



# IBM Dijital Pazarlama Optimizasyonu

IBM Digital Marketing Optimisation:  
Bringing Science to the Art of Marketing



IBM



# Agenda

- Introduction
- Track visits or visitors?
- Web Analytics: measurement or optimisation?
- Knowing where to spend your marketing budget
- How does your online marketing compare with the best?
- Summary





# What are customers telling you online?

- Every Click
- Every Form
- Every email response
- Every non-click
- Every non response
- Time taken
- Path Taken
- Marketing responses
- Marketing non responses





**What are customers telling  
you online?**

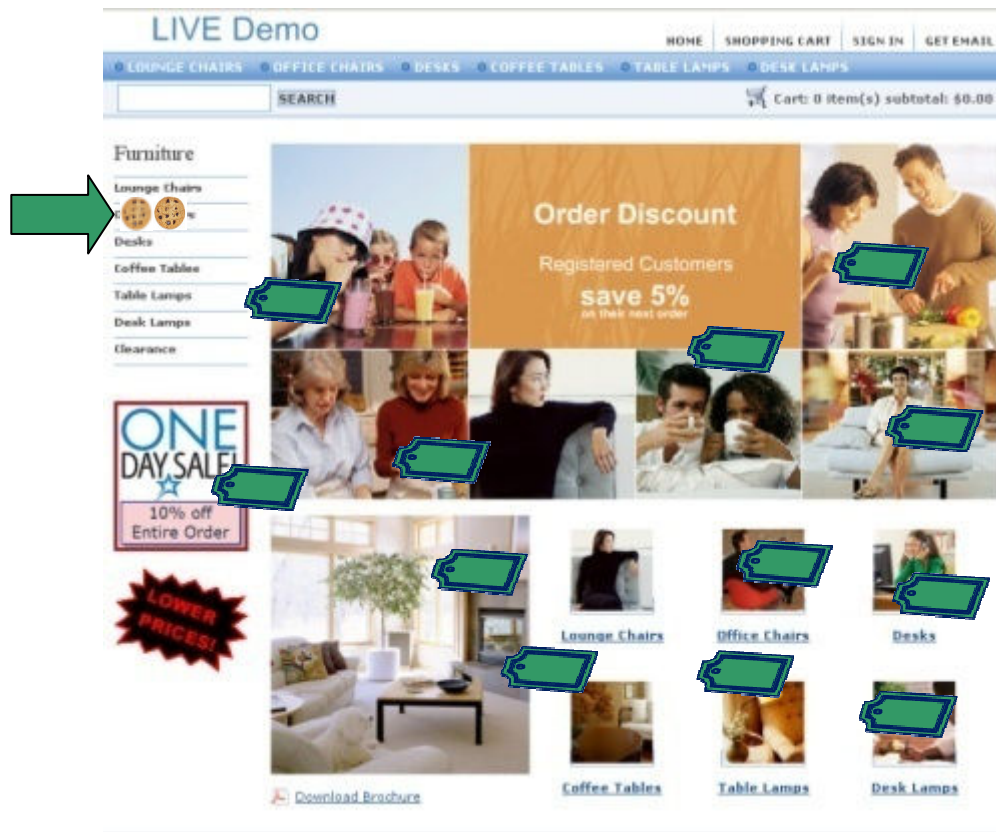
**Are  
You  
Listening?**

Do you track Visits  
.....or Visitors?





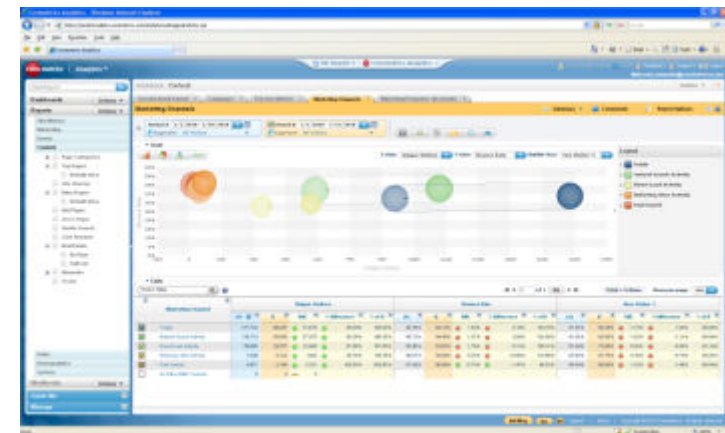
# Listening Online



- Cookies
    - Session
    - Persistent
  - Standard Tags
    - Page View
    - Elements
    - Conversion Events
    - Technical Properties
    - Registration
    - Etc
- ~3%



# Listening Online





# Listening Online

[HOME](#) | [SHOPPING CART](#) | [SIGN IN](#) | [GET EMAIL](#)

**SEARCH** Cart: 0 item(s) subtotal: \$0.0

### Registration

\* required fields  
 \* Logon ID:   
 \* Password:   
 \* Verify password:   
 Title:   
 First name:   
 \* Last name:   
 \* Street address:   
 \* City:   
 \* State/Province:   
 \* Country/Region:

\* Zip/Postal Code:   
 Phone number:   
 E-mail:   
 Preferred language:   
 Preferred currency:   
 Age:  Household  
 Gender:

**CUSTOMER SERVICE**  
[Credit Application](#)  
[My Account](#)  
[Shopping Cart](#)  
[Track Order](#)  
[Video](#)

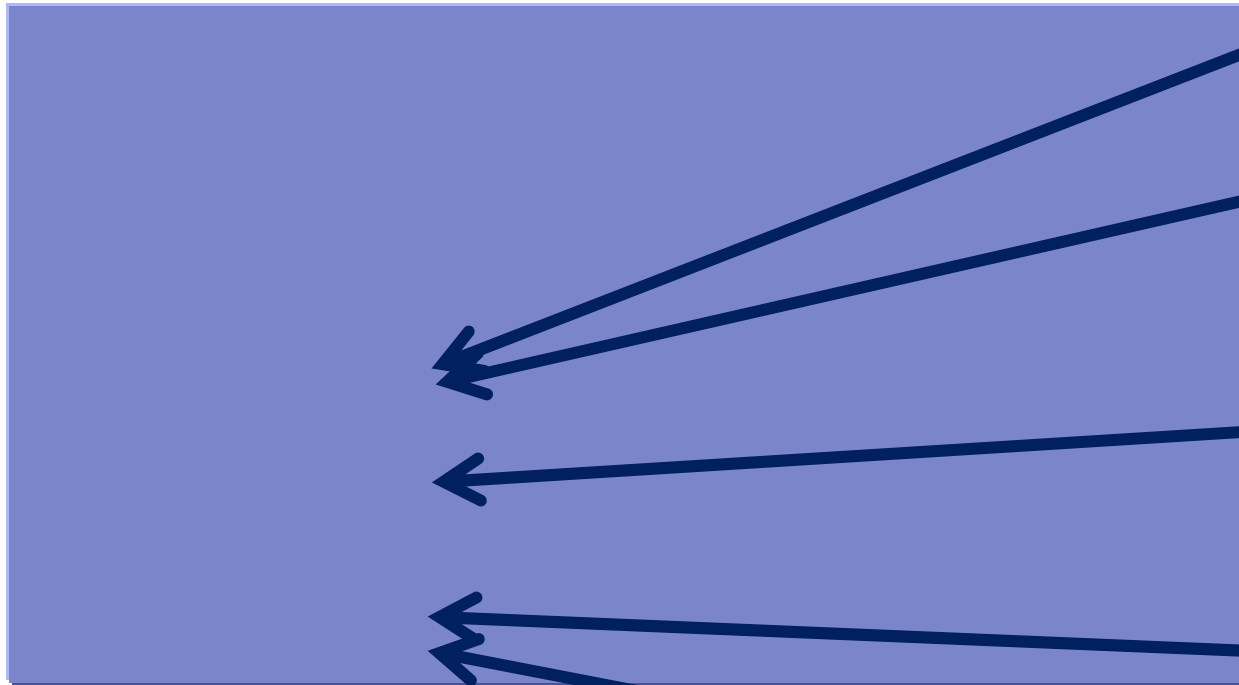
**CORPORATE PAGES**  
[About Us](#)  
[Store Locator](#)  
[Terms of Use](#)  
[Contact Us](#)  
[FAQ](#)

**SHARE THIS SITE:**  
[f](#) [t](#) [o](#)

- Basic Details: Identification
  - Name
  - Address
  - Country
- Additional demographics
  - eMail address
  - Phone number
  - Sex
  - Age
  - Income
  - Language
  - Preferences
  - Twitter ID
  - Loyalty ID code



# Tracking Marketing Campaigns



Google  
SEM



Social Media



eMail Campaigns



Shopping  
Comparison



Banner Ads

MMC Parameters:

[http://www.domain.com?cm\\_ven=SEM&cm\\_cat=Google&cm\\_pla=AdGroup&cm\\_ite=Keyword](http://www.domain.com?cm_ven=SEM&cm_cat=Google&cm_pla=AdGroup&cm_ite=Keyword)





# Tracking Social Campaigns

The screenshot shows the mynet website interface. At the top, there's a search bar and navigation links. Below, there are news categories like Haber, Spor, and others. A main article is visible with a large image and text. To the right, there's a sidebar with an IBM advertisement titled "C Nesli: Bağlantı Halindeki Müşteri".

Impressions

Content/Comment

ClickThrough

The screenshot shows a Facebook page for "Taksim Nevizade". The page features a large image of a red tram on a city street. Below the image, there's a post with a "Like" button and a "Message" button. The page also shows a "Sponsored" section with an advertisement for "Great Deals from Hyundai".



# Let's Recap: now We Know:

## Who you are

- New Visitor
- Frequent Visitor
- High Value
- The person

## Where you

- Which ma
- Which can  
segment
- Your geog  
pc/browse

## What you did on our site

- Pages you looked at
- Products you considered
- Time taken

**Awesome  
Marketing  
Power!**





## Review Questions:



- Are you counting visits or visitors?





# What to do with all this power?

## ■ **Improved decisioning**

- Know your customers
- Know how they interact
- Better understand which campaigns are working
- Tighter, defined KPIs
- Continuously improve the marketing interactions

## ■ **Automate Marketing Processes**

- Personalise marketing communications
- Closed loop email marketing
- Behavioural Targeting
- Increase cross sell / up sell opportunities





# Personalised, Targeted Email

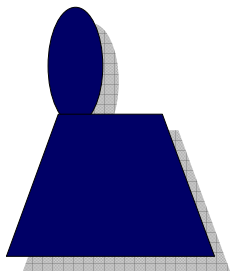
- Option 1: email k
- Option 2: person
- message

- Click on email l
- Browse web sit

## Typical Email Programs

- New Customer Welcome
- Dormant Customer
- Thank you
- Cart Abandonment
- Cross Sell / Up Sell
- Special Offer (targeted)

Email template  
Behavioural data



- Targeted email
- Tracking codes





## Targeted Email

- Option 1: email blast – same message to everyone
- Option 2: personalised, timely, behaviourally targeted  
message automatically crafted for each visitor

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EN PROVENCE



	Option 1
Open Rate	26.1%
Unique click rate	3.0%
Conversion rate	0.14%
Revenue per email message	\$0.11



# When you don't know the Visitor: Behavioural Targeting





# Behavioural Targeting



**Tropical tour**  
Travel Agency

about us | tours | hotels | tickets | contacts

**WELCOME TO OUR TRAVEL AGENCY**

Present voluptat dui sit amet dui. Nulla tempus elit eget dui. Phasellus enim lacus, faucibus sit amet, rhoncus quis, commodo nec, sem. Sed congue odio id quam. Aliquam lacina sem maecenas interdum grandis sapien. Vivamus eget nisl quis risus egestas bibendum...

[read about us](#)

**FIND THE BEST PRICES TRIP!**

Flight  Hotel  Car  Cruises

From:  To:

Search:

Exact Dates  Flexible Dates

Departs:

Returns:

Adults (15-64) Children (2-14) Seniors (65+)

[Search Flight](#) [Flight + Hotel](#)

**Expand search options.**  
One-way, multi-city, nonstops, cabins

**PLANNING A TRIP?**

Vestibulum tempus sem eu augue. Nunc dolor nulla, tempus nec, euismod ut, dictum ut, metus. Donec porttitor. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas...

**"Romantic Paris"**  
Lacinia est, quis imperdiet nulla turpis sed elit. Nullam eros purus, dictum ut, cursus id, ante...

[read more](#)

**"Sunset in Florida"**  
Quis imperdiet nulla turpis sed elit. Nullam eros purus, dictum ut, condimentum sollicitudin, cursus id...

