

Extending Your Customer Email Profiles Across Digital Channels



Title Sponsor:



Agenda

- Shift in consumer behavior
- Leveraging data metrics
- New technology creates new metrics

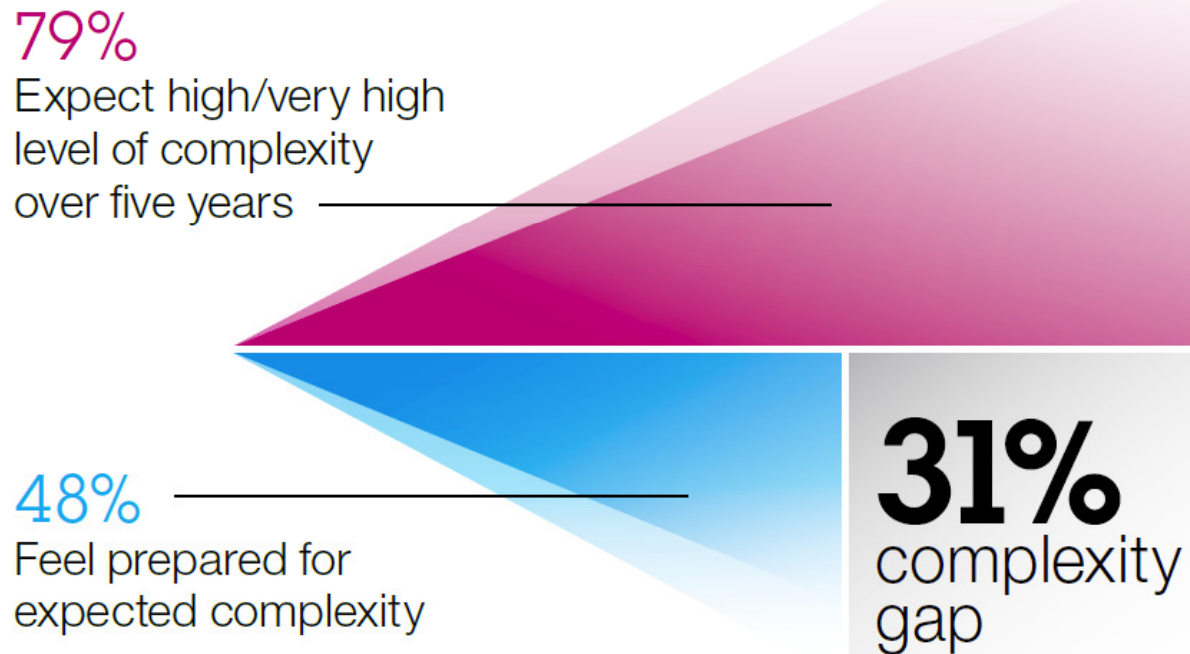


The “empowered customer” makes today’s marketing challenging



<p>44% of companies use crowd sourcing from customers</p>	<p>4 in 10 Smart phone users search for an item in a store</p>	<p>80% of CEOs think they deliver a superior customer experience</p> <p>8% of their customers agree</p>	<p>86% use multiple channels</p>	<p>4-5x more than average is spent by multi-channel buyers</p>	<p>45% Check with a friend before buying</p>	<p>78% of consumers trust peer recommendations</p>
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Another challenge: growing marketing complexity



