

# Enterprise Marketing Management

bringen Sie Ihre Kampagnen  
gewinnbringend ins Portal

**Dirk Stüven**

Senior IT Architect for Smarter Commerce, IBM

**Steffen Uhlig**

Portal Architect Analytics & EMM Integration, IBM



# Internet, Smartphone und Social Media haben die Welt inklusive der Kunden verändert



**26.2% of the world is online**

**1.8 billion people** are online today and this number is estimated to reach **2.2 billion** by 2013



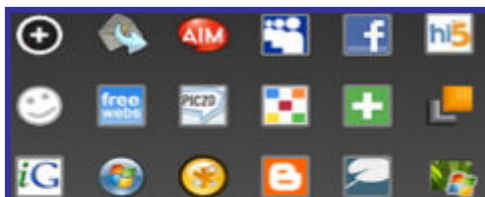
**4.8 billion mobile subscriptions WW**

Mobile subscriptions in U.S. reached **91%** penetration



**Mobile Internet**

**505 million** mobile Internet user at end of 2009 increasing to greater than **1 billion** by 2012



**63% research via social networking**

**47%** of the time they are influenced by what is read



**User generated content**

**91%** of consumers ranked peer input as the **#1 aid to a buying decision**

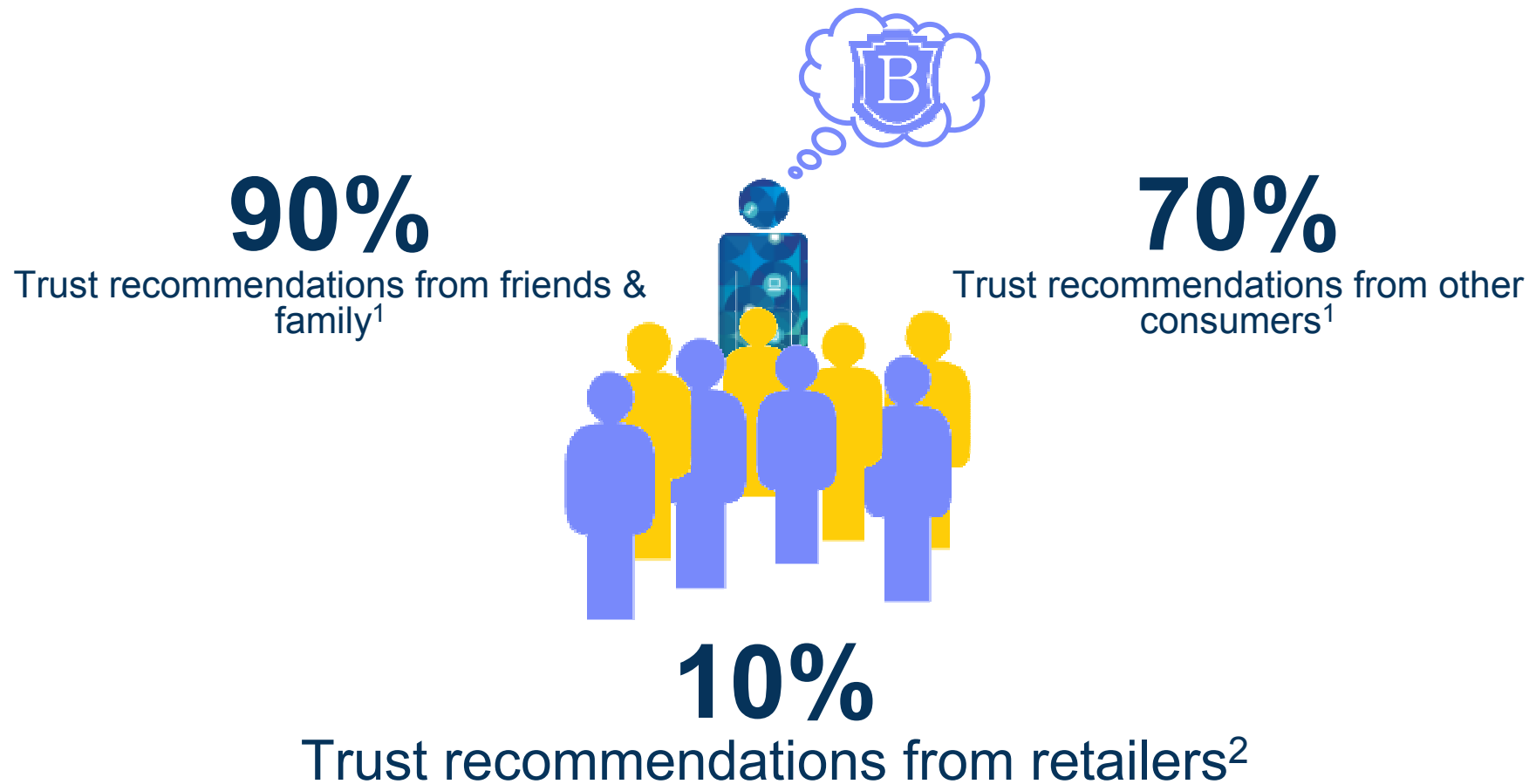


**500 million active, 175 million daily users**

A **'Facebook Like'** from a friend carries the same weight as 100 positive reviews from strangers



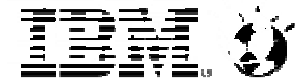
# Wem glauben Kunden?



