**BusinessConnect**
A New Era of Smart
June 12 2014

# Moments Matter

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# Top Marketing challenges organizations are facing



# 36%
of marketers say
**retaining customers and improving loyalty/satisfaction**

# 42%
of marketers say
**acquiring customers**

*SOURCE*: The State of Marketing 2013: IBM's Global Survey of Marketers, IBM Center for Applied Insights

# Today's consumer

**92%** of consumers **research online** before a purchase

**70%** of a B2B purchase decision is made **is made before a rep is contacted**

**5.9B** **mobile phone subscribers** across the globe in 2013

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

**84%** of millenials say **social** content has an influence on what they buy
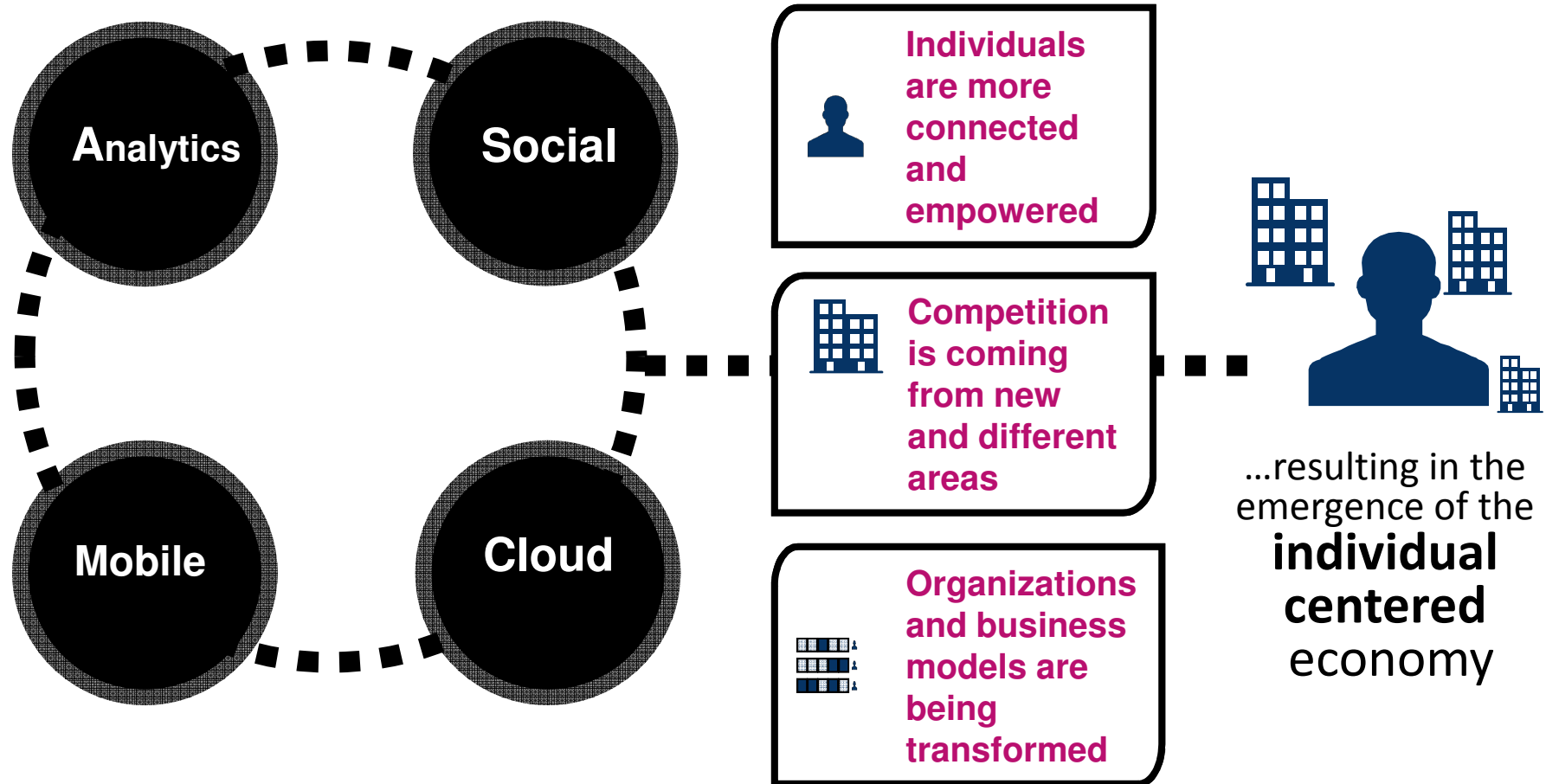
**71%** of smartphone users **compare prices in stores**