[read more](#)

**HOT DESTINATION**

**TWILIGHT IN VENICE ITALY** FROM \$850

**AERIAL VIEW OF ST JOHN** FROM \$1250

**LONG BAY ST MARTIN** FROM \$995

**MALEDIVES DIVING** FROM \$1595

[view all trip](#)

**THE DESTINATION AND HOTEL GUIDES**

Boston	Honolulu
Cancun	Los Vegas
Chicago	San Francisco
Los Angeles	London
New York City	Paris

[view all trip](#)

A visitor to your site searches for a product or information







# Behavioural Targeting

The screenshot shows a travel agency website with the following elements:

- Header:** "Tropical tour Travel Agency" logo and navigation menu (about us, tours, hotels, tickets, contacts).
- Hero Section:** "Visit Romantic Paris" with an image of a couple.
- Search Section:** "FIND THE BEST PRICES TRIP!" with filters for Flight, Hotel, Car, Cruises, and search options for Exact/Flexible Dates, Depart, and Return.
- Tour Packages:**
  - HOT DESTINATION:** TWILIGHT IN VENICE ITALY FROM \$850
  - AERIAL VIEW OF ST JOHN:** FROM \$1250
  - LONG BAY ST MARTIN:** FROM \$995
  - MALEDIVES DIVING:** FROM \$1595
- Planning a Trip:** "Romantic Paris" and "Sunset in Florida" sections with placeholder text and "read more" links.
- Destination and Hotel Guides:** Lists cities like Boston, Honolulu, Cancun, Los Vegas, Chicago, San Francisco, Los Angeles, London, New York City, Paris.

They view a specific item of interest, then depart without converting





# Behavioural Targeting

Some time later.....

Visitor goes to an unrelated site where ads are being served



Contextually relevant and targeted ads drive drastically higher conversion rates



# Behavioural Targeting: How it Works



Cookies: Persistent

Some time later.....  
Cookies: Persist

Ad Targeting Network



# Behavioural Targeting: How it Works

Cookies: Persistent

Some time later.....

Cookies: Persist

The image shows two screenshots illustrating behavioural targeting. The top screenshot is a travel agency website with a banner for 'Tropical tour Travel Agency' and various navigation links. The bottom screenshot is a news website (Hürriyet) with a main headline 'Gece hayatında yeni trend ALKOLSÜZ MOJITO DÖNEMİ'. A sidebar on the right features a Paris-themed advertisement for 'We a Romantic Holiday in Paris!' with an image of the Eiffel Tower. A blue arrow points from this ad towards the Ad Targeting Network.

← Ad Targeting Network

A collection of logos for various ad targeting and analytics companies, including Akamai, Audience Science, OpenX, struq, Veruta, dotomi, choice@stream, ValueClick media, and criteo.

# Personalised Recommendations

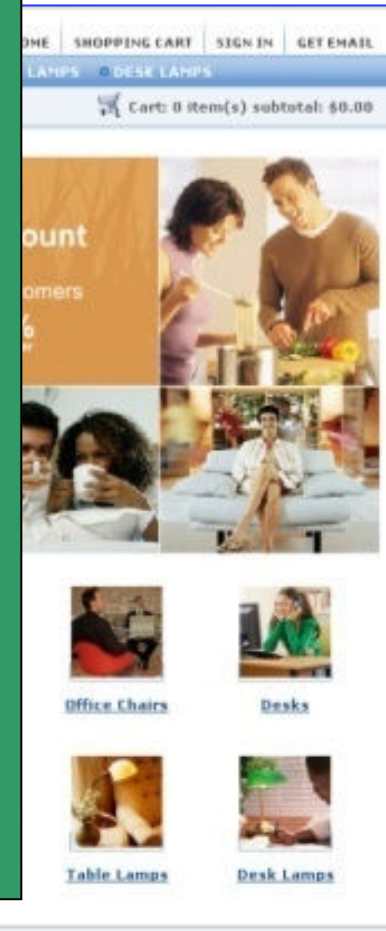
## Sales Conversation

Visitors Intent



- Other customers also viewed
- Other customers also bought
- Other customers went on to purchase
- Recommendations based on the last item added to your cart
- Recommendations based on the last item you've purchased
- Top Sellers overall
- Top Sellers by category
- Top Sellers in a category of your interest
- Many more...

Sales Assistant





# Typical total site sales driven by product recommendations



*Measured by visitors who click on and purchase the recommended product from each recommendation zone*



# Intelligent Offers



## Personalised Product Recommendations

Leverages:

- Click stream and order data
- Individual Visitor Profiles
- Advanced algorithms
- Merchandiser Controls
  
- → Site recommendations
- → Email recommendations
- → POS recommendations
- → Call Centre recommendations



*"It's easy to pick the low-hanging fruit with Coremetrics. We're making decisions quicker than ever before, and we're making them based on data we can rely on."*

*—BeallsFlorida.com Manager of eCommerce for Merchandising and Analytics*

[Have a question? Chat now](#)





## Review Questions:

- Are you counting visits or visitors?
- Are you using web analytics just to measure.....  
or as a marketing optimisation toolkit?







