客戶行為模式為銷售策略之本
掌握顧客採購模式 以客製化策略打造銷售黃金屋

"The purpose of business is to create and keep a customer" *-- Peter Drucker*

The McGraw Hill Companies

BusinessWeek

THE MAN WHO INVENTED
MANAGEMENT

Why **Peter Drucker's** ideas still matter

BY JOHN A. BYRNE

The purpose of marketing is to generate demand and be the steward of the brand

Marketing's challenges…and opportunities

- Channels proliferate…

- The Internet evolves…

- The consumer is in control…

- The rate of change accelerates…

Years to reach 50M users:

Tablet
2 Yrs

Facebook
3 Yrs

Internet
4 Yrs

Network of pages

TV
13 Yrs

Marketing's role must evolve…

Marketing's Evolving Role

Prospects

Awareness

Demand Generation
Consideration, Preference, Transact

Customer Engagement

Customers

Customer Experience
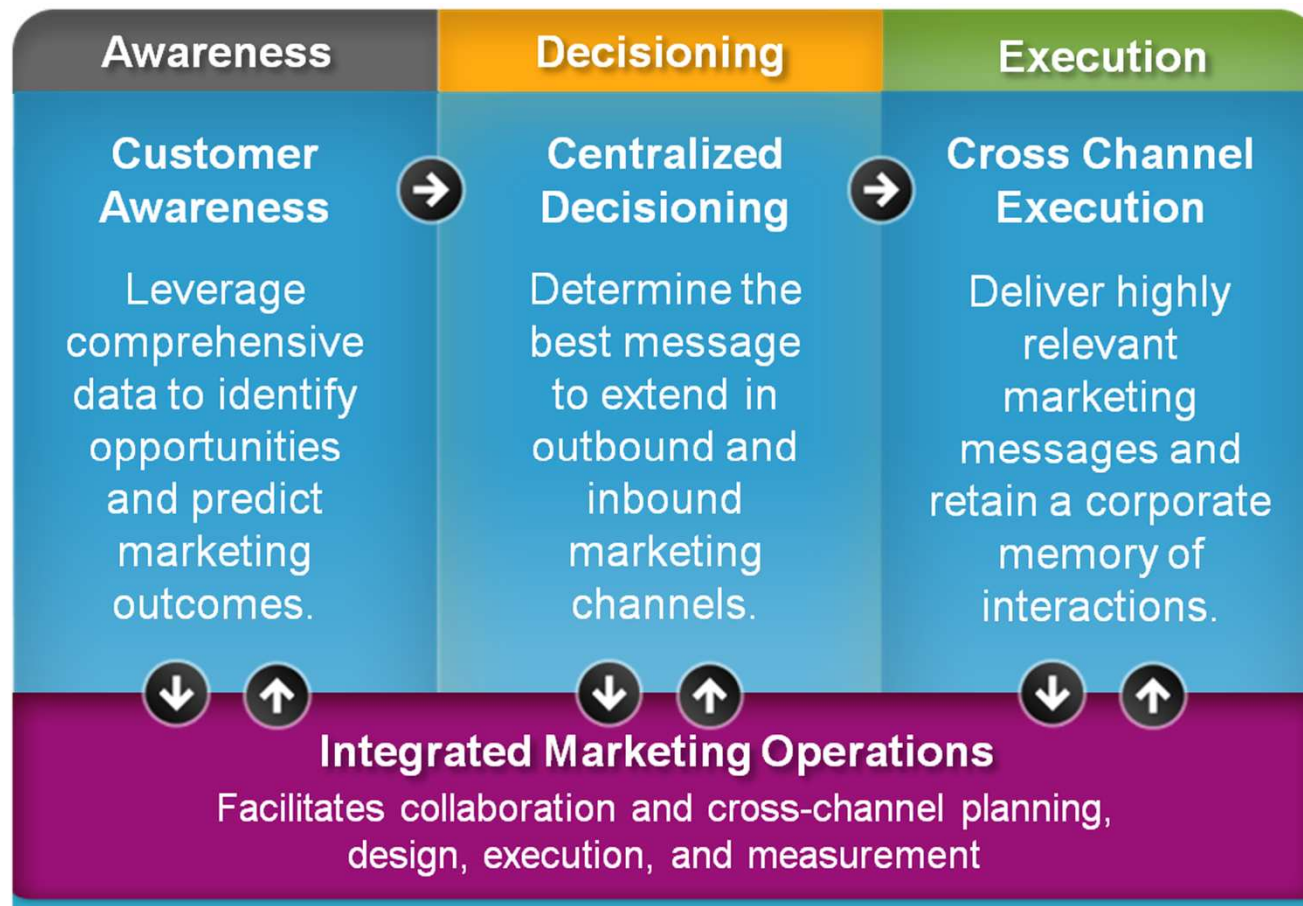
Energized, Delighted, Fans, Broadcasters

