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IBM Web Analytics Solution

Using IBM's Digital Marketing Optimization solution to convert site visitors into repeat customers and loyal advocates by continuously re-engaging them across devices



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Independent research firms have cited IBM Digital Marketing Optimization as a leader

- ☑ IBM Digital Marketing Optimization has been cited as a leader in Web Analytics by independent research firms
- ☑ Marketing Attribution analytics: “IBM has the **most mature and cohesive attribution offering** through its Coremetrics product [among Web Analytics vendors evaluated]”

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The Forrester Wave™: Web Analytics, Q4 2011, Forrester Research, Inc., October 6, 2011

Figure 3 Forrester Wave™: Web Analytics, Q4 '11



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Digital marketers outperform their peers with these use cases enabled by IBM Digital Marketing Optimization

Optimize digital channels

A Leading US
Bank



Application completion increased by 29%
Online booking values increased by 7%

Improve customer experience

wehkamp.nl

67% lower opt-out



Improved customer sat by 7 points

Retarget



Recaptured 3-5% of abandoned cart sales

Personalize



Boost admissions by up to 20%

Automate Cross-sell



Increased cross sell by 70%

Engage



- Increased newsletter subscribers by ~ 30%
- Lowered bounce rate by 10%

Improve "web to store"

A Leading US
Department Store

For every \$1 spent online, same clients spend \$6 in store within 10 days

Grow total & average revenue



Grew revenue per email 25x

Improve marketing spend



Saving 25% of budget per month



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IBM Digital Marketing Optimization is a trusted source of insights also for headline news

- ✓ Based on IBM Digital Analytics Benchmark statistics
- ✓ Aggregated and anonymous comparative metrics at the peer level



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IBM's Digital Marketing Optimization business is seeing tremendous growth and investment by IBM

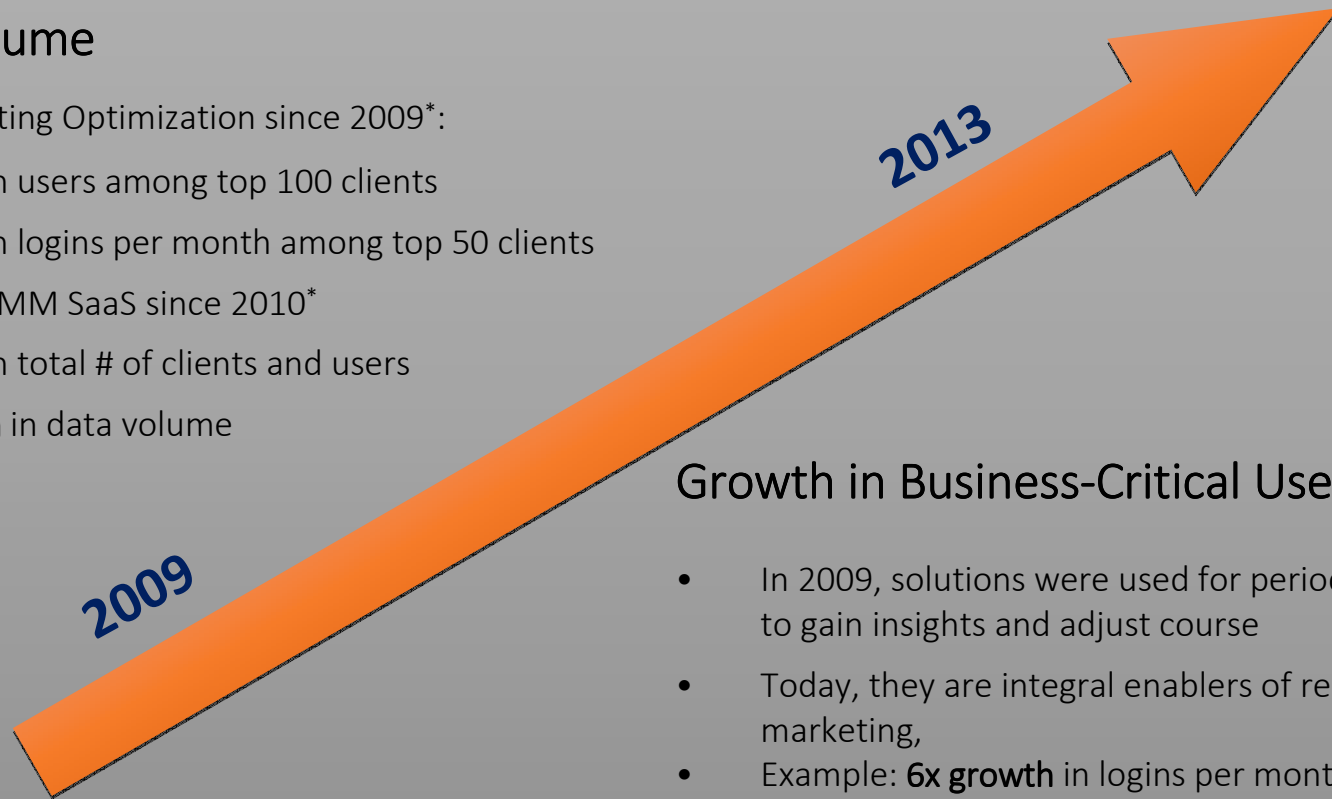
Growth in volume

IBM Digital Marketing Optimization since 2009*:

- **3x growth** in users among top 100 clients
- **6x growth** in logins per month among top 50 clients

Overall for EMM SaaS since 2010*

- **2x growth** in total # of clients and users
- **30% growth** in data volume



Growth in Business-Critical Use

- In 2009, solutions were used for periodic reporting to gain insights and adjust course
- Today, they are integral enablers of real-time marketing,
- Example: **6x growth** in logins per month among top 50 clients*



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Digital Marketers are at the center of the Omni-channel world;
Poised to create competitive advantage by engaging customers continuously

		Stage	Awareness	Consideration	Initial Purchase	On-boarding	Cross- & Up-Sell	Retention & Win-Back
Channel								
MASS	TV/Radio/Print		●	○	○	○	○	○
	Out-of-home		●	○	○	○	○	○
	Events		●	○	○	○	○	○
	Product Placement		●	○	○	○	○	○
DIGITAL	Display Ads		●	○	○	○	○	○
	Search		○	●	●	○	○	○
	Social Media		○	●	●	○	○	○
	Website		○	●	●	○	○	○
	Tablet		○	●	●	○	○	○
	Mobile		○	●	●	○	○	○
	Email		○	●	●	○	○	○
OFFLINE	Direct mail		○	○	○	○	○	○
	Call Center		○	○	○	○	○	○
	Store/branch/sales		○	○	○	○	○	○
	Service Team		○	○	○	○	○	○

Attract

Re-Engage & Persuade

Grow & Retain



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To engage customers continuously and create competitive advantage, our digital marketing customers seek to go from _____ to _____

Silos between analytics,
marketing execution,
merchandising &
content

Break down silos

to better engage customers and deliver exceptional customer experience

Silos between
channels
and devices

Omni-channel marketing

delivering the right experiences via
the right channel every time

“One size fits all”
marketing

Maximize the moment

with real-time and predictive analytics
to delight customers in context

Average
success
rates

Consistently measure & improve results

e.g. conversion rates, repeat sales



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IBM's Digital Marketing Optimization product strategy & strengths are designed to help

Digital Analytics Data & Customer Profiles

- Facilitates data capture via tag mgmt & auto tagging
- Maintains lifetime individual visitor profiles
- Intelligently stitches together picture of behavior across devices, channels, sessions



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Reporting, Analytics & Optimization

- Provides easy to use digital marketing attribution
- Visualizes cross-device behavior
- Shows "You are here" via comparative benchmarks
- Provides both quantitative and qualitative insights (via Tealeaf)



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Digital Marketing Execution

- Enables "insight to action" with a few clicks
- Targets and personalizes marketing programs - in synch - across web, mobile, email, etc
- Boost revenue with self-learning digital recs'
- Integrates IBM and Business Partner solutions



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Cross-Channel Marketing Integration

- Continues targeting and personalization across offline channels and with a "360 degree view"
- Feeds digital marketing attribution into cross-channel marketing attribution



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IBM Digital Marketing Optimization Solution Map



Digital Data

Digital Data Exchange Tag Manager,



Auto-tagging for Websphere Commerce & Exceptional Digital Experiences

Multichannel Analytics



Reporting & Analysis

Digital Analytics



Complete solution for enterprise analytics

Multisite



For companies with many websites

Lifecycle



Accelerate the Customer Journey

Impression Attribution



Measure Advertising Impact

Social Media



Measure Social Conversions



Cognos
SPSS

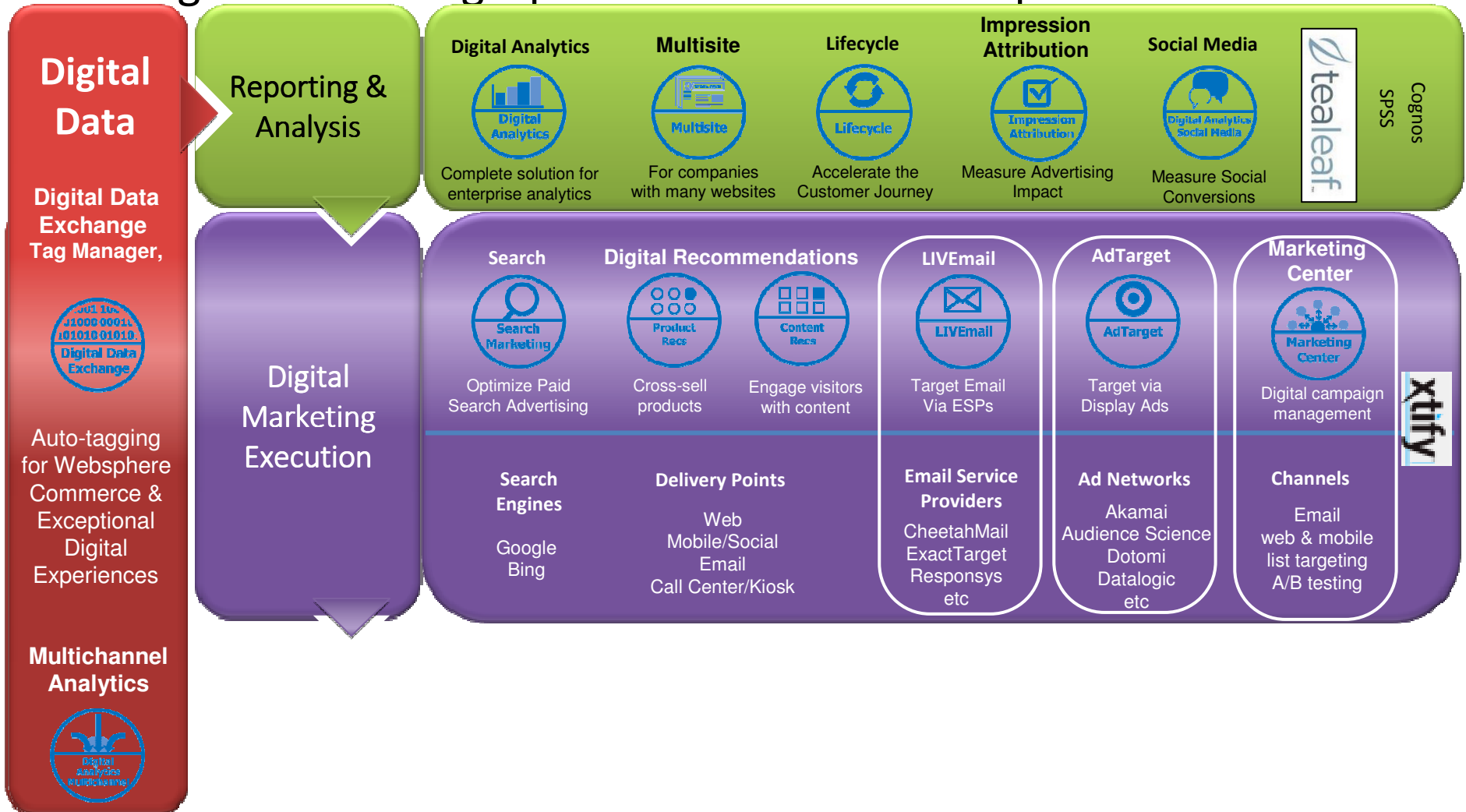


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IBM Digital Marketing Optimization Solution Map



tealeaf.
SPSS
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xtify

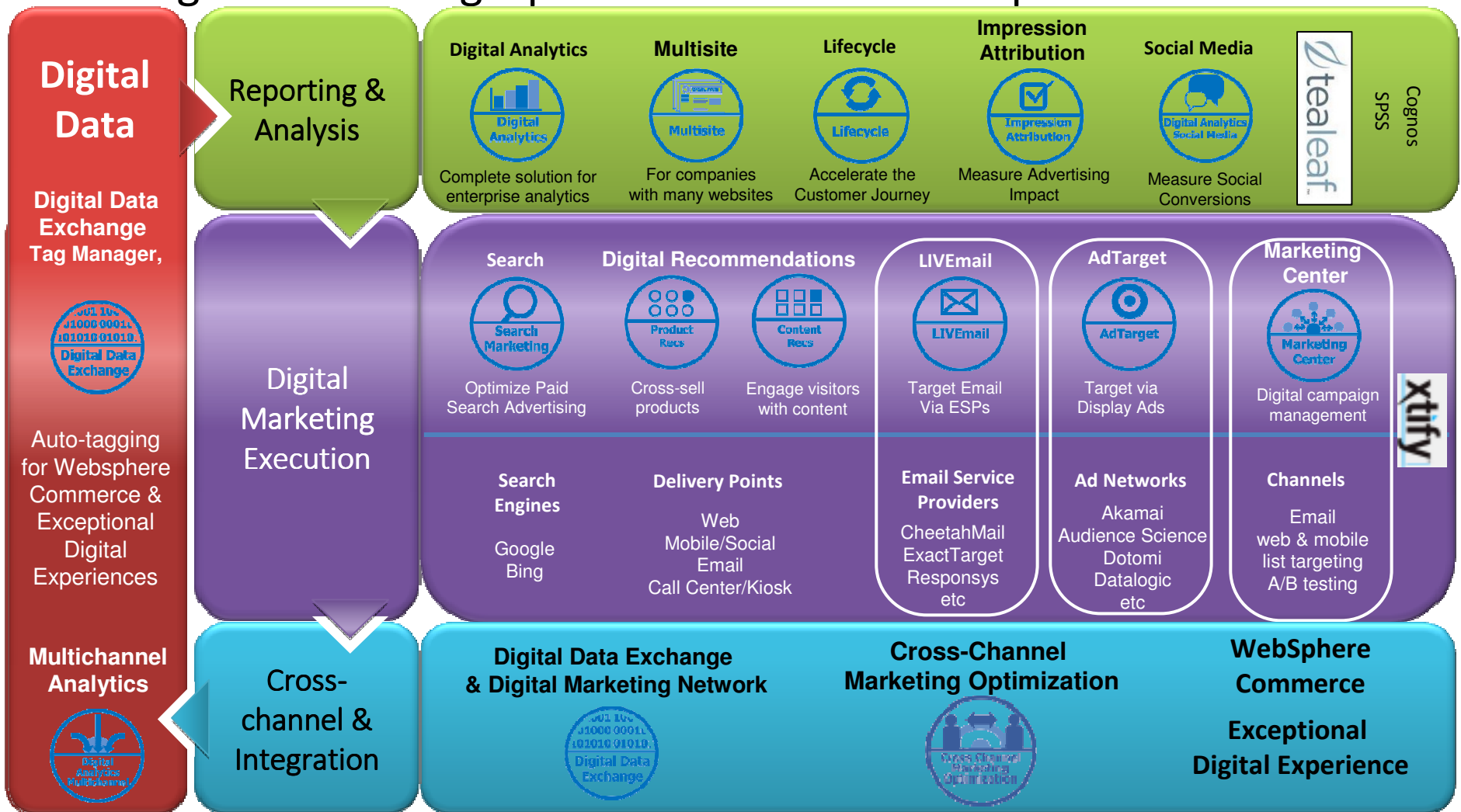


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IBM Digital Marketing Optimization Solution Map



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Why IBM for Digital Marketing Optimization?

