

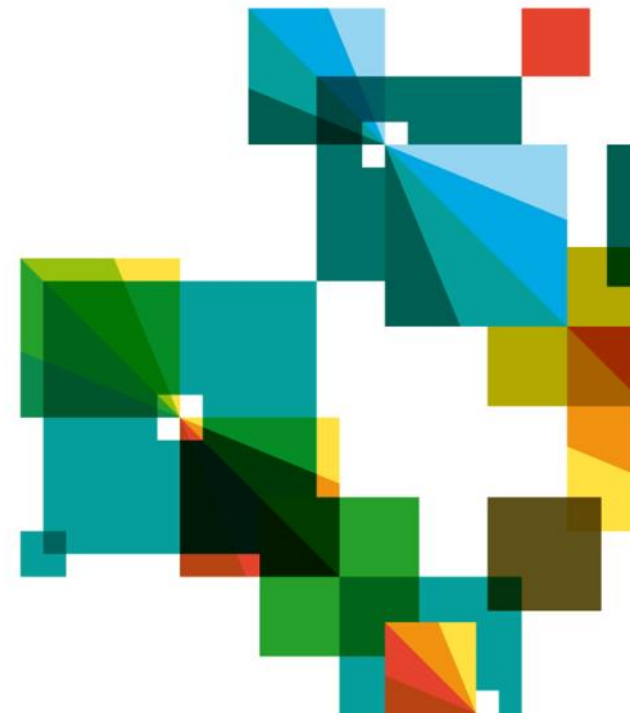
IBM Performance 2012

Smarter Analytics. Smarter Outcomes.



Using digital behavioral data to improve cross-channel marketing

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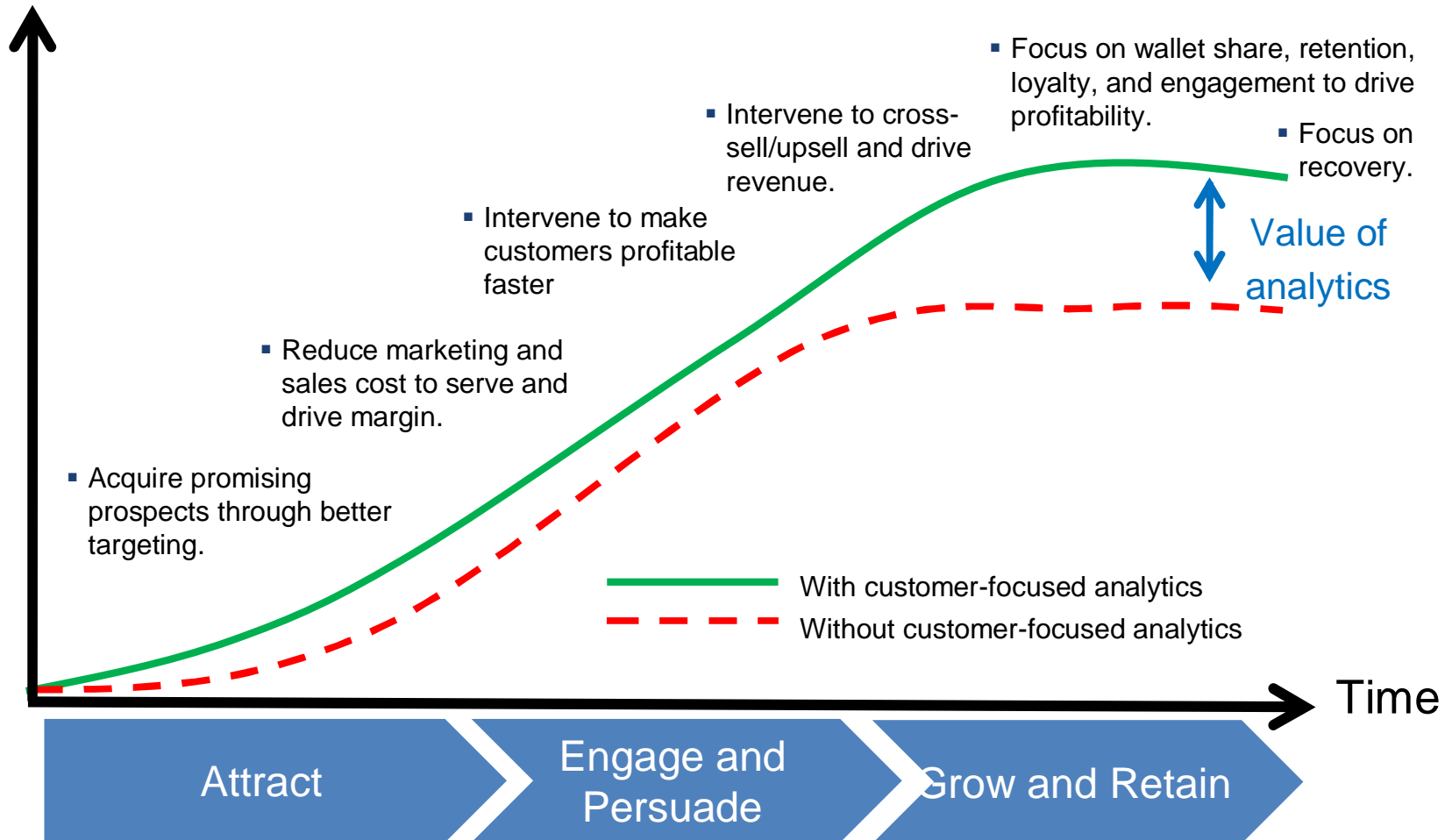
The Opportunity



IBM Performance 2012
Smarter Analytics. Smarter Outcomes.