Quality, Consistency, Convenience

New marketing must…

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

IBM's Enterprise Marketing Management Capability Framework

IBM

IBM Enterprise Marketing Management

What We Do

IBM's Enterprise Marketing Management solutions offer proven web and customer analytics, event detection, cross-channel campaign management, interaction management, online ad/search optimization, email marketing, and marketing resource management.

Customer and Partner Success

- **Over 2,500 organizations worldwide**
- **Tens of thousands of total users**
- **Extensive service offerings**
- **>200 partners**

BEST BUY

IHG
InterContinental Hotels Group

E*TRADE FINANCIAL

ING

Boots

ORVIS
SPORTING TRADITIONS
Since 1856

orange™

wehkamp.nl

Product Leadership

- **Meeting the needs of:**
  - Cross-channel marketers
  - Online marketers
  - Marketing services
  - **Two deployment models:**
  - On Premises
  - SaaS
- The **recognized leader** in marketing software solutions

unica
An IBM Company

Core metrics
An IBM Company

Gartner

Web Analytics DEMYSTIFIED

FORRESTER

Our Mission

To power the success of every marketing organization with innovative technology solutions

IBM EMM – Part of IBM's $2.5B Investment to Bring Science to the Art of Marketing

Consistent, Compelling Brand and Customer Experience

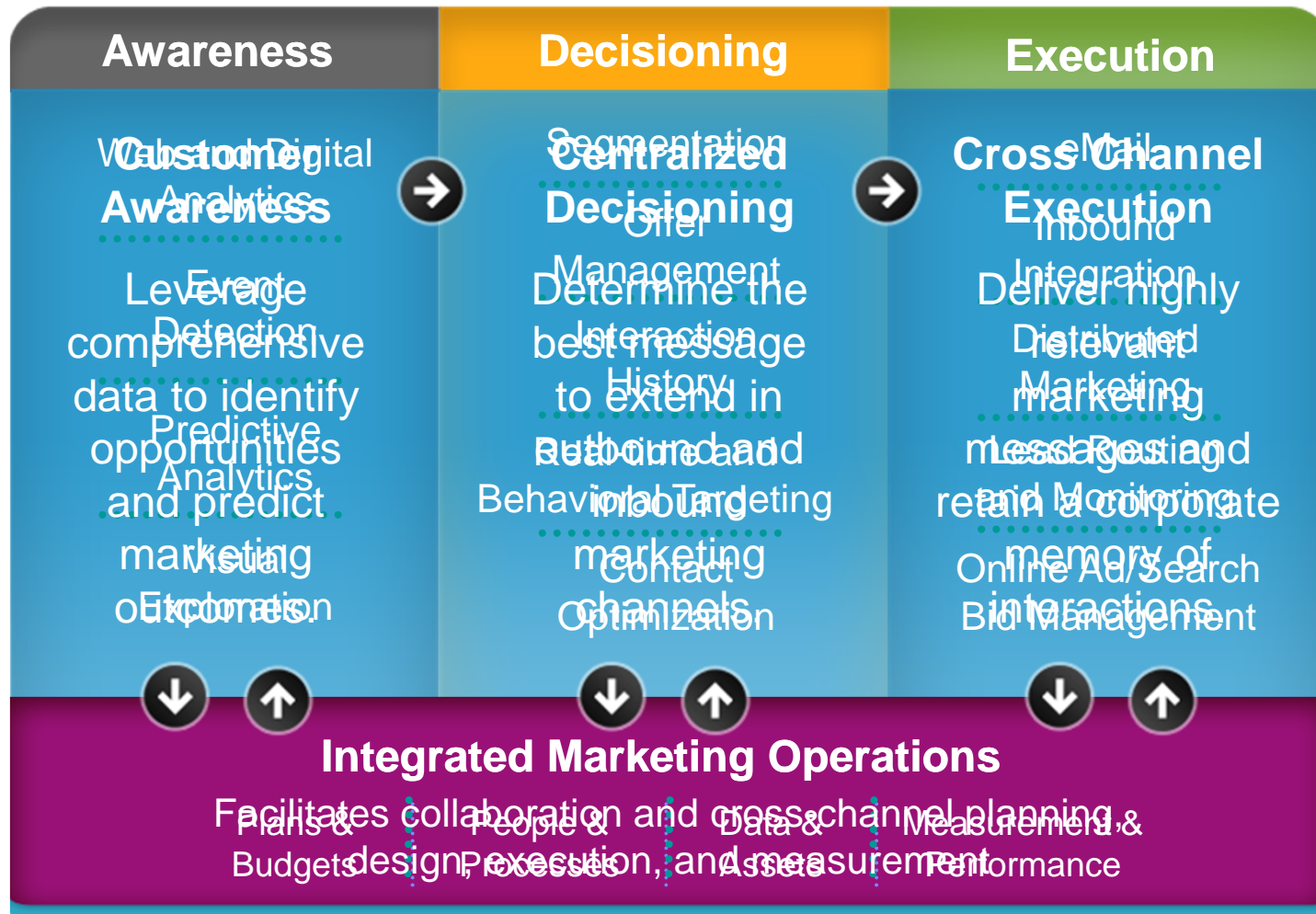**Optimized Cross-Channel Marketing Processes**