# Händler müssen jetzt Brandadvocaten gewinnen um ihre Marke zu stärken



# IBMs integriertes Portfolio für Smarter Commerce



## Smarter Commerce Services

Strategie | IBM Interactive | System-Integration | Smarter Analytics | Managed Services | Application Management

## Social Web Experience

Integration Services | Social Collaboration | Web Content | Digital Analytics | Applications | Single User Interface

## Kerngeschäftslösungen und -prozesse

### Buy

- Supplier Integration & Collaboration
- Supply Chain Management
- Accounts Payable
- Source to Contract
- Supplier Management Risk and Compliance

### Market

- Customer Experience Management
- Cross-channel Marketing Optimization
- Price, Promotion & Product Mix Optimization
- Marketing Performance Optimization
- Digital Marketing Optimization
- Customer Analytics
- Marketing Performance Analytics

### Sell

- Cross-channel Selling
- Order Management & Fulfillment
- Customer Integration & Collaboration
- Store Solutions
- Payments & Settlements

### Service

- Delivery, Service, & Support
- Customer Self-Service
- Case Management

## Business Analytics

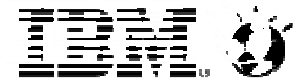
IBM SmartCloud Solutions, Computing und Infrastruktur

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# Wenn Marketing zum Service wird

Cross-channel Marketing Optimization



Market



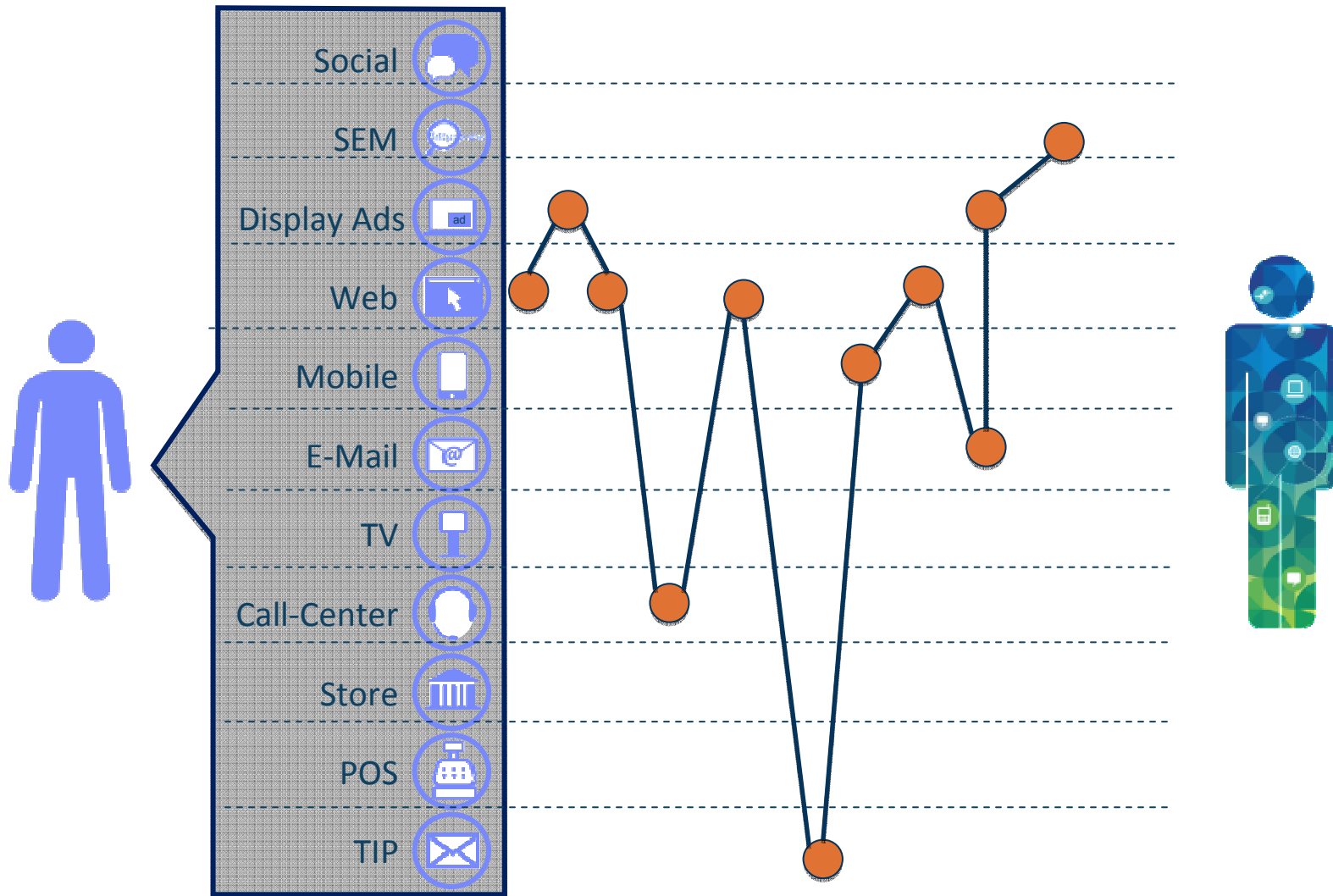
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# Kunden erwarten einen kanalübergreifenden Dialog