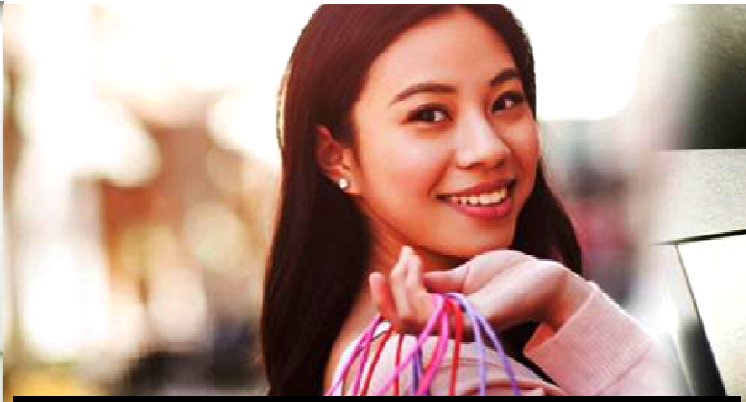*SOURCES*: IBM Institute for Business Value; IBM 2012 Holiday Benchmark Reports; ChiefMarketer.com

# Social, Mobile, Analytics and Cloud
## have changed organizations and consumer expectations

Analytics

Social

Mobile

Cloud

**Individuals are more connected and empowered**

**Competition is coming from new and different areas**

**Organizations and business models are being transformed**

...resulting in the emergence of the **individual centered** economy

# Meeting the customer call
## is our mission

Transform how customers **engage** with your brand

Deliver measurable **results**

Leverage technology **disruptors**

Lead organizational **change**

# Re-imagine our role as Marketers

| Timeless | 2012 | 2014 |
|---|---|---|
| Know the customer | Understand each customer as an individual | Know each customer in context |
| Define what to market and how to market | Create a system of engagement that maximizes value creation at every touch | Innovate and scale personally relevant and rewarding experiences |
| Protect the brand promise | Design culture and brand so they are authentically one | Co-create authentic brand experiences with customers, employees, and partners |

# Know each customer in context



*Air France/KLM* provides valuable, real-time information throughout the entire travel process, boosting loyalty and increasing customer satisfaction.

# Innovate and scale personally relevant and rewarding experiences



*Sephora* uses the mobile experience to transform the shopping experience, promoting "showrooming" in stores

# Co-create with customers, employees and partners



**Mondelez** *is taking engagement in the moment to new levels*

# IBM has led the way in helping clients make the shift
## to continuous customer engagement, with many milestones along the way



2Q 2014

**Ignite and Grow
Customer Relationships**
with omnichannel marketing

**Convert Digital Prospects
to Loyal Customers**
with digital marketing

**Understand
Your Customers**
with customer analytics

**Curate Meaningful
Customer interactions**
with real-time personalization

**Deliver Empowering
Digital Experiences**
with customer digital
experience

## IBM ExperienceOne

**Serve and Delight
Your Customers**
with customer experience
for service

**Deliver Exceptional
Experiences Across
the Channels**
with omni-channel customer
engagement

**Maximize Sales, Profit
and Shopper Loyalty**
with omni-channel
merchandise optimization

**Reinvent and
Automate Complex B2B
Sales Process**
with B2B commerce

**Personalize the
Store Experience**
with store of the future

# Ignite innovation with IBM expertise
## to reinvent your customer engagement

## Industry Expertise

**8,000+** clients in more than 50 countries, including:

- 8 of the Top 10 Commercial Banks
- 9 of the Top 10 US Retailers
- 9 of the Top 9 Global Automotive Companies
- 7 of the Top 10 Top Financial Services Companies

## Best Practices

- **#1** in market share for marketing automation
- **65%** of most influential CMOs use IBM solutions
- IBM customer engagement solutions are named "Leader" in **13** major analyst reports
- **$6B** investment, **3000+** researchers and **12** research labs

## IBM Interactive

- **$100M** investment
- **10** new labs worldwide
- **1,000** new people

#1 Global Digital Agency
- Ad Age May 1, 2014

## Business Partners

- **1,300+** BPs engaged with Smarter Commerce (32%+ YTY)
- **300** Customer Digital Experience BPs
- **20+** leading agency partners, half of them global

# IBM solutions are helping marketing organizations
## achieve a spectrum of business outcomes

**Improved customer value, loyalty and retention**
5-15% increase is typical

**Higher online marketing ROI**
15x-25x increase is typical

**Higher campaign ROI**
15-30% increase is typical

**Increased response rates**
10-50% increase is typical

More **relevant and effective** marketing

**More campaigns with the same resources**
2-5x increase is typical

**Reduced cycle time for marketing efforts**
40-80% reduction is typical

**Reduced marketing costs**
20-40% reduction is typical

**Lower customer acquisition costs**
25-75% reduction is typical

More **efficient** marketing

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