



# IBM Digital Analytics Certified Technology Partners

The IBM® Digital Analytics Certified Technology Partner Program brings together best-of-breed marketing services providers, technology companies, and thousands of IBM Digital Analytics customers that span a range of industries. By utilizing existing, fully integrated partner solutions, brands can begin seamlessly working with IBM Digital Analytics Certified Technology Partners without the hassle of IT involvement.

## AdTarget

IBM AdTarget syndicates granular visitor activities captured by IBM Digital Analytics to Certified Partners, enabling the delivery of highly relevant display ads. Partner integrations eliminate typical site tagging obstacles, and IBM Digital Analytics provides powerful attribution capabilities to track how well ads drive website conversions. The results are increased visitor reacquisition rates and greater display advertising ROI.

### AdTarget Certified Business Partners:

|                 |               |                        |            |            |
|-----------------|---------------|------------------------|------------|------------|
| x+1             | Chango        | Dotomi                 | mediaFORGE | Steelhouse |
| Acerno          | Choicestream  | eXelate                | MediaMath  | Think      |
| Advertising.com | Core Audience | FetchBack              | MyBuys     | Realtime   |
| AdGENIE         | Crimtan       | Liquidus               | MyThings   | Tumri      |
| AudienceScience | Criteo        | Media Innovation Group | Netmining  | ValueClick |
| Buysight        | Datalogix     | Media6Degrees          | OpenX      |            |

## LIVEmail

IBM LIVEmail provides a closed loop email marketing system that links online profiles of visitor and customer activity with Certified ESP Partners. Automatically connect IBM Digital Analytics and Certified ESP Partners to recapture web site visitors and shopping cart abandoners with personalized email.

### LIVEmail Certified Business Partners:

|             |                         |            |                         |
|-------------|-------------------------|------------|-------------------------|
| Adestra     | ExactTarget             | Responsys  | SubscriberMail          |
| eCircle     | Experian-CheetahMail    | SARE       | Transcosmos-ClickM@iler |
| eDialog     | Experian-Mail Publisher | SilverPop  | VerticalResponse        |
| EmailDirect | Profusion               | StrongMail | Emarsys                 |

## DDX

IBM Digital Data Exchange (DDX) provides multiple ways for companies to take advantage of IBM and Certified Partner services. Through the IBM Digital Analytics tag management solution, Certified Partners can authorize their tags with IBM Digital Analytics allowing joint customers to place and run tags through a single interface—all without IT involvement. Furthermore, Certified Partners can elect to receive IBM Digital Analytics data through custom-built APIs. Audience data passed through APIs in near real time can be leveraged against intraday remarketing programs.

### DDX Certified Business Partners:

|                       |                            |           |                        |                |
|-----------------------|----------------------------|-----------|------------------------|----------------|
| 33Across              | Badgeville                 | ClickTale | ForeSee                | Shoutlet       |
| Accenture Interactive | Bizo                       | Digilant  | Google (GDN & AdWords) | The Trade Desk |
| Adchemy               | Blue Triangle Technologies | Evidon    | PubMatic               | TrendSpottr    |
| AdRoll                | BlueKai                    | Expion    | Reevo                  | Viralheat      |
| Aggregate Knowledge   | Chango                     | Fan Appz  | SeeWhy                 |                |

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