## Cross-channel Marketing Optimization

Market



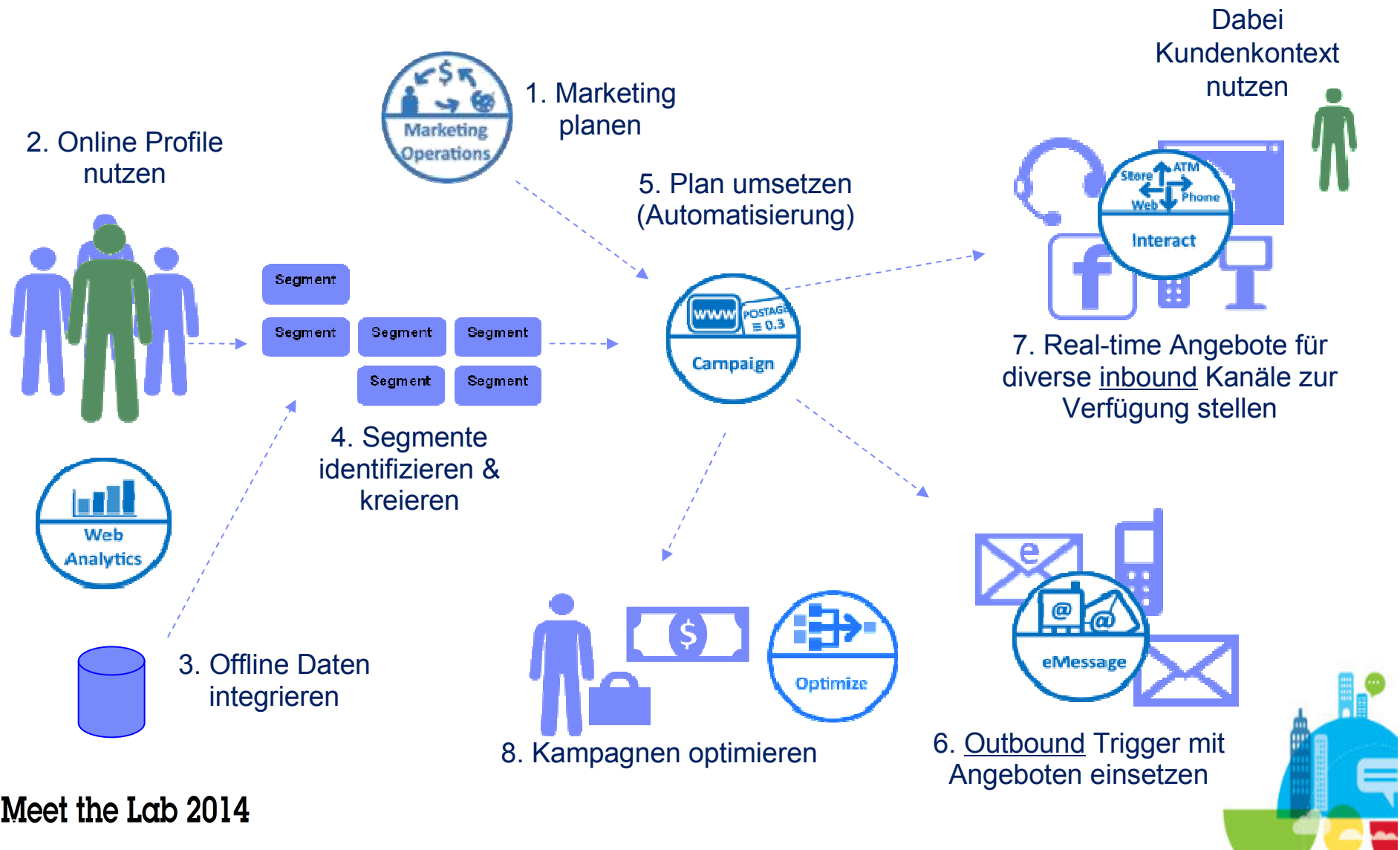
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# Vom Kundenverständnis bis zur Aktion

