IBM

Smartare Analys 2013

ACTIONBASE

knowit

addedo

accenture
High performance. Delivered.

α advectas

Middlecon AB

STREAM-INTELCOM

Right Time Marketing
With IBM Digital Marketing Optimization Suite

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Customer In Chief

Marketers need to gain customer insights by leveraging traditional and digital channels

Traditional Marketing

Digital Marketing

65%
Of respondents are doing the basics by reporting and analyzing their online visitor data.

Only a third
Use this data in targeting one-to-one offers or messages in digital channels.

Less than 1 and 5
Leverage online data to inform one-to-one offers in traditional channels.

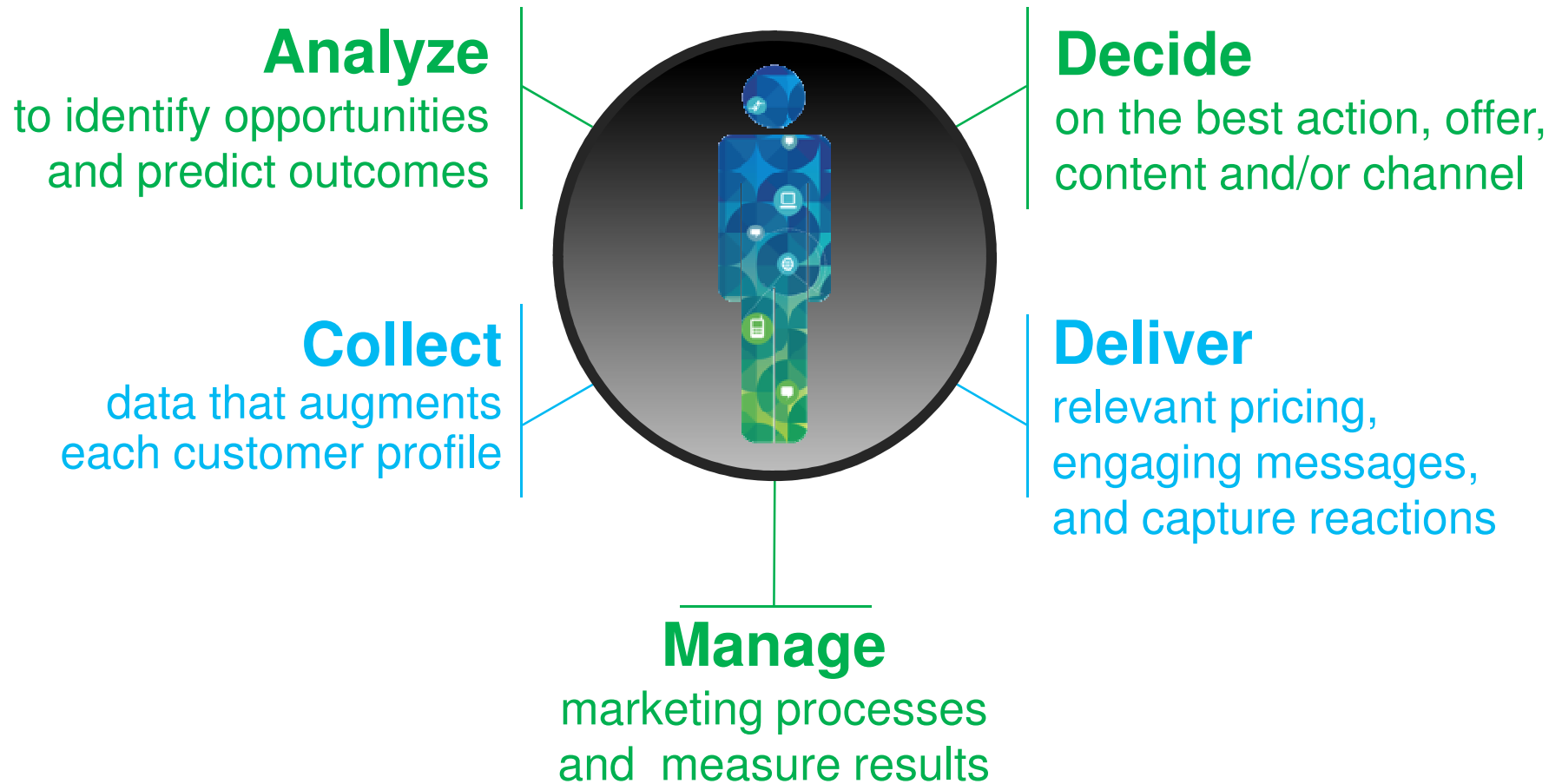# What makes this hard? Most Marketers lack two components:

PR

Earned media

http:www

BILLBOARD

ad

Paid media

NEWS **ad**

@

Owned media
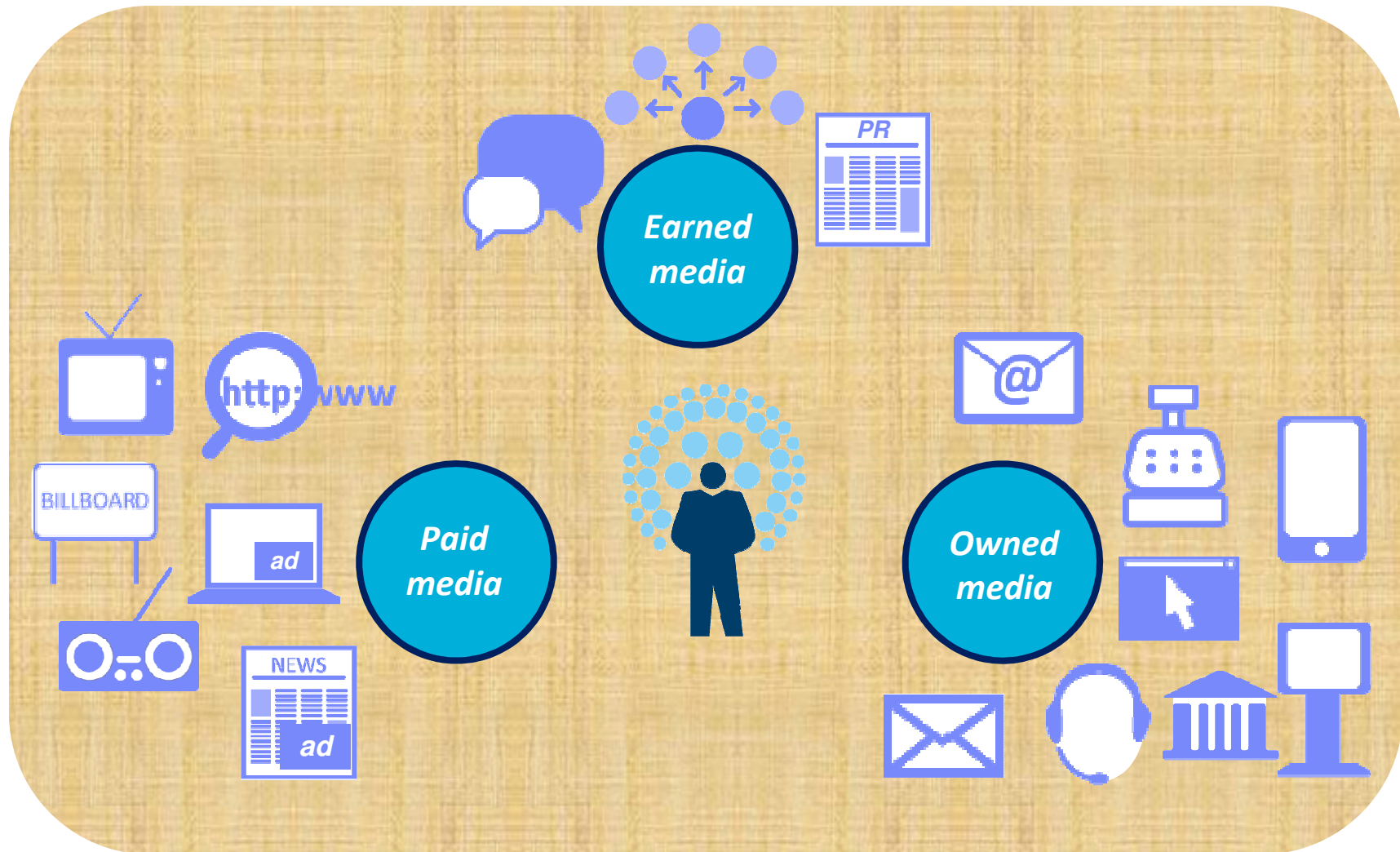
1 *Complete **Understanding** of each customer*

2 *Marketing Platform to take coordinated **Action***

A system of engagement requires an integrated process

Analyze
to identify opportunities
and predict outcomes

Decide
on the best action, offer,
content and/or channel

Collect
data that augments
each customer profile

Deliver
relevant pricing,
engaging messages,
and capture reactions

Manage
marketing processes
and measure results

SmarterCommerce

IBM.