Marketing driven by customer analytics should help raise customer lifetime value

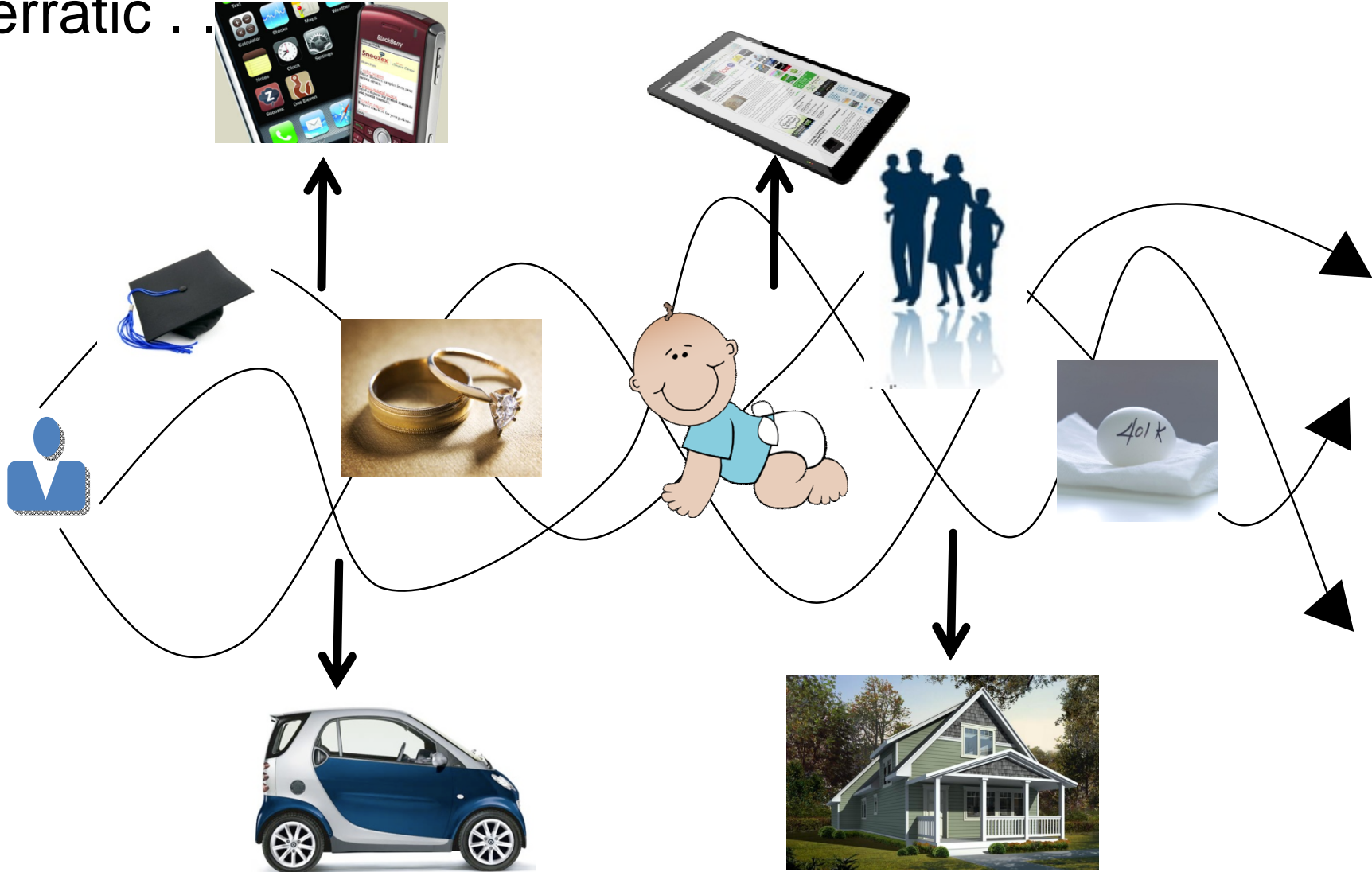
Customer Lifetime value



Source: Adapted from Forrester Research, July 29, 2011, "How Analytics Drives Customer Life-Cycle Management"

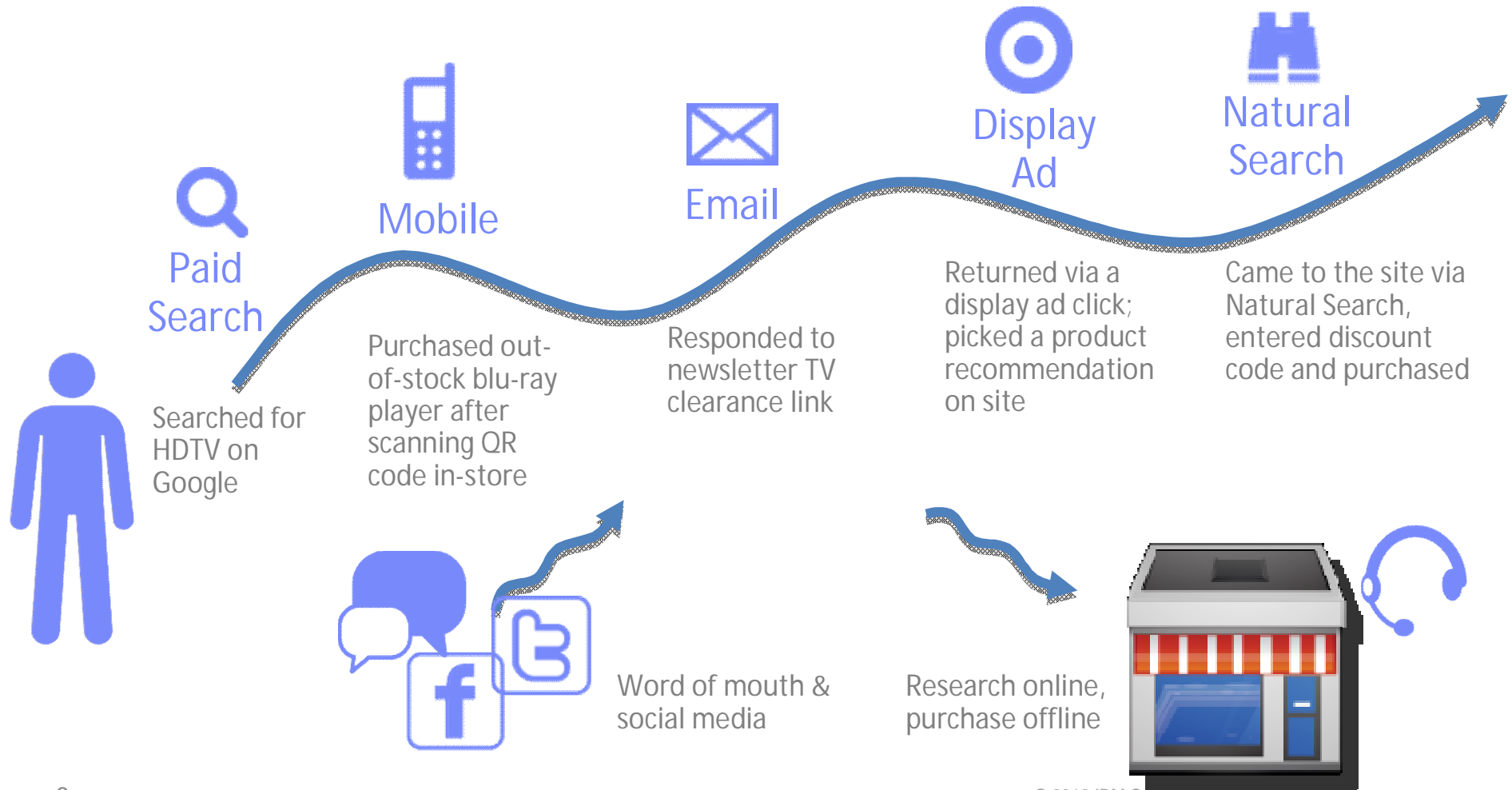
The Challenge

Alas: Customer life cycles have always been erratic . . .