Deep Customer Insight

IBMs Offerings

- Outstanding web presence
- Personalized experiences
- Social sharing
- e-Commerce

- Cross-channel campaign management
- Inbound marketing
- Online Optimization
- Lead routing and monitoring

- Integrated analysis of web, purchase, response, customer, etc data
- Single view of customer

IBM's Enterprise Marketing Management
Comprehensive suite of marketing management capabilities

Awareness

Decisioning

Execution

Customer Awareness

Web Digital Analytics

Event Detection

Predictive Analytics

Visual Exploration

Leverage comprehensive data to identify opportunities and predict marketing outcomes

Centralized Decisioning

Segmentation

Offer Management

Interaction History

Real-time and Behavioral Targeting

Contact Optimization

Determine the best message to extend in outbound and inbound marketing channels

Cross Channel Execution

eMail

Inbound Integration

Distributed Marketing

Lead Posting and Monitoring

Online Ad/Search Bid Management

Deliver highly relevant marketing messages and retain a corporate memory of interactions

Integrated Marketing Operations

Facilitates collaboration and cross-channel planning

Facilitates collaboration and cross-channel planning, execution, and measurement

Plans & Budgets

People & design, Processes

Data & execution, Assets

Measurement & and measurement Performance
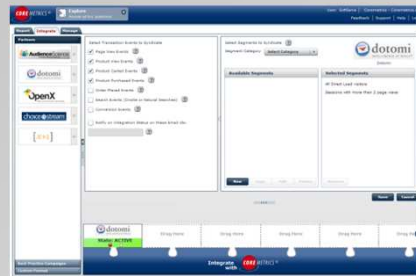
Bringing Science to the Art of Marketing