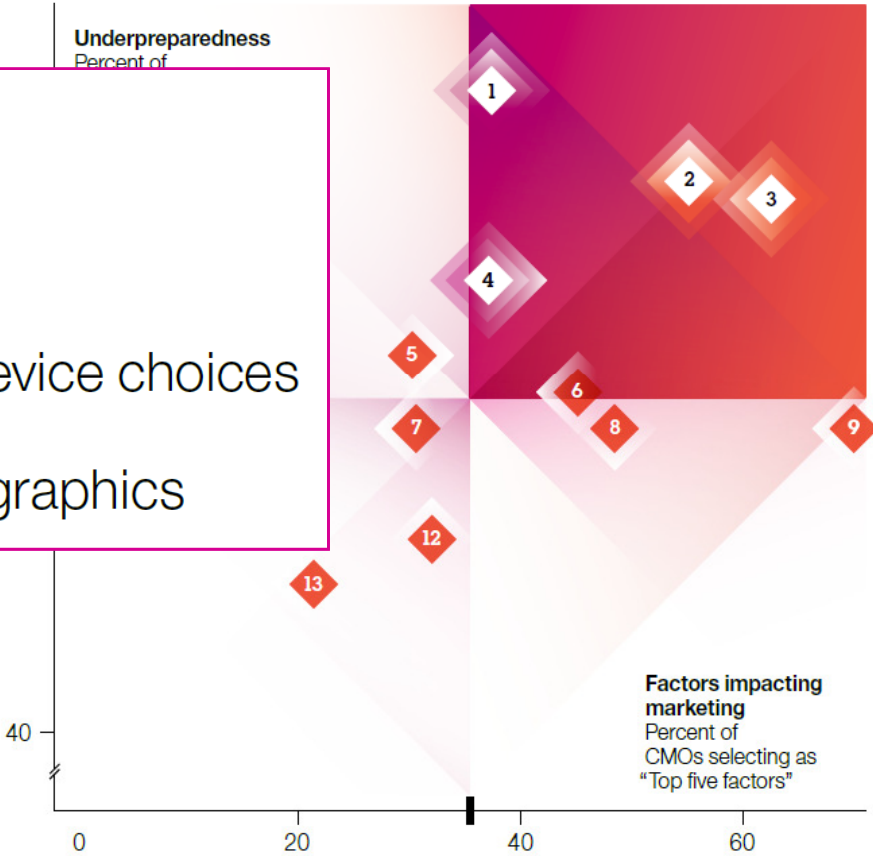
“From Stretched to Strengthened; Insights from the Global Chief Marketing Study”
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Specific challenges reflect growing complexity

Figure 4
The biggest headaches The four most prominent

- 1 Data explosion
- 2 Social media
- 3 Growth of channel and device choices
- 4 Shifting consumer demographics

- 8 ROI accountability
 - 9 Customer collaboration and influence
 - 10 Privacy considerations
 - 11 Global outsourcing
 - 12 Regulatory considerations
 - 13 Corporate transparency
- Mean



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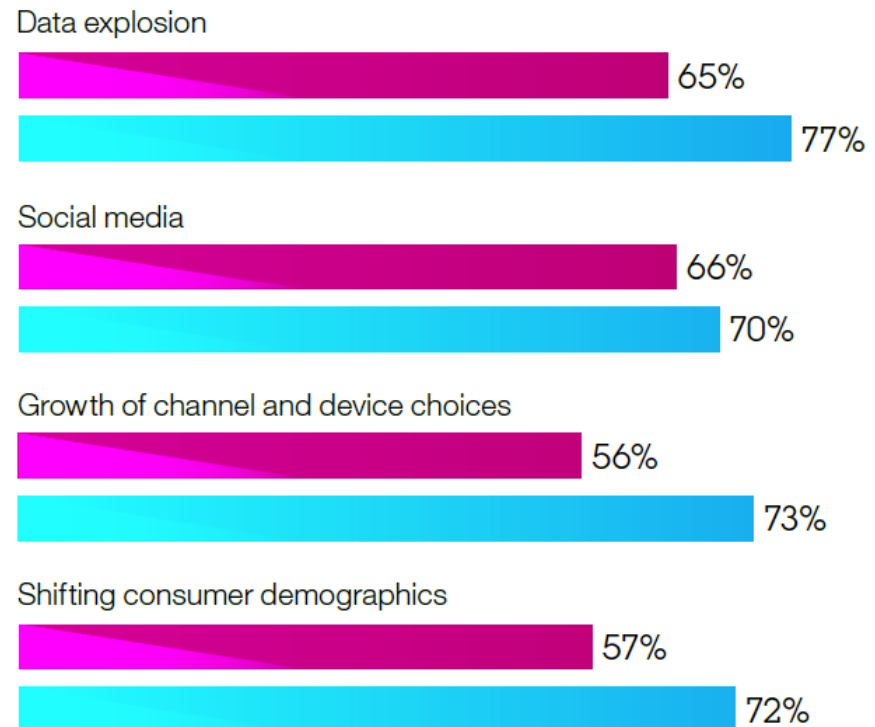
“Outperformers” struggle almost as much as “underperformers”

Figure 5

Outperformers struggle too Outperformers are battling almost as much as others to deal with the four most critical pain points.