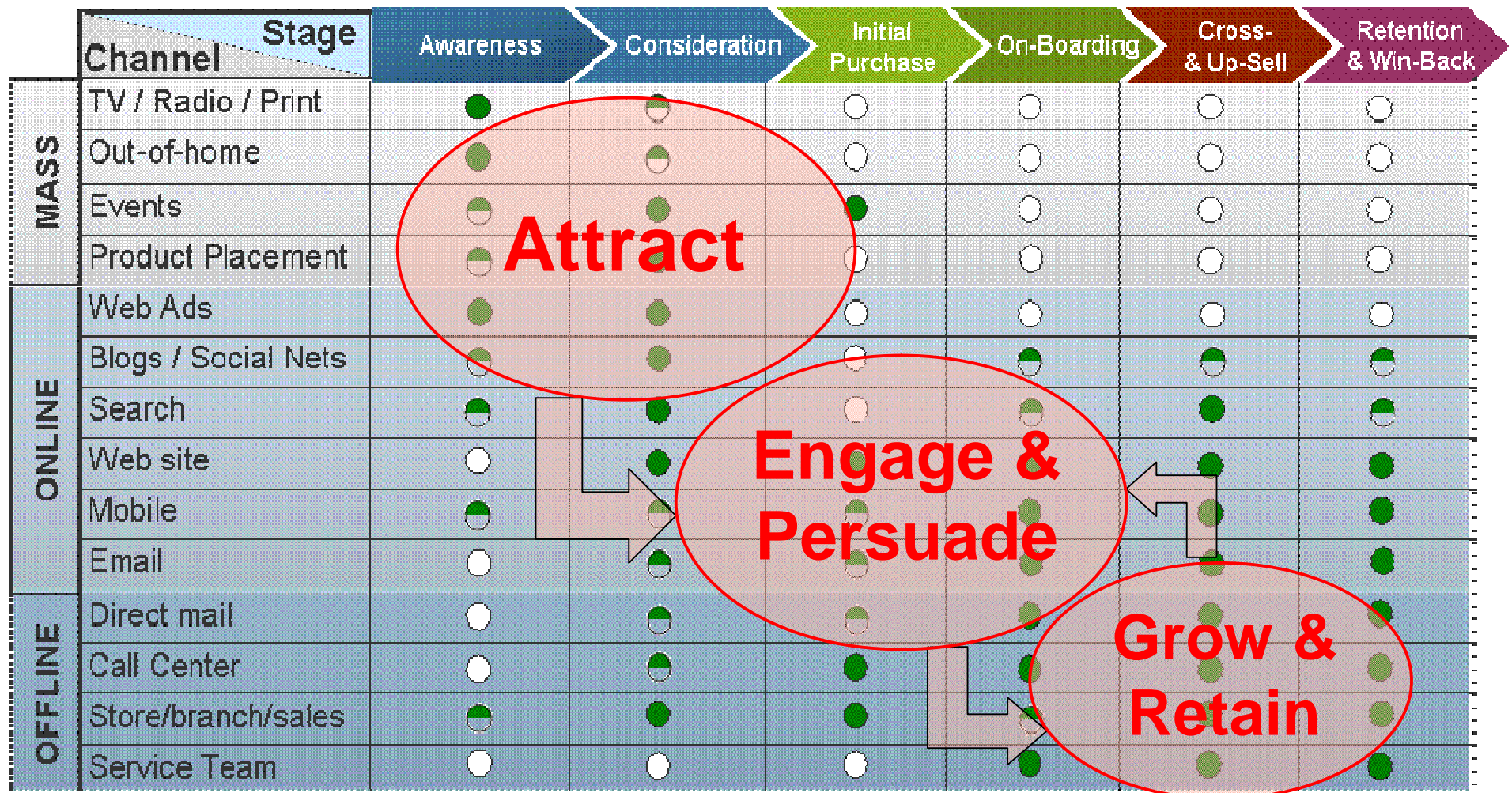


Today's customers research through multiple channels and purchase through others

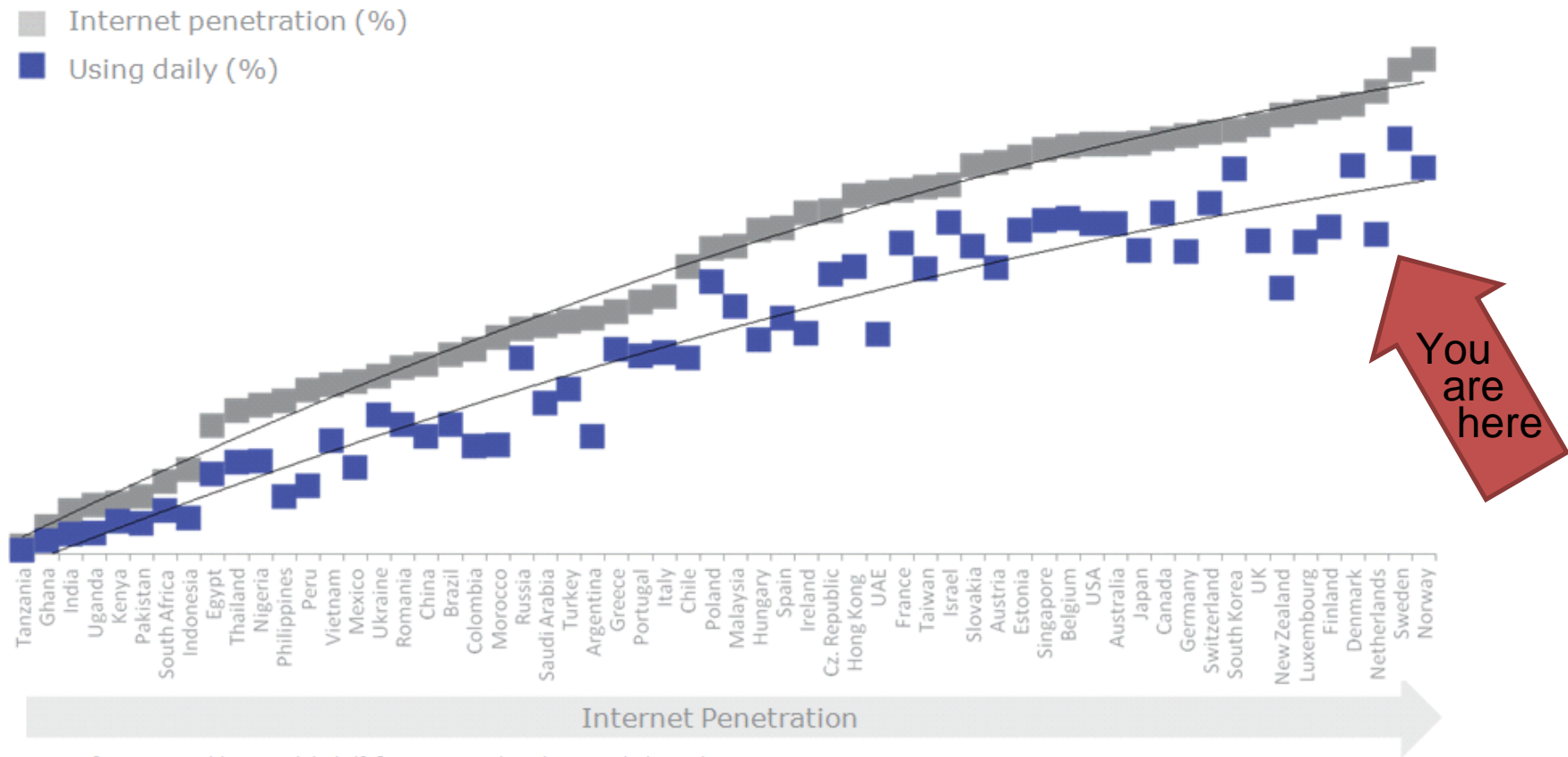
Average of 6.8 interactions between transactions



Successful customer strategies require attention to digital interactions – not just transactions



Internet penetration by country



5 years ago

**Digital
Marketer**

**Traditional
Marketer,
Was Here**

An aerial photograph of a long, multi-lane bridge spanning a vast blue body of water. The bridge features several tall, white, A-frame pylons supporting the deck with cables. The bridge curves gently into the distance towards a sandy peninsula. The sky is bright blue with scattered white clouds.

Today:

- “All marketing is digital marketing”
- “We are all *just* marketers”

Digital + Direct = Interactive Marketing has emerged as a recipe for success

Engaging each customer and prospect
in a cross-channel dialog that builds
upon their past and current behavior

- Online & Offline
- Transactions & Interactions
- Inbound & Outbound

The Keys to Cross-channel
marketing
are in your hands



Digital analytics is a treasure chest of insight into current customer intent



Rich Behavioral Insights from Interactions



The image displays a screenshot of the Towne Bank website. The website features a navigation menu with links for Home, Personal, Small Business, Commercial, Investing, Customer Service, and Contact Us. A central banner reads "Built on a solid financial foundation since 1930" over an image of a classical building. Below the banner are sections for "Find a Branch/ATM", "Apply Now!", and "Products & Services". A sidebar on the left includes "Online Banking Login" and "Security & Privacy" sections. To the right of the website screenshot, there are several social media icons: Facebook, Twitter, LinkedIn, and a group of people icon. In the foreground, a grey silhouette of a person is shown from the back, looking at the website. Below the website screenshot, there is a section for a promotion: "3.9% A Balance T to a new Ca P". Below this, there is a "Scan" section with the text "Activate videos and product ratings using in-store barcodes and Microsoft Tags with integrated scanning exclusive to our iPhone app." and a "Download the Lowe's App" button. To the right of the "Scan" section, there is a smartphone displaying the Lowe's app interface, a QR code, a Microsoft Tag (a colorful geometric pattern), and a barcode with the number 4 7 0 0 0 0 0 0 0 9 4 8 9 9.