More complete picture of customer behavior

- Leads industry in ease of use for data collection
- Stitches together behavior across channels, devices incl. the early sessions where customer was still anonymous

More actionable metrics

- Leads industry in marketing attribution analytics
- Leads industry in Benchmark metrics
- Leads industry for qualitative insights via IBM Tealeaf

More tightly integrated to marketing execution

- Enables “Insight to action” with a few clicks
- Synchs personalization across all digital channels
- Boosts revenue with industry leading digital recs’ engine
- IBM Digital Marketing Network integrates 100+ partners

More complete digital and marketing platform

- IBM Websphere Commerce
- IBM Exceptional Digital Experience
- IBM Cross Channel Marketing solution

Unlimited support, services, and innovation with IBM Research



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Digital Collection modules



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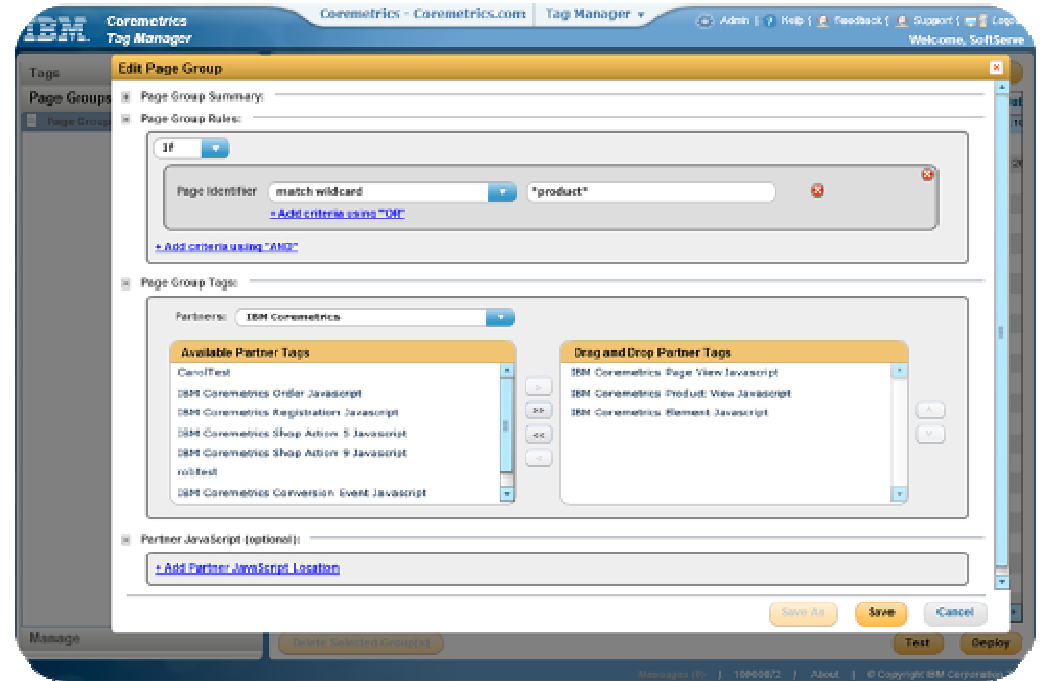
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IBM Digital Data Exchange is a “Gold tag” for Web sites to capture and share Web data with other applications and partners

IBM Digital Data Exchange: a single user interface for managing the collection and distribution of real-time behavioral digital data

- Manage IBM Digital Analytics and other IBM tags
- 100+ Digital Marketing Network partners
 - Deploy tags for with a few clicks
 - Syndicate data to API partners in real time without need for deploying additional tags



Taking the pain out of digital marketing data, by enabling and simplifying the collection.



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Digital analytics modules



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IBM Digital Analytics: the complete, cloud-based digital analytics engine at the heart of the IBM Digital Marketing Optimization Suite

- **Complete insights for marketers & power users**
 - Real-time KPIs and dashboards
 - Real-time power-user analytics
 - Benchmarks
 - Mobile analytics
 - and everything else . . .
- **Go from behavioral insight to automated marketing action with just a few clicks**
 - Granular visitor-activity warehouse, captured by IBM Digital Analytics LIVE Profiles
 - Fluid navigation connects Digital Analytics to digital marketing applications
- **Embed analytics into your enterprise and digital ecosystem**
 - Tag management and Digital Data Exchange
 - Integrations with other EMM modules
 - Websphere integrations honed over years
 - Self-service data feeds



Analytics for optimizing your web presences, marketing ROI and for turning visitors into repeat customers and loyal advocates.



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Real time KPIs: track web site and campaign performance to make the most of digital marketing investments

IBM Coremetrics Analytics™

Live Demo - EA Testing - Content Commerce - Global | IBM Coremetrics Analytics

My Profile | Admin | Help | Feedback | Welcome, mf

Workbook: Default

Top Line Metrics * x

Top Line Metrics

Period A: 4/18/2012 (Projected) | Period B: 4/18/2012 (Projected)

	Period A	Period B	A-B	% Difference
Commerce Metrics				
Sales	\$1,177,298.71	\$589,123.55	\$588,175.16	99.84%
Orders	958	498	462	93.14%
Average Order Value	\$1,228.92	\$1,187.75	\$41.17	3.47%
Product Views	7,169	3,751	3,418	91.12%
Items Ordered	3,182	1,597	1,585	99.23%
Items / Order	3.32	3.22	0.10	3.15%
Cart Abandonment Rate	-	-	-	-
Buyer / Visitor	-	-	-	-
Orders / Session	13.45%	13.05%	0.40%	3.07%
Event Metrics				
Events	10,968	10,968	0	0.00%
Events / Session	1.54	2.88	-1.35	-46.63%
Event Points	-	-	0	0.00%
Event Points / Session	-	-	-78.65	-46.63%
Visitor Metrics				
Unique Visitors	-	-	-	-

Annotations:

- "Today" sourced from Real Time Monitor (points to the date selector)
- Projections (points to the 'Projected' checkboxes)
- Projection says I am going to finish the day selling much more than yesterday (points to the Sales row)

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IBM Digital Analytics Benchmark: industry performance reporting versus peers and competitors

- **Performance analytics.** Peer-level benchmarking metrics that deliver competitive data for industry-specific key performance indicators (KPIs)
- **Aggregated and anonymous.** The only solution to provide complete comparative metrics with no modeling or extrapolation.
- **Flexible and timely reporting.** Measure site performance competitively and historically with visibility into daily, weekly, monthly, quarterly or even annual data
- Part of IBM Digital Analytics



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Mobile analytics enable analysts to report and segment by mobile device types, models, and capabilities

- Reports with 12 data elements for details of mobile devices, e.g. type, model, screen size, etc.
- Can use this data in reports
- Can use it to segment other reports, e.g. what is the funnel for devices with smaller vs. larger screen sizes?
- Unique device path report shows how multiple devices are used by users

The screenshot displays a mobile analytics dashboard. At the top, there is a table with the following data:

Device Type / Mobile Device		Page Views
<input type="checkbox"/>	Total	1,052,919
<input checked="" type="checkbox"/>	+ NON-MOBILE	283,361
<input checked="" type="checkbox"/>	+ TABLET	220,075
<input checked="" type="checkbox"/>	- PHONE	
<input type="checkbox"/>	IPHONE	
<input type="checkbox"/>	BLACKBERRY 7730	
<input type="checkbox"/>	HTC DREAM	
<input type="checkbox"/>	BLACKBERRY 7250	
<input type="checkbox"/>	HTC TOUCH PRO	

Below the table is a 'Select Display Columns' dialog box with the following 'Available Display Columns':

- Language
- Mobile Cookie Support
- Mobile Device
- Mobile Device Marketing Name
- Mobile Device Model
- Mobile Device Type
- Mobile Device Vendor
- Mobile Flash Support
- Mobile Network
- Mobile Touch Screen
- Mobile Video 3GP Support
- Mobile Video MP4 Support
- Mobile Video WMV Support
- Operating System
- Screen Resolution

At the bottom, there is a navigation menu with the following items:

- Dashboards (Actions)
- Reports (Actions)
 - Demographics
 - Mobile
 - Mobile Devices
 - By Type
 - Default View
 - Full List
 - Default View
 - Mobile Operating Systems
 - Mobile Browsers
 - Mobile Stream



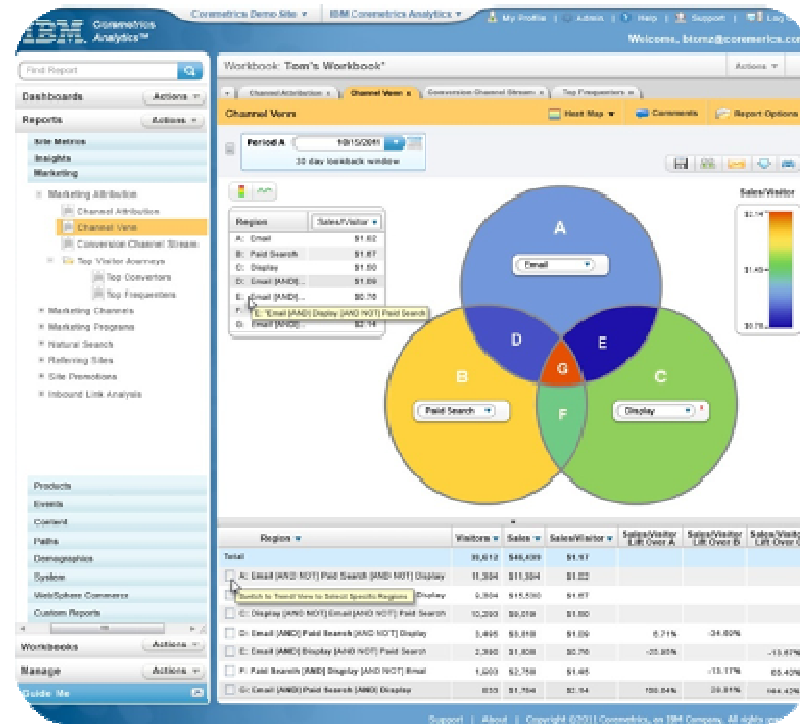
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Industry leading marketing attribution reporting: Give credit to the marketing programs that deserve it

- Flexible attribution logic
 - First click
 - Last click
 - Shared
 - Custom
- Flexible attribution windows
 - Window lengths
 - Backward / forward
- Powerful analysis for multiple marketing touch points leading up to conversions
 - Channel Venn diagram
 - Channel sequence reporting
 - Top converters analysis



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IBM Digital Analytics Multisite: Roll-up reporting and deep-dive segmentation across multiple web properties

- **Executive-ready reporting.** Align website reporting and online marketing with the way your enterprise manages multiple web sites
- **Deduplicated.** Identifies unique visitors across roll-up views
- **Intelligent.** Reconciles differing currencies and time zones
- **Simplified.** Self-provision analytics for website roll-out
- **Efficient.** Share reports across sites and provision access based on each user's needs

The screenshot displays the IBM Coremetrics Analytics interface. A 'New Rollup Report' dialog box is open, allowing users to define a hierarchy of up to three levels. The 'Report Name' is set to 'Geo > Brand > Site'. The 'Available Attributes' list includes Language, Manager, and Target. The 'Selected Attributes' list shows a hierarchy: Level 1: Geography, Level 2: Brand, and Level 3: Site Alias. The background shows the main dashboard with a sidebar on the left and a data table at the bottom.

Analyze customer behavior and automate marketing across the enterprise, or site-by-site.



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IBM Digital Analytics Impression Attribution: industry-first out-of-the-box reporting capability to help marketers understand the influence of online impressions on viewers, including those who don't click

Marketing Program	Impressions (IMP 90 All)	Impression Click-Thru Rate	Impressions / Unique Visitors	Sales (IMP 90 Avg)
<input type="checkbox"/> Total	228	33.76%	0.30	\$1,744.08
<input checked="" type="checkbox"/> Facebook > Links Box > Main Site > Link to BlogHome	40	5.81%	0.06	\$314.45
<input checked="" type="checkbox"/> Facebook > Holidays > Promotions > Furniture Special	39	5.55%	0.06	\$329.07
<input checked="" type="checkbox"/> Facebook > Holidays > Promotions > New Fan Discount	39	5.56%	0.06	\$262.04
<input checked="" type="checkbox"/> Facebook > Holidays > Promotions > Just In	35	5.55%	0.06	\$282.04
<input checked="" type="checkbox"/> Facebook > Links Box > Main Site > Link to Home Page	31	5.61%	0.06	\$244.57

- **Comprehensive.** Track all marketing impressions and click-thrus through a single, easy interface
- **Global view on off-site interactions.** Analyze the impact of display ads, Facebook pages, micro-sites, and much more
- **Guided insight.** Understand how off-site display ads influence even those viewers who **don't click through** on them
- **Accountability.** Increase the return on spend by optimizing media buys for brand and direct response results

Give credit for indirect conversions and allocate (social) media resources for greater ROI.



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IBM Digital Analytics Lifecycle: customer milestone reporting that gives marketers more effective tools to cultivate high-value customers

- **Industry-unique analytics for increasing customer value.** Advance customers quickly from one milestone to the next
- **Analysis across multiple sessions.** Use cross-session funnel analysis to understand which milestones most influence repeat visit behavior over time
- **Discover.** Pinpoint key customer touchpoints that drive milestone progression
- **Marketing Automation.** Re-target active visitors with automated, tailored email
- **Trending.** Gain insight into time-to-reach milestones for better programmatic planning



Improve lifetime value by targeting each individual based on where they are in the customer journey.



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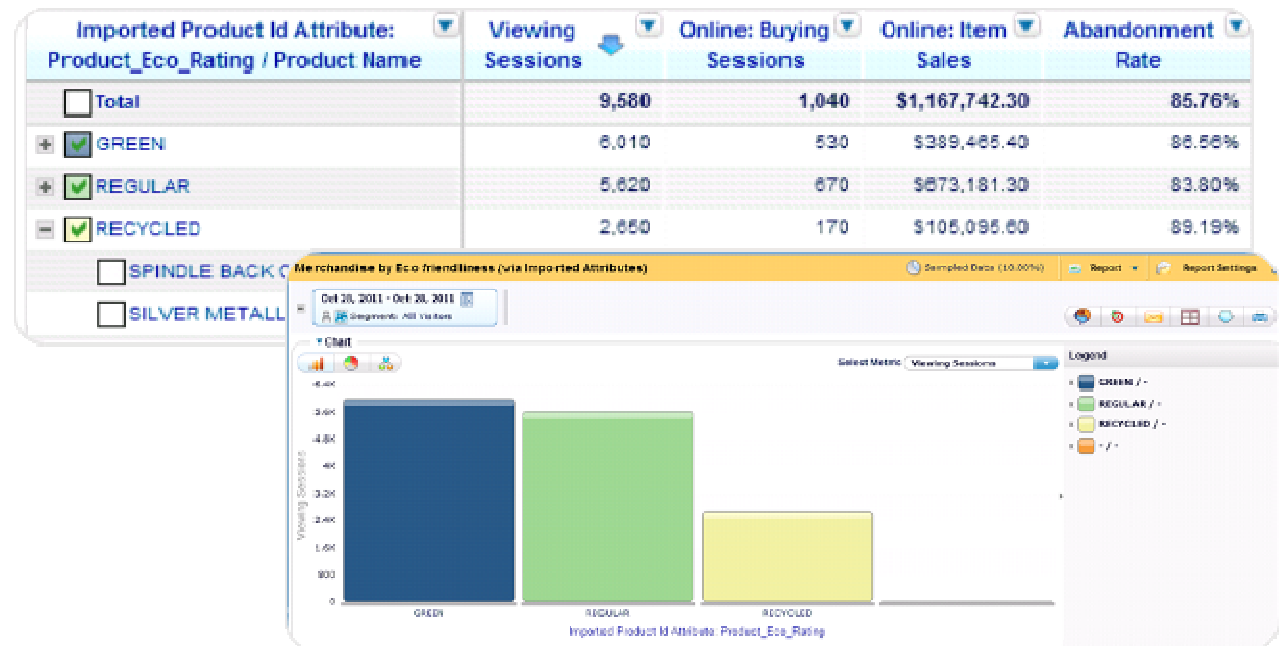
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IBM Digital Analytics Multichannel: brings in offline data to enrich your digital analytics

- **Optimize marketing campaigns with complete insights.** Manage to offline conversion and sales success by importing transactional data
- **Uncover customer opportunities.** Segment behavior not just anonymously but by importing registered customer attributes
- **Extend your focus from click to business insights.** Enhance analytics value by importing data, e.g. On product and page characteristics, or marketing campaign details, or any unique data for your business or industry

	A	B	C	D
1	ProductID	ProductName	Eco	Target audience
7	CLEDE-0301	STUDENT DESK	Recycled	School
8	CLEDEL-0101	BANKER DESK LAMP	Regular	Home
9	CLELO-0101	WHITE FABRIC ROLL ARM CHAISE	Green	Home
10	CLELO-0201	RED LEATHER ROLL ARM CHAISE	Green	Home
11	CLEOF-0101	MAHOGANY DESK CHAIR	Green	Business



Discover hidden business insights and improve targeting with a more complete picture.



