

IBM Coremetrics Digital Marketing Optimization Suite

Bringing Science to the Art of Digital Marketing



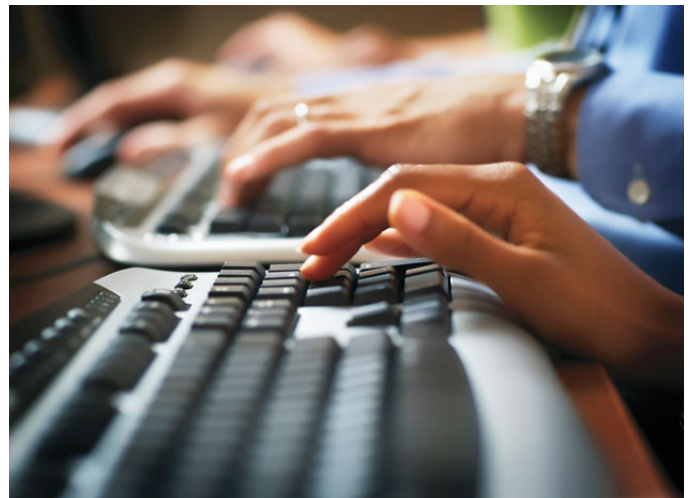
Highlights

- Ensure that your digital presence meets the needs of your customers by understanding how visitors are interacting with your brand's digital presence and identifying opportunities to continuously optimize their online experience
- Effectively allocate interactive marketing spend by understanding the relative performance of each online channel and how changes to the marketing mix affect conversions and outcomes
- Maximize the impact of your marketing programs by using advanced segmentation to gain insights into what motivates customers at each stage of their digital lifecycles
- Improve marketing efficiency by automating personalized marketing programs and content across email, display advertising, search, mobile devices and social media

Executive summary

When web analytics first appeared in the early 2000s, marketers were focused on fairly simple metrics involving their web presence: page views, clickstreams and page-centric analyses. Online marketing was more reactive and internal facing. The more popular a page or certain clickstream navigation, the more time and effort was invested into showcasing those pages with the assumption that visitors would then flock to their web sites.

With the growth of online marketing, marketers began looking instead at outcome-based insights: conversions, campaigns and online marketing ROI. They became more strategic and external facing as they learned they could make data-driven campaign decisions and begin to justify online marketing spend to proactively capture visitors through online channels.



Today, web behaviors have changed as multiple sites, channels and sessions have become the norm on the way to converting. Marketers now have to look at optimization-based metrics: predictive analytics, influence of campaigns and customer-centric behavior. Coupled with all of the channels by which customers now interact with a brand's digital presence, marketers are racing to harness this unprecedented explosion of technology, transparency, and social interactions.

The Coremetrics Digital Marketing Optimization Suite enables marketers to capitalize on the opportunity presented by the growing digital age. Through the fusion of customer profiles, web analytics and digital marketing execution, the Coremetrics Suite empowers marketers to turn site visitors into repeat customers and loyal advocates by orchestrating a compelling experience throughout each customer's digital lifecycle.

To enable marketers, Coremetrics tracks customers and prospects as they interact with a business' online presence providing marketers with a comprehensive view into how consumers are interacting with their brands online over time and across channels. This unique insight is used to automate real-time personalized recommendations, email targeting, display ad targeting across leading ad networks, and search engine bid management—delivered to customers through any digital vehicle including social, mobile and web.

Coremetrics Digital Marketing Optimization Suite

The three facets of the Coremetrics Suite—customer profiles, web analytics and digital marketing execution—comprise a number of features and functionality that are critical to the success of digital marketers. These capabilities are the building blocks that provide marketers with a fully enabled solution to measure, analyze and execute in the fast-paced, digital marketing world.