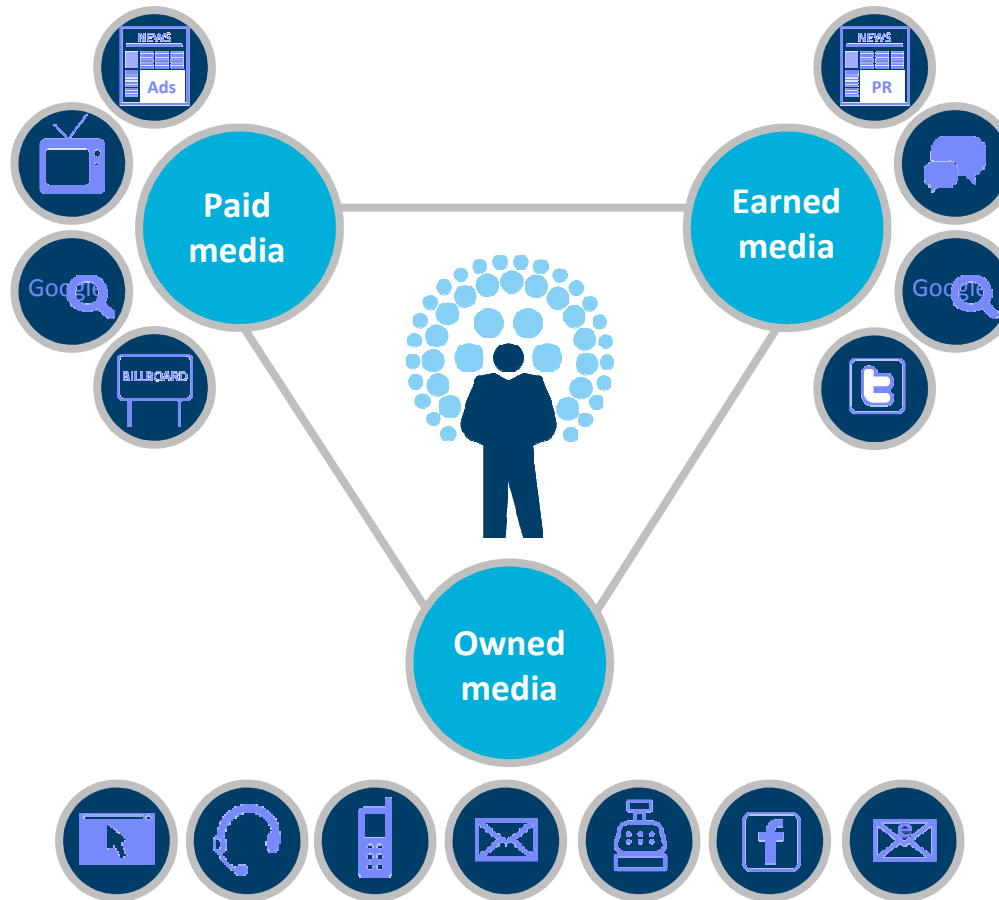
- Outperforming organizations
- Underperforming organizations