# EMM flexibly addresses the needs of specific user groups

FOR	WHO NEED TO	IBM PROVIDES
Customer relationship marketers	Engage customers in a one-to-one dialogue across channels to grow revenue throughout the customer's lifecycle	Cross-Channel Marketing Optimization
Digital marketers	Orchestrate relevant digital interactions to attract and retain new visitors and grow revenue throughout the customer's lifecycle	Digital Marketing Optimization
eCommerce professionals	Turn visitors into repeat customers and loyal advocates by improving the digital experience of every customer	Customer Experience Management
Marketing leaders and planners	Model and assess mix, and manage marketing operations to maximize ROI	Marketing Performance Optimization
Merchandising and sales planners	Make price, promotion and product mix decisions that maximize profit and inventory utilization	Price, Promotion, and Product Mix Optimization

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"Real" Use Case

Web site navigation, session after session...

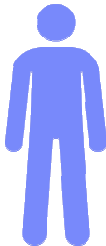# Visitor Journey – step 1:
Behavior Learning, Session after Session
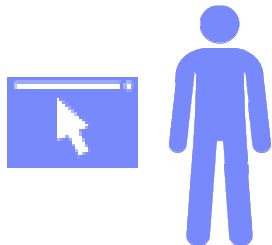
Cookie ID	Registration ID	Event 1	Event 2	Event 3	Event 4
1234567	-	Visit	Product12 view		

Visitor profile = Product viewer

Visitor Journey – step 2: Personalization of Display Ad

Cookie id = 1234567

Visitor Journey – step 3:
More Behavior Learning + Onsite Product Recommendation
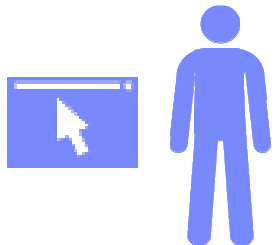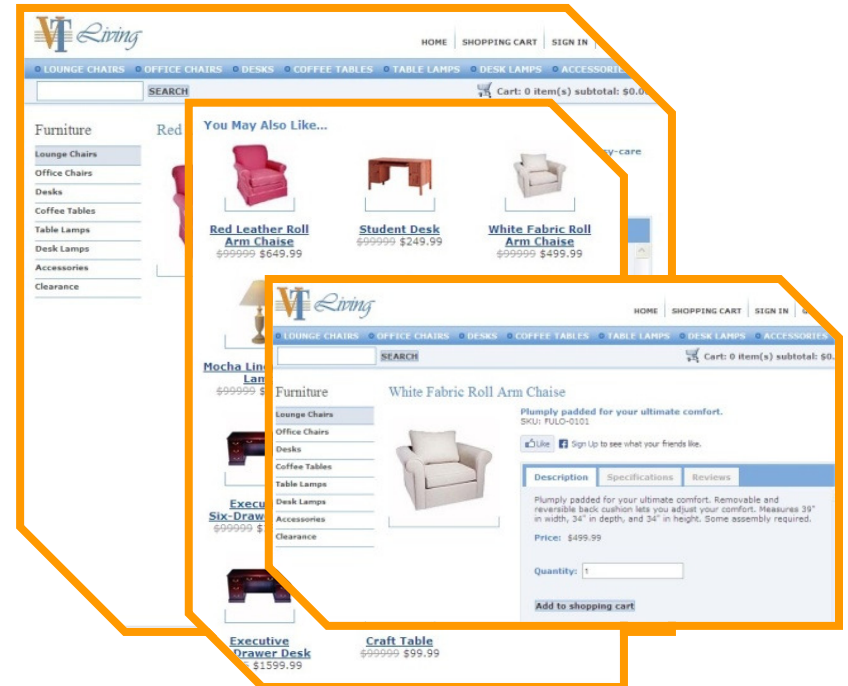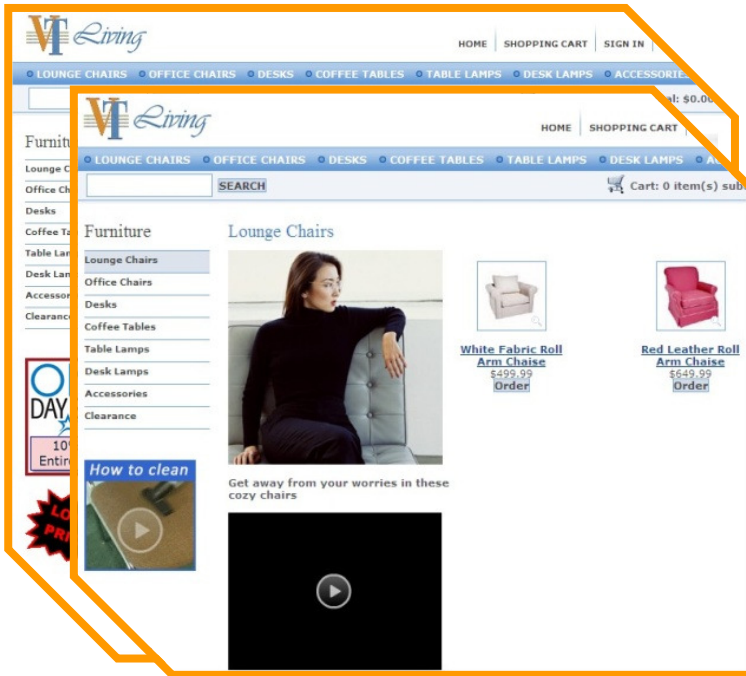
Cookie ID	Reg. ID	Birthday	Address	Social data	Event 1	Event 2	Event 3	Event 4
1234567	rupert@orange.ch	30/11/1975	Zürichbergstrasse 221. CH-8044 *Zürich*	…	Registration	Product12 view	Add to cart	Cart abandonned