Towne Bank

About Us | Careers | Branch/ATM Locator | Site Search **GO**

Home | Personal | Small Business | Commercial | Investing | Customer Service | Contact Us

Faster Online Payments are here! **En Español** | Select Region | Text Size **a a a**

Online Banking Login
Login here to access all of your account information online.
Personal / Small Business **GO**
[Help](#) | [Forgot Password?](#)
[Enroll](#) | [Demo](#)

Security & Privacy
Citizens Bank takes security seriously. Your information stays safe with us.

Built on a solid financial foundation since 1930

Find a Branch/ATM
City, State or Zip **GO**

Apply Now!
Choose one

Products & Services
Choose one

3.9% A Balance T to a new Ca P

Scan
Activate videos and product ratings using in-store barcodes and Microsoft Tags with integrated scanning exclusive to our iPhone app.
Download the Lowe's App

Powered by Microsoft **tag**

4 7 0 0 0 0 0 0 0 9 4 8 9 9

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Two uses of analytics: Aggregate AND Individual level data

KPIs ... Optimization ...

Customer Insights

1. Lemaire, Garth.
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HJs-ACME Inc.,
Tel. 216-631-6043
E-mail: Clay216@yahoo.com

63.164.153.50-1065041748269244

196.28.60.1-1065035271731313

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Find Dashboard

Dashboards Actions

- Commerce Overview
- Competitive Overview
- Content Overview
- Design Overview
- Key Performance Indicators
- Marketing Overview
- Real Time Overview

Reports Actions

Workbooks Actions

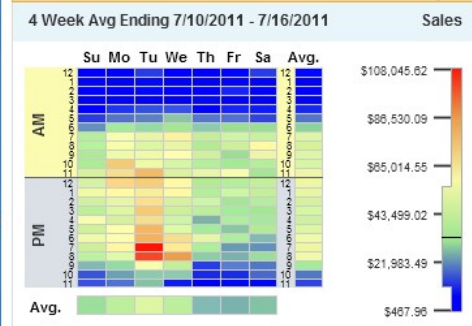
Manage

Guide Me

Workbook: Default Workbook *
Marketing Programs | By Vendor x Dashboard: Commerce Overview x

Commerce Overview Comments

Sales Heatmap



Session Purchase Funnel



Top Changing Product Categories

Last Week | 7/3/2011 - 7/9/2011 vs. Prior Period

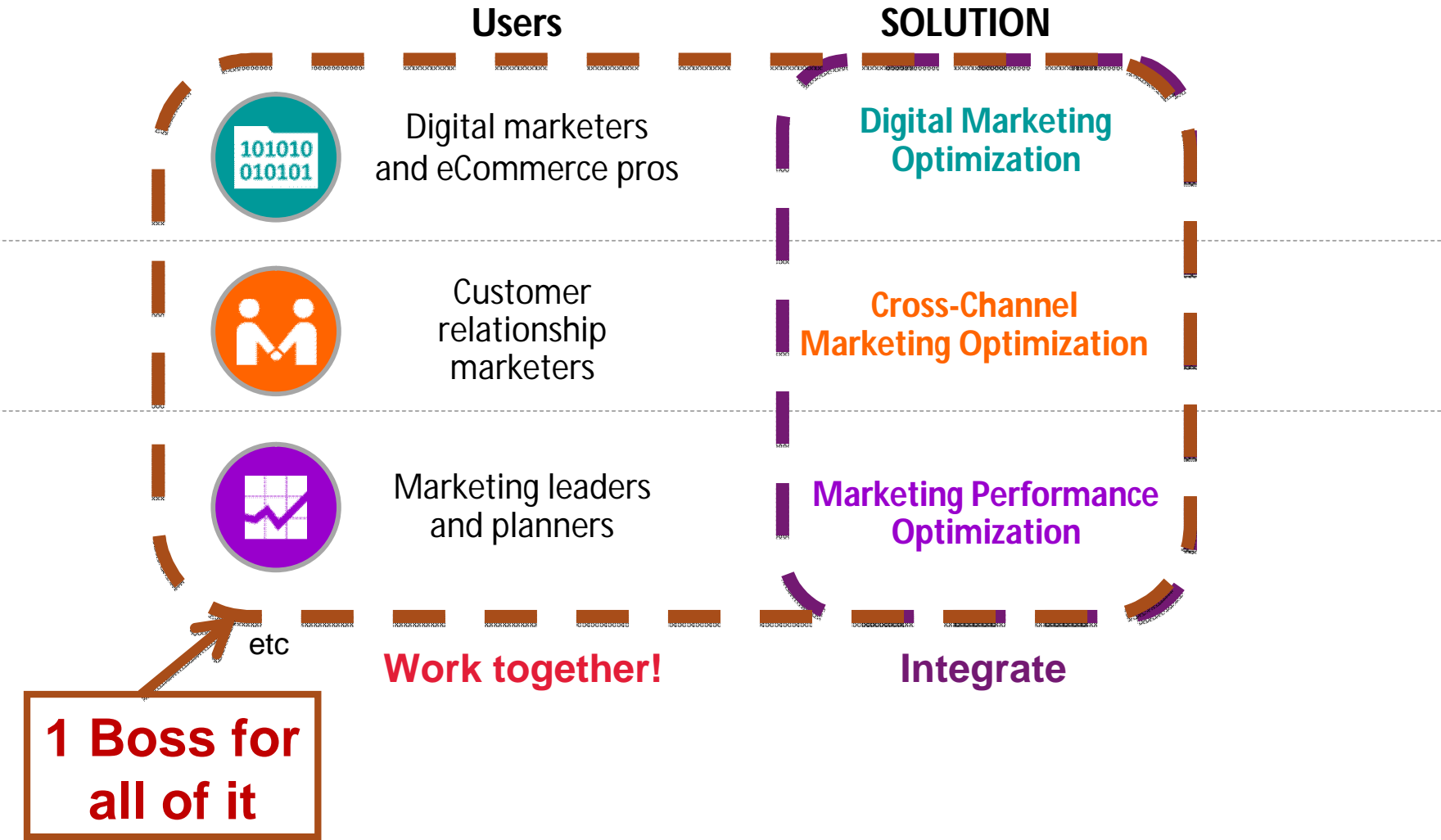
Product Category	Product ID	Items Sold	% Change
OUTD...SHOP	-	179	203.39%
MOTH...S DAY	-		150.00%
ACCES...RIES	-		58.44%
FURNITURE	-		44.00%
NO CA...GNED	-		43.16%
SALE	-		
HARDW...ILITY	-		

Top Product Categories

Yesterday | 7/13/2011

Product Category	Product ID
NO CA...GNED	-
FURNITURE	-
ACCES...RIES	-
BATH	-
GIFTS	-

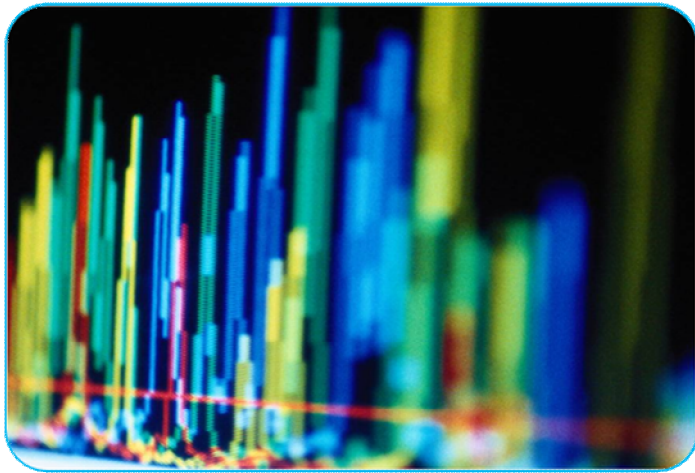
Connect your marketing software solutions and your marketing people!