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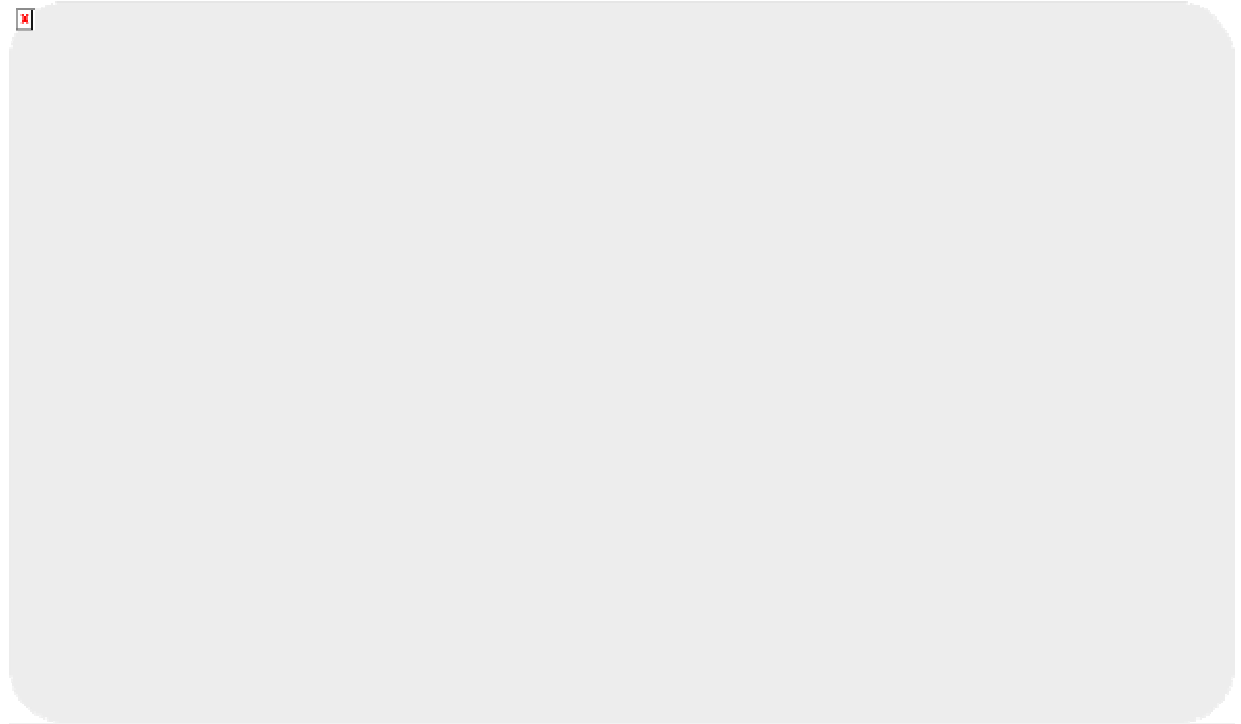
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IBM Digital Analytics for Social Media: measure Social ROI like any other marketing channel and understand brand engagement

- **Brand Monitoring and Engagement.** Track real-time conversations about your brands, products and competitors on Facebook, Twitter, and dozens of other networks.
- **Social ROI.** Monitor the effectiveness of referrals from Social networking sites and the downstream impact of Social impressions
- **Social Aggregation.** Roll up all conversation and analysis by user-defined categories and business units to identify key influencers for your brand



Identify the social campaigns that are delivering the greatest impact.



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Digital marketing execution



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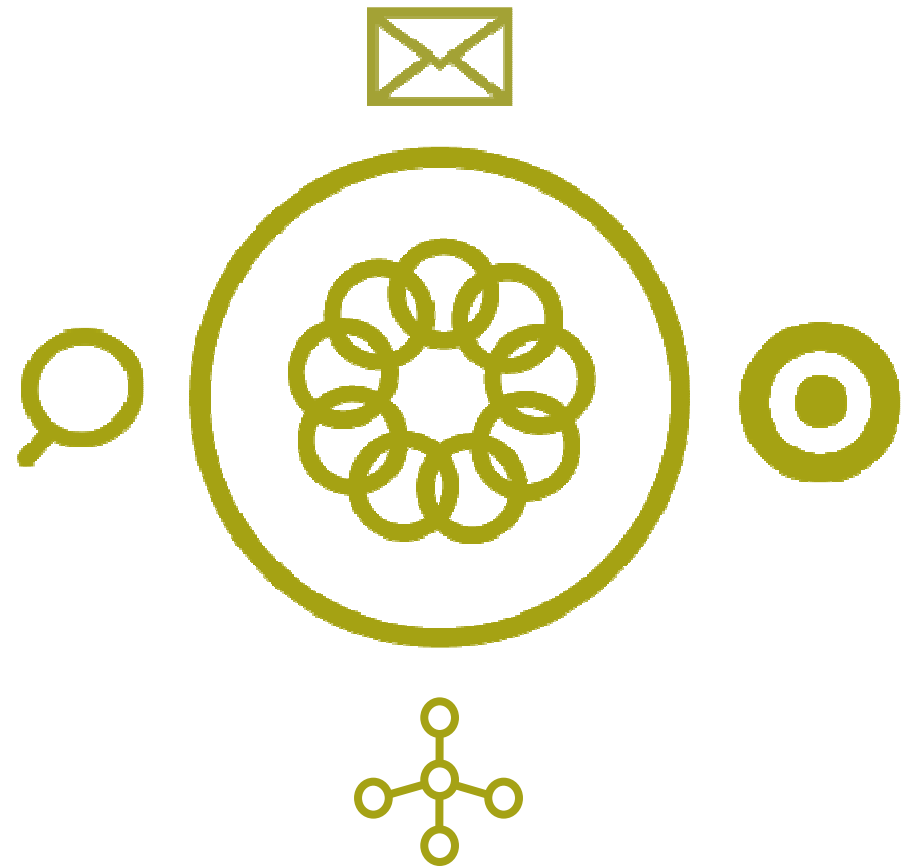
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Digital marketing execution empowers marketers to orchestrate a **compelling experience** throughout each customer's digital lifecycle

- Targeted recommendations
- Site personalization
- A/B testing
- Email targeting
- Display ad targeting
- Search bid optimization
- Mobile push marketing (Xtify)



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Fluid navigation and integration: Connects digital analytics segments directly into digital marketing applications for targeted marketing

With a few clicks:

- Identify segments with predictive behavior on the website
- Connect the segments to
 - IBM LIVEmail
 - IBM Marketing Center
 - IBM Ad Target

The screenshot illustrates a workflow for connecting digital analytics segments to marketing applications. It features three overlapping panels:

- Segments Panel:** A table listing various segments. The 'World: Advertising Segment - Micro Site' is highlighted, and a tooltip shows its details. A 'Create New Segment' button is visible at the top right.
- Report Integrate Panel:** A panel titled 'Report Integrate' showing 'ESP Partners' such as Experian, CheetahMail, ExactTarget, StrongM, and Responsy.
- Integrate Partners Panel:** A panel titled 'Integrate Partners' showing a list of partners including struq, mediaFORGE, TUMRI, media6degrees, OpenX, steelhousemedia, ETARGET, and datalogix. Each partner has a plus sign next to it, indicating it can be added.

Blue arrows indicate the flow of data from the 'Segments' panel to the 'Report Integrate' panel, and then to the 'Integrate Partners' panel.



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IBM Marketing Center: all-in-one, cloud based solution that combines analytics with site, email, and mobile personalization

Digital Analytics + Real-Time Marketing



Personalize

- Powerful segmentation
- Site and email communications
- List targeting

Execute

- Split testing
- Campaign management & execution

Analyze

- Marketing tracking & analytics



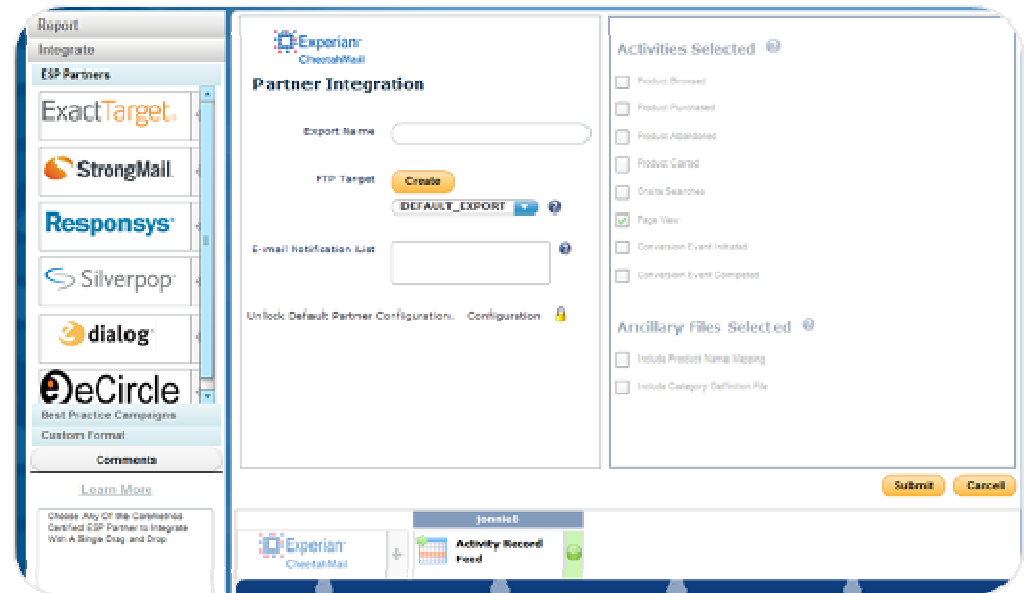
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IBM LIVEmail: out-of-the-box ESP integration that leverages the power of customer insights to deliver targeted email campaigns

- **Drive Conversion.** Attract customers back during consideration cycle
- **Save Money.** Retarget only the appropriate audience
- **Automation.** Automate targeted email programs via certified ESP partner network
- **Relevancy.** Map email content & recommendations to visitor preferences
- **Advanced Analytics.** Rich segmentation and performance analytics



Drive superior returns for your email marketing efforts.



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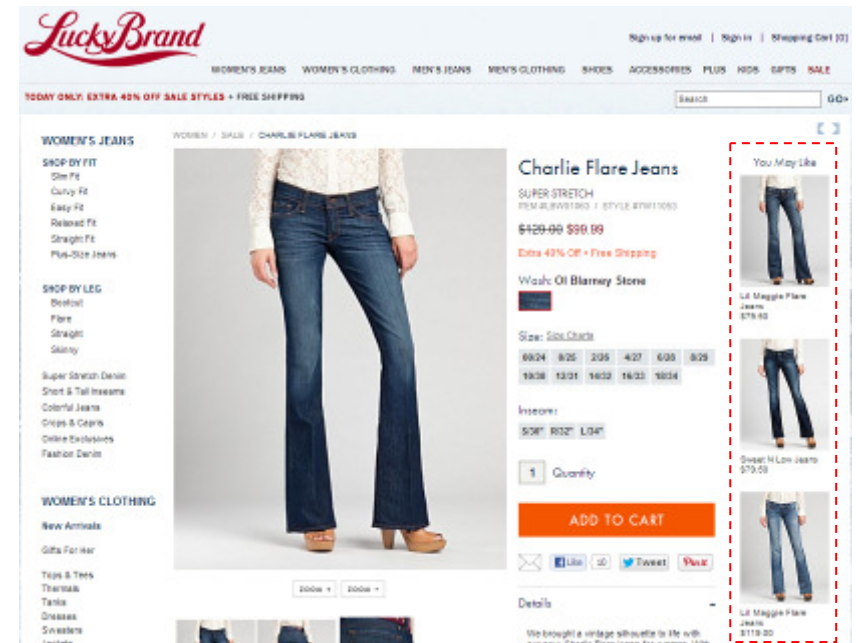
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IBM Product Recommendations: the most widely deployed offering for boosting cross-sell revenue with self-learning automation

- **Benefits**
 - **Increase Sales Revenue.** Average = 5-20% lift in sales
 - **Save time.** Automate recommendations
 - **Maintain control.** Merchandiser rules and customization
 - **Easy delivery.** "Snap-In" recommendations via API
 - **Test.** Run A/B tests to optimize – without IT involvement
- **Key Differentiation**
 - Market leader - Proven ROI with over 300 brands
 - Wisdom of crowds + Personalization + Business Rules
 - Industry's largest data set
 - Conversations at multiple touch points
- **The Platform Advantage**
 - Deliver targeted recommendations via email and/or display ads
 - Rapid deployment with existing analytics tags
 - Best in class reporting & analysis via Analytics and Explore
 - WebSphere Commerce integration for fast deployment



**Proven in both B2C and
B2B deployments**



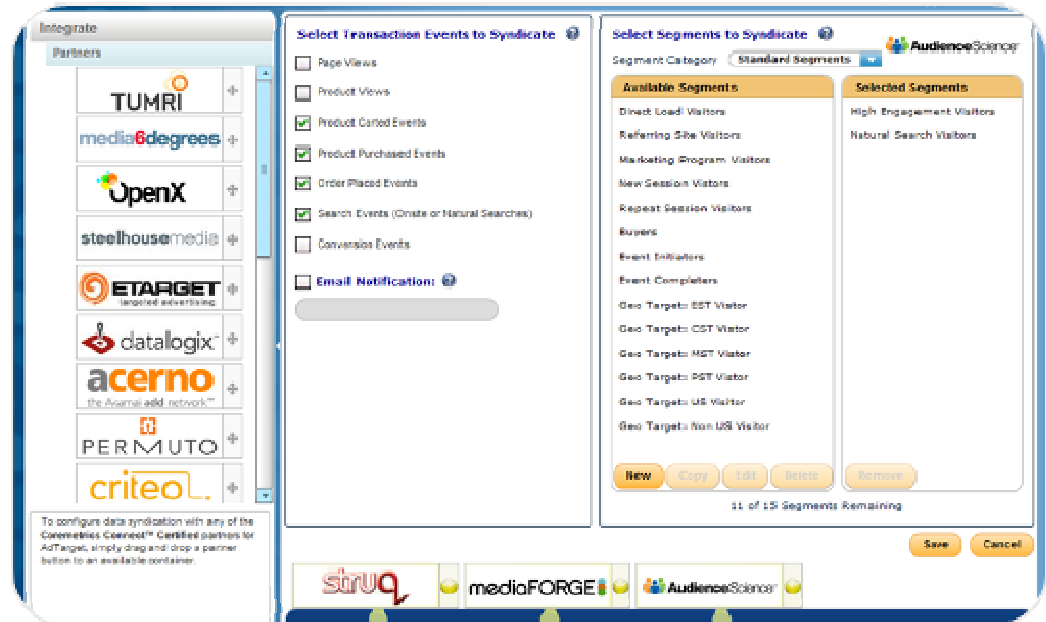
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IBM AdTarget: out-of-the-box ad network integration that leverages the power of customer insights to deliver targeted display ads

- **Retarget All.** Retarget unregistered prospects and drive them back to convert
- **Save Money.** Retarget only the appropriate audience
- **Automation.** Automate display campaigns via certified behavioral targeting partner network
- **Extend Reach.** Leverage IBM tags to syndicate to multiple partners



Elevate customer acquisition and conversion rates via highly relevant display ads.