## Cross-channel Marketing Optimization

Market

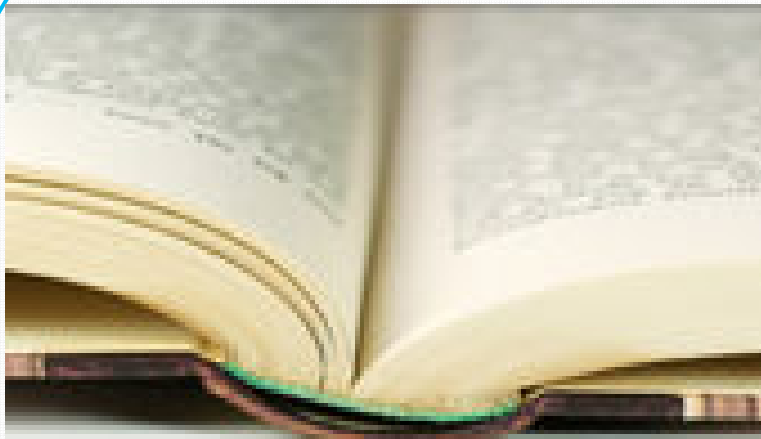


# buch.de realisiert innovative CRM-Lösung

Cross-channel Marketing Optimization

Market

buch.de  
internetstores AG



Mit **IBM® Unica® Campaign** können Marketingverantwortliche mehrstufige, Cross-Channel Marketingkampagnen komfortabel abgleichen und priorisieren. Auch hochgradig personalisierte Kampagnen sind damit kein Problem. Die Ergebnisse lassen sich anschließend messen und analysieren. Durch die Abbildung der gewonnenen Erkenntnisse über Einstellungen, Vorlieben und Wünsche der Kunden in IBM Unica werden im Zeitablauf immer individuellere und damit auch profitablere Kundendialoge möglich.



# ING Personalisiert seine Marketingbotschaften

## Cross-channel Marketing Optimization

Market



Nutzung personalisierter und kundenindividueller Interaktionen und Botschaften, die neue Geschäftschance eröffnet haben.



# Den Online Kunden verstehen und handeln

## Digital Marketing Optimization

Market

- Flexible Berichtstypen und angepasste Datenansichten für alle Benutzergruppen.
  - Gesamtübersichtsmetriken und intuitive Performance-Dashboards in Echtzeit.
  - Performance-Benchmarks
  - Mobile analytics
  - Ad-hoc-Reporting
- Nahtlose Integration in bestehende Umgebungen
  - Tag Management
  - WebSphere Integration
  - Daten Import/Export
- Von der Analyse zur Kundenansprache innerhalb einer Plattform
 

Verhaltensdaten werden automatisch in die gesamte Plattform und in jede einzelne IBM Coremetrics-Anwendung übernommen.



Einblick in das Verhalten bestehender und potenzieller Kunden und Optimierung aller Marketingkanäle

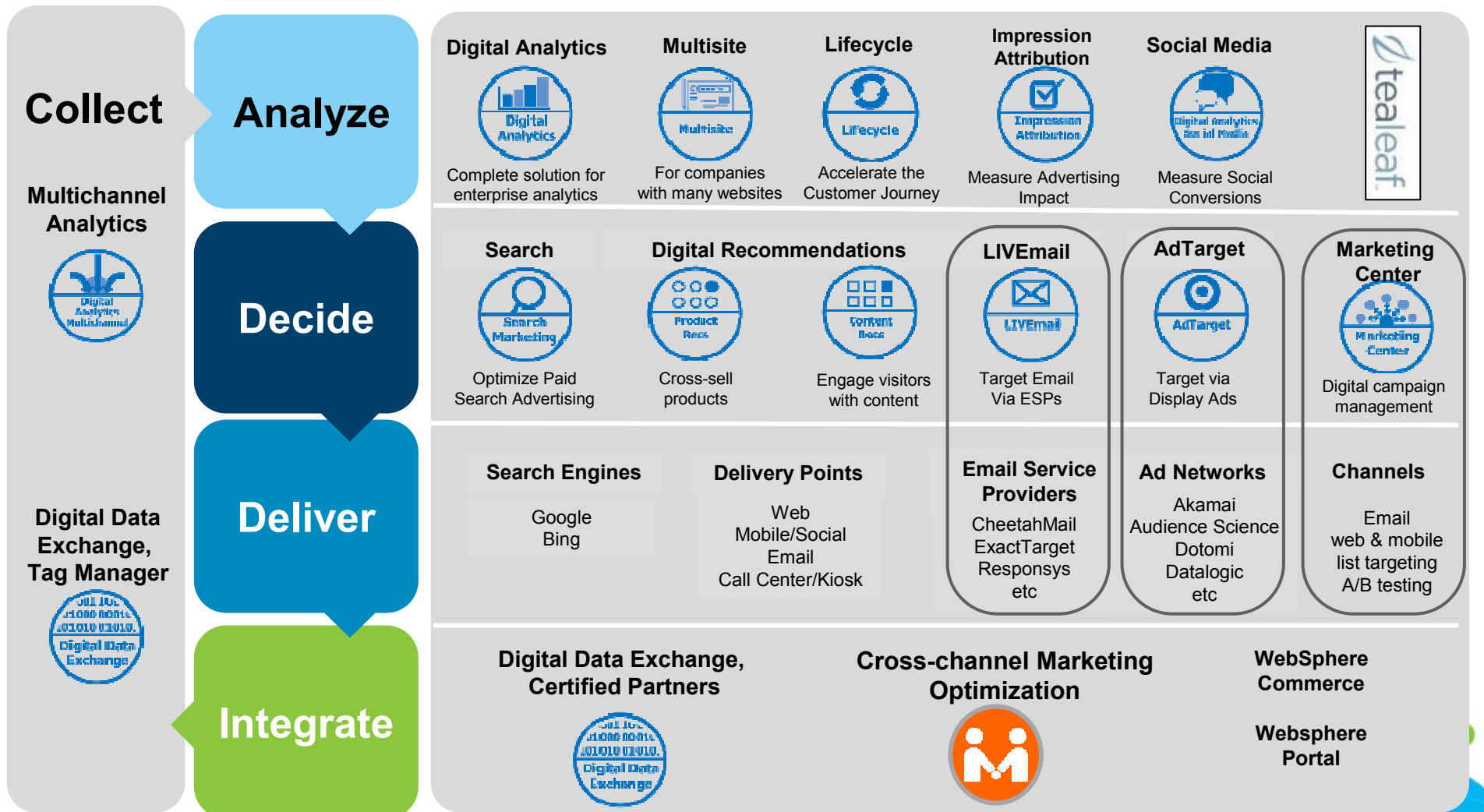
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# Den Online Kunden verstehen und handeln