Customer profiles – Central to the Coremetrics Suite is the Coremetrics Lifetime Individual Visitor Experience (LIVE) Profile. LIVE Profiles capture all of the digital interactions of

customers and prospects as they interact with your business online, across multiple ad networks or via email, video, affiliate sites, social media, and more. It then integrates this data with offline information, providing a single comprehensive view of each visitor's behavior over time and across channels. This historical data is automatically incorporated across the entire suite, as well as into every Coremetrics application. As the LIVE Profile of each visitor grows, the insights become stronger, enabling you to continually refine your marketing efforts.

Web analytics – The web analytic capabilities of the Coremetrics Suite set themselves apart by providing marketers with—not just data—but insights for increasing ROI. Available through two delivery models—on-premise and Software-as-a-Service (SaaS)—Coremetrics Web Analytics provides increased insight into how individuals are interacting with a brand's digital presence.

The on-premise solution is designed to be deployed within a local environment with open data access to allow for integration with other marketing applications such as IBM Unica Campaign as well as business intelligence, predictive analytics and other similar products.

The SaaS analytics offering is a flexible solution with standard, ready to use reporting that provides marketers with a complete picture of visitor and customer behavior. Through the SaaS solution, marketers also can view comparative benchmarks against peers and competitors for key performance indicators such as conversion rates, site-session metrics and others.



Through either analytics solution, marketers gain visibility into their visitors' digital behaviors over time enabling them to go from insight to personalized marketing action. A web analytics solution from the Coremetrics Digital Marketing Optimization Suite can provide:

- Intuitive and visual web analytics reporting that fuels optimization across all marketing channels while providing analyses and programmatic insights

- A unified infrastructure to help reduce implementation and maintenance costs
- Aggregated and anonymous competitive data for industry-specific, best practice key performance indicators
- Impression-based attribution metrics to analyze how campaigns across the Internet influence visitor acquisition, conversion and retention
- Social media ROI analyses and reporting to understand brand engagement across social channels and campaigns
- Superior analytical power for answering marketers' questions on their customers' digital journeys over marketing touch points and channels
- Unique, event-driven customer segments and digital lifecycle reporting to cultivate high-value customers
- Integration of offline information to provide a single comprehensive view of each visitor's behavior over time and across online and offline channels

Digital marketing execution – With the need to respond quickly and effectively to capture and retain the attention of customers, marketers need the tools that allow them to easily execute and automate marketing efforts—not just at scale, but also at a one-to-one level to provide relevant content and offerings. The digital marketing execution component of the Coremetrics Suite seamlessly integrates the data and insights garnered from customer profiles and web analytics into applications designed to easily execute display advertising, search

campaigns, email, and personalized recommendations through online, social and mobile channels. With digital marketing execution solutions from the Coremetrics Suite, marketers benefit from:

- A solution that supports all marketing channels and campaigns thereby decreasing the complexities associated with integrating multiple vendors
- A data syndication and online marketing application that enables personalization and optimization of display advertising campaigns
- The industry's most sophisticated recommendation engine to automatically generate personalized product recommendations
- A closed-loop email marketing system that links online profiles of visitor and customer activity with your email vendor to execute highly targeted email campaigns
- Data-driven, streamlined search marketing tools to improve top-line business results, reduce operational costs, and demonstrate returns on Pay-Per-Click (PPC) investments

Marketing optimization is a continuous process. To that end, all of the solutions within the digital marketing execution component of the Coremetrics Suite are built such that the results of any campaign you execute are automatically measured and fed back into your customer profiles and web analytics for optimal learning and performance.

End-to-end marketing

The Coremetrics Digital Marketing Optimization Suite provides marketers with complete end-to-end offerings that address a number of industry use cases such as:

Accountable advertising – Success in online advertising requires marketing departments to work together to appropriately credit conversions back to each contributing marketing

program to correctly allocate spending among channels. As consideration cycles lengthen, the complexity of attributing credit increases greatly—as customers continue to interact with more channels on the way to conversion.