How Can this Help Me Throughout the Customer Life Cycle?

- And What is The Business Case?

Large US financial institutions combines aggregate and individual level digital analytics



- Website goals similar to eCommerce
- 500+ active users of digital analytics
- Used for site optimization
 - Improved application completions by 29%
- 15+ data feeds from cloud based digital analytics solution into inhouse data warehouse
 - BI
 - Behavioral targeting

Doubling sales with the right recommendations

ORVIS®

*Increases Cross Sell Revenues by 70% with Coremetrics
Intelligent Offer*



Business Need

- Keep recommendations up to date for 4,400 site products
- Drive additional sales and increase average order values

-
-

increased by 70%

rising from 3% to 6%

Personalized, targeted ads improve revenue



Personalized ads slash cost per order/attract new customers



Business Need

- Wanted intelligent targeting of banner ads based on customer segment
- Wanted to acquire new customers

-
-
-
-
-

doubled

cost per order was 64% lower than average cost per order

Online drives overall business success

the macy's **macy's** find a couple's registry **mBLOG** [f](#) [t](#) [b](#) [sign in](#) | [my account](#) | [customer service](#) **Your bag (0)**

for the home bed & bath women men juniors kids beauty & fragrance shoes handbags & accessories jewelry & watches sale

SEARCH GO **my giftguide** STORES DEALS & PROMOTIONS GIFT CARDS WEDDING REGISTRY

my macy's shop ahead

Whatever. Whenever. Wherever. With our new shop ahead services, you can enter your ZIP Code to shop for what you want, the way you want. Need a couch? Find furniture samples in your area. Love a dress? Check its size and color availability at a store near you. And as always, you can browse local store catalogs and offers.

- **find it in store**
Want it? Shop macy's.com first and find out if the size & color you're looking for are available in your local Macy's store.
- **furniture sample finder**
See it in person – we'll show you where. Locate furniture samples at a store near you [shop now](#)
- **your store catalogs & offers**
Browse local store catalogs. Add it to your shopping bag in store!
- **NEW! Web ID**
It's quick & easy to search by product description

Macy's Q1 Profit Rose 43%, Led By Strong Online

S
By **INVESTORS.com** DAILY
POWERED BY INVESTOR'S BUSINESS DAILY™

Urban Outfitters

The screenshot shows the Urban Outfitters website homepage. At the top left, there is a promotional banner: "Free Shipping on Orders Over \$50!" with a link to "*Details". The top right corner contains navigation links: "Shopping Bag" with a bag icon, "Order Status", and "Sign-In". The main navigation menu includes "WOMEN'S", "MEN'S", "APARTMENT", "GIFTS", "SALE", and "BLOG". A search bar with the text "SEARCH" and a "GO" button is positioned to the right of the menu. The central focus is a large banner image of a man in profile, wearing a colorful, patterned sweater. Overlaid on the left side of the image is the text "GRAB A SWEATER" in large, bold, yellow letters. In the bottom right corner of the image, there is a yellow button that says "SHOP SWEATERS". At the bottom left of the banner, a URL is visible: "www.urbanoutfitters.com/urban/catalog/category.js".

Targeted, relevant email drives results



Targeted, relevant email boosts revenue by 2500%

Business Need

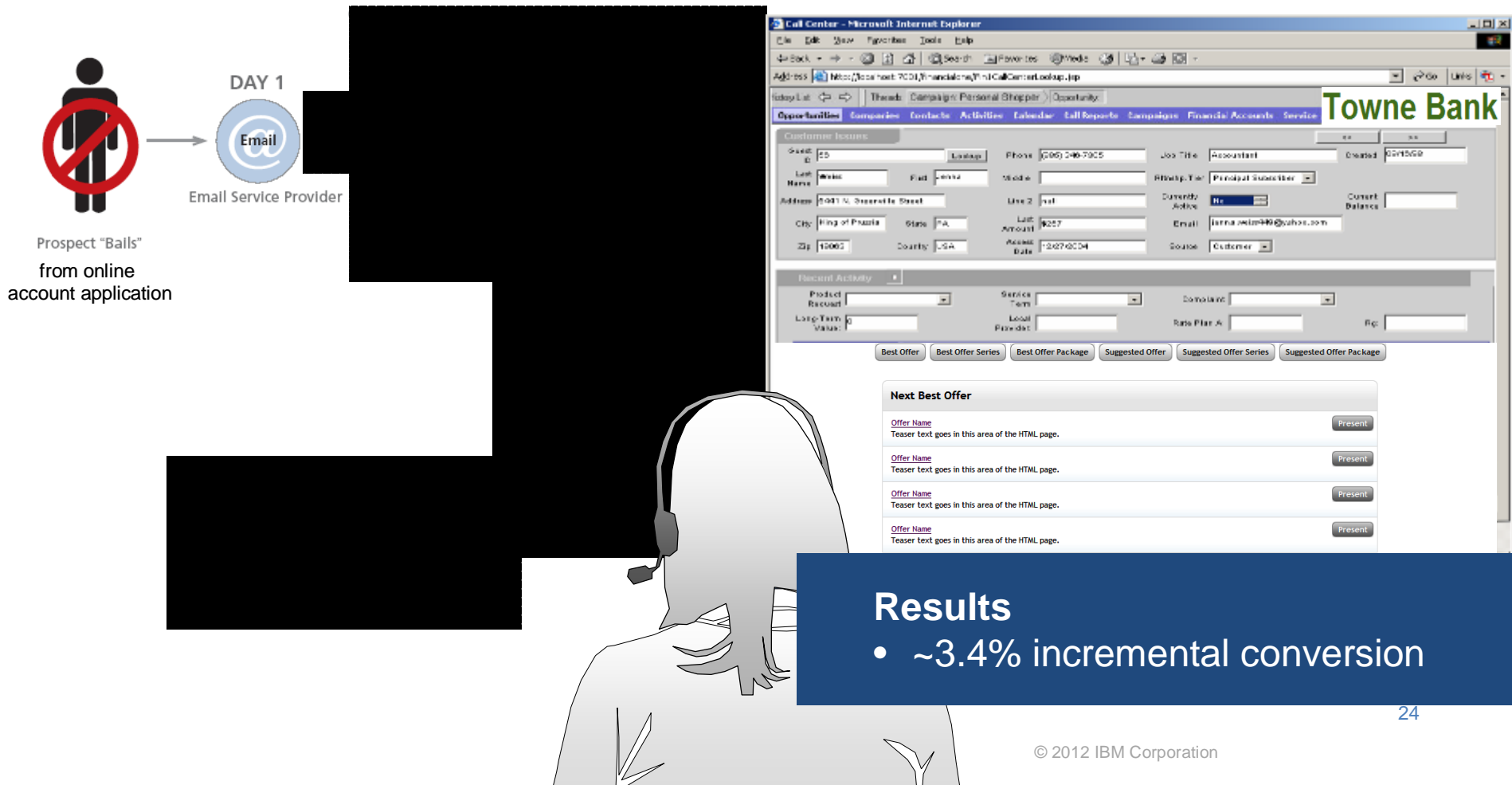
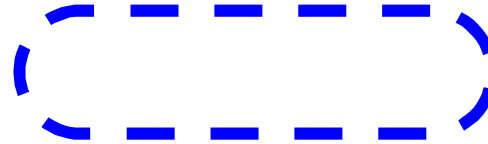
- Customers were suffering from email overload; customer email engagement was declining
- L'OCCITANE wanted to increase email relevance through smarter segmentation and testing

- *higher*

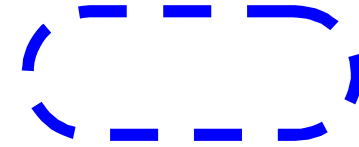
17 times

- *customer engagement high*

Cross-Channel Remarketing:



Retention: Wireless Carriers



A screenshot of a website navigation menu on a black background. The menu items are white text on blue rectangular buttons. The following items are highlighted with a blue border: 'Contact Us', 'Store Locator', 'International Services', 'Keep Your Number', 'Current Promotions', 'Upgrade Your Phone', 'Change Your Plan', and 'Calling'. The 'Calling' button features a red 'in' icon.