## Digital Marketing Optimization


Market



# Den Online Kunden verstehen und handeln

## Digital Marketing Optimization

Market



**LIVEProfile**

Customer ID	101010123456
City	New York
State	NY

ALL VISIT HISTORY (Acquisition Sources, Pages, Site Sections, Categories - Views, Count, Frequency, Recency)

ALL TOOL USAGE HISTORY (Searched, Viewed, Frequency, Recency)

ALL ON-SITE SEARCH HISTORY (Keyword - Searches, Views)

Visit History (Online, Call Center, Print, Broadcast)

Yahoo! Banner Ad, Email Newsletter April, Google Keyword, Free Membership, etc. Home Page, Register, Confirmation

<p>Site Usage History (Online, Call Center, Print, Broadcast)</p> <p>Register</p> <p>Receive Registration</p> <p>Send Confirmation</p>	<p>On-Site Search History</p> <p>.....</p> <p>.....</p> <p>.....</p>
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Lifetime Individual Visitor Experience (LIVE) Profiles

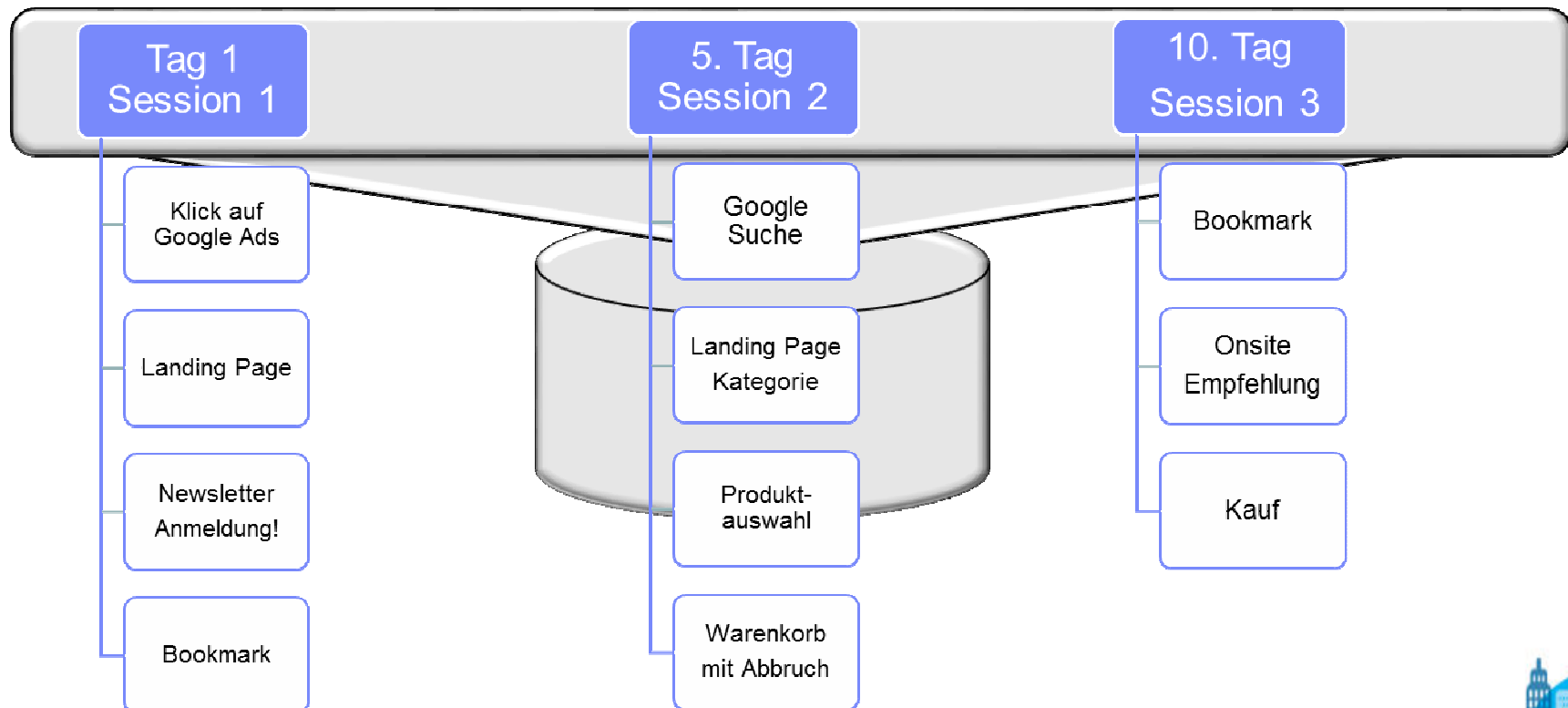
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# Den Online Kunden verstehen und handeln