Visitor profile = abandoner

Visitor Journey – step 4:
On-site Message Personalization + Product Recommendation

rupert@Orange.ch

Cookie ID	Reg. ID	Birthday	Address	Event 1	Event 2	Event 3	Event 4	Event 5
1234567	rupert@orange.ch	30/11/1975	Zürichbergstrasse 221. CH-8044 *Zürich*	Registration	Product12 view	Add to cart	Cart abandon	Recommendation

Visitor Journey – step 5:
Retargeting by email + Product Recommendation
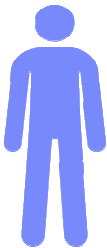
Just selected for you :

White Fabric Roll
Arm Chaise
$499.99
Order
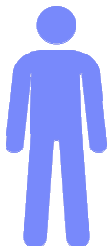
THE 04 MORRIS GROUP NEWS

White Fabric Roll
Arm Chaise
$499.99
Order

TELEPHONE NUMBERS CHANGE

rupert@Orange.ch

Cookie ID	Reg. ID	Birthday	Address	Event 1	Event 2	Event 3	Event 4	Event 5
1234567	rupert@orange.ch	30/11/1975	Zürichbergstrasse 221. CH-8044 *Zürich*	Registration	Product12 view	Add to cart	Cart abandon	Recommendation

Visitor Journey – Discovering the Audience "Lifecycle"

Milestones (Lifecycle Period: Last 400 Days)

+ expand all metrics | - collap

Non-Shoppers

Unique Visitors
598,202 +6.1%
(46.3%)

Reach Milestone
0 Days 0%

+ More Metrics

Shoppers

Unique Visitors
401,394 +4.8%
(46.3%)

Reach Milestone
55.2 Days 0%

+ More Metrics

1x Buyers

Unique Visitors
162,392 +4.8%
(31.0%)

Reach Milestone
63.2 Days -2.8%

+ More Metrics

2x Buyers

Unique Visitors
97,584 -4.2%
(12.6%)

Reach Milestone
128.5 Days -1.4%

+ More Metrics

Zoom

Marketing Channels

Top Products

Top Marketing Programs

Insights

+ More Metrics

New to Non-Shopper

Unique Visitors
123,002 +6.1%
(46.3%)

Between Milestones
0 Days 0%

+ More Metrics

New to Shoppers

Unique Visitors
89,022 +6.1%
(26.3%)

Between Milestones
55.2 Days 0%

+ More Metrics

New to 1x Buyers

Unique Visitors
58,923 -9.6%
(14.7%)

Between Milestones
13.6 Days -2.8%

+ More Metrics

New to 2x Buyers

Unique Visitors
21,929 +0.7%
(13.5%)

Between Milestones
58.4 +5.1%

+ More Metrics

New to 3-5x Buyers

Unique Visitors
3,444 +0.7%
(3.5%)