The Coremetrics Suite gives marketers powerful tools to automate paid search and targeted display advertising—while proving the relative influence these and other marketing touches have on a conversion.

Combined with powerful analytics data about user behavior specific to each marketing touchpoint, the industry's most advanced attribution system shows the value of each channel and program in the overall marketing mix. Marketers can easily execute and continuously adjust advertising campaigns and spend for maximum results, while allowing for easy oversight and management. With the Coremetrics Suite, marketers looking to improve their online advertising efforts can:

- Spend marketing dollars smarter by maximizing the impact across advertising channels
- Stretch marketing budget by efficiently recapturing non-converting and high-value customers
- Optimize customer value through engagement at multiple touch points
- Save time by automating management of complex campaigns

Compelling personalization – With more options than ever before, today's consumers respond best to one-to-one marketing—personalized product and content recommendations can significantly improve customer engagement and conversion rates. However, to deliver a personalized conversation across

digital channels, marketers need deep insight into each customer's interests and interactions—as well as the automation required to scale.

Through the combination of deep segmentation and lifetime behavioral data with the tools necessary to act and reach customers on the web, in email, via a display ad, mobile device or an offer on a social network, the Coremetrics Suite provides a single solution for executing compelling digital marketing campaigns.

Reaching customers with relevant offers in their chosen channel enhances the one-to-one customer conversation and creates opportunities for conversion, higher lifetime value and greater retention over the full customer lifecycle. The Coremetrics Suite enables marketers looking to personalize their online efforts with the ability to:

- Enhance your one-to-one conversation with each online customer by understanding their unique needs and past behaviors
- Use deep insight into each customer's interests and lifetime interactions with your brand to deliver highly personalized content including product recommendations and marketing offers to each customer in their preferred digital channel
- Ensure that only business-beneficial communications and offers are made to customers via intuitive marketer-driven rules and controls
- Understand the impact of personalization programs on conversions with native reporting

Effective retargeting – With so much information and so many choices available to customers online, marketers are struggling to keep them loyal and engaged. By staying top of mind and presenting relevant offerings, the Coremetrics Suite allows marketers to recapture visitors who have abandoned their site, acquire new visitors and continuously retarget visitors as they evolve in their digital lifecycles.

With an integrated, robust network of Email Service Providers (ESPs) and display advertisers built on an industry leading web analytics and attribution model, the Coremetrics Suite enables marketers looking to recapture high-opportunity segments with:

- Extensive segmentation and analytic capabilities for superior performance measurement
- In-depth visitor profiles to determine whom to target and with what content and offers
- Unique, event-driven customer segmentation and digital lifecycle reporting to track customer progression and present relevant content and offers at each stage in the customer journey
- Seamless integration with email and display advertising to quickly and effectively recapture site abandoners and target high-value segments
- Industry leading attribution measurement to prove the relative influence each marketing touch has on conversion

Harnessing social media – Social media marketing is rapidly becoming a critical mechanism to influence and drive key business objectives. Interactive marketers who know the secrets

to engaging prospects and customers on social sites and analyzing return on investment can improve their business-impacting metrics, such as website visits, conversions, and sales. The Coremetrics Suite is unique in that it helps marketers venturing into social media by enabling them to:

- Attribute relative credit to social media investments for influencing customer acquisition, persuasion, and conversion
- Compare the direct traffic generated by social media to direct traffic from campaigns of mainstream online channels
- Understand the total impact that social media investments have on the business from both direct traffic (click-through) and indirect traffic (view-through) perspectives
- Compare the view-through/click-through performance of social networking websites against other impression-based campaigns, such as syndicated video, blogs, microsites, and display advertisements
- Leverage social media analytics to continually refine and improve initiatives

Optimizing mobile marketing – The emergence of mobile as a marketing channel has been accompanied by confusion and skepticism about its viability. Trends are continuing to show that visitors coming through mobile devices behave differently than those visitors coming through traditional online channels. For example, the bounce rate for site visits from a mobile device is nearly 10 percent higher on average versus the bounce rate of a typical online site visit.