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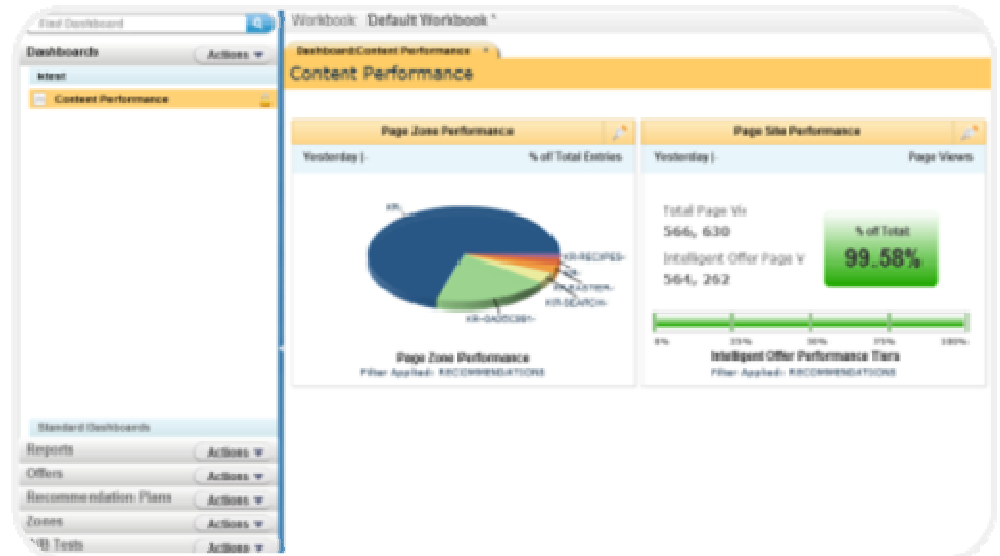
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IBM Content Recommendations: an advanced recommendation engine for dynamically delivering content that is targeted and personalized

- **Monetize Content.** Deliver the right content to the right individual to increase sales and conversions.
- **Meaningful recs.** Wisdom of crowds + Personalization + business rules.
- **Maintain control.** Merchandiser rules/levers and A/B testing.
- **Breadth.** Target recommendations across multiple touch points (web, email, display, mobile).
- **Easy delivery.** Analytics data + Snap-In API.



Monetize your content assets and deliver a superior customer experience through targeted recommendations



IBM

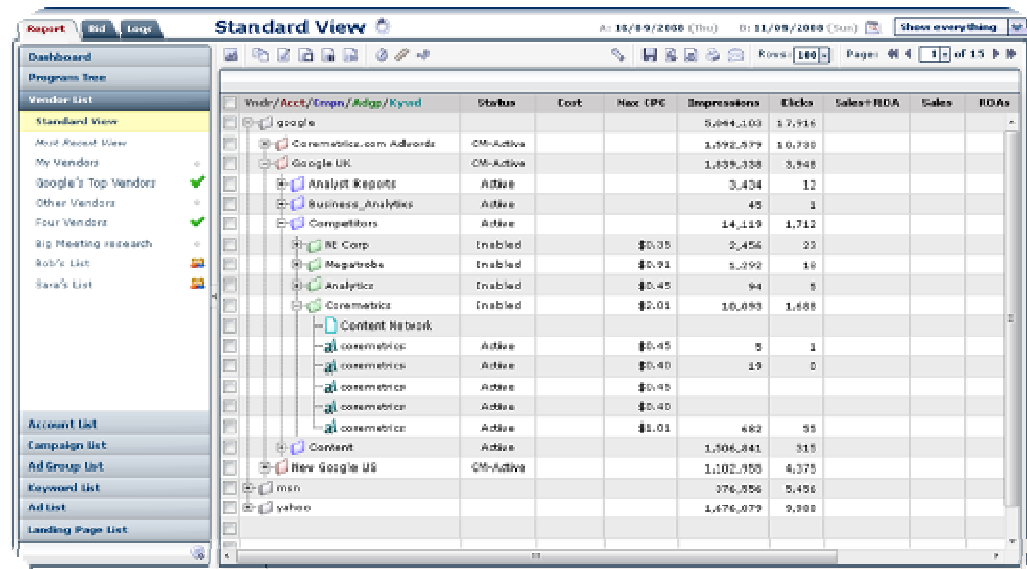
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IBM Search Marketing: search bid management solution to unify and optimize search marketing efforts

- **Maximize ROAS.** Optimize PPC programs
- **Automation.** Automate bid strategy, keyword recommendation
- **Maintain Control.** Marketer driven bid rules and analytics
- **Advanced Analytics.** Attribution, segmentation, A/B Testing, Retargeting
- **Save Time.** Manage content network & PPC programs across engines with mass edits



The screenshot displays the 'Standard View' interface of the IBM Search Marketing solution. It features a sidebar with navigation options like 'Dashboard', 'Vendor List', 'Account List', 'Campaign List', 'Ad Group List', 'Keyword List', 'Ad List', and 'Landing Page List'. The main area shows a table with columns for 'Vndr/Acct/Empr/Adgrp/Keyword', 'Status', 'Cost', 'Max CPE', 'Impressions', 'Clicks', 'Sales+ROA', 'Sales', and 'ROAs'. The table lists various vendors and keywords, including 'google', 'Cosmetics.com Adwords', 'Google UK', 'Analyt Reports', 'Business Analytics', 'Competitors', 'RT Corp', 'Megastore', 'Analytics', 'Cosmetics', 'Content Ad Desk', 'Content', and 'New Google US'. The table also shows performance metrics such as impressions, clicks, and sales for each entry.

Vndr/Acct/Empr/Adgrp/Keyword	Status	Cost	Max CPE	Impressions	Clicks	Sales+ROA	Sales	ROAs
google				5,644,103	1,7516			
Cosmetics.com Adwords	CM-Active			1,592,577	1,0738			
Google UK	CM-Active			1,435,338	3,548			
Analyt Reports	Active			3,134	12			
Business Analytics	Active			45	1			
Competitors	Active			14,119	1,712			
RT Corp	Enabled		\$0.35	2,456	33			
Megastore	Enabled		\$0.91	1,292	18			
Analytics	Enabled		\$0.45	94	5			
Cosmetics	Enabled		\$2.01	10,059	1,488			
Content Ad Desk								
cosmetics	Active		\$0.45	5	1			
cosmetics	Active		\$0.40	13	0			
cosmetics	Active		\$0.45					
cosmetics	Active		\$0.40					
cosmetics	Active		\$1.01	682	55			
Content	Active			1,506,841	318			
New Google US	CM-Active			1,102,755	4,375			
msn				376,356	5,456			
yahoo				1,476,077	2,988			

Enhance targeting and maximize the ROI of
your PPC campaigns.



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Better Together: IBM Digital Marketing Optimization – IBM Tealeaf



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IBM Tealeaf and Digital Analytics blend quantitative & qualitative insights so you can visualize what your digital customers experience

Quantitative “What is happening?”

- Funnels, paths ...
- Campaign performance
- Customer profiles
- Cross-session reporting
- Content optimization

Qualitative “Why is it happening?”

- Capture all user sessions
- User struggle detection
- Root cause analysis
- Business impact quantification

Select group of visitors for deeper analysis



Replay the sessions of the selected analysis segment

An optimized customer experience



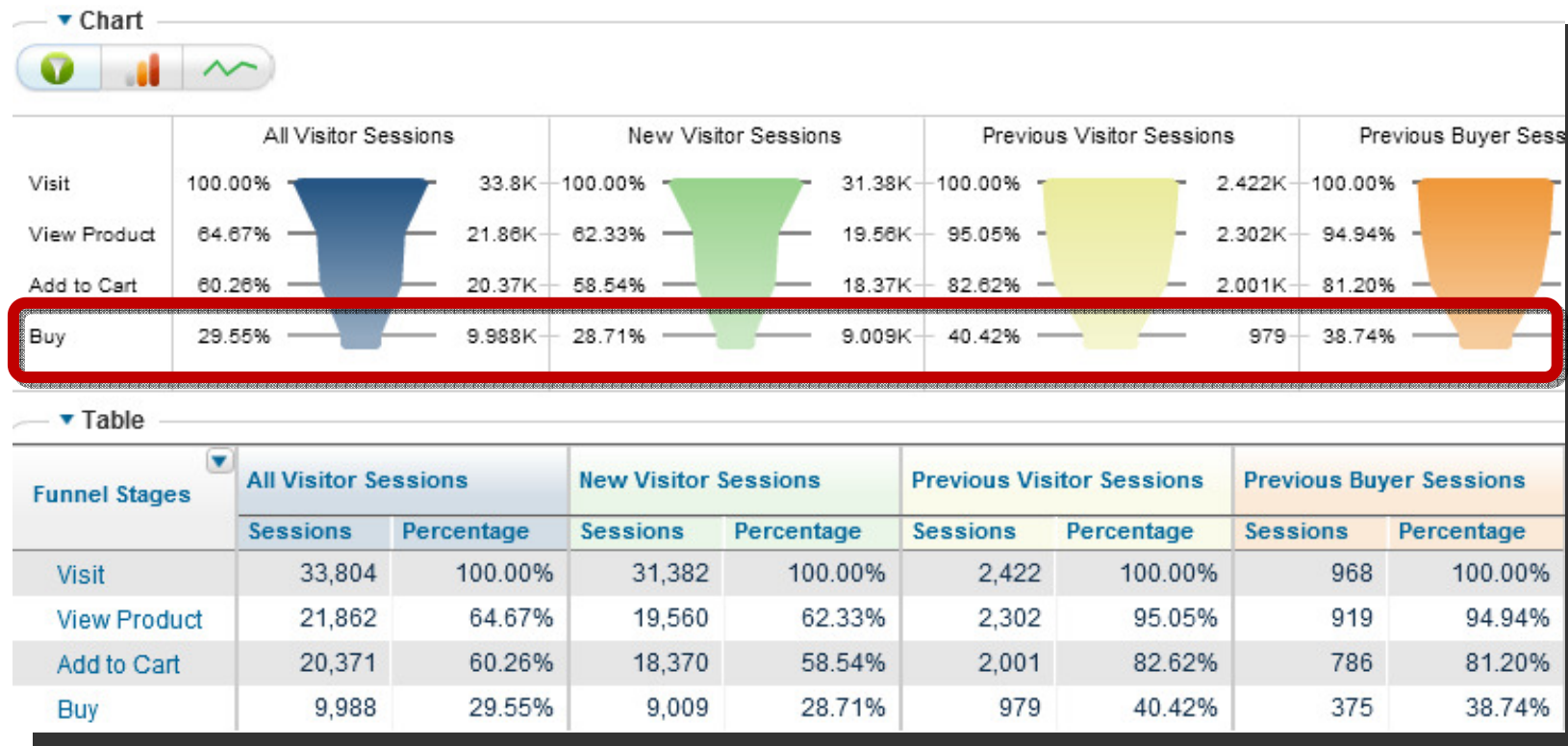
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Quantitative analysis suggests there is a problem – but why?



Funnel Conversions indicate a drop off compared to prior visitor sessions...



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Lots of Data, Not Enough Answers

91% of companies have limited or no understanding of **why people leave their site without converting***

58% of companies have limited or no understanding of which **usability issues affect conversion***

Only 26% of companies have a well-developed **strategy in place for improving customer experience.***



* Econsultancy - 2013

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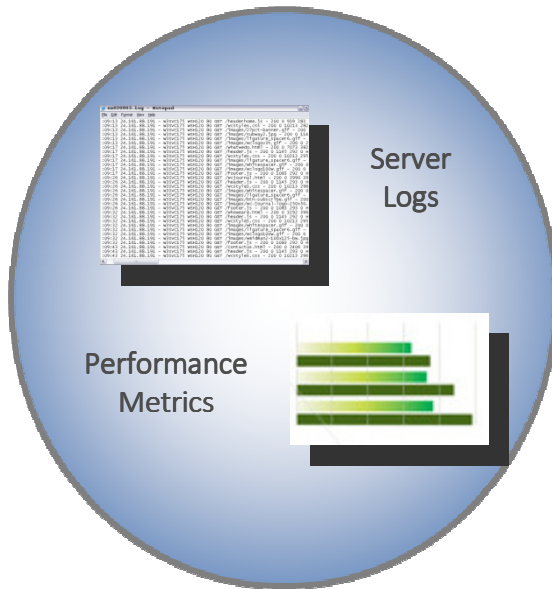
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The Gap

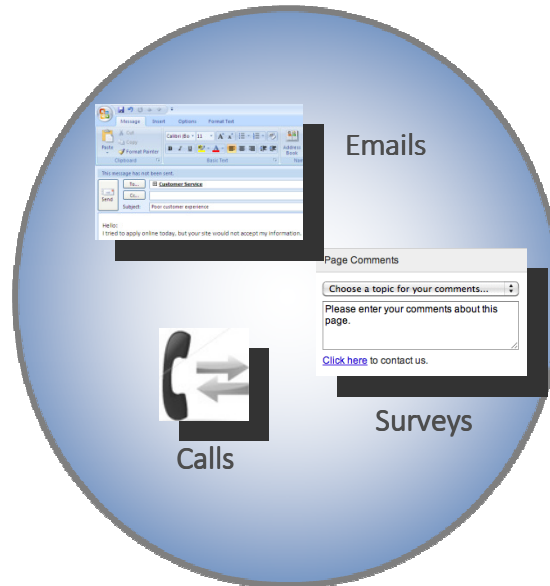
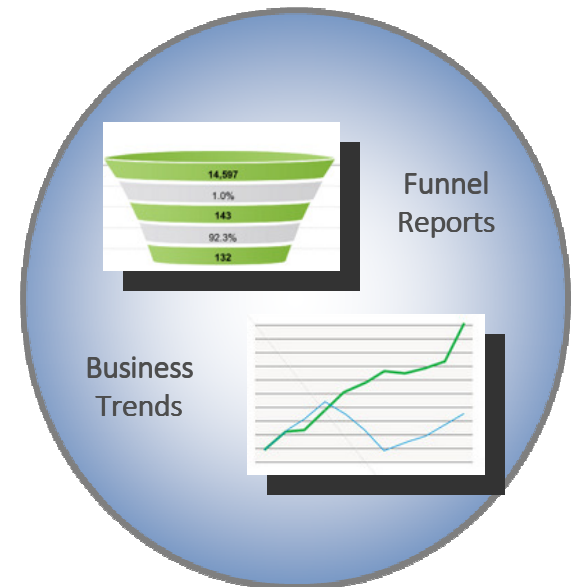
No Visibility into Why Customers Succeed or Fail

IT Team



Why Did Customers
Succeed or Fail

Business Team



Customer Service



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Filling the Gap:

Requires Visibility Into the Actual Customer Experience



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The unique approach of IBM Tealeaf solutions lets you fully experience your customers



Tealeaf Captures Every Customer, Every Interaction, Every Time



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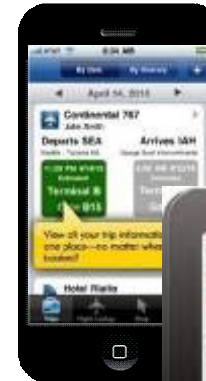
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IBM Tealeaf solutions are already helping organizations **succeed with mobile marketing and mobile commerce**

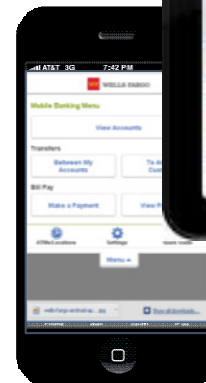
- Discover **“why”** mobile customers succeed or fail
- Automatically detect customer struggles, obstacles or issues
- Drill down into actual user behavior, complete with gestures
- Translate customer feedback into actionable improvements
- Correlate customer behavior with network and application data

IBM Tealeaf CX Mobile covers each mobile channel

Native Apps



Mobile Site



Hybrid Apps

HTML5



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IBM Tealeaf solutions are **intuitive and fast to deploy** - speeding time to results

- Unique “**network capture technology**” sits behind the firewall
- Zero impact passive capture technology
 - No impact on existing web application (no tagging)
 - No impact to application performance
 - No impact to application reliability and availability
- Rapid deployment of IBM Tealeaf software
 - Easy to install on standard on-premise hardware
 - Self contained with minimal impact on other systems
 - Easy to configure analytics based on industry best practice templates