Level of underpreparedness to manage market factors



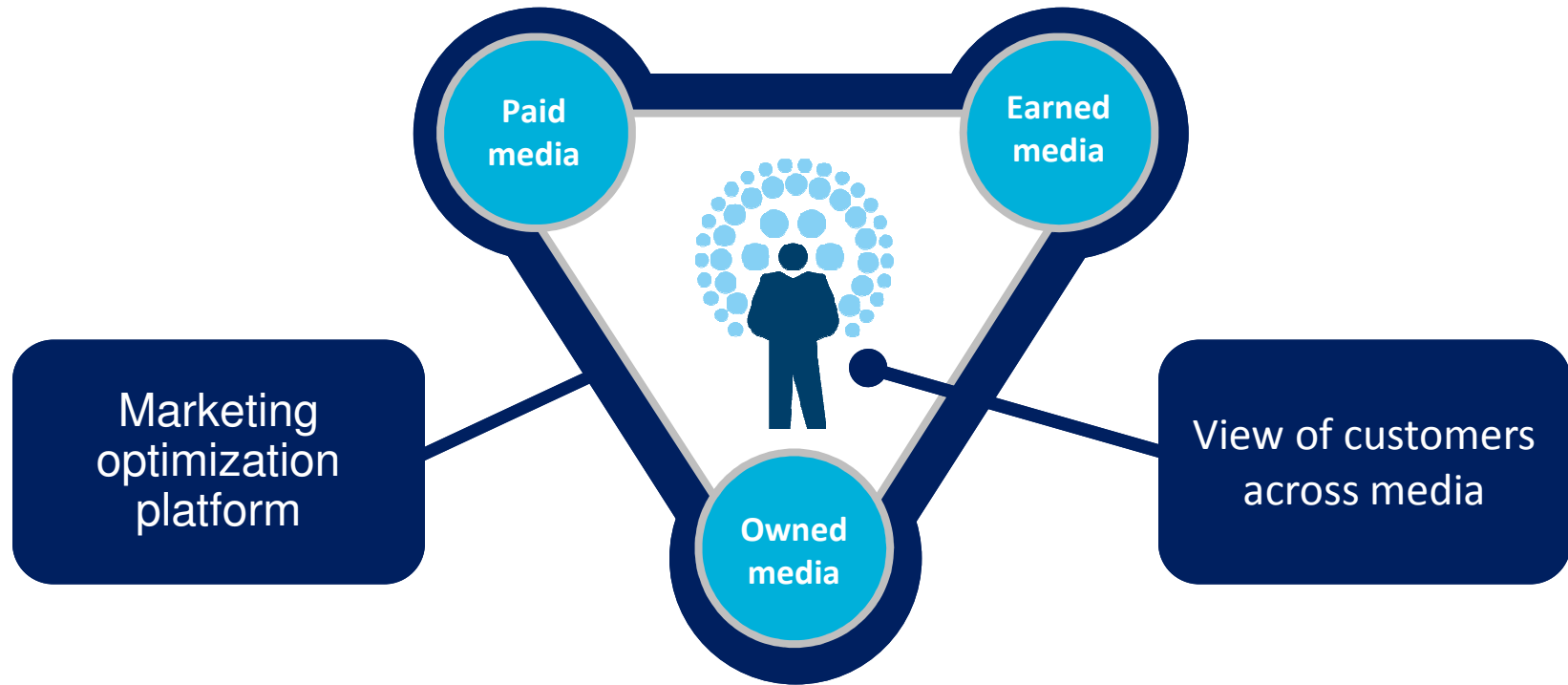
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Marketers must integrate marketing across all media



Integrating marketing is difficult for most marketing organizations

Most marketers lack:



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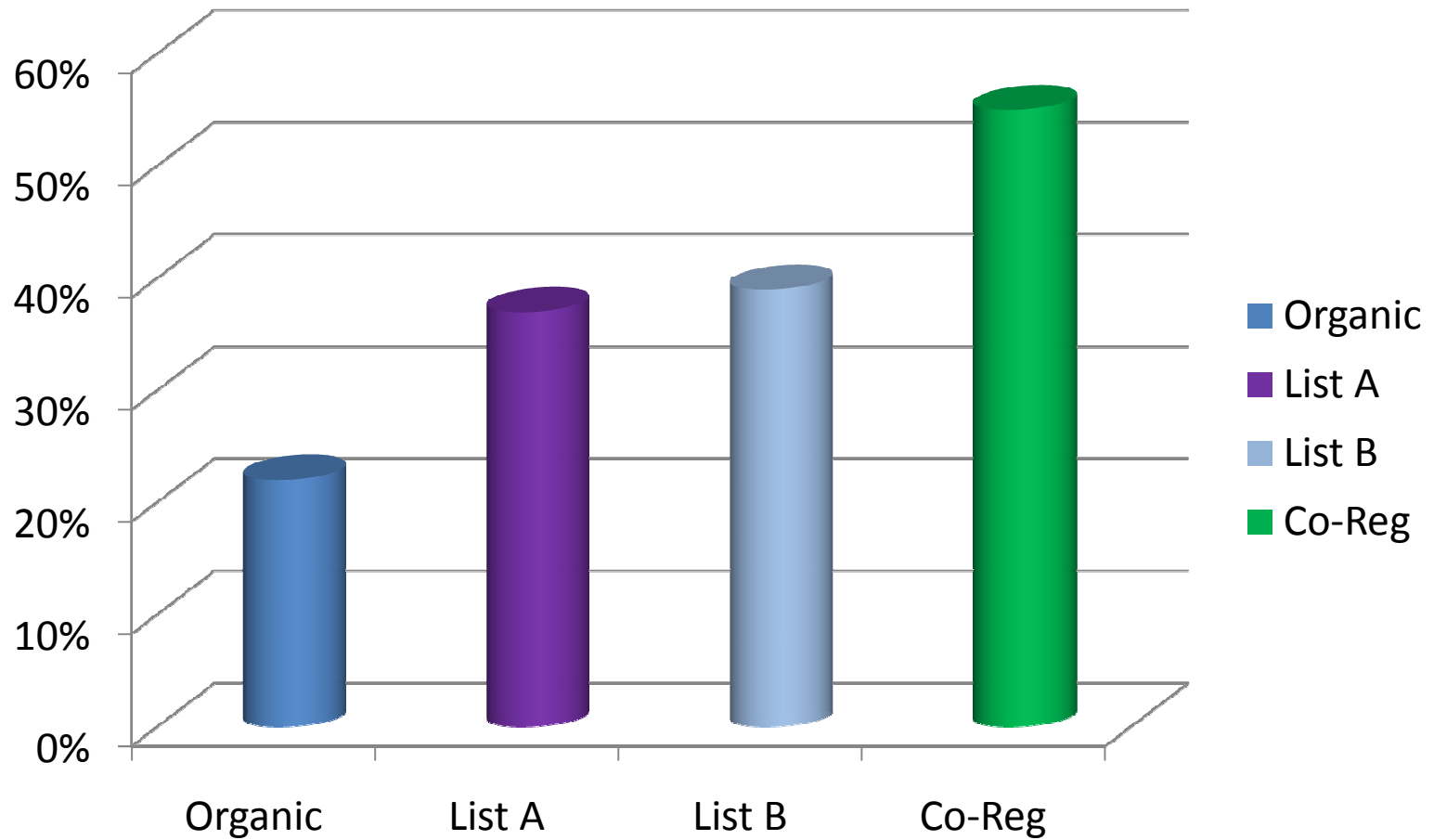
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