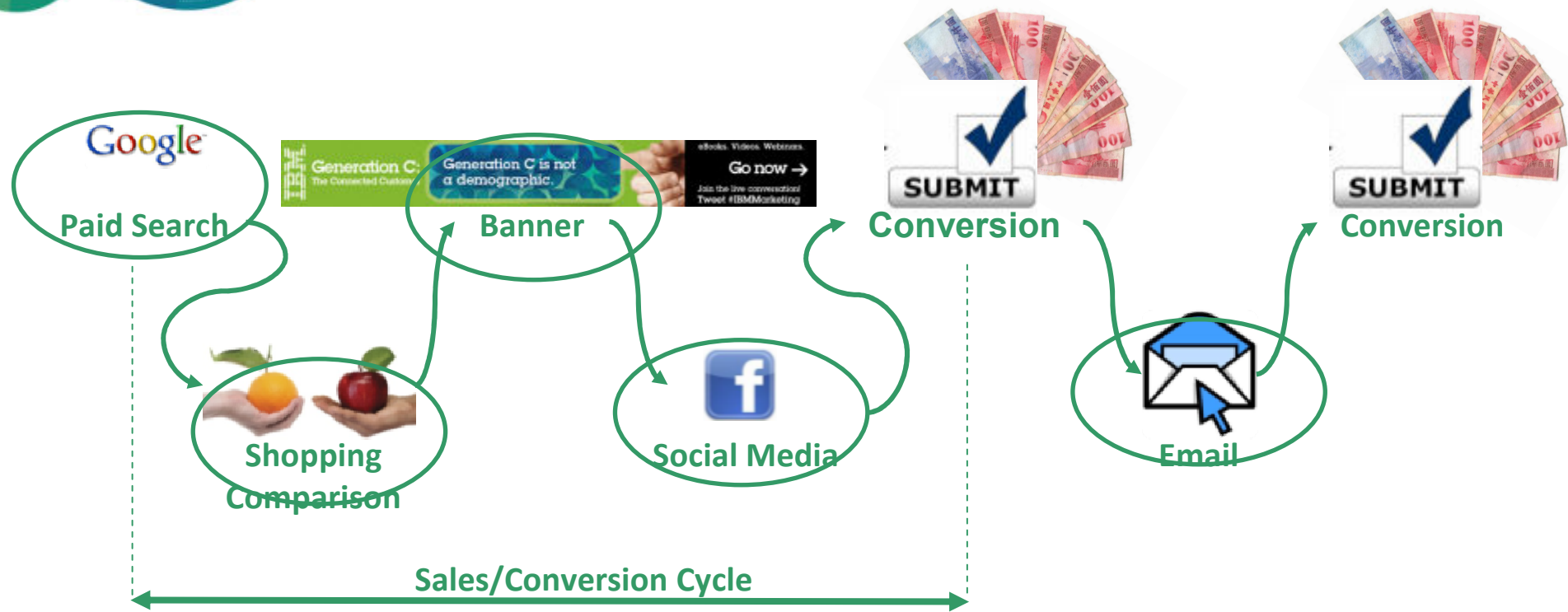
# Marketing Channel Attribution



**How do you decide where to spend your marketing budget?**



# Marketing channel attribution



- **First Click:** good for measuring acquisition
- **Middle Clicks:** good for measuring influence
- **Last Click:** good for measuring conversion triggers



# Revenue attribution by marketing channel report

Channel Attribution \* x Product Categories | By Category \* x

Channel Attribution Report Comments Repo

Period A 3/1/2013 - 3/31/2013 Segment: All Visitors

Period B Segment:

Chart Table

Find in Table 1 of 1 Go Total = 11 Rows Rows per page

Marketing Channel	Sales	Sales	Sales	Sales	Sales	Sales	Sales
Total	\$290,359,023.00	-	-	-	-	-	-
Paid Search	\$38,268,296.65	-	-	-	-	-	-
Email	\$32,333,886.58	-	-	-	-	-	-
Social	\$20,038,551.82	-	-	-	-	-	-

Zoomed: Marketing Programs | By Vendor Zoom - on Paid Search

Find in Table

Vendor	Category	Placement	Item	Sales	Sales	Sales	Sales	Sales
Total				\$38,268,296.65	\$39,008,897.83	\$36,767,686.00	\$38,898,406.36	\$31,111,111.11
google PPC	Branded	Exact Match	demo furniture	\$2,929,749.55	\$3,079,643.05	\$2,988,752.41	\$3,034,198.80	\$2,988,752.41
google PPC	Branded	Exact Match	demo furniture company	\$2,792,398.05	\$2,853,901.78	\$2,842,840.06	\$2,848,371.90	\$2,848,371.90
google PPC	Branded	Exact Match	demo-furniture	\$2,875,051.32	\$2,900,875.78	\$2,902,168.88	\$2,901,523.37	\$2,901,523.37
google PPC	Branded	Broad Match	-	\$8,716,915.14	\$8,878,816.87	\$8,823,045.99	\$8,850,934.77	\$8,850,934.77
google PPC	Branded	Phrase Match	-	\$9,072,075.17	\$9,221,969.16	\$9,185,400.80	\$9,203,688.40	\$9,203,688.40



## Attribution Summary

- **Step 1:** Find out which attribution model you are currently using.
- **Step 2:** Re-assess your current marketing program now that you know what you are really measuring.
- **Step 3:** Implement a First, Last and Average Click attribution model for your business.
- **Step 4:** Reconsider your mix strategy for acquisition, influence and conversion.
- **Step 5:** Make more informed and effective investment decisions.
- **Step 6:** Bask in the glory of knowing you have improved your marketing effectiveness.



## Review Questions:

- Are you counting visits or visitors?
- Are you using web analytics just to measure.....  
or as a marketing optimisation toolkit?
- Are you measuring your online marketing properly?





# Marketing Metrics Context










Your Facebook conversion rate has increased from 43% to 61.27%.

## Is that good or bad?

### Social Sites Conversion Rate

Apr 2013

Compare

		Your Site		Δ %	Percentile				
Facebook		41.51%	26.55%	56.33%	<table border="1"><tr><td></td><td></td><td></td><td>99%</td></tr></table>				99%
			99%						
MySpace		47.92%	27.63%	73.43%	<table border="1"><tr><td></td><td></td><td></td><td>99%</td></tr></table>				99%
			99%						
Twitter		47.36%	29.19%	62.25%	<table border="1"><tr><td></td><td></td><td></td><td>99%</td></tr></table>				99%
			99%						
Orkut		47.29%	28.50%	65.88%	<table border="1"><tr><td></td><td></td><td></td><td>99%</td></tr></table>				99%
			99%						
LinkedIn		50.36%	37.16%	35.53%	<table border="1"><tr><td></td><td></td><td></td><td>99%</td></tr></table>				99%
			99%						
YouTube		44.45%	26.38%	68.50%	<table border="1"><tr><td></td><td></td><td></td><td>99%</td></tr></table>				99%
			99%						
WordPress		0.00%	0.00%	-	<table border="1"><tr><td></td><td></td><td></td><td>99%</td></tr></table>				99%
			99%						
Blogger		0.00%	0.00%	-	<table border="1"><tr><td></td><td></td><td></td><td>99%</td></tr></table>				99%
			99%						
Digg		39.30%	25.81%	52.24%	<table border="1"><tr><td></td><td></td><td></td><td>99%</td></tr></table>				99%
			99%						
StumbleUpon		39.25%	25.65%	53.03%	<table border="1"><tr><td></td><td></td><td></td><td>99%</td></tr></table>				99%
			99%						