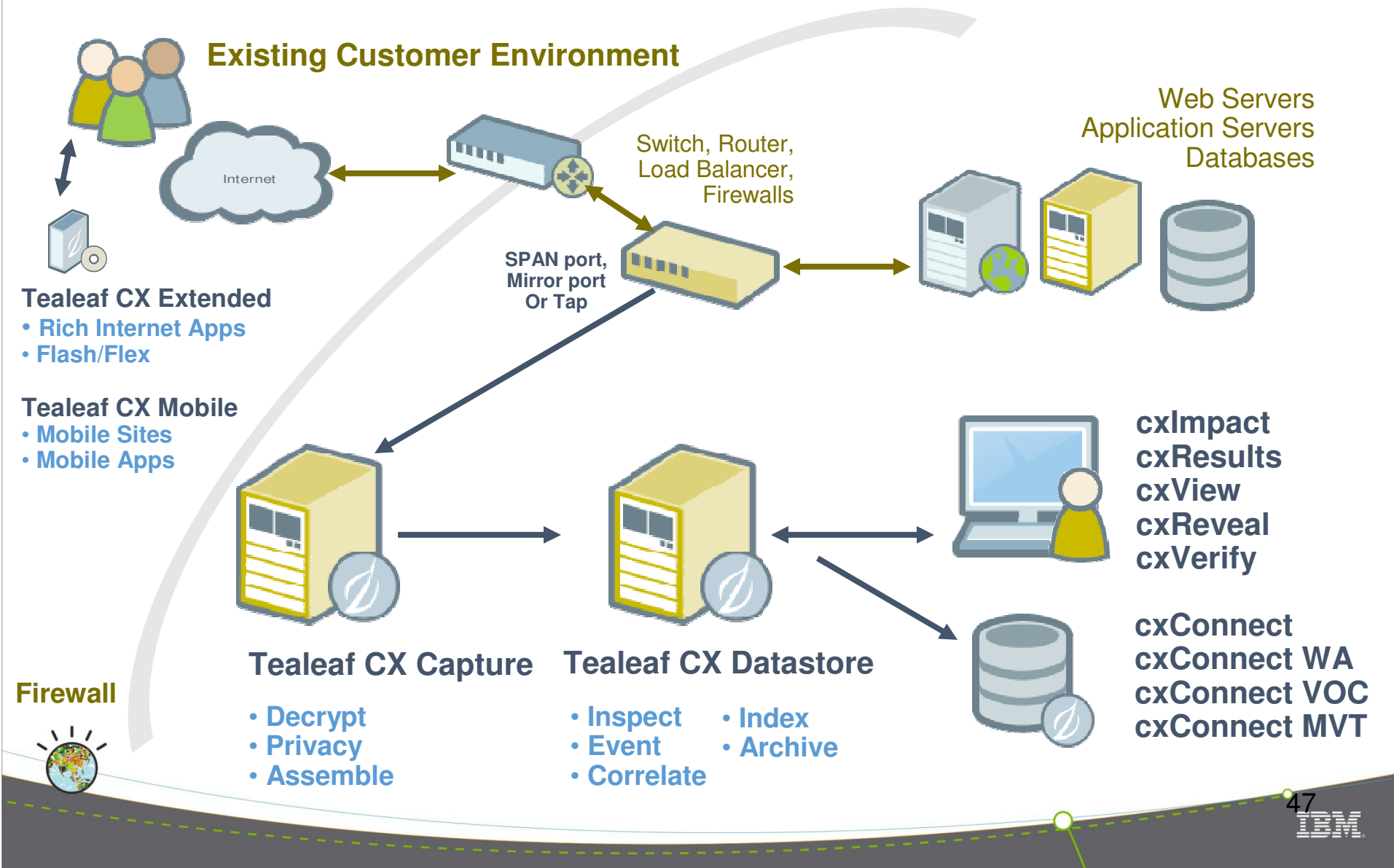


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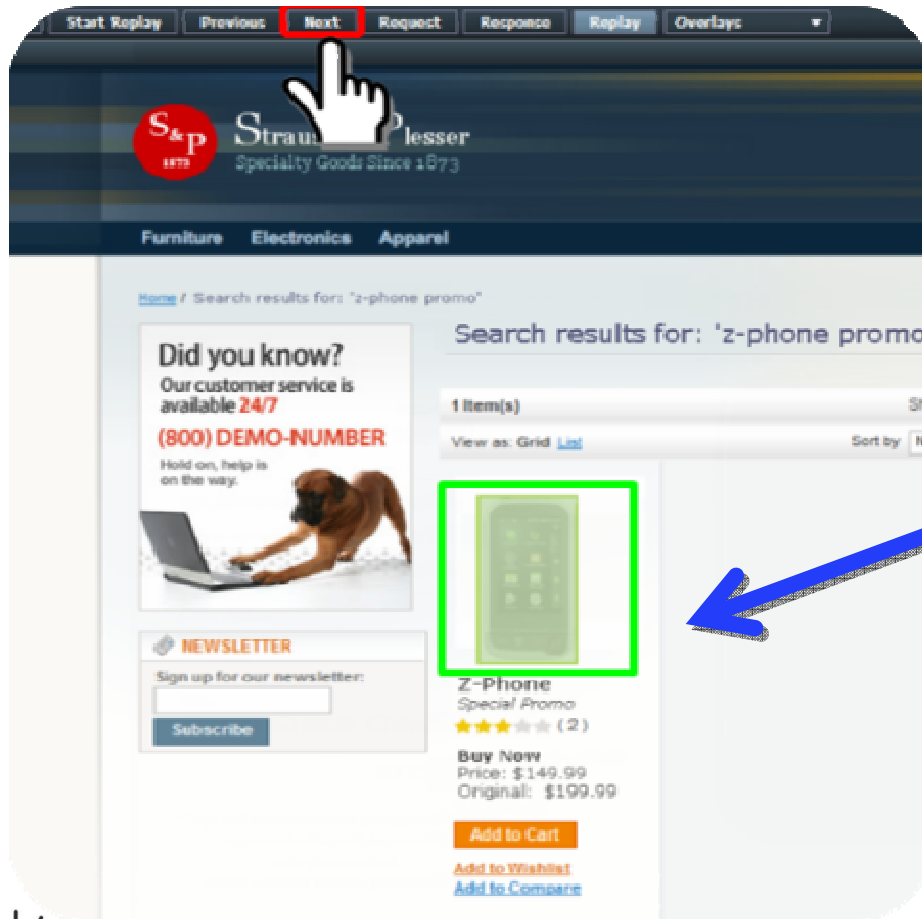


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By connecting IBM Digital Analytics with Tealeaf, the analyst can replay any session to visualize exactly what is going wrong



- Session replay allows the Tealeaf analyst the ability to see exactly what the user saw on your site: The user saw the z-phone special promo, and clicked on it...



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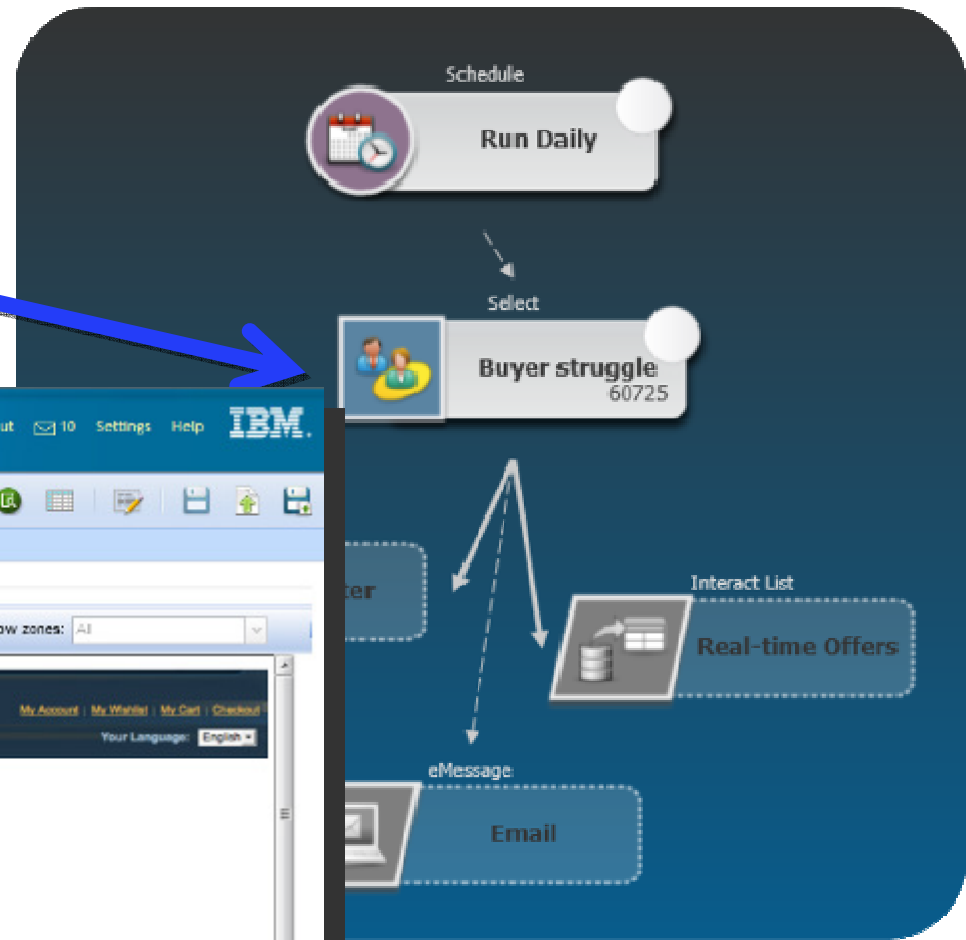
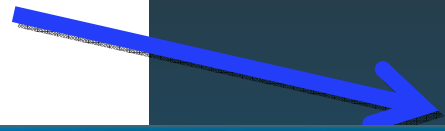
The company can automate retargeting by pushing struggle sessions from Tealeaf into IBM's Digital or Cross-Channel Marketing Optimization

Report ▶ Session List
Displaying 100 of 997 matching sessions.

Analyze Segment Manage Segments Download All

Drag Column Headers Here To Group

	Session Time	Events
	07/31/2012 00:01:32	1 2 3
	07/31/2012 00:03:23	1 2 3
	07/31/2012 00:04:01	1 2 3
	07/31/2012 00:04:32	1 2 3
	07/31/2012 00:06:45	1 2 3
	07/31/2012 00:07:21	1 2 3



asm admin Log Out 10 Settings Help **IBM**

eMessage Documents

New Content Type: HTML

DefaultCommunication1

Email Template: Template3 (Basic Template3.htm)

Text Block Hyperlink Image Field View As Web Page Show zones: All

Strauss & Plesser
Specialty Goods Since 1873

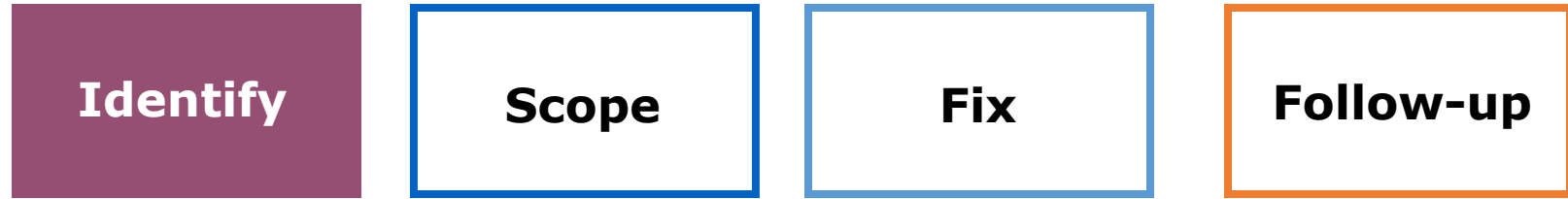
My Account My Wishlist My Cart Checkout

Your Language: English

Please come back!
Give us another chance!



Putting Recovery Efforts into Practice



1. Reactive

- Relying on your customers to report problems
- Issue discovery, timely resolution, and customer follow-up

2. Proactive

- Utilizing IBM Tealeaf solutions to help you get ahead of problems
- Real-time customer experience KPI monitoring, pre-determined alerts, issue resolution, and customer follow-up



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IDENTIFY ~ REACTIVE

Relying on Your Customers to Report Problems



Customer calls in about online issue—one that the company did not know existed.

The agent finds and reviews the customer's session in IBM Tealeaf solutions, and validates (or not) that a technical error exists on the billing page.

AlwaysLit CRM Setup · System Log · Help & Training · Logout

Home Cases **Sessions** Records

IBM Tealeaf CX Dashboards Active Search Analyze Configure Tealeaf Search Online Help Admin IBM

TEALEAF USER: Logout

Search > Session List > Event

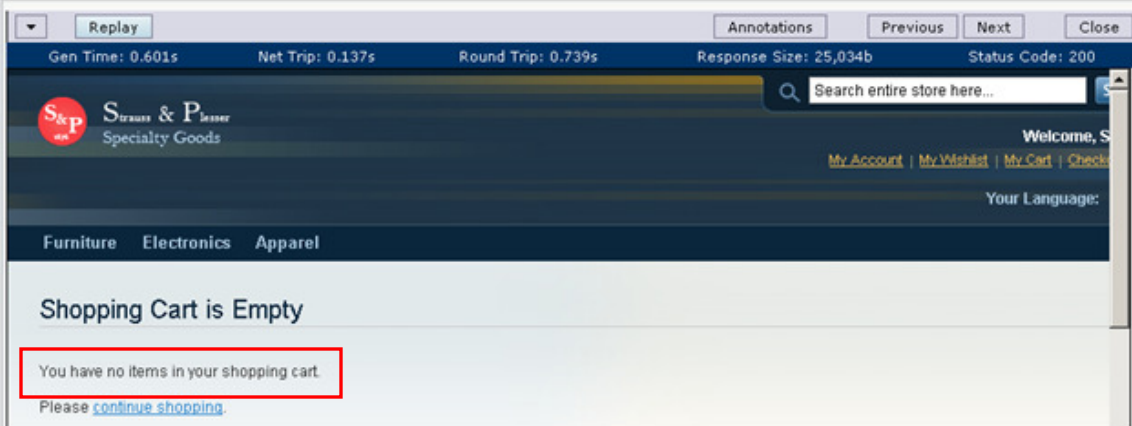
Session Time	Duration	Login ID	Events
01/03/2013 08:01:32	00:04:23	roblastname@gmail.com	👤 📄 📌 1 2 3 🚫 🚩

Order By: Page Number | Event Label: [customer behaviour](#) | Show Dimension Constants | Email | Replay

Page	Event	Value
2	Product Browsed	TRYA Sunio SNGYX116B
3	Product Added to Cart	TRYA Sunio SNGYX116B
4	1 Checkout Started	
5	Checkout Failed	
6	Product Browsed	
	Availability	
	Promotion	
7	1 Checkout Started	
8	Checkout Failed	

Replay

Gen Time: 0.601s Net Trip: 0.137s Round Trip: 0.739s Response Size: 25,034b Status Code: 200



Shopping Cart is Empty

You have no items in your shopping cart.

Please [continue shopping](#).



IBM

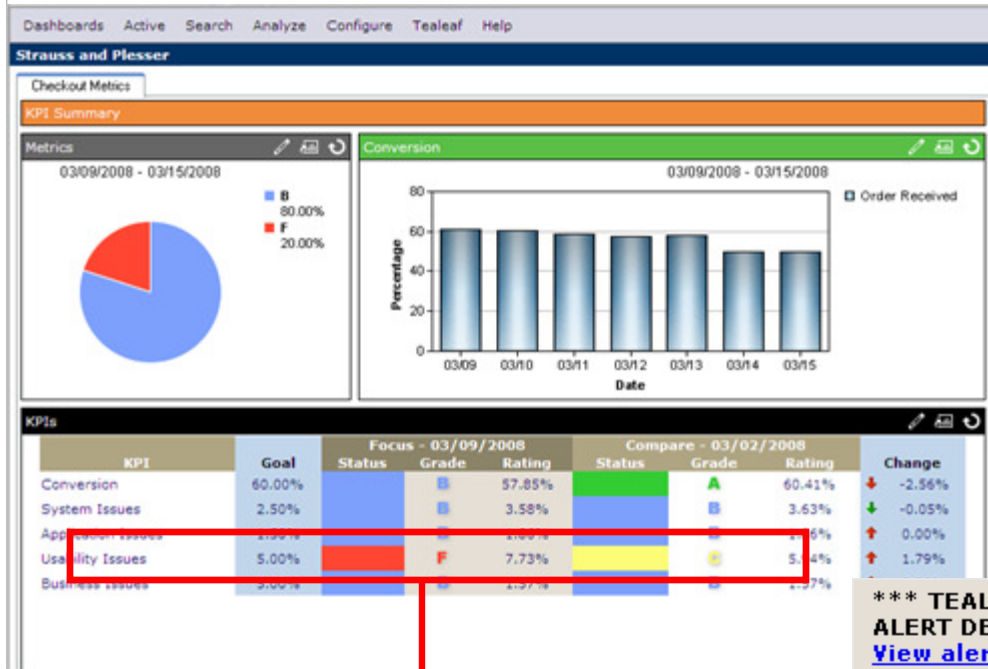
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IDENTIFY ~ PROACTIVE

Utilizing IBM Tealeaf solutions to help you get ahead of problems



Immediately surface where customers are struggling on your site by using IBM Tealeaf solutions' real-time dashboards and alerts.