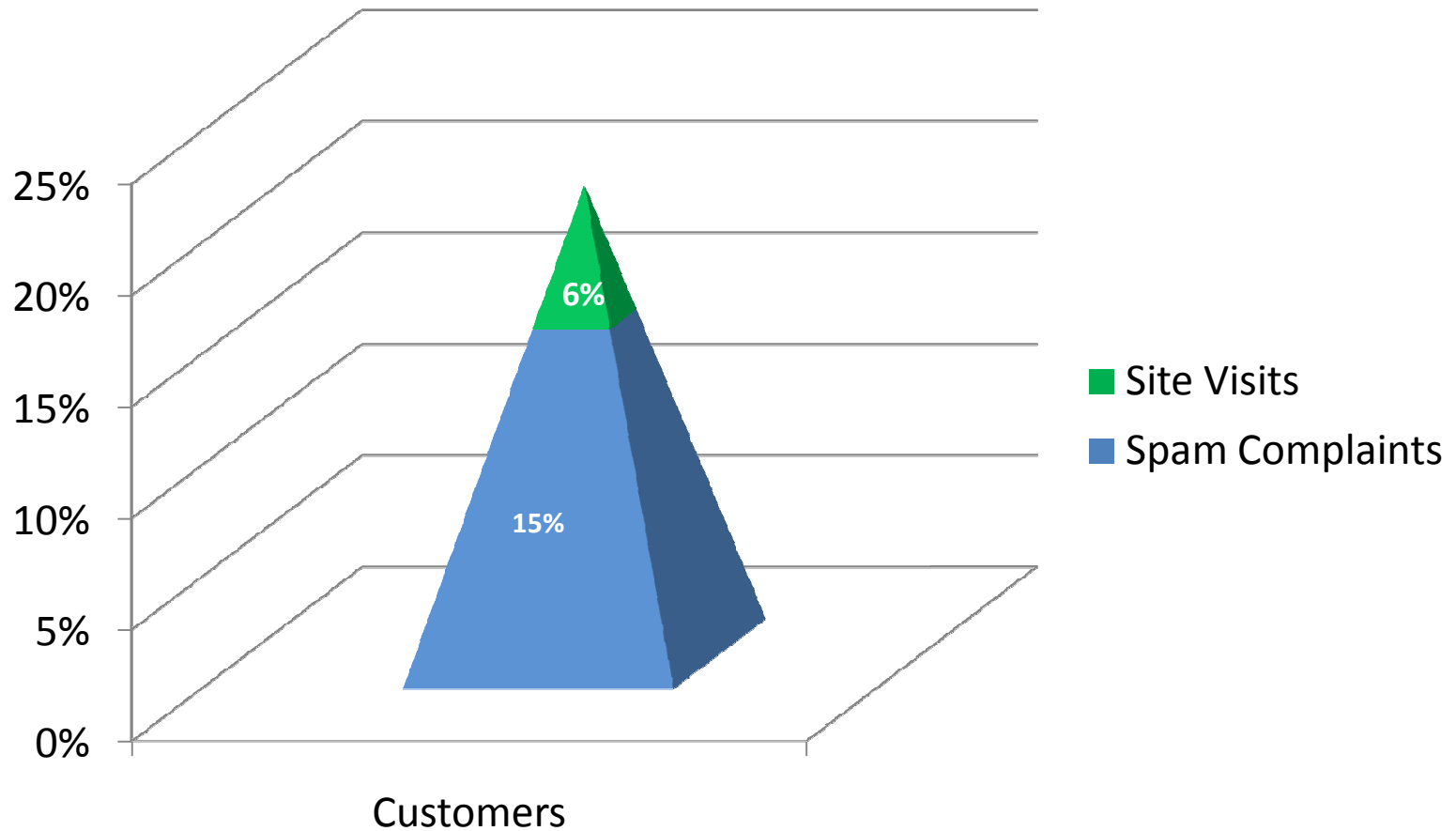
Improve Decisions by Understanding the Interrelations of the Digital Trail