Key Web Events

- Contact Us Details
- Store Locator
- Promotion Response
- Browse Phones
- Review Rate Plans
- Read FAQ for Free IN-Network Calling
- Review International Plan
- Review Number Portability

Mobile marketing campaign in South Korea by Tesco Home plus

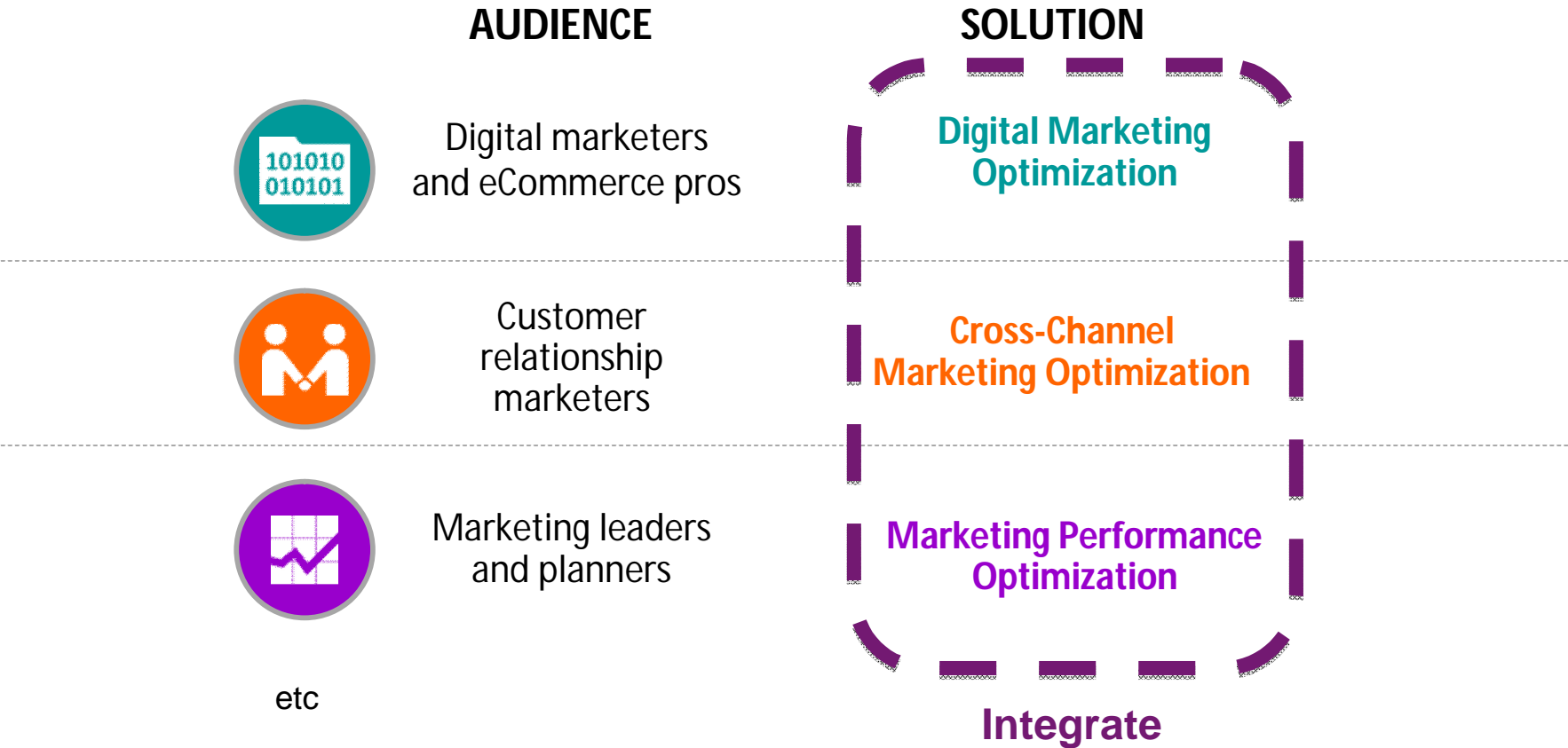


- “Tesco Homeplus Virtual Subway Store in South Korea”
- A portion of the QR code can represent location or other insights that you can collect
- Opportunity to target additional information to customers based on their scans



How Do We Get There?