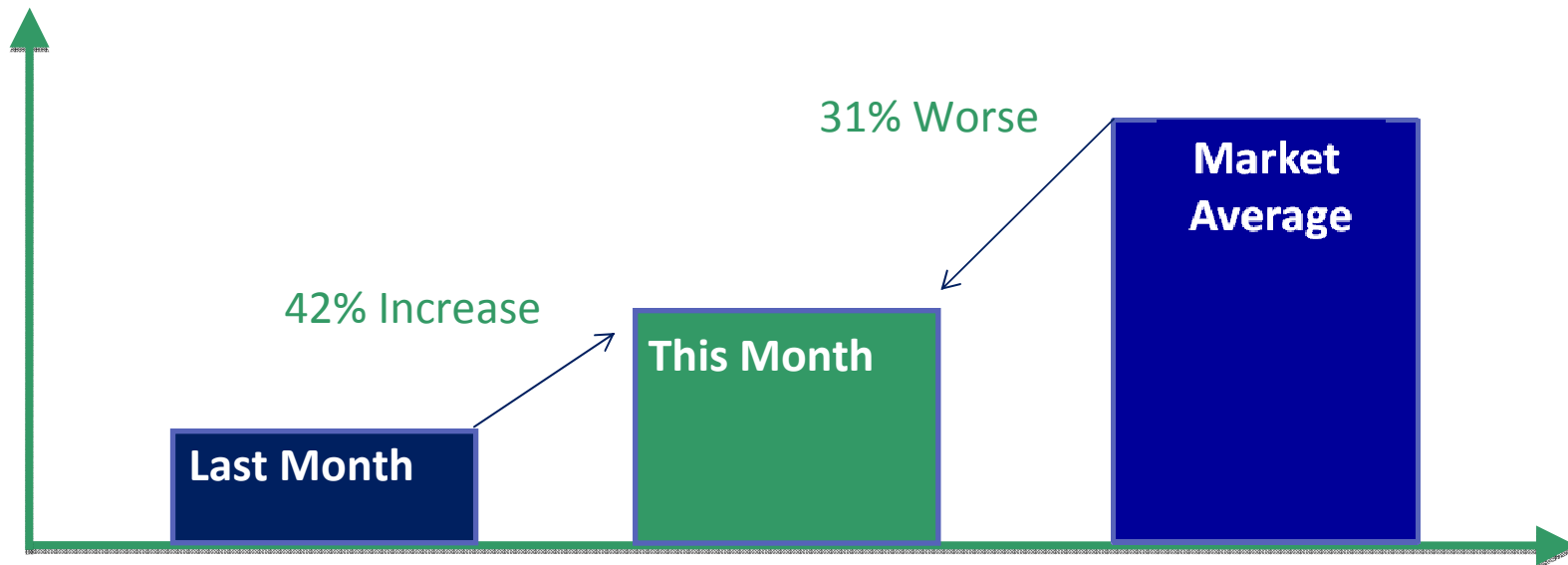


# Marketing Metrics Context



Your Facebook conversion rate has increased from 43% to 61.27%.

## Is that good or bad?





# Marketing Metrics Context



Your Facebook conversion rate has increased from 43% to 61.27%.







# Universal Retail Benchmarks (2013 Q1)

	Universal Q1 2012	Universal Q1 2013
Average Session Length	7:10	6:44
Bounce (One Page) Rate	36.57%	39.04%
Browsing Sessions Percent	44.99%	44.33%





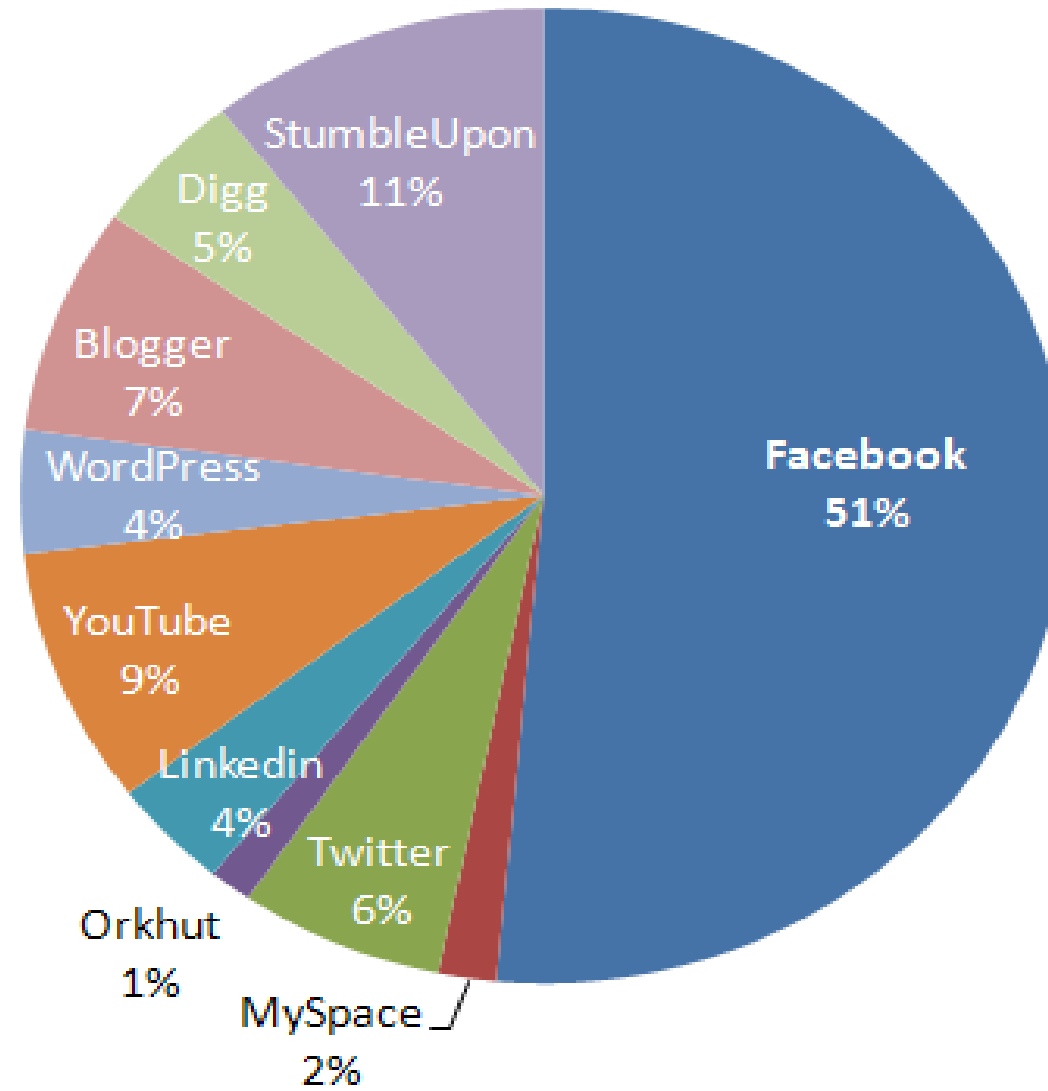
# Universal Retail Benchmarks (2013 Q1)

	Universal Q1 2012	Universal Q1 2013
On-site Searches / Session	17.73%	19.42%
Order Session Percent	5.29%	5.04%
Page Views per Session	7.66	7.10