As marketers continue to explore the mobile space and adoption rates of smartphones grow, so does the need for a reliable web analytics and marketing execution solution to take advantage of this growth channel. Through the Coremetrics Suite, marketers can:

- Track how visitors from mobile devices interact with their site and combine that mobile visitor information with online visitor behavior to further enhance customer profiles
- Analyze the mobile visitor base by device type and operating system in order to refine mobile web site compatibility
- Measure the volume of mobile traffic compared to peers and competitors to identify potential areas of improvement or opportunity
- Tailor and execute search and display advertising campaigns specific to a mobile audience

The Coremetrics Suite is the only one that supports complete end-to-end solutions for these use cases and others in order to assist marketers with their challenges and goals. The combination of in-depth customer profiles, intuitive and insightful web analytics and marketing execution capabilities create a holistic digital marketing optimization strategy for marketers.

Services and support

A key factor in the success of our customers is the unparalleled value provided by the IBM Coremetrics team of marketing consultants. IBM Coremetrics Client Services empower our customers with the best practices and insight to realize the full potential of their digital marketing investments and take their marketing initiatives to a new level of success. Our unique approach has made IBM a trusted business partner, delivering value to marketing leaders across industries.

Our Client Services offerings have received notable recognition from leading industry experts, and, most importantly, from our clients. These offerings are what differentiate IBM and help to ensure customer satisfaction and loyalty. Coremetrics Client Service offerings include:

- **On-Boarding Services:** Coremetrics On-Boarding Services provide an end-to-end process to ensure the seamless implementation of our applications.
- **Consulting Services:** Coremetrics Consulting Services involve a range of optimization and add-on offerings to provide additional value and best practices for your Coremetrics investment. The two types of Consulting Services include:
 - **Strategic Services:** Coremetrics Strategic Services offers a complete set of consulting services to supplement your in-house analytics team and ensure that you derive the most value from your digital marketing investments.
 - **Search Agency Services:** Coremetrics Search Agency Services help clients optimize marketing spend and meet business objectives.

- **Educational Services:** Coremetrics Educational Services prepare clients to be digital marketing experts with on-site and web-based training on a wide variety of topics designed to meet all of your business requirements.
- **Customer Support Services:** Coremetrics award-winning Customer Support Services provides unlimited technical and business support through our Support Center available online, by email and by phone.

Coremetrics Digital Marketing Optimization Suite in Action

The Coremetrics Suite has enabled marketers across industries and channels to achieve their digital marketing goals. Detailed here are a few examples of customers who have leveraged the Coremetrics Suite to address a range of business challenges faced by many marketing departments.

PETCO, the leading US retailer of pet supplies, is in the vanguard of online merchants to address the limitations of last-click and same-session channel and campaign attribution. As PETCO recognized, understanding the influence of all channels and campaigns on conversion is crucial to optimizing the marketing mix and budgets for the greatest impact.

Challenge

- Evolve beyond flawed and simplistic last-click and same-session attribution
- Understand the roles that multiple channels and campaigns have in online purchasing

Solution

- Consolidate historical cross-channel activity data on hundreds of thousands of customers
- Analyze data for patterns of how shoppers interact with multiple channels and campaigns

Results

- Breakthrough data visibility and sophisticated multichannel attribution models
- Improved cross-channel synergies and informed allocation of marketing dollars

Seton Hall University, a private educational institution, relies on tuition as its primary source of revenue. Prospective students consider degree programs, reputation, location, and many other factors as they “shop” for a college. The university’s online marketers sensed that social media—in particular, Facebook—would enable them to extend the Seton Hall experience to prospective students.