Typical marketing software solutions



Choose either a cloud based vs. on premises digital analytics solution

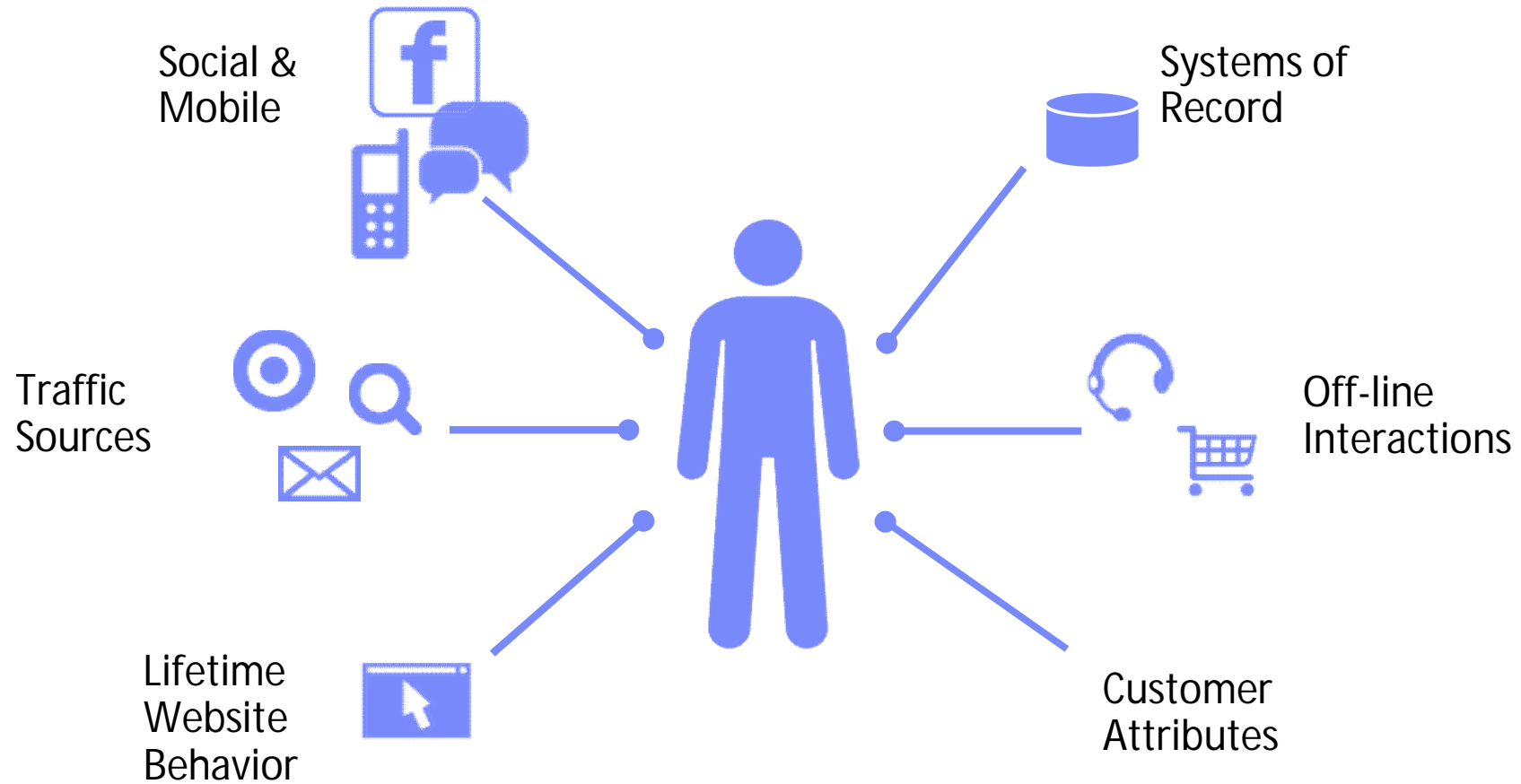


IBM Digital Analytics
Digital analytics in the cloud

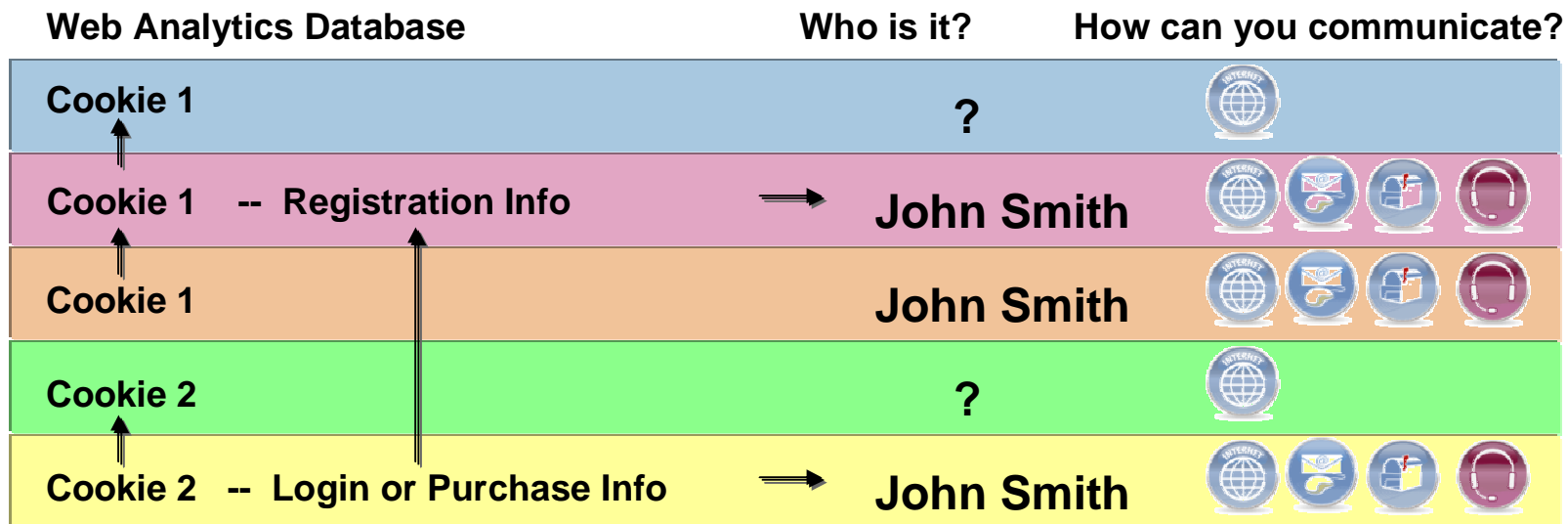
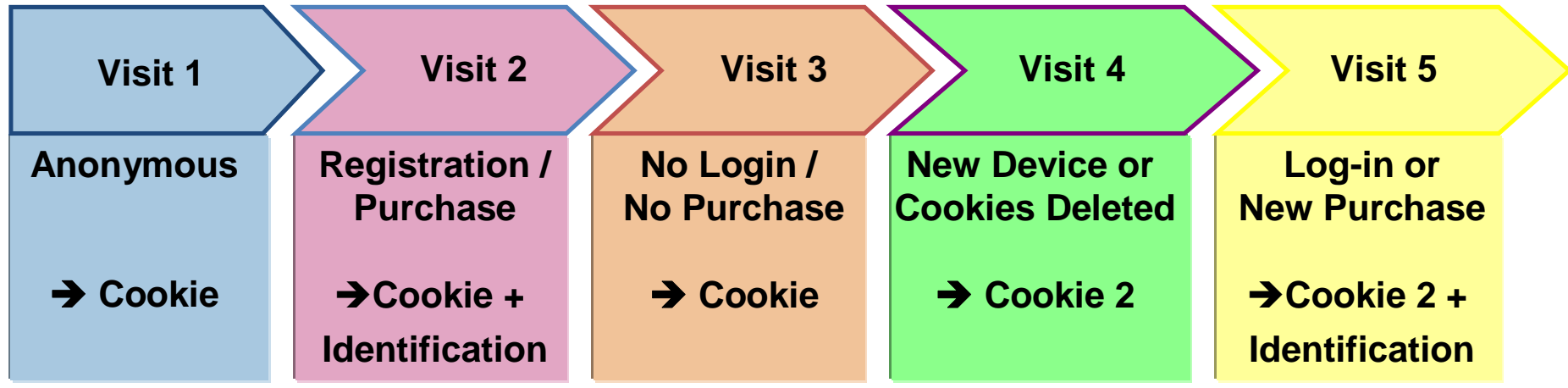


IBM Digital Analytics Accelerator
Digital analytics installed on your own premises