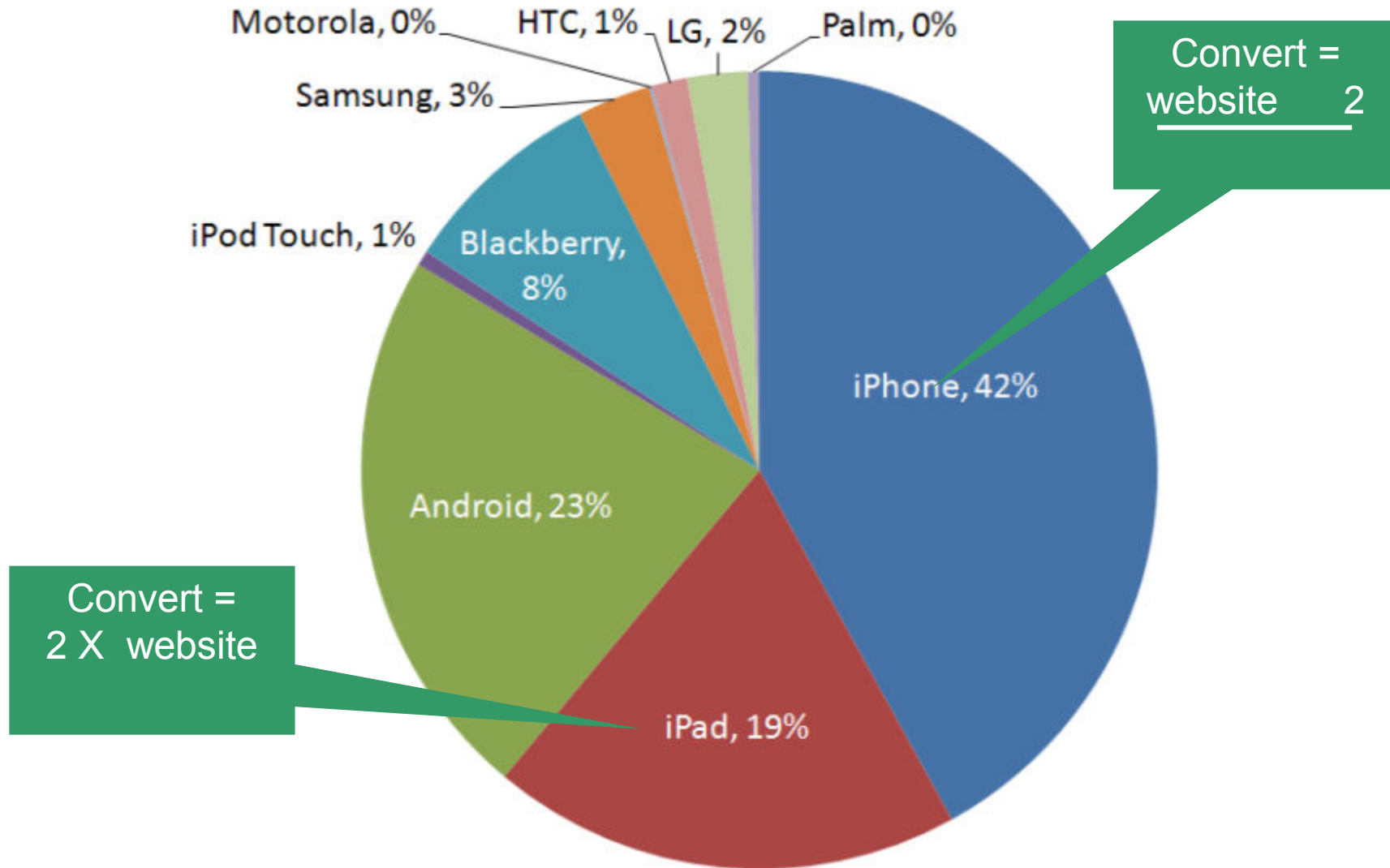


# Referral from Social Sites





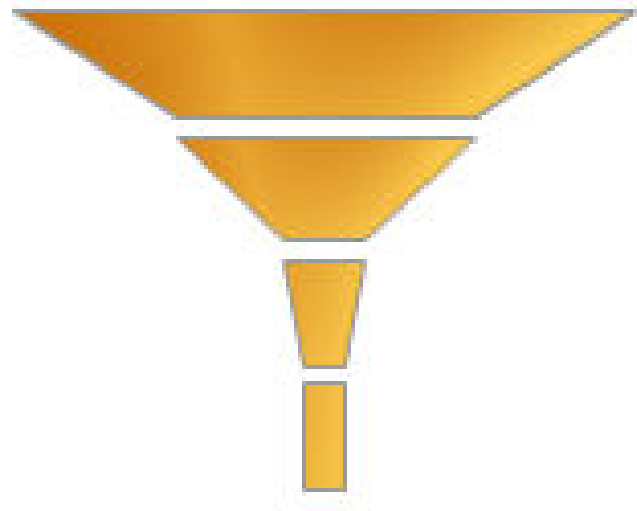
# Referral from Mobile Device





# Typical Sales Funnel: Q1 2013

US:Retail



100.00% Sessions

48.42% Browse Sessions

13.19% Shopping Sessions

6.56% Buying Sessions

For more detail see: <http://www-01.ibm.com/software/marketing-solutions/benchmark-reports/black-friday-2012.html>