## Digital Marketing Optimization

Market



Aufzeichnung aller Aktivitäten

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# Den Online Kunden verstehen und handeln

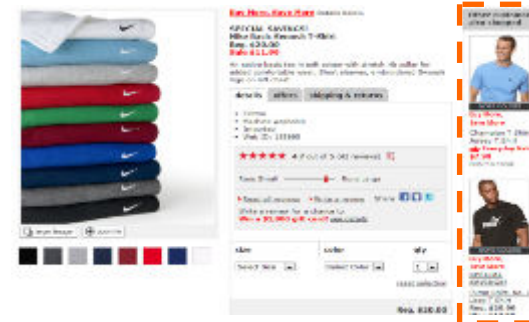
## Digital Marketing Optimization

### Market

#### Suchmaschinen Marketing



#### Produkt- & Content-Empfehlungen



#### Individuelle E-Mails



#### Display Werbung



Personalisierte Produktangebote in Echtzeit, Suchoptimierung und individuelle Marketing führen zu einer Steigerung des Cross- und Upselling

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# Wehkamp.nl – personalisierung par Excellence

## Digital Marketing Optimization

Market



## wehkamp.nl

Der Online-Einzelhändler **wehkamp.nl** hat ein umfassendes verhaltensbasiertes Retargeting-Programm entwickelt, bei dem Bannerwerbung, E-Mail und On-Site-Produktempfehlungen zum Einsatz kommen. Dadurch wird es möglich, das Kundenerlebnis noch relevanter zu machen, die Markenreichweite auszudehnen und beeindruckende Umsatzzuwächse zu erzielen. Das Ergebnis: eine um 271 Prozent höhere Konversionsrate.



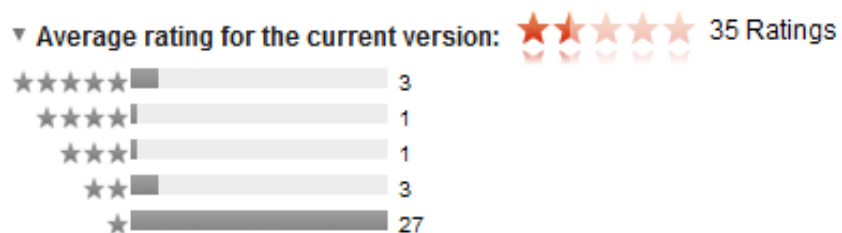
# Verstehen Warum

## Customer Experience Management

### Market



### Customer Ratings



### Online sind viele Unternehmen blind

- Warum brechen Kunden eine Transaktion ab?
- Warum läuft eine online Kampagne schlechter als in der Vergangenheit, oder in einer anderen Region?
- Warum kann IT / Web Development von Kunden mitgeteilte Fehler nicht nachvollziehen und deshalb auch nicht abstellen?
- Warum wird mein Web/Mobile Kanal in Facebook negativ diskutiert?

