/14

Rush Shipping - Order by Thursday 6/17

See Details >

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Revolutionizing the capabilities of a blender, Vitamix has been delivering unmatched power and performance since 1937. Hand-built in the USA, this innovative machine executes an extraordinary variety of culinary tasks with professional precision.

Buy Now >



Purée and heat soups



Make ice cream



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& Board Set, \$69.95 >

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Father's Day Delivery



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exclusive
Grill Tray, \$49.95 >



WEDDING &
GIFT REGISTRY

GET STARTED >



Puede que la búsqueda no devuelva resultados o resultados poco relevantes

WILLIAMS-SONOMA

CATALOG QUICK SHOP ACCOUNT SIGN IN REGISTRY SIGN IN STORE LOCATOR VIEW BASKET

Registry ↓ Recipes ↓ Gifts ↓ Wine Club New Father's Day Special Offers Sale

keyword or item #

Cookware Cooks' Tools Cutlery Electrics Bakeware Food Glassware & Bar Tabletop Décor & Furnishings Homekeeping Outdoor

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Find recipes, tips and cooking techniques.
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Antipasto Platter
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Sorry, your search for **serving spoon** produced no items.

For related information, please see the links to the left.

serving
spoon



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For questions or assistance, call 24 hours a day! 877.812.6235

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Intelligent Offer puede optimizar los resultados de las búsquedas de producto

WILLIAMS-SONOMA CATALOG QUICK SHOP ACCOUNT SIGN IN REGISTRY SIGN IN STORE LOCATOR VIEW BASKET

Registry ↓ Recipes ↓ Gifts ↓ Wine Club New Father's Day Special Offers Sale **SEARCH**

Cookware Cooks' Tools Cutlery Electrics Bakeware Food Glassware & Bar Tabletop Décor & Furnishings Homekeeping Outdoor

Search Results **SEARCH** Search tips ▶

Search for a Recipe
Find recipes, tips and cooking techniques.
Search Recipes ▶

RELATED RECIPES
Sour Cream and Chive Spoon Bread
Antipasto Platter
Fried Seafood Platter
View All

Customers who searched for "serving spoon" liked these products [+ Give us feedback about this page.]

 <p>Beau Manoir 4-Piece Serving Set <i>Exclusive</i> \$159.00</p>	 <p>Hampstead 4-Piece Serving Set <i>Exclusive</i> \$119.00</p>	 <p>Stainless-Steel Serving Set, Set of 5 <i>Exclusive</i> ★★★★★ (1) \$69.00</p>	 <p>Laguiole Serving Set, Red ★★★★★ (1) \$49.00</p>
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Homekeeping
Outdoor
Sale
Wine Club

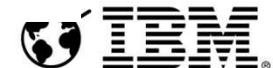
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Business Sales
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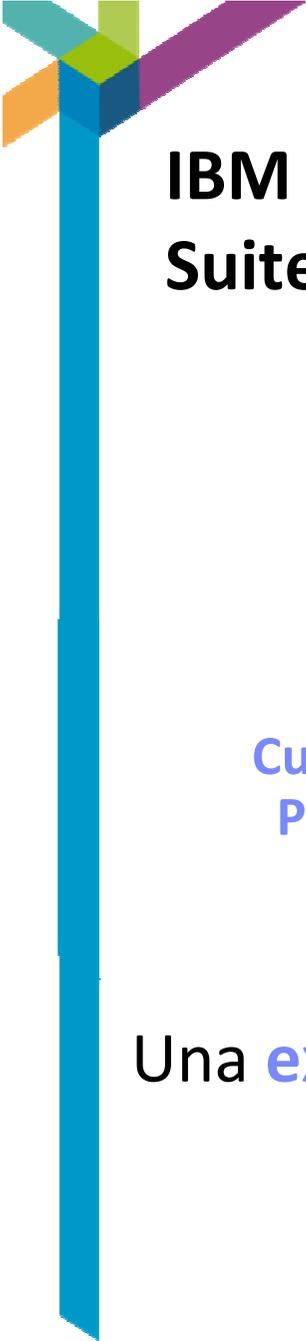
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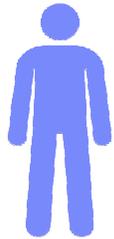
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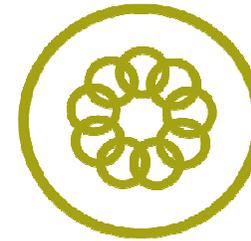
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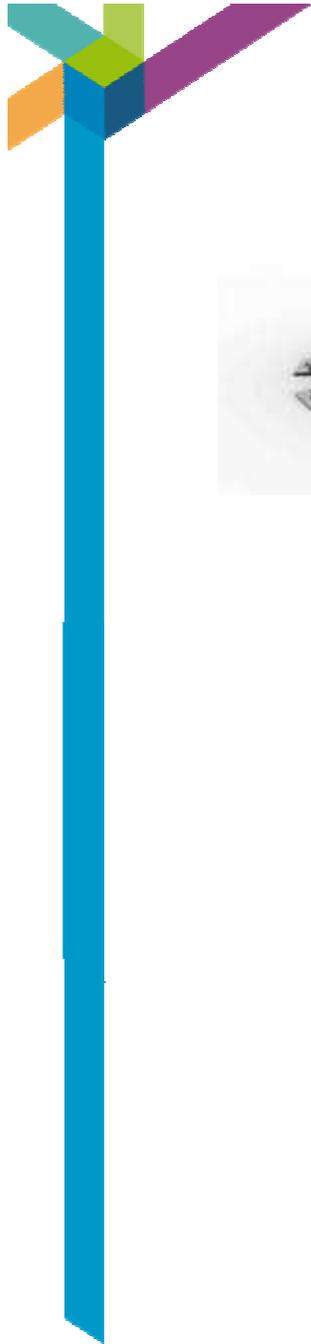


Web Analytics



Digital Marketing Execution

Una **experiencia inmejorable** en todo el ciclo de vida del consumidor digital



!GRACIAS !

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