# Finance Industry Benchmarks

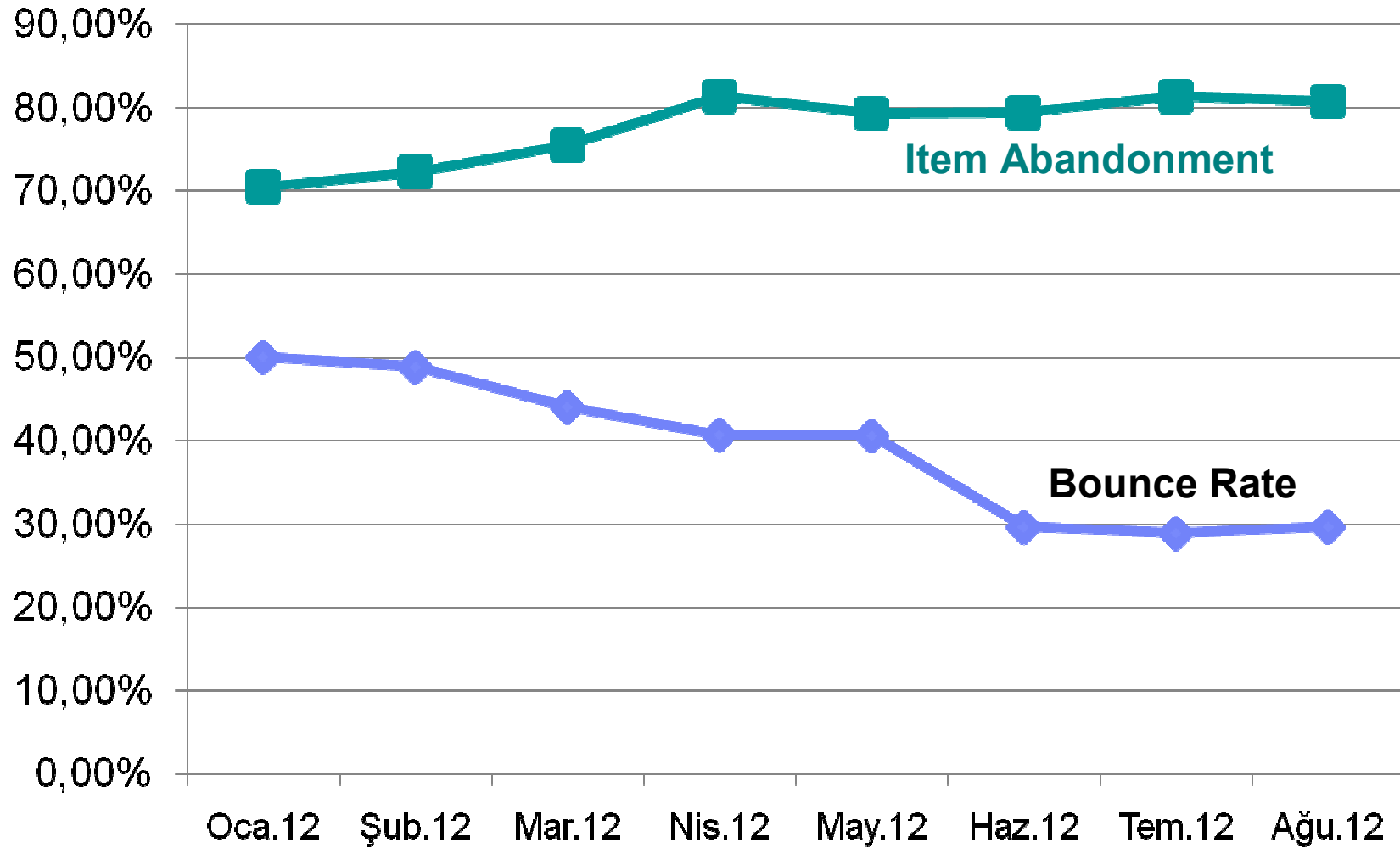
	Q1 2012	Q2 2012	% change
Average New Session Length	3:59	3:35	-10.04%
Average Session Length	3:59	4:02	1.07%
Bounce (One Page) Rate	56.33%	54.99%	-2.37%
Mobile: Average Page Views	1.88	1.98	5.72%
Mobile: Bounce Rate	63.98%	62.63%	-2.10%
Mobile: Conversion Rate	4.08%	3.94%	-3.30%
Multi-Page Session Percent	43.67%	45.01%	3.06%
New Session Percent	24.47%	25.01%	2.23%
Page Views per Session	2.28	2.43	6.71%
Product Views Per Session	0.25	0.24	-6.56%
Social: % of Site Traffic	0.31%	0.43%	37.03%

Source: 339 clients in the Universal Finance benchmark vertical, around 2/3rds of which are banks



# Universal Travel Benchmarks

## Engagement Metrics %

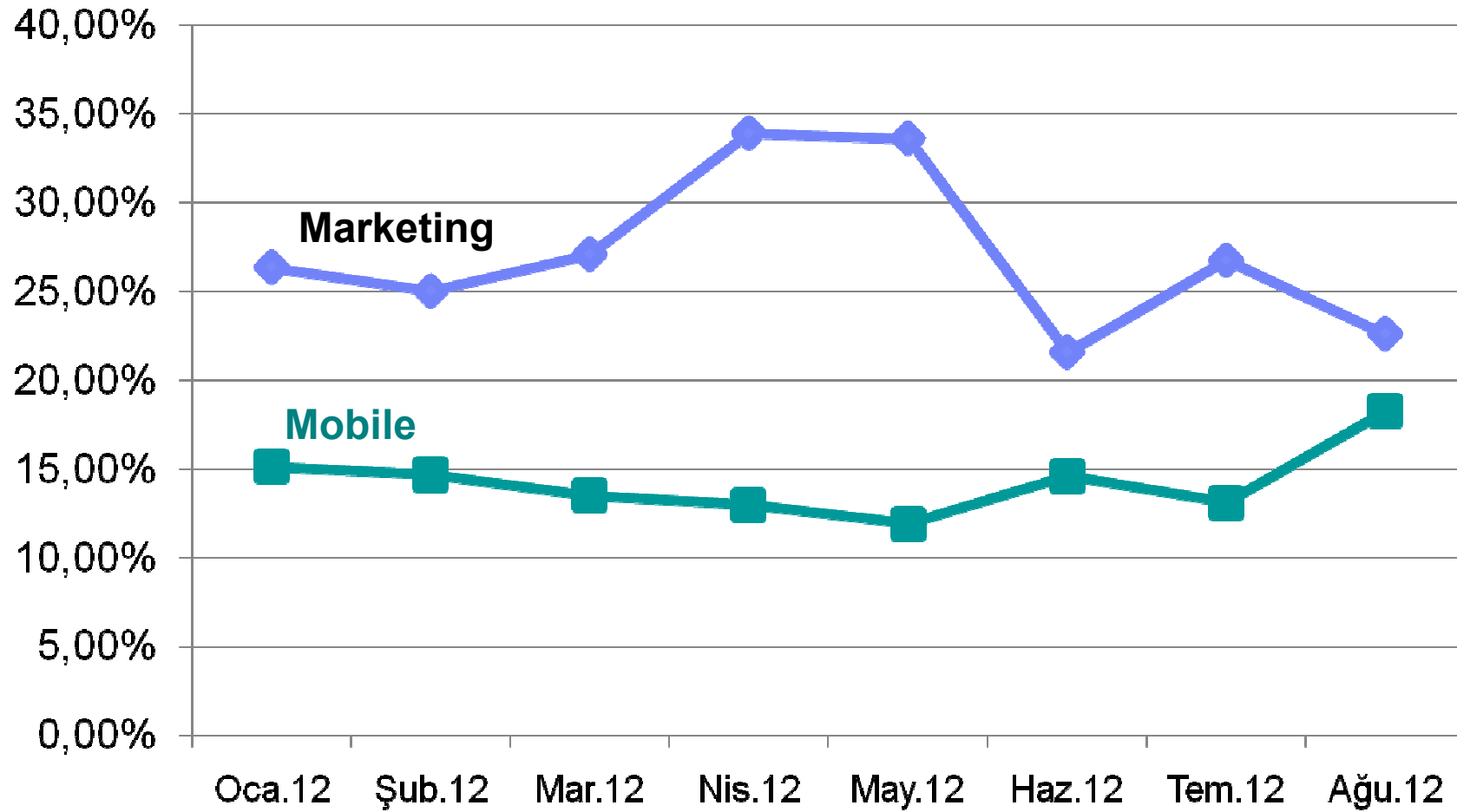




# Universal Travel Benchmarks



## Contribution to Bookings %







## Review Questions:

- Are you counting visits or visitors?
- Are you using web analytics just to measure.....  
or as a marketing optimisation toolkit?
- Are you measuring your online marketing properly?
- How does your online marketing stack up to world's best?