# Sehen was der Kunde sah

## Customer Experience Management

Market

The screenshot shows the 'greenwheels' website's sign-up page. The navigation bar includes links for HOME, SHOP, SERVICE, COMMUNITY, KNOWLEDGE CENTER, ABOUT US, and LOG OUT. The sign-up form is titled 'SIGN UP' and contains the following fields:

- FIRST NAME: Katie
- LAST NAME: Young
- ADDRESS: 225 Elm St
- CITY: Minneapolis
- STATE: MN (dropdown)
- ZIP CODE: 55199
- COUNTRY: United States (dropdown)
- PHONE: 1-612-555-5555 (with a red error message: 'Please enter a valid telephone number')
- EMAIL: ktyoung1989@gmail.com
- GENDER: (dropdown)
- AGE: (text input)
- RIDING STYLE: Roads and Touring (dropdown)

To the right of the form, there is a section titled 'ENTER YOUR CONTACT INFO TO JOIN ONE OF OUR MANY COMMUNITIES' with three options:

- GETTING DIRTY**: Gaining speed for those who are new to the sport of riding, but are willing to join in some challenging rides. (Accompanied by a circular image of a person on a mountain bike).
- CROSS ROADS**: Long distance adventures on and off road, mountain bicycling with option to get away for the weekend. (Accompanied by a circular image of a person on a mountain bike).
- RIDING HIGH**: This community thrives on the ride-high. If you're into thrill seeking, this is the community for you! (Accompanied by a circular image of a person on a road bike).

Heatmaps are overlaid on the form, showing areas of high interaction (red and yellow) and low interaction (blue and green).

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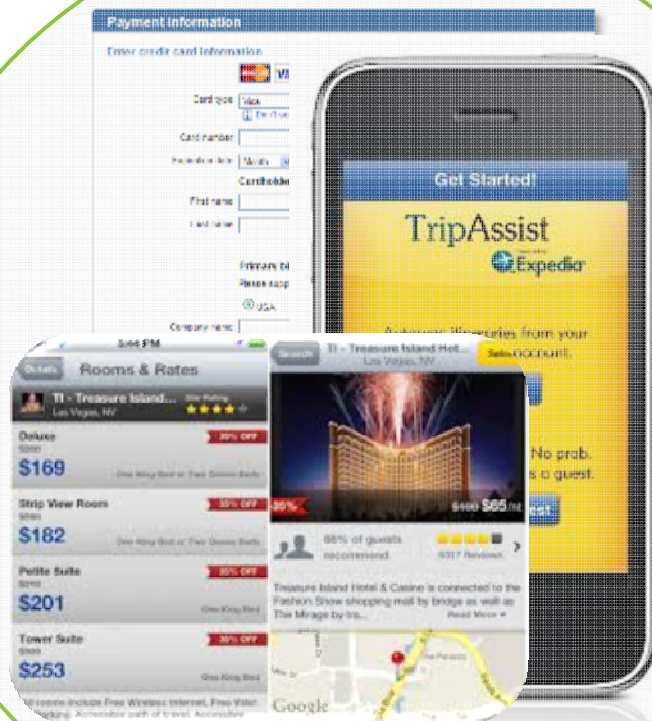
# Expedia realisiert \$1M Mehrgewinn im Monat

## Customer Experience Management

Market



Das Unternehmen versteht die Kundenerfahrung und findet die Problembereiche und korrigiert diese. Durch die Streichung eines Feldes auf der Website vor dem Checkout konnte das Unternehmen einen Mehrgewinn von \$1M im Monat erzielen