Challenge

- Increase traffic through social media to entice prospects to visit the website through other channels such as search or direct load
- Measure the performance of social media efforts to understand the impact on-site traffic downstream

Solution

- Identify and measure the behavior of visitors to www.shu.edu who had also interacted with Facebook
- Analyze and examine these behaviors to find ways to engage with prospects for the incoming class

Results

- 25 percent deposit lift and 18 percent enrollment lift by midsummer—two months before classes were to begin
- By the end of the enrollment period, Seton Hall had its largest freshmen class in 30 years, accounting for an 18 percent increase in net present revenue

L’OCCITANE EN PROVENCE, a world-renowned beauty product retailer, has used email for years to help build excitement about campaigns and entice customers with free shipping and gift-with-purchase offers. For retailers who market both online and through brick-and-mortar outlets, email is vital to customer retention and loyalty.

Challenge

- Recreate the highly experiential environment of L’OCCITANE boutiques in email campaigns
- Increase the relevance of email with limited “shelf-space” and the risk of email overload on the part of consumers

Solution

- Use behavioral web analytics data to segment customers and deliver targeted messages based on product affinities
- Combine the power of online marketing and business optimization solutions to improve email campaign performance and customer engagement

Results

- Overall key performance indicators for the targeted email messages were off the charts
- Conversion rates were 17 times higher and revenue per email was 25 times higher

Rodale Inc., a global media company, knew that too much data is largely the same as having no data. The internal demand for information at Rodale was skyrocketing and the team was struggling to put the right information into the hands of the right people at the right time.

Challenge

- Deliver useful information without inundating recipients with excessive data
- Provide both high-level, executive insights and granular level digital performance metrics to disparate audiences
- Because Rodale web sites are supported by ad revenue, increasing page views per session and attracting repeat visitors were key objectives

Solution

- Use both base analytics with ad hoc reporting to speed the generation and distribution of custom reports—with minimal assistance from IT
- Automate the creation and distribution of key information throughout the organization

Results

- Improved efficiency among content editors and subscription sales teams who now receive automated reporting with key performance metrics
- Increased visibility into cross-site promotions, which helps to team members to quickly analyze their effectiveness and adjust them as necessary

Summary

The Coremetrics Digital Marketing Optimization Suite enables marketers to capitalize on the opportunity presented by consumers adopting and responding to the proliferation of digital channels. Through the fusion of customer profiles, web analytics and digital marketing execution, the Coremetrics Suite empowers marketers to turn site visitors into repeat customers and loyal advocates by orchestrating a compelling experience throughout each customer's digital lifecycle.

The Coremetrics Suite is the only end-to-end solution that allows marketers to:

- Ensure that your digital presence meets the needs of your customers by understanding how visitors are interacting with your brand's digital presence and identifying opportunities to continuously optimize their online experience
- Effectively allocate interactive marketing spend by understanding the relative performance of each online channel and how changes to the marketing mix affect conversions and outcomes
- Uncover opportunities for growth and areas for improvement with competitive intelligence about the performance of your peers and competitors
- Improve marketing efficiency by automating personalized marketing programs and content across email, display advertising, search, mobile devices and social media
- Increase revenue by identifying and targeting new prospective customers across digital channels
- Improve customer engagement by reinforcing a consistent, personalized message across all digital channels
- Respond quickly when new opportunities arise or to change digital campaigns with minimal effort and no IT involvement
- Monitor the performance of your digital marketing efforts with real time, standard, ready to use reporting and ROI analysis to uncover opportunities and take immediate action with a flexible, easy-to-use system
- Maximize the impact of your marketing programs by using advanced segmentation to identify what motivates customers at each stage of their digital lifecycles
- Maximize the lifetime value of each customer by identifying and automating up sell, cross sell and retargeting programs

For more information

To learn more about the IBM Coremetrics Digital Marketing Optimization Suite, please contact your IBM marketing representative or IBM Business Partner, or visit the following website <http://www-01.ibm.com/software/info/coremetrics/>



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Software Group
Route 100
Somers, NY 10589 USA

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