And, when something looks off,
TAKE ACTION.

***** TEALEAF ALERT *****
ALERT DETAILS
[View alert details](#)

Details	
Event	Repeated Start Checkout (> 2 times)
Alert	Usability Alert - Repeated Start Checkout (> 2 times)
Value	14
Threshold	10
Last Value	14
Threshold Type	Positive
Generated At	Saturday, March 15, 2008 15:26
Report Period	Saturday, March 15, 2008 15:25



Putting Recovery Efforts into Practice

Identify

Scope

Fix

Follow-up

- › Understand the magnitude of a given problem – how many customers were impacted.
- › Also, identify exactly which customers were impacted via captured contact information.



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SCOPE ~

How many customer were affected?

Which customers?

Whether you utilize search, or drill-down from a dashboard, IBM Tealeaf solutions can help you identify other customers who experienced the same shopping cart problem as Rob L.

The screenshot shows the IBM Tealeaf CX interface. At the top, there are navigation tabs: Dashboards, Active, Search, Analyze, Configure, Tealeaf, and Help. The user is logged in as TEALEAF USER. The main section is titled 'Visitor Search' and includes a 'Define Search' tab. Under 'Options', there are filters for 'Available Dates (Visitors): Aug 9 2007 - Mar 17 2008' and 'Available Dates (Sessions): Jan 17 2008 - Mar 17 2008'. A search range is defined from 03/09/2008 00:00:00 to 03/15/2008 23:59:59. The 'Show Visitors' section has filters for 'All Text', 'Text in Request', 'Text in Response', and 'Events'. The 'Events' filter is set to 'includes' with the value 'Proceed To Checkout' and 'at least once'. Another filter is set to 'includes' with the value 'Login' and 'at least once'. A third filter is set to 'includes' with the value 'Shopping Cart is Empty' and 'at least once'. Below the search filters, there is a 'Session List' section. A red circle highlights the text 'Displaying 100 of 329 matching sessions.' and the 'Download All' button. The session list table has columns for Session Time, Events, Country, Billing Email, and Cart Tot.

Session Time	Events	Country	Billing Email	Cart Tot
01/03/2013 0:01:45	1 2 3 UK	UK	roblastname@gmail.com	1199.99
01/03/2013 3:22:23	1 2 3 UK	UK	vlastname@hotmail.com	1543.32
01/03/2013 5:14:01	1 2 3 UK	UK	elastname@hotmail.com	1241.94
01/03/2013 6:17:32	1 2 3 UK	UK	rlastname@yahoo.com	1199.99
01/03/2013 6:35:45	1 2 3 UK	UK	clastname@gmail.com	1332.99
01/03/2013 7:22:21	1 2 3 UK	UK	wlastname@gmail.com	1199.99
01/03/2013 7:45:05	1 2 3 UK	UK	blastname@aol.com	432.12
01/03/2013 7:51:11	1 2 3 UK	UK	clastname@hotmail.com	1199.99
01/03/2013 7:55:43	1 2 3 UK	UK	dlastname@gmail.com	652.99
01/03/2013 8:01:32	1 2 3 UK	UK	alastname@yahoo.com	1199.99
01/03/2013 8:10:15	1 2 3 UK	UK	flastname@yahoo.com	1329.99
01/03/2013 8:11:02	1 2 3 UK	UK	glastname@gmail.com	1543.32
01/03/2013 8:12:15	1 2 3 UK	UK	hlastname@gmail.com	1199.99
01/03/2013 8:15:32	1 2 3 UK	UK	ilastname@hotmail.com	1332.99



Putting Recovery Efforts into Practice

Identify

Scope

Fix

Follow-up

- › Diagnose the root cause of the problem.
- › Resolve the issue immediately in order to limit its business impact.



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FIX ~

Quickly Resolve Issue to Limit its Business Impact

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Having found a new site issue, the agent (or any Tealeaf user) can send the example session directly to production support for immediate resolution.

The screenshot displays the AlwaysLit CRM interface. At the top, it says "AlwaysLit CRM" and "Setup · System Log · Help & Training · Logout". Below that, there are navigation tabs: "Home", "Cases", "Sessions", and "Records". The main content area shows a replay of an email session for "Strauss & Plessner Specialty Goods". The email details include: "Recipients (separate emails by a comma): andy@straussandplessner.com", "Subject: Customer Website Issue", and "Message: Adam, Just helped a customer named Stacy (stacy@yahoo.com) complete a purchase. Might be an issue with the registration process...can you please have someone take a look? And just an FYI, inbound emails to customer service are up 10% today." The background shows a website with a "Shopping Cart is Empty" message.

Customers of IBM Tealeaf solutions can afford a **60%** **reduction** in IT time associated with problem reproduction and resolution.

– The Total Economic Impact of the Tealeaf Customer Behavior Analysis Suite, a commissioned study conducted by Forrester Consulting on behalf of Tealeaf, August 2010



IBM

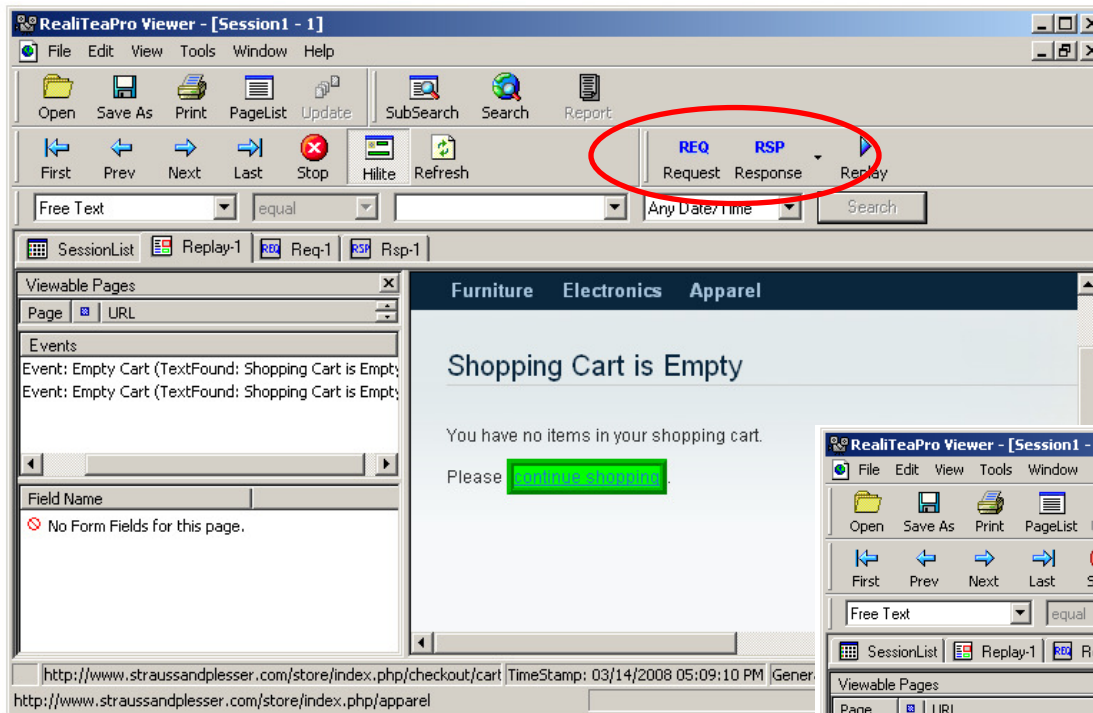
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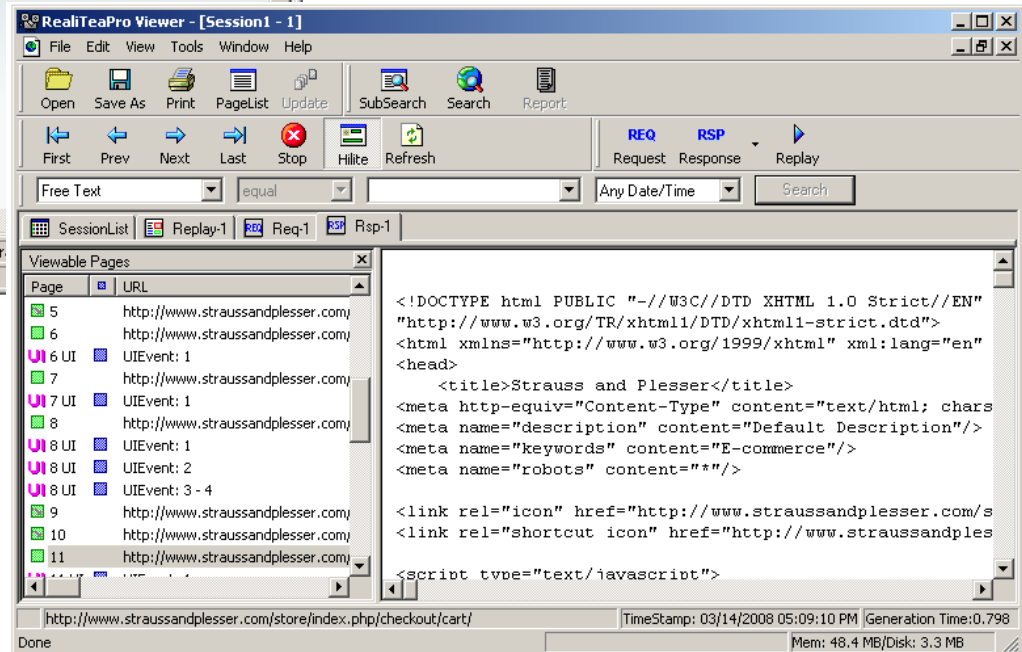
FIX ~

Quickly Resolve Issue to Limit its Business Impact

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With the customer session, and corresponding Request / Response data, production support can quickly diagnose and fix the site issue.



By quickly resolving the site issue, fewer customers are impacted and otherwise lost revenue is retained.



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Putting Recovery Efforts into Practice

Identify

Scope

Fix

Follow-up

- › Reach out to impacted customer segments – based on your company policies – to recover lost revenue and/or improve satisfaction.
- › Integrate IBM Tealeaf solutions with email marketing solutions for automated recovery campaigns.



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FOLLOW-UP ~ Recover Lost Revenue and Improve Satisfaction

IBM Tealeaf CX Dashboards ▾ Active ▾ Search ▾ Analyze ▾ Configure ▾ Tealeaf ▾ Search Online Help 🔍 Admin ▾ ? ▾ IBM.

Report > Session List

Displaying 100 of 329 matching sessions.

Analyze Segment Manage Segments Download All Session List Template: <Default> ▾

Drag Column Headers Here To Group

	Session Time	Events	Country	Billing Email	Cart Total	Success
	01/03/2013 0:01:45		UK	roblastname@gmail.com	1199.99	No
	01/03/2013 3:22:23		UK	vlastname@hotmail.com	1543.32	No
	01/03/2013 5:14:01				1.94	No
	01/03/2013 6:17:32				0.99	No
	01/03/2013 6:35:45				0.99	No
	01/03/2013 7:22:21				0.99	No
	01/03/2013 7:45:05				12	No
	01/03/2013 7:51:11				1.99	No
	01/03/2013 7:55:43				99	No
	01/03/2013 8:01:32				1.99	No
	01/03/2013 8:10:15		UK	flastname@yahoo.com	1329.98	No
	01/03/2013 8:11:02		UK	glastname@gmail.com	1543.32	No

Dear Carol:

We're sorry for the difficulties you experienced recently on the Strauss & Plesser web site. We are happy to report we have been able to resolve those problems and to make up for any inconvenience we would like to offer you the following coupon to use on a future online purchase with us.

Coupon Code: XY587TL6

This coupon is for 10% off your next purchase on www.straussplesser.com and does not expire until June 30, 2009.

Thank you again for shopping at Strauss and Plesser.

Directly reach out to impacted customers— via email or phone.



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You need to know more than who abandoned.....
To provide optimal usability and customer experience.

Yes, too many people are
abandoning.....

...but do you
know why ?



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To get the complete picture of your customer's experience, focus on intent and action.



CUSTOMER INTENT
(Usability Analytics)

CUSTOMER ACTION
(Transaction Analytics)

- Is the content of the page designed effectively?
- Are people able to find what they are looking for?
- Are links and buttons in places where people would expect them to be?

- Jump in error messages.
- Repeating to the same screens over and over.
- Starting the checkout process, but not successfully transacting.
- Or paying a bill in on-line and not getting to the confirmation page.



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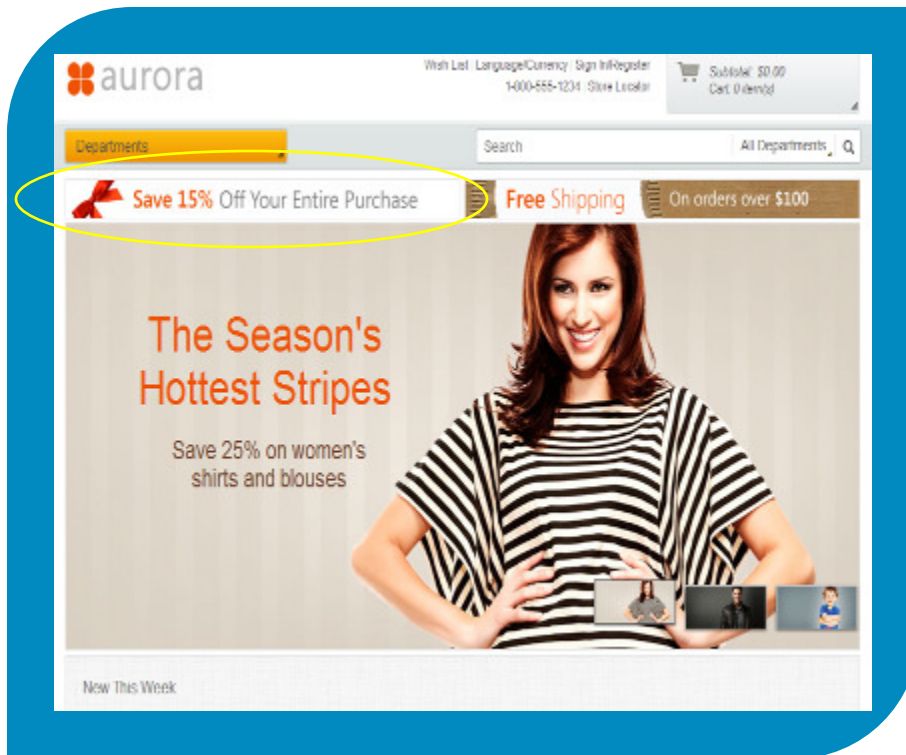
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Analyzing Customer Intent:

When changing promotion placement, can you quantify changes in user attention with each move?



Where do your promotions draw the most attention?



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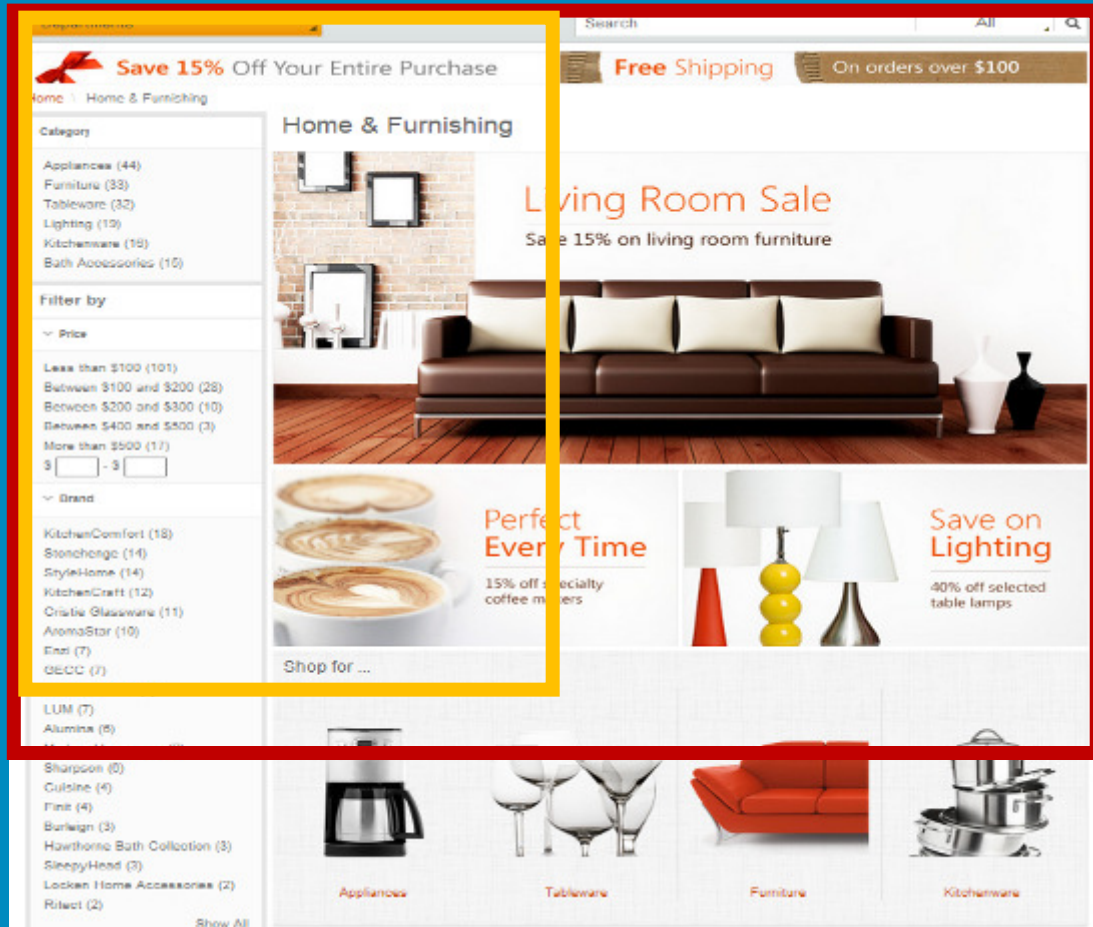
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Analyzing Customer Intent:

Is your page content placement optimized so customers see what you want them to see?