**Don't take my word for it**





# Actionable digital analytics:



- Search data was quickly organized, revealing hidden terms that allowed Rodale to optimize their SEO efforts
- Advertising revenue rose as a result of content changes made by the web site editors, based on Explore reports



- CustomInk.com identified a significant problem tied to a specific browser
- Coremetrics revealed an unusually high abandonment rate on an order page, which led to a redesign and a return to normal rates



- Hidden gems were uncovered, leading to a six-fold increase in investment
- “Loser” search terms were turned into “winners”
- HDI identified and resolved channel shift issues




# Compelling personalization:



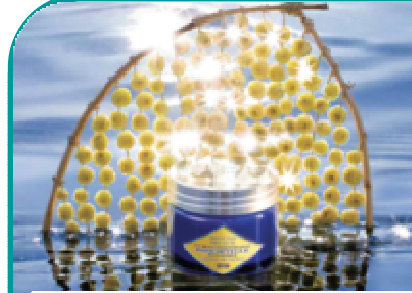
**ORVIS**  
SPORTING TRADITIONS  
Since 1876

- Increased cross sell revenue by 70%
- Automated product recommendations to increase relevance and eliminate costly manual maintenance



**S&S** Worldwide

- Click-to-order bumped to 33%, triple the average rate for similar campaigns
- Open rate grew to 60%, 50% higher than previous campaigns
- Campaign yielded \$1.32 per message sent (at a cost of a fraction of a penny)



**L'OCCITANE**  
EN PROVENCE

- Boosted revenue by 2500%
- Increased conversion rate to 17 times higher and the revenue per email to 25 times higher versus control group
- Improved customer engagement and repeat online purchases



# Speedo increases return on PPC advertising

## Challenge

- Needed increased visibility into traffic from PPC ads
- Wanted to understand how people use search, in order to better allocate marketing spend

## Solution

- Selected Coremetrics Digital Agency Services to manage PPC Advertising
- Combined search with Coremetrics data for insight into customer behavior
- Leveraged attribution windows to understand how diverse channels move through the purchase cycle

## Results

- Identified search terms that drive visits and conversions
- Used data to drive natural and onsite search, and to optimize consumer experience
- Gained new insight into ROAS by considering diverse attribution windows

**speedo** 



## Customer Profile

Born on Bondi Beach near Sydney, Australia in 1928, Speedo is the world's top-selling swimwear brand. Now sold in more than 170 countries around the world, Speedo's product line includes women's fashion and fitness swim-wear, men's water shorts, kid's swimwear, footwear, and a comprehensive collection of aquatic fitness equipment.



# Large-scale, cross-channel centralized decisioning

## Challenge

- A variety of marketing processes and lack of a agreed contact strategy reduced loyalty marketing effectiveness and hindered the merger of the United and Continental frequent flyer programs

## Solution

- Unica Campaign , Unica Marketing Operations, and IBM Cognos to provide insight and drive smarter business outcomes with targeted campaigns

## Results

- Ability to segment members by category to deliver personalized messages and offers.
- Based on loyalty, profitability and member information optimized promotions and maximized marketing ROI – 30% drop in unsubscribe rates
- Re-engineered marketing processes to drive fully integrated member communications and allow for easier adoption by new co-workers



MileagePlus  
UNITED

## Customer Profile

One of the world's most popular frequent flyer program providing services and information to 85 millions members through 120 marketing partners, across three airlines



# Harnessing social media:



- 22% reduction in bounce rate
- Increased application submissions
- Improved visitor engagement



[ibm.com/software/marketing-solutions](http://ibm.com/software/marketing-solutions)



# Transforming a Mega Marketer

## Challenge

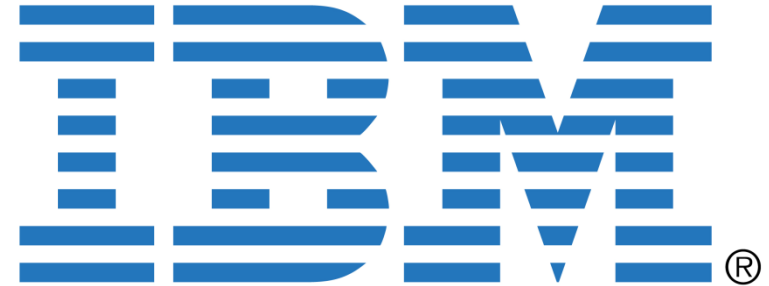
- Transform a large, complex marketing team
- Digital mix increased 3X from 2008 to 2011
- From push to pull – focus on buyers journey/experience
- Reactive to proactive real time management
- Role re-design from tactical execution to end-to-end demand programs and demand system

## Solution

- IBM “Unica” marketing automation suite
  - Campaign
  - eMessage
  - Collaborate
- IBM Coremetrics digital analytics suite

## Results

- More disciplined planning and design of our campaigns
- Promotes complete transformation of IBM response and lead management
- Up to 6-fold improvements in response rates to nurtured email
- Up to 30-fold faster campaign time-to-execution



- **#1 company for leaders (Fortune),**
- **#1 green company worldwide (Newsweek),**
- **#2 best global brand (Interbrand),**
- **#2 most respected company (Barron's),**

## Customer Profile

IBM is a global technology and innovation company that stands for progress. With operations in over 170 countries, IBMers around the world invent and integrate hardware, software and services to help forward-thinking enterprises, institutions and people everywhere succeed in building a smarter planet.





# Real results reported by IBM Marketing Solutions users

## More effective marketing:

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

## Improved transactional results:

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

## Better customer relationships:

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

## More efficient marketing:

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

## Better top- & bottom-line results:

Revenue: **up 1-3%**

Margin: **up 2-5%**



## Review Questions:

- Are you counting visits or visitors?
- Are you using web analytics just to measure.....  
or as a marketing optimisation toolkit?
- Are you measuring your online marketing properly?
- How does your site stack up to world's best?
- Do you combine online and offline data to take advantage of multichannel opportunities?
- Do you want to measure Social sentiment, ROI or both?
- **Did you know that IBM was a leader in world class marketing solutions?**



## For more information:

- [www.ibm.com/software/marketing-solutions](http://www.ibm.com/software/marketing-solutions)
- <http://www.rethinkyourcustomer.com/marketing/>
- <http://www-03.ibm.com/software/products/tr/tr/category/SWX00>
- [kevin.mackin@au1.ibm.com](mailto:kevin.mackin@au1.ibm.com)







# Questions