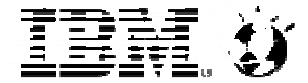


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# Greenweel Demo

Eine integrierte Kundenerfahrung



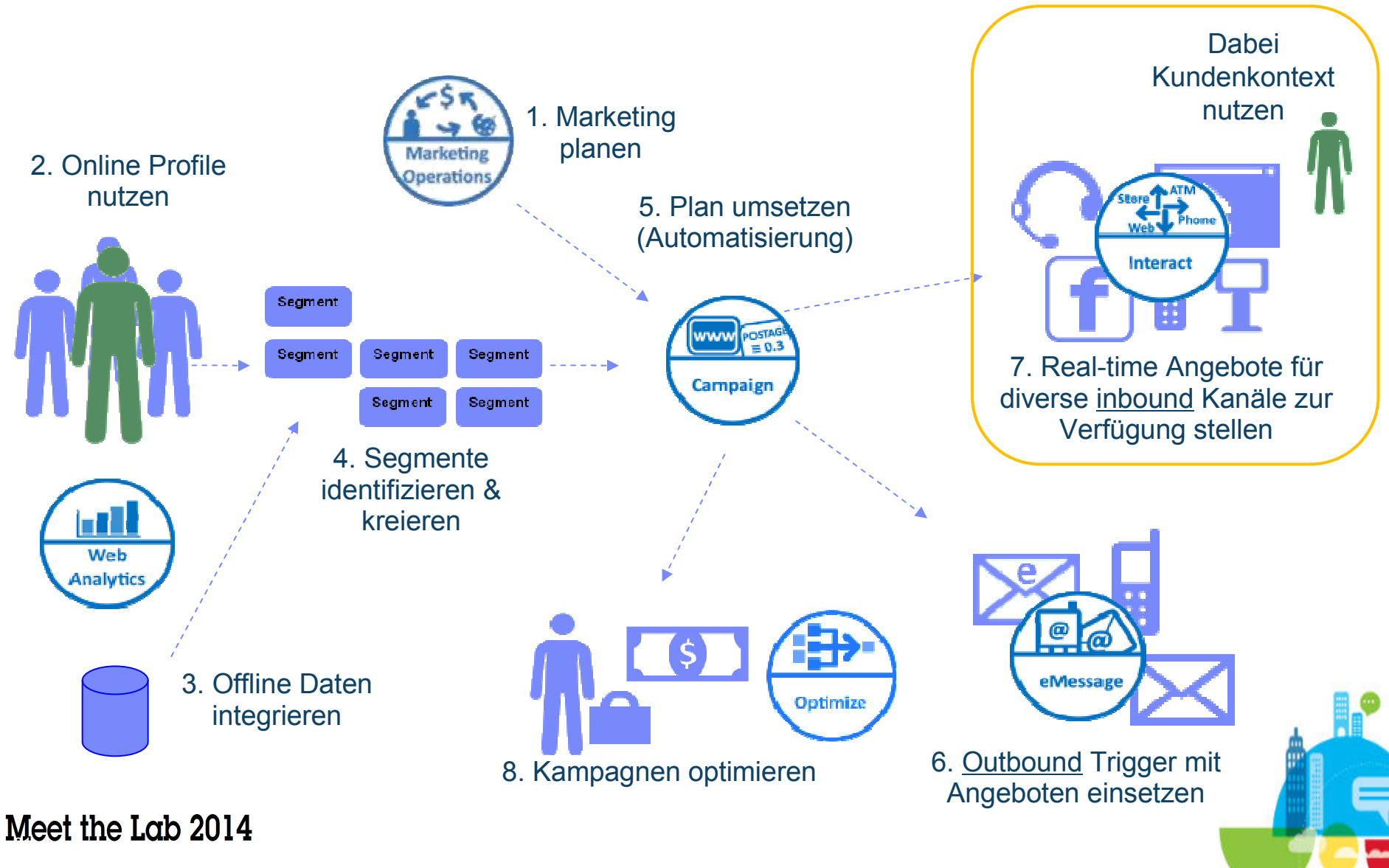
**Meet Katie**

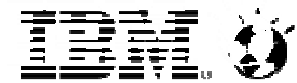
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# Vom Kundenverständnis bis zur Aktion

## Cross-channel Marketing Optimization





# IBM Interact Integration

## Cross Channel Real Time Personalization

Search Process Name

Select 10 All Shoppers 10

All Campaigns > Greenwheels Cross-sell Campaign asm admin Log Out 75 Settings Help IBM

Refresh View By: Segment Edit Selected Rules... Cancel Save Save and Exit

Eligible Segments	Eligible Zones	Recommended Offers	Enabled	Marketers Score	Adv Opt	Off Attr
<input type="checkbox"/> All Shoppers(A000003676)	<input type="checkbox"/> Store	<a href="#">Spend an additional \$100 to get a 35 pct discount!</a>	<input checked="" type="checkbox"/>	50	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/> Web - Product Page Detail	<a href="#">Cycling Hydration Tips</a>	<input checked="" type="checkbox"/>	50	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/> Web - Product Page Right	<a href="#">2 Day Green Adventures Weekend Getaway</a>	<input checked="" type="checkbox"/>	50	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/> Web - Product Page Detail	<a href="#">Get expert advice on fitting a road bike</a>	<input checked="" type="checkbox"/>	50	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/> Web - KnowledgeCenter	<a href="#">Free Fitting with the Aurora Road Racer</a>	<input checked="" type="checkbox"/>	50	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/> Web - Product Page Left	<a href="#">Free Shipping for all online orders this month - Gear Up</a>	<input checked="" type="checkbox"/>	76	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/> MobileApp	<a href="#">Greenwheels Gift Card</a>	<input checked="" type="checkbox"/>	50	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/> Store	<a href="#">See our Gear Close-outs up to 40 percent off</a>	<input checked="" type="checkbox"/>	67	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> New to Greenwheels(A000003692)	<input type="checkbox"/> Store	<a href="#">Greenwheels Gift Card</a>	<input checked="" type="checkbox"/>	32	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Non Community Members(A000003678)	<input type="checkbox"/> Store	<a href="#">Percent off Coupon for our Valued Customers (15_20_30)</a>	<input checked="" type="checkbox"/>	50	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/> All Zones	<a href="#">Register for the Greenwheels Community</a>	<input checked="" type="checkbox"/>	12	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Road Rider(A000003688)	<input type="checkbox"/> Web - KnowledgeCenter	<a href="#">Intro to Road Biking Class</a>	<input checked="" type="checkbox"/>	50	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/> Web - KnowledgeCenter	<a href="#">Free Fitting with the Aurora Road Racer</a>	<input checked="" type="checkbox"/>	50	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Weekender(A000003689)	<input type="checkbox"/> Web - KnowledgeCenter	<a href="#">Free Fitting with the Aurora Mountain Bike</a>	<input checked="" type="checkbox"/>	50	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/> Web - KnowledgeCenter	<a href="#">Register for the Greenwheels Community</a>	<input checked="" type="checkbox"/>	50	<input type="checkbox"/>	<input type="checkbox"/>

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