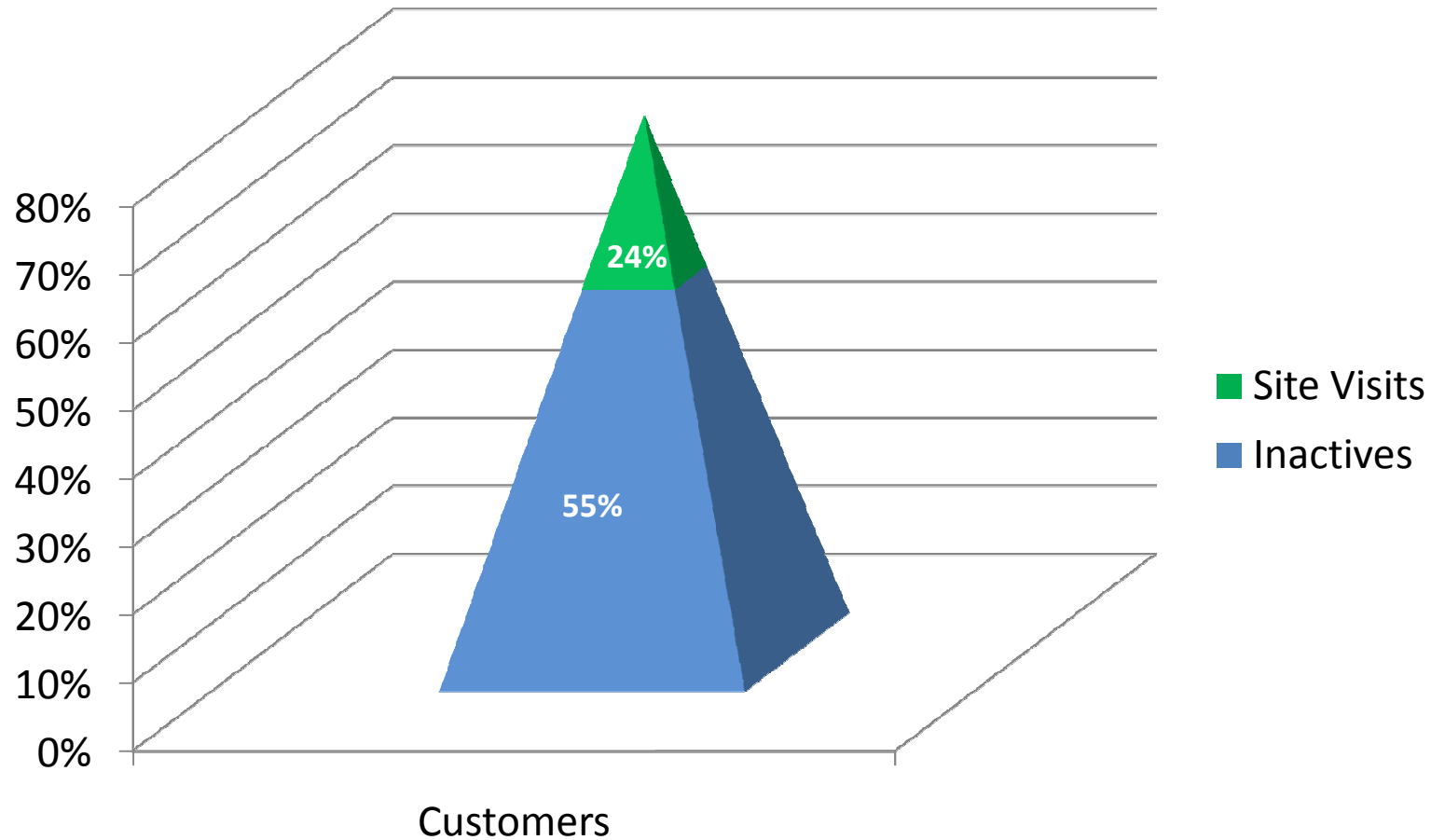
Overlay Unsubscribe & List Source



Unsubscribes & Site Visits



Inactive Subscribers & Site Visits

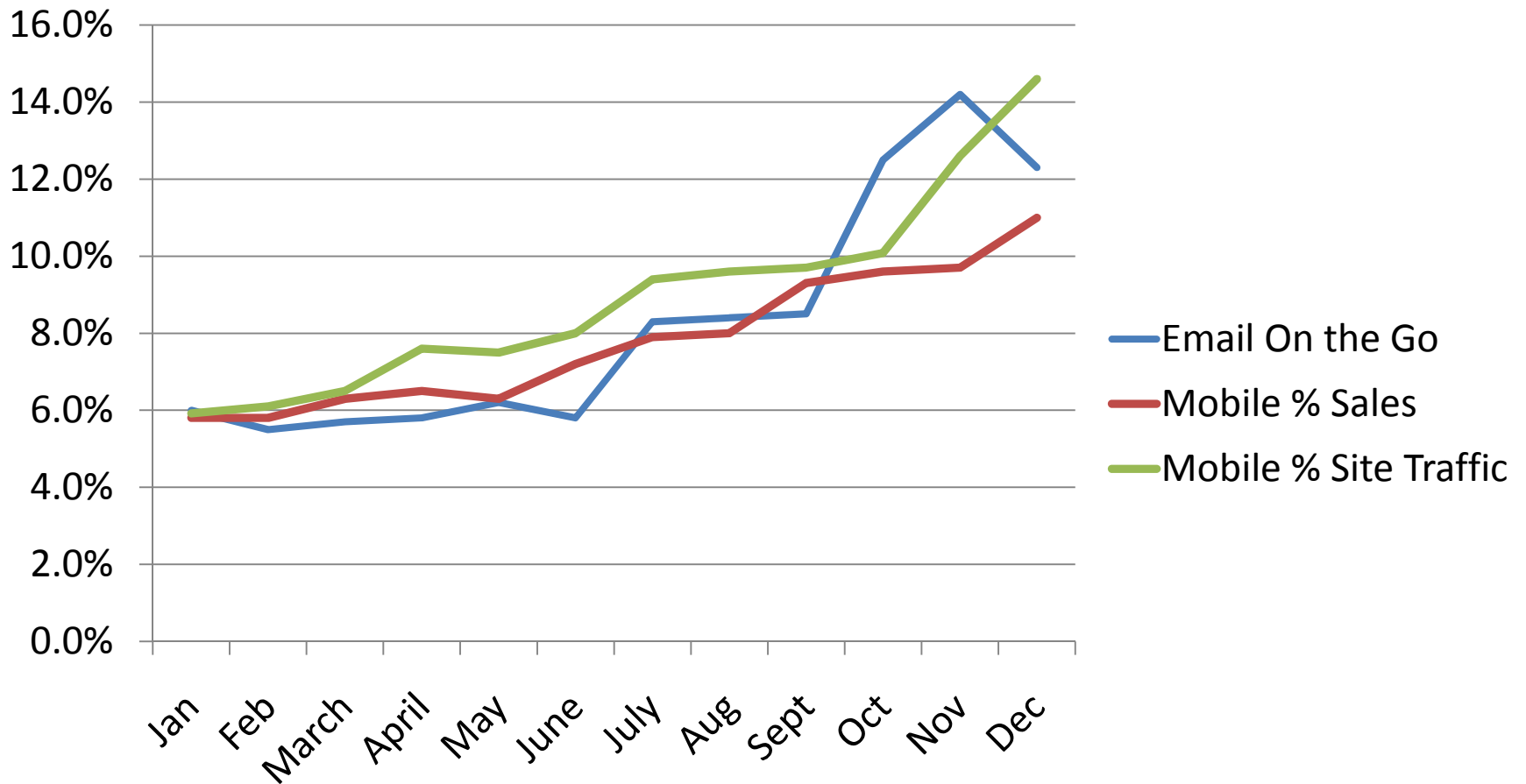


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