Example: Planning and Executing Marketing eCommerce Campaigns to Stimulate Demand

Marketing messages and campaigns are defined and planned using *Unica Campaign*
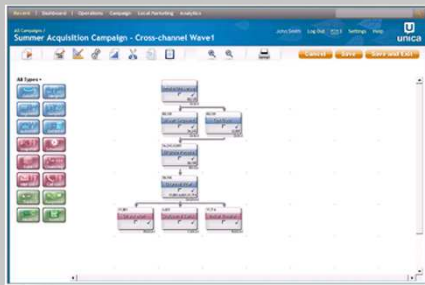
Optimize display and search results with *Coremetrics AdTarget and Coremetrics Search*

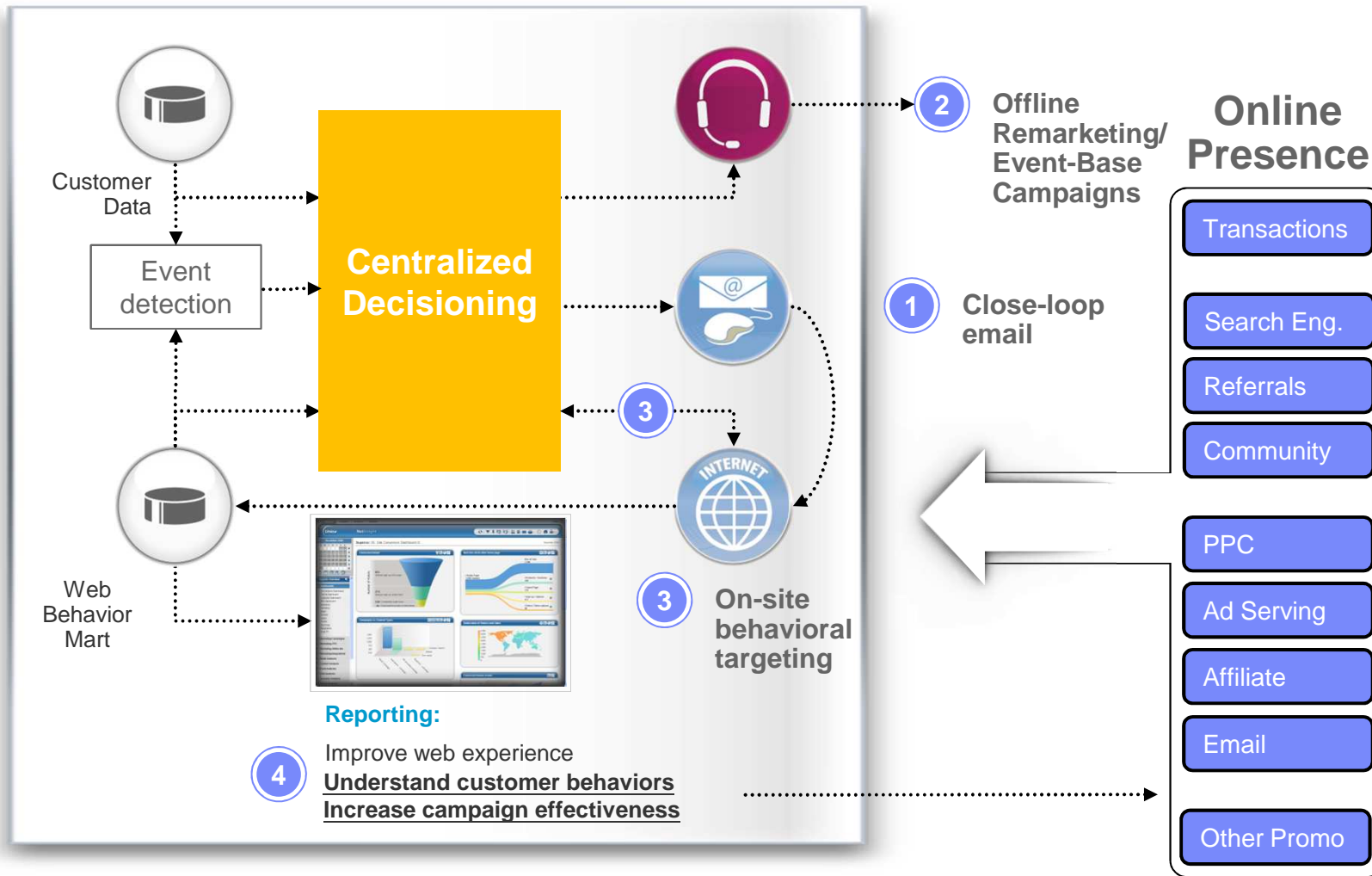Deliver custom landing pages with targeted messages and promotions via *WebSphere Commerce Precision Marketing*