Between Milestones
63.9 -4.6%

+ More Metrics

Visitor Journey – step 6: Conversion Process + Content / Product Recommendation
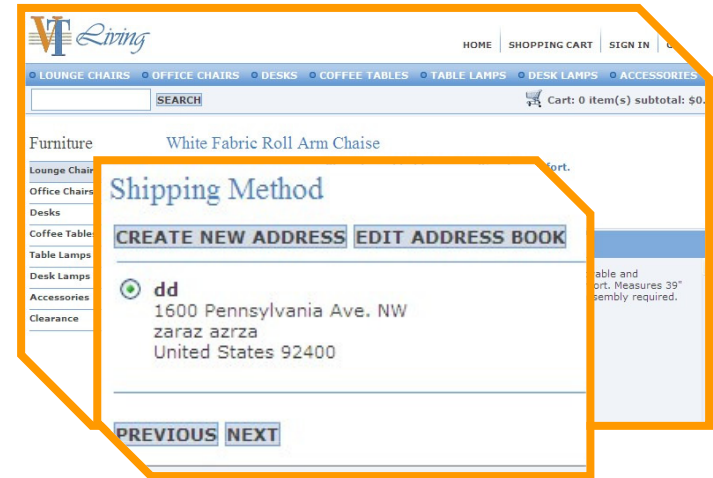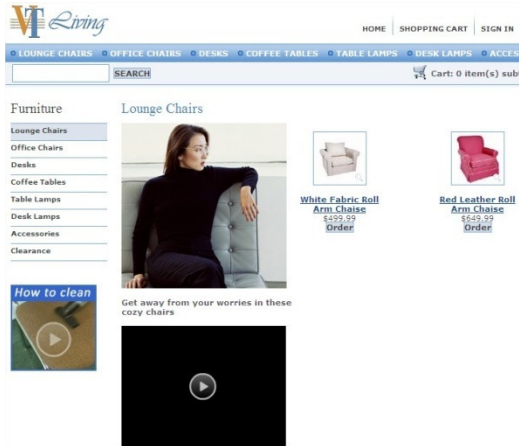
Visitor Journey – step 7: Listening to Feedbacks, Understanding the issue and Acting

A customer calls or tweets to say she cannot purchase a specific item.

VT Living webcare team replays the web session to identify the issue.

This seems to be caused by an old browser version. The webcare team then contacts the customer.

Impacts:
•*Time to resolve the issue is significantly reduced.*
•*New transactions are now made possible by removing road blockers*

"Real" Use Case

What steps did we take ?

Campaign Management is about Growing Lifetime Value

Optimizing one-to-one interactions is like having a good conversation

Marketers need to:

Listen and Understand
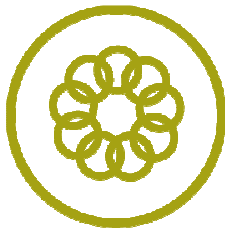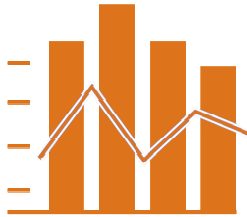
Decide what to say next

(only then) Speak

IBM Digital Marketing Suite, Full SaaS

Web Analytics

For all audiences, not only experts

Intuitive dashboards & ad'hoc reports

Digital Campaigns

Scheduling

Contact Fatigue

Split testing

LIVE Profiles

Individual web behaviours,
stored on the Cloud

Digital Marketing

Retargeting

Personalizing

Recommending

IBM Digital Marketing Optimization Solution

Collect

Analyze

Decide

Deliver

Integrate

tealeaf

Multichannel Analytics

Digital Analytics Multichannel

Digital Data Exchange, Tag Manager

Digital Data Exchange

Digital Analytics	Multisite	Lifecycle	Impression Attribution	Social Media
Digital Analytics	Multisite	Lifecycle	Impression Attribution	Digital Analytics Social Media
Complete solution for enterprise analytics	For companies with many websites	Accelerate the Customer Journey	Measure Advertising Impact	Measure Social Conversions

Search	Digital Recommendations		LIVEmail	AdTarget	Marketing Center
Search Marketing	Product Recs	Content Recs	LIVEmail	AdTarget	Marketing Center
Optimize Paid Search Advertising	Cross-sell products	Engage visitors with content	Target Email Via ESPs	Target via Display Ads	Digital campaign management

Search Engines	Delivery Points	Email Service Providers	Ad Networks	Channels
Google Bing	Web Mobile/Social Email Call Center/Kiosk	CheetahMail ExactTarget Responsys etc	Akamai Audience Science Dotomi Datalogic etc	Email web & mobile list targeting A/B testing

Digital Data Exchange, Certified Partners

Digital Data Exchange

Cross-channel Marketing

WebSphere Commerce

Websphere Portal

IBM clients are experiencing real results today

More effective marketing:

Response rates: up 10-50%
Campaign ROI: up 15-30%
Online marketing ROI: up 15-25x

Improved transactional results:

Sales revenue volume: up 0.5-1%
Average order value: up 15-20%
Trade ROI: up 15-20%

More efficient marketing:

Cycle times: down 40-80%
Marketing costs: down 20-40%
Campaign volume: up 2-5x

Better customer relationships:

Customer value: up 5-10%
Loyalty and retention: up 10-15%
Acquisition cost: down 25%-75%

Better top- & bottom-line results:

Revenue: up 1-3%
Margin: up 2-5%

Bringing Science
to the Art of [Digital] Marketing

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