What do desktop users view on a page that tablet users typically don't?



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Analyzing Customer Intent:

Are customers abandoning when completing forms? If so, do you know where and why?

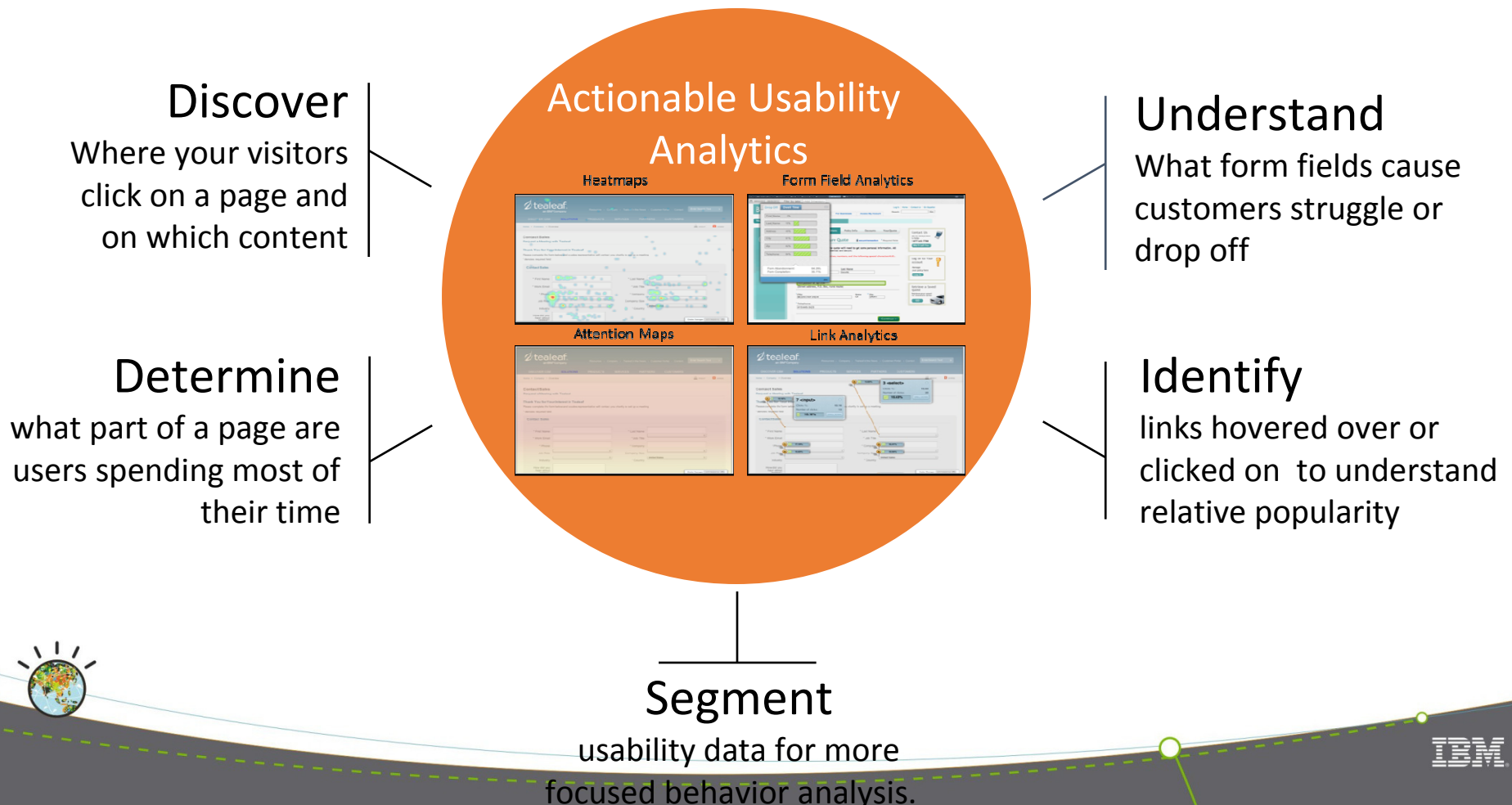
Conversion is at the desired target, but users may be abandoning unnecessarily on certain fields.

The screenshot shows a checkout page with a breadcrumb trail: Shopping Cart | Address | Shipping & Billing Method | Order Summary. The main heading is 'Address'. It is divided into two columns: '1. Billing Address' and '2. Shipping Address'. A checkbox 'Same as my billing address' is present at the top of the shipping section. Both sections have a legend: '* denotes required fields'. The fields include: Recipient (text), First Name (text), Last Name (text), Street address (two text boxes), City (text), Country/Region (dropdown menu showing 'United States'), State/Province (dropdown menu showing 'Alabama'), ZIP code/Postal code (text), Phone number (text), and E-mail (text). At the bottom, there are 'Back' and 'Next' buttons, with 'Next' highlighted in orange, and the text 'Proceed to your Shipping & Billing Method'.



cxOverstat delivers actionable usability analytics

cxOverstat enables companies to visualize customer behavior across online and mobile sites in ways that allow for easy consumption and quantification of data in order to take intelligent actions that enhance overall site usability.



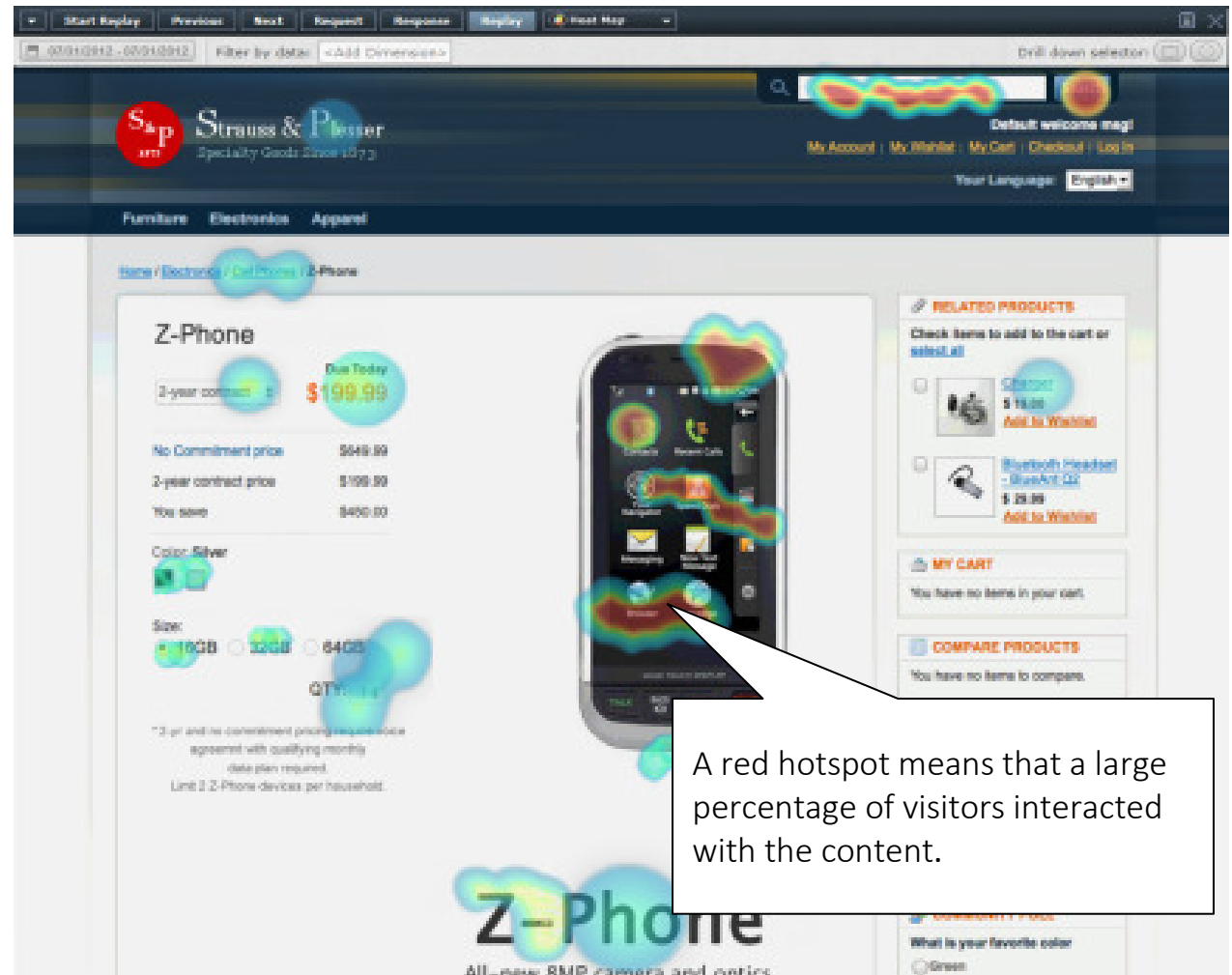
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Click heat maps let you optimize the placement of key content enhancing your visitor's experience

- Identify the regions of a page where visitors have clicked whether its live links or static images
- Drill down on specific areas where customers are clicking to more deeply analyze those user sessions and understand why
- Uncover usability flaws that cause customers confusion and struggle.



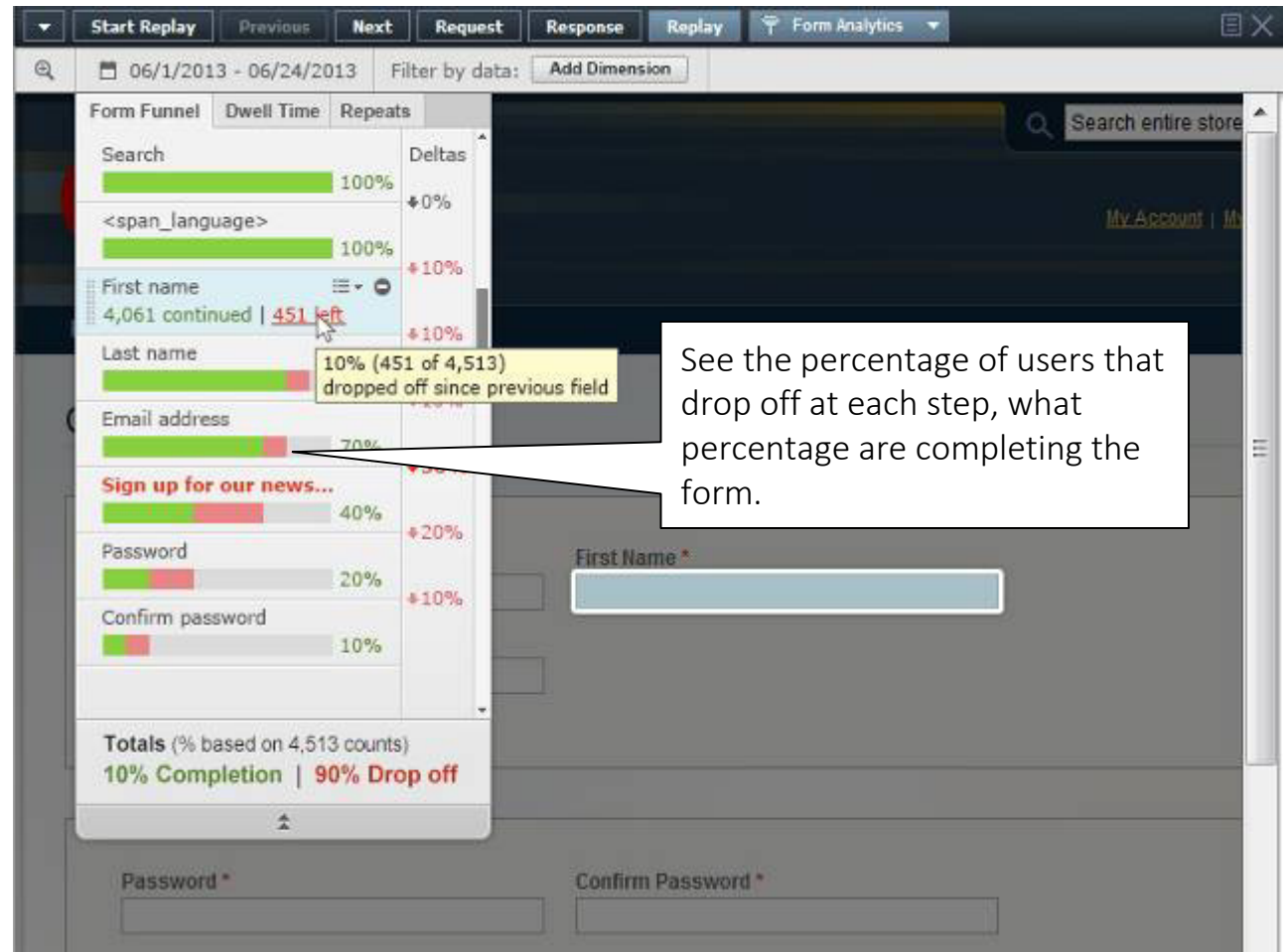
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Form analytics help optimize each and every field to increase form conversion and completion rates

- Evaluate the effectiveness of a form in capturing entered information and how well visitors are able to complete it.
- Monitor dwell time on individual fields, which may be an indicator of customer
- Understand drop-off rates if the form was not completed.



See the percentage of users that drop off at each step, what percentage are completing the form.