Web or Mobile Store

Generate demand with **Unica eMessage** (email creation, delivery, tracking

IBM

Online Marketing Framework

Customer Data

Event detection

Centralized Decisioning

Customer Data → Event detection

Web Behavior Mart

Reporting:

Improve web experience
Understand customer behaviors
Increase campaign effectiveness

(2) **Offline Remarketing/ Event-Base Campaigns**

(1) **Close-loop email**

(3) **On-site behavioral targeting**

(4)

Online Presence

Transactions

Search Eng.

Referrals

Community

PPC

Ad Serving

Affiliate

Email

Other Promo

EMM Enterprise: A Comprehensive Marketing Suite
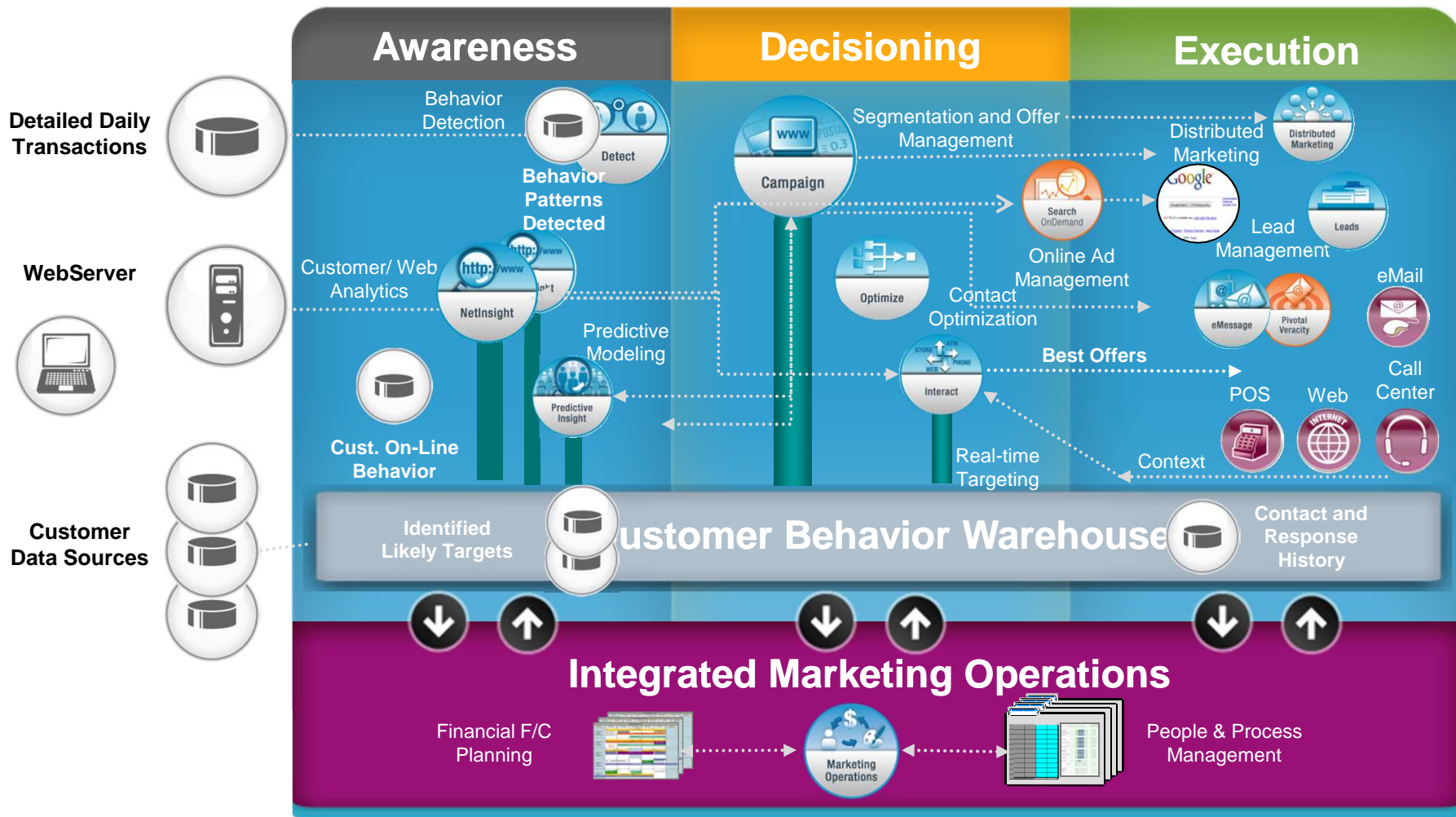
IBM's EMM Solutions Drive Real Marketing Value