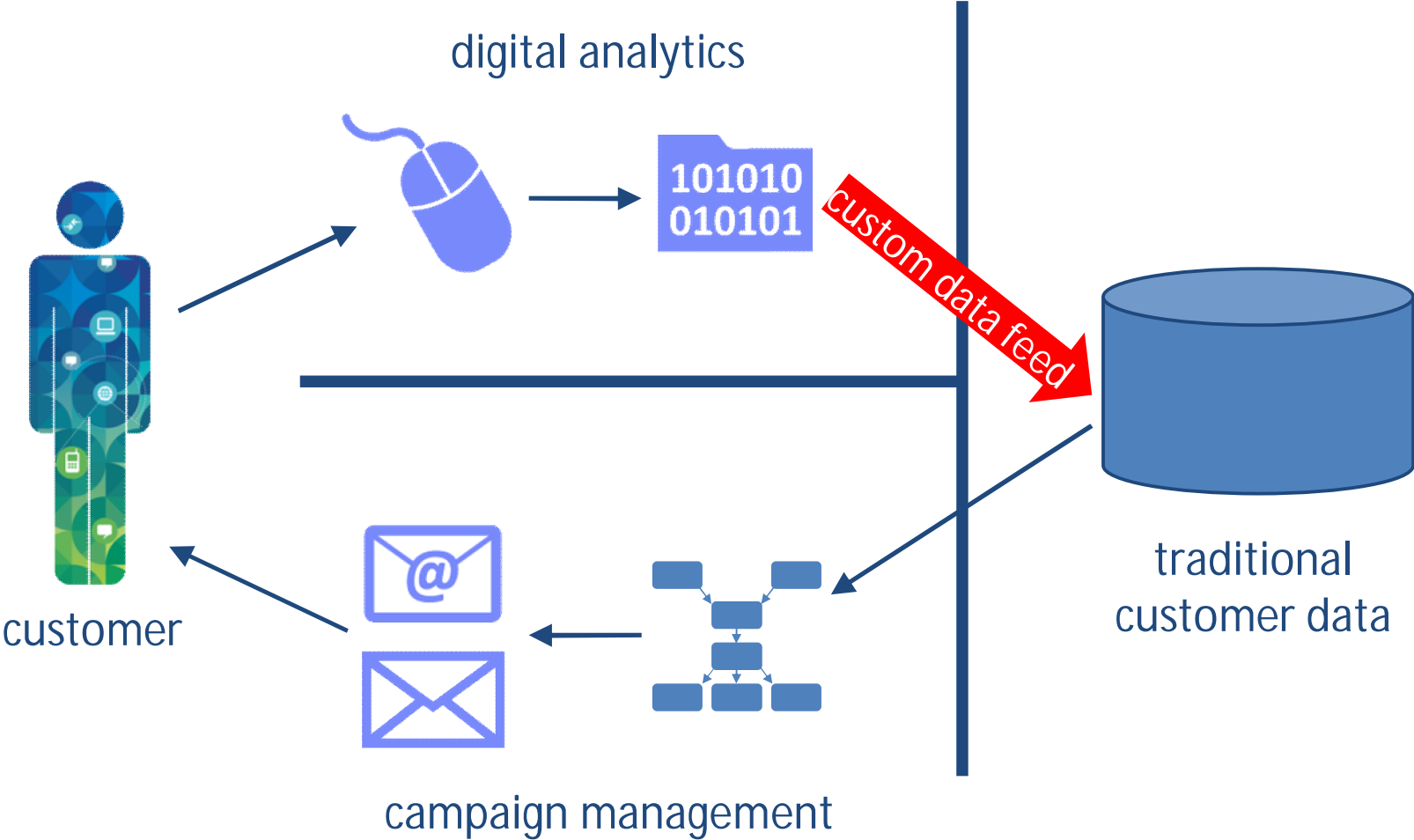
Obtain a complete picture of each customer's **lifetime interactions** with your business



Don't lose the customer in all the cookies



The typical approach to connecting digital data into marketing automation systems



The downsides to using data feeds to a data warehouse



Lots of help from IT needed to get feeds in



Data in feeds not reliable



Feeds often arrive late, making data old, less valuable

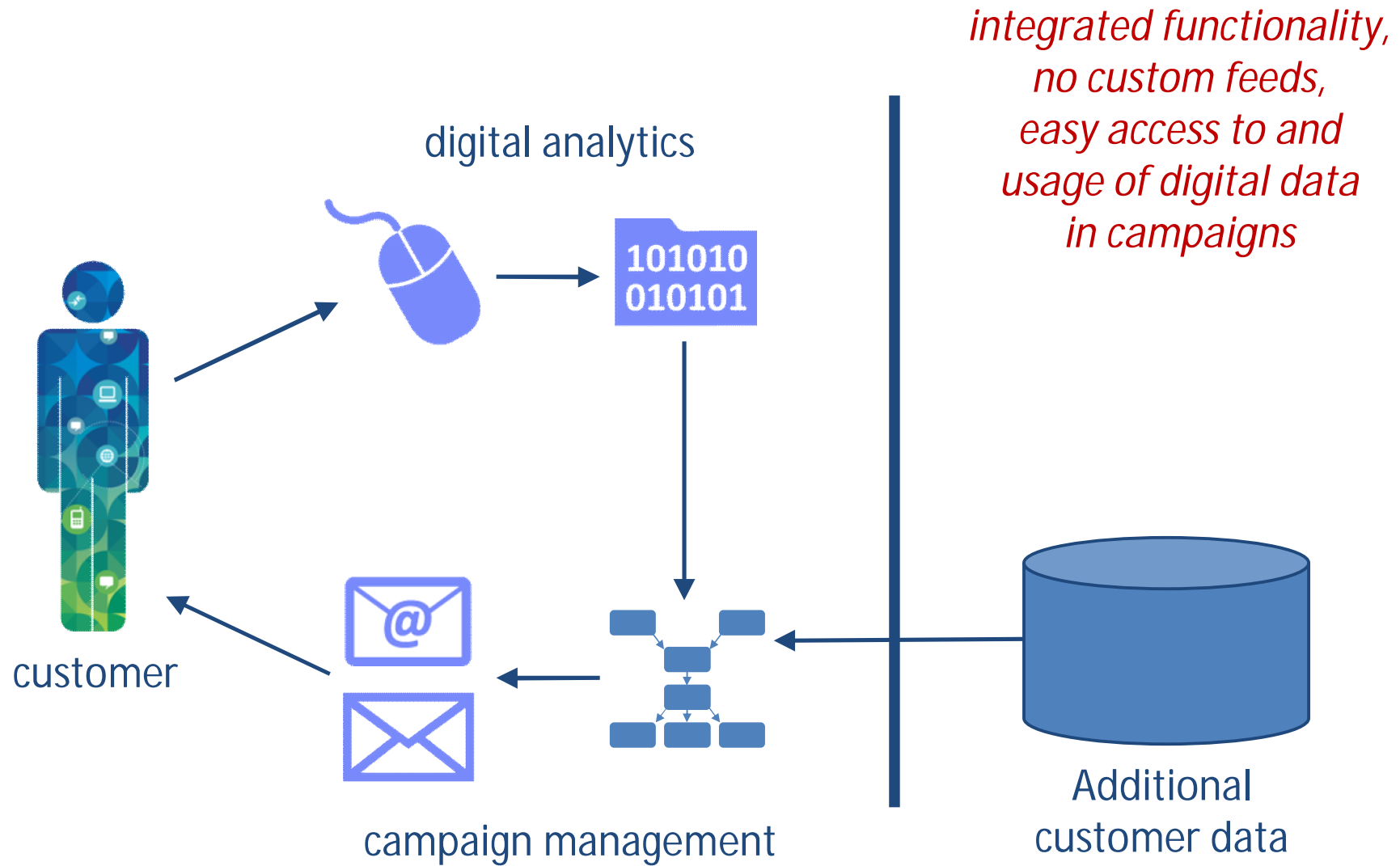


Most vendors charge extra fees for feeds



Hard to turn raw feed data into insights

New approach: integrated solution, no feeds



Results that your company can expect ...

Typical benefits from using digital analytics data for cross-channel marketing

- Improved response rates from more relevant campaigns
- Lower churn rates from more timely customer outreach
- More effective re-marketing or on-boarding based on Web site activities
- More accurate customer scoring from a richer customer profile

Questions?

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- [@AkinArikan](https://twitter.com/AkinArikan)

The screenshot shows the IBM website for 'Generation C: De connected consumer'. The page features a grid of diverse individuals representing the target audience. A tweet overlay reads: '@JonITX said: Infographic, RT @smarterplanet: When marketing & IT collide, good things happen. #SmarterMarketing #CMO #CIO http://t.co/sZzG4git'. Below the grid, a hand is shown pointing at the URL 'www.ibmconnectedcustomer.com/nl'. To the right, a list of marketing steps is provided:

Overzicht	Vijf cruciale stappen voor de interactieve marketeer
Collect	Naar consumenten luisteren terwijl ze tegen u praten - of óver u
Analyze	Inzicht krijgen in het gedrag van de consument en de beste kansen zichtbaar maken
Decide	De boodschap persoonlijk maken en een voortgaande dialoog tot stand brengen
Deliver	De dialoog met de consument aangaan

A blue arrow labeled 'Volgende' points to the right.

www.ibmconnectedcustomer.com/nl