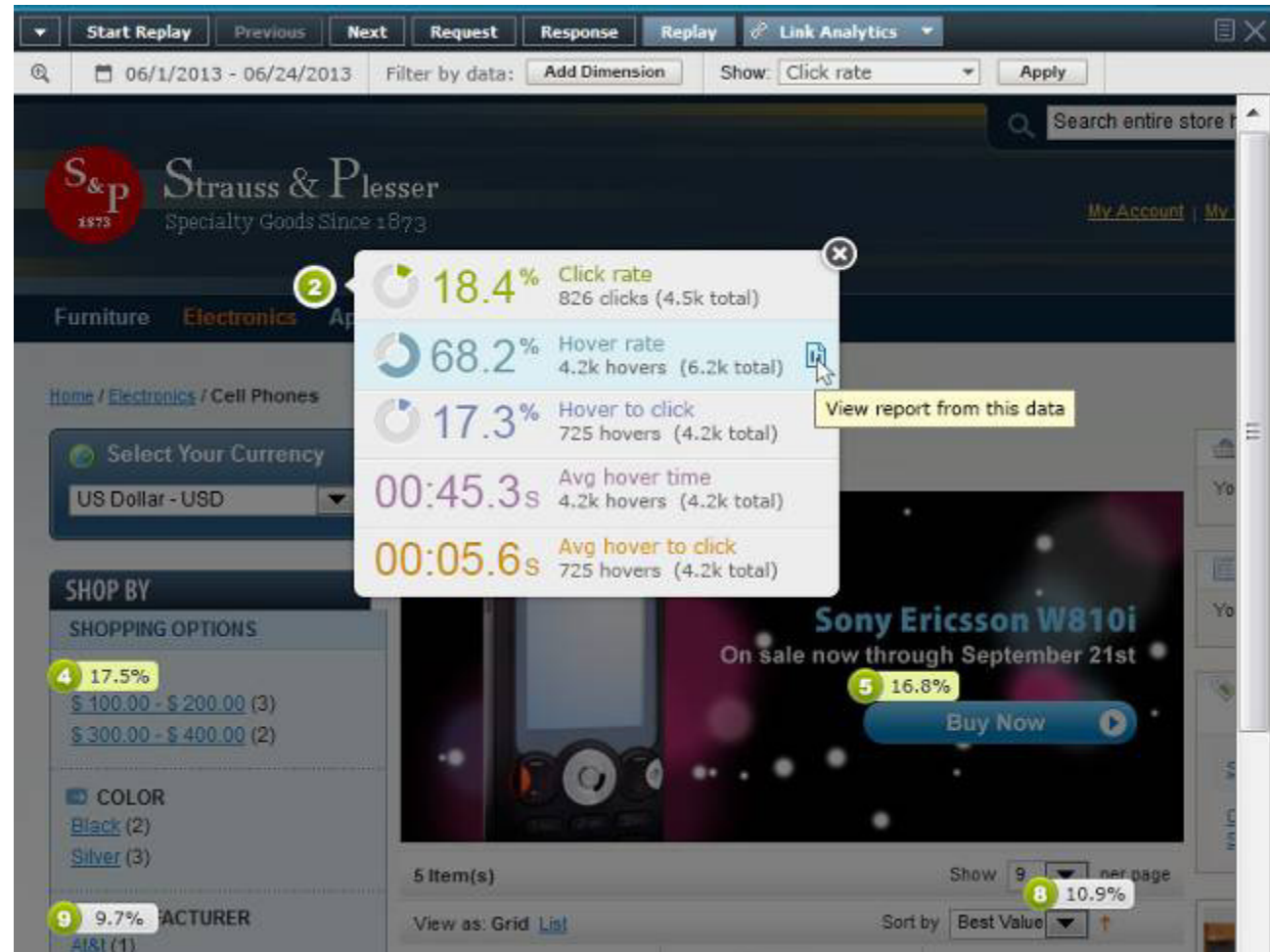
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Link analytics show which links are getting the most attention which helps developers make informed decisions about layout and design

- Identify which links are being clicked on most often.
- Gain awareness of which links customers are hovering over
- Analyze and understand how relative link placement can affect online goals.



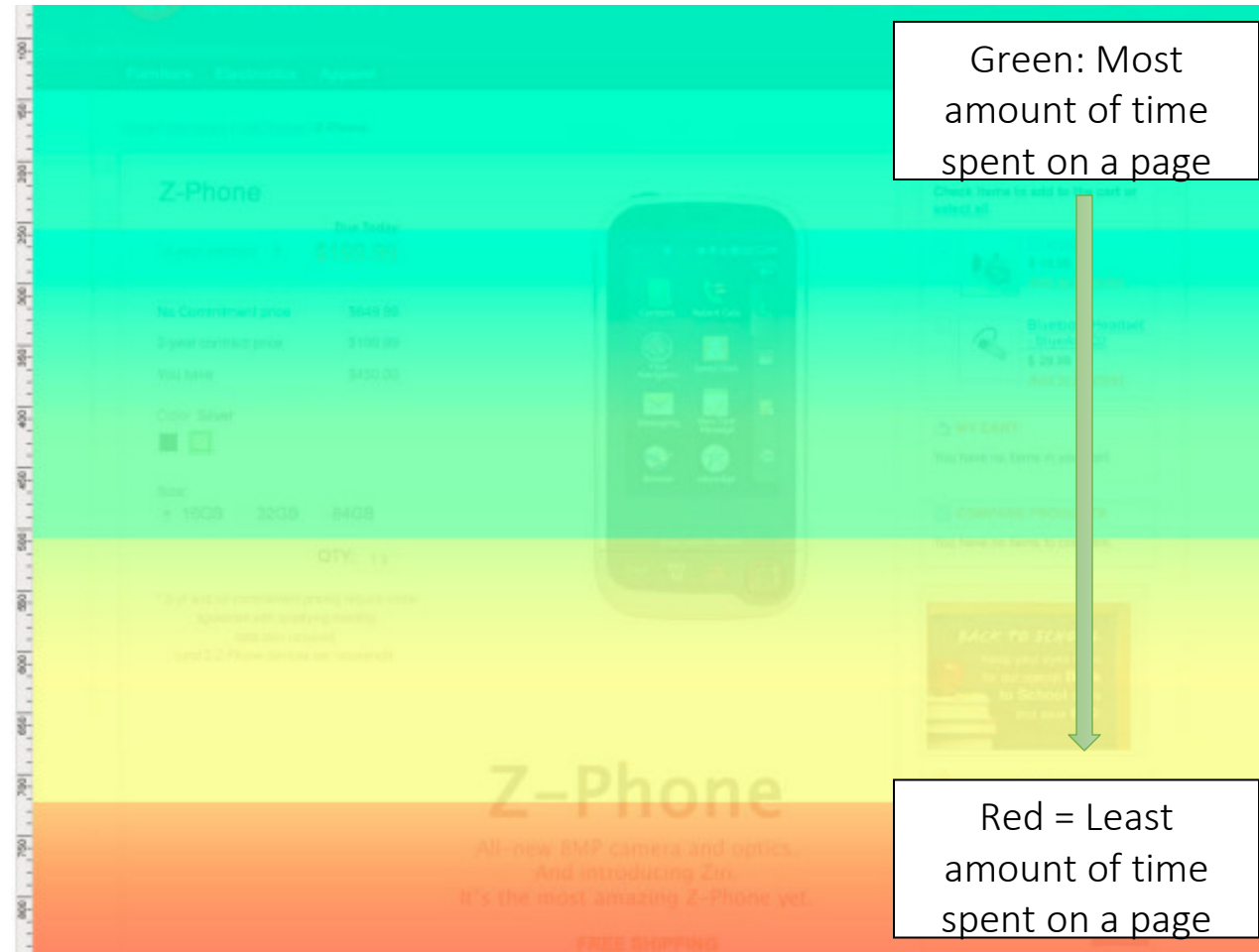
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Compete in
the Era of
SMART.

Attention maps help you determine what part of a page are users spending most of their time

- Identify areas on the page that are most consistently in view for site visitors
- Evaluate the objects on the page that are most frequently placed in front of the visitor
- Optimize engagement by changing the placement of more desired content



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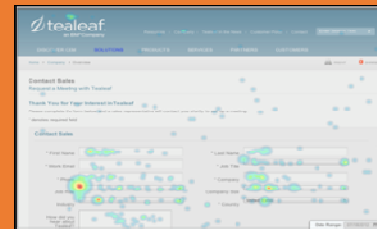
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Business benefits of actionable usability analytics

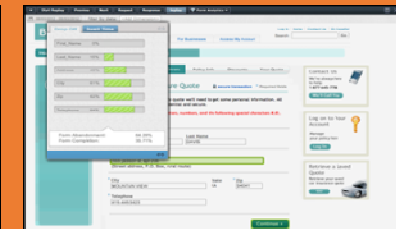
- Improve conversion rates and optimize page flows by discovering sources of struggle down to specific form fields
- Optimize landing pages by replaying the complete experience of specific users to understand why they clicked on unexpected links
- Enhance placement of page content and calls to action for even dynamic, rich internet applications
- Improve campaign performance by understanding why different segments of users behaved differently on any page

Actionable Usability Analytics

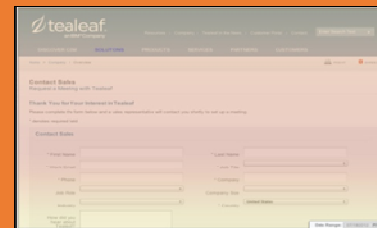
Heatmaps



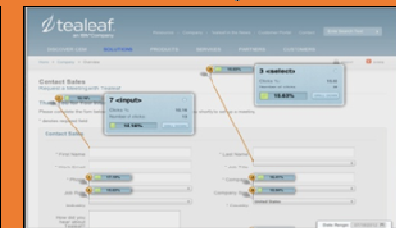
Form Field Analytics



Attention Maps



Link Analytics



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Customers of IBM Tealeaf solutions typically realize risk-adjusted payback in less than three months

Typical three-year risk-adjusted results

512% ROI

2.6 months payback period

USD7,633,214 total net present value



SOURCE: Forrester Consulting, *The Total Economic Impact™ Of The Tealeaf Customer Behavior Analysis Suite*, Norman Forbush, August 2010. Report commissioned by Tealeaf.

Note: Benefits found in this study were risk-adjusted and were achieved over a three-year period.

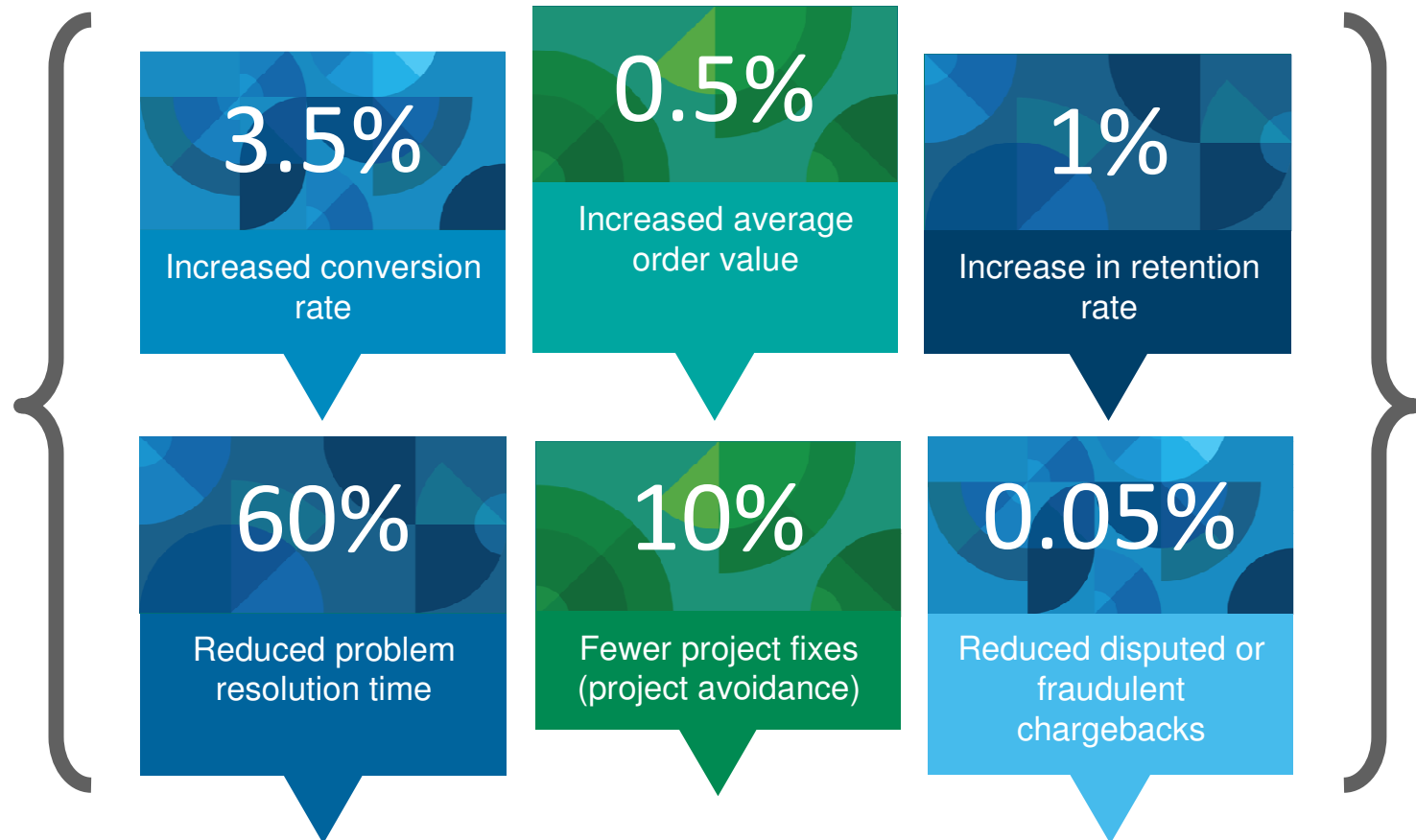
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Benefits quantified in study



SOURCE: Forrester Consulting, *The Total Economic Impact™ Of The Tealeaf Customer Behavior Analysis Suite*, Norman Forbush, August 2010. Report commissioned by Tealeaf.

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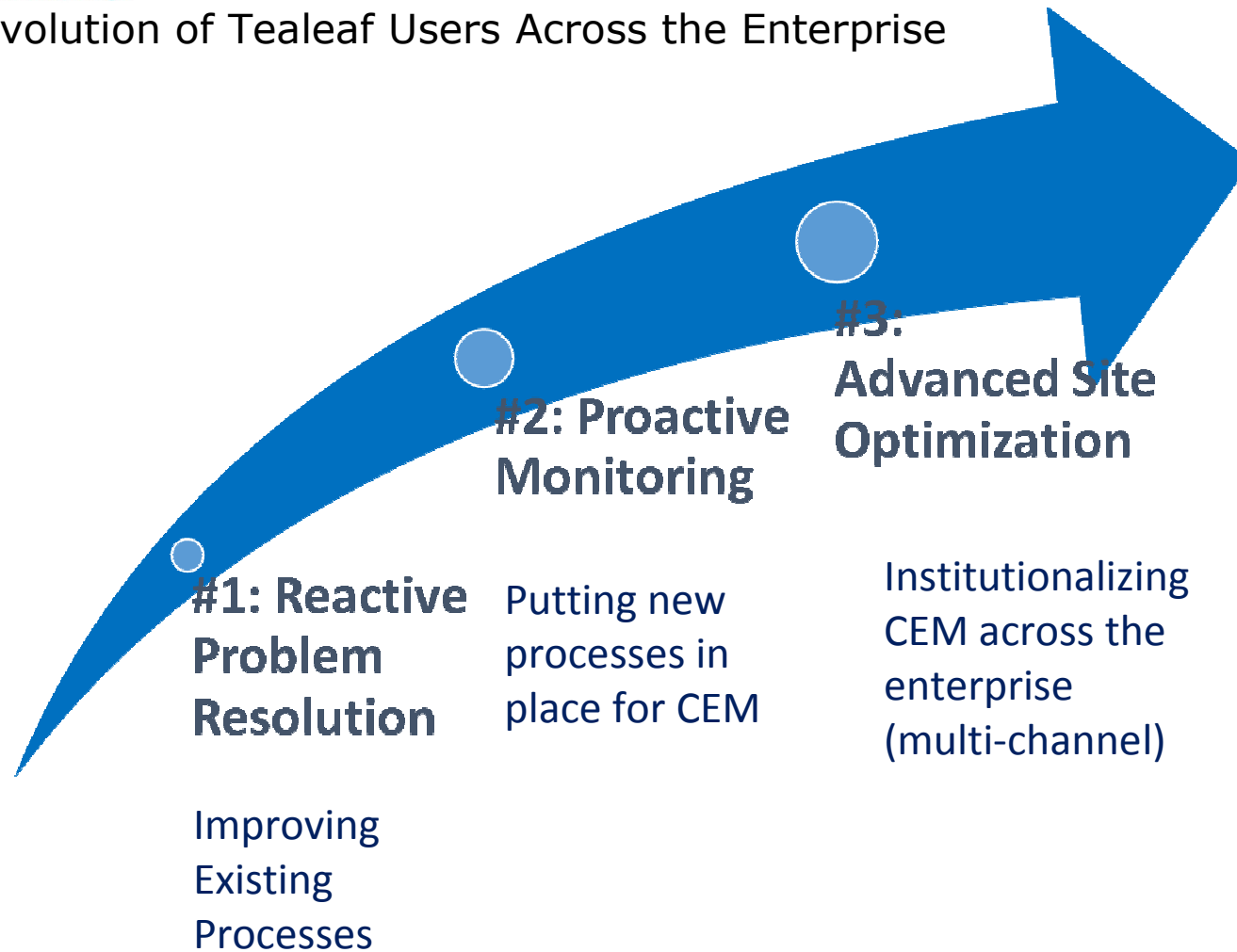
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Sample evolution of Tealeaf Users Across the Enterprise



Tealeaf Maturity Model



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Thank You



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