Increase online conversions:

On-site search conversion up 31%.
Average order size for search up 5%

Increase marketing capacity

Over 100 concurrent campaigns per month
and hundreds of digital assets managed

Improve customer engagement:

500% increase in students retuning to
college prep website

Reduce cycle time / boost efficiency:

Reduced campaign cycle times from 26
weeks per campaign to just 4 weeks

Targeted ads increase revenue

100% increase in coupon redemption

Large increae in revenue form new customers

Improve marketing quality

Reduced late projects from 35% to 5%.
Eliminated "trashed" projects.

Proven Recognition as a Market Leader

FORRESTER®

Leader (Unica)

Forrester Wave: ***Enterprise Marketing Platforms*** *Q1-08*

Leader (Coremetrics)

The Forrester Wave™: ***Web Analytics*** *Q3-09*

The Leader (Unica)

The Forrester Wave™: ***Cross-Channel Campaign Management*** *Q4-09*

Gartner

Leader (Unica)

Gartner Magic Quadrant: ***Marketing Resource Management*** *Q1-11*

Visionary (Unica)

Gartner Magic Quadrant: ***Enterprise Marketing Management*** *Q4-10*

The Leader (Unica)

Gartner Magic Quadrant, ***Multi-Channel Campaign Management*** *Q2-10*

More than 2500 Organizations Worldwide Depend on IBM's EMM Solutions

Financial	Telecom	Retail / Catalog	Travel / Hospitality	Healthcare & Insurance	B2B / High Tech

IBM

Increasing purchases with a focus on customer loyalty

automates marketing to increase relevance of messaging, retain customers, and increase basket size and profits

Business Need

- Shift from customer acquisition to building loyalty with Reward Zone program

- Evolve marketing spend from mass to more personalized

- Campaigns based on timing, trends, and triggers

Real Results

- 17% increase in operating profit

- More Effective Campaigns = More, Bigger, Better Baskets

  - 10% increase in trips to store

  - 20% increase in shopping basket size

  - 20% increase in margin

- Process Improvements

  - 82% reduction in cycle time, 3x improvement in efficiency

IBM

From "batch" to real-time - revenue and relevance soar

Integrated web behavior, email, and rewards history for more effective communications and business results