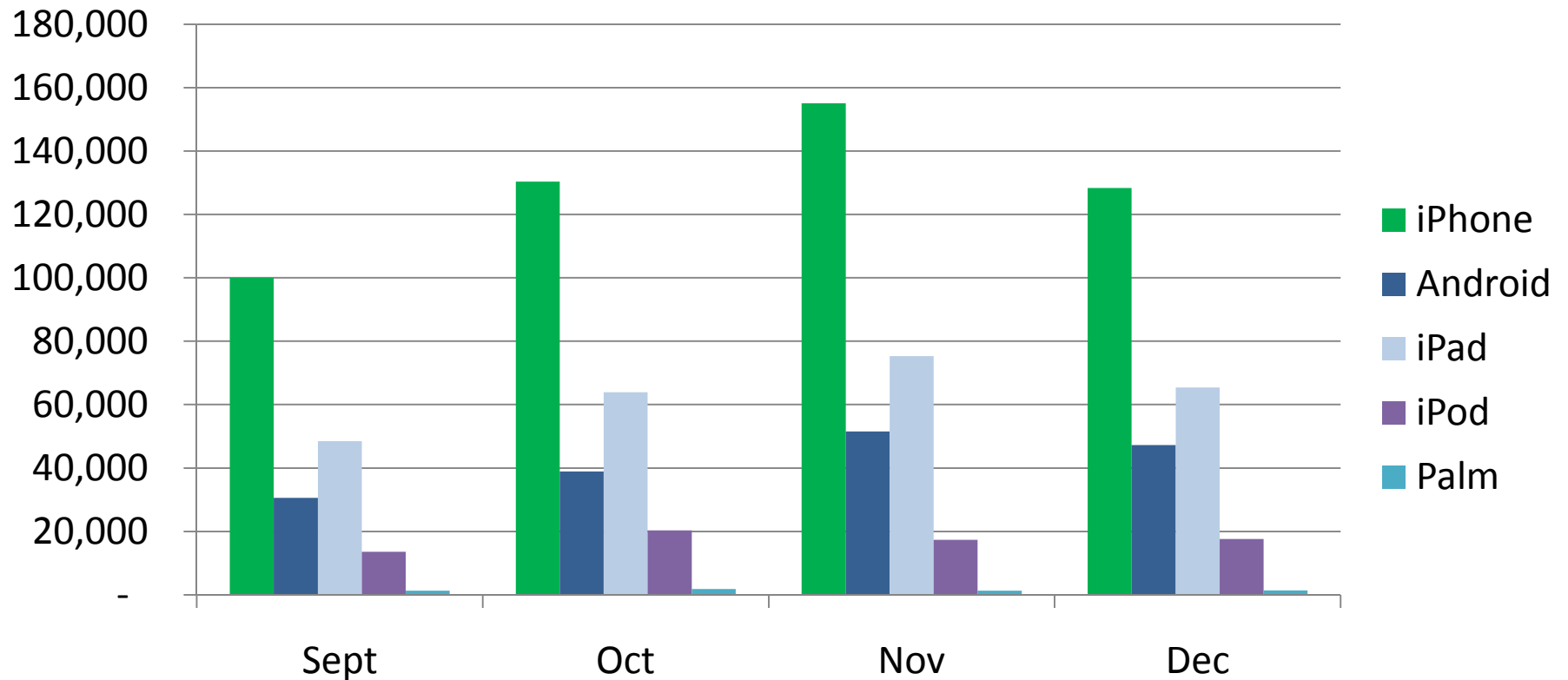
Time to Capitalize on Mobile



Data Sources: IBM Coremetrics Benchmark & IBM Email Optimization

Apple Users Show Interest on the Go

- Re-examine your opt-in and registration pages
- Connect the dots