Business Need

- Customers behaved in real time; IHG marketing focused on batch processing

- Customer expected a dynamic, relevant, multi-channel approach

- Large scale operations needed to support millions of customer interactions each day

Real Results

- 250% increase in clicks per day

- Revenue per impression rose from $0.18 per to $0.77 (400% increase)

- Moved oversight of transactional email from IT to Marketing

- One comprehensive marketing platform with integrated email and transactional data

- Full tracking and reporting with better deliverability, and centralized business ownership

Delivering personalized offers across channels in real time

ING *turns inbound interactions into profitable communications*

Inbound contacts

Outbound response
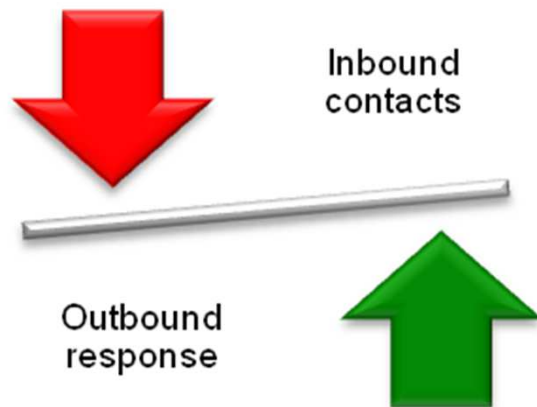
Business Need

- Outbound campaigns were ineffective – not taking advantage of customer initiated interactions

- Needed to create a single, cross-channel, relationship with each customer

- Disparate teams managed customer dialogs

- Needed to reduce marketing costs

Real Results
- Relevant, real-time campaigns drive higher response rates
- 85M targeted offers served each day across 5 channels – direct mail, email, web, call center, and branches
- €20M increase in earnings expected
- Lowered direct marketing cost 35%
- Faster campaign cycle times: from 26 weeks per campaign to just 4 weeks

Business Growth through Advanced Segmentation

boosts revenues from targeted email by 2,500%

Business Need

- Campaigns entice customers with free shipping and gift-with-purchase offers

- Frequency of email campaigns hit point of diminishing return, resulting in declining customer engagement

- Company wanted to increase email relevance through advanced segmentation and testing

Business Results

- L'OCCITANE created highly targeted customer segments to deliver targeted email messages based on visitor profiles and product affinities
- 19% open rate vs. 3% in control group
- 2.43% conversion rate vs. 0.14% in control group
- $2.84 revenue per email vs. $0.11 in control group
- Personalized and targeted email messages drive higher level of customer engagement and improve repeat online purchases

Worldwide Partner Community Extends and Enhances IBM's EMM Offerings

- Marketing Service Providers

- Agencies

- System Integrators

- Behavioral/Ad Targeting

- Search Marketing

- Complimentary Technology

Over 200 Partners Worldwide*

* Partial list

IBM Enterprise Marketing Management Mission

To power the success of every marketing organization with innovative technology solutions

Marketing is Key to IBM's Smarter Planet Initiative

IBM sees an unprecedented opportunity to help transform the traditional marketing function into a powerful business driver

Marketing is becoming
INSTRUMENTED

Marketing is becoming
INTERCONNECTED

Marketing <u>must</u> become
INTELLIGENT

For marketing professionals IBM will

- Work to shape the agenda **and** strategic role of the CMO
- Invest in foundational research supporting marketing processes and effectiveness
- Offer the widest set of software and services creating an end-to-end marketing solution

IBM's Professional Services Enables Your Marketing Success

- IBM's global team of experienced marketing and technology professionals helps you achieve success with IBM's EMM products.

  - Focus on implementing solutions **that meet your business needs**

  - **Flexible** implementation methodology, adaptable to meet your timeline and budget constraints

  - **Proven success** with hundreds of successful implementations across all company sizes and industries

- Supported with full set of online tools forums, blogs, training, and more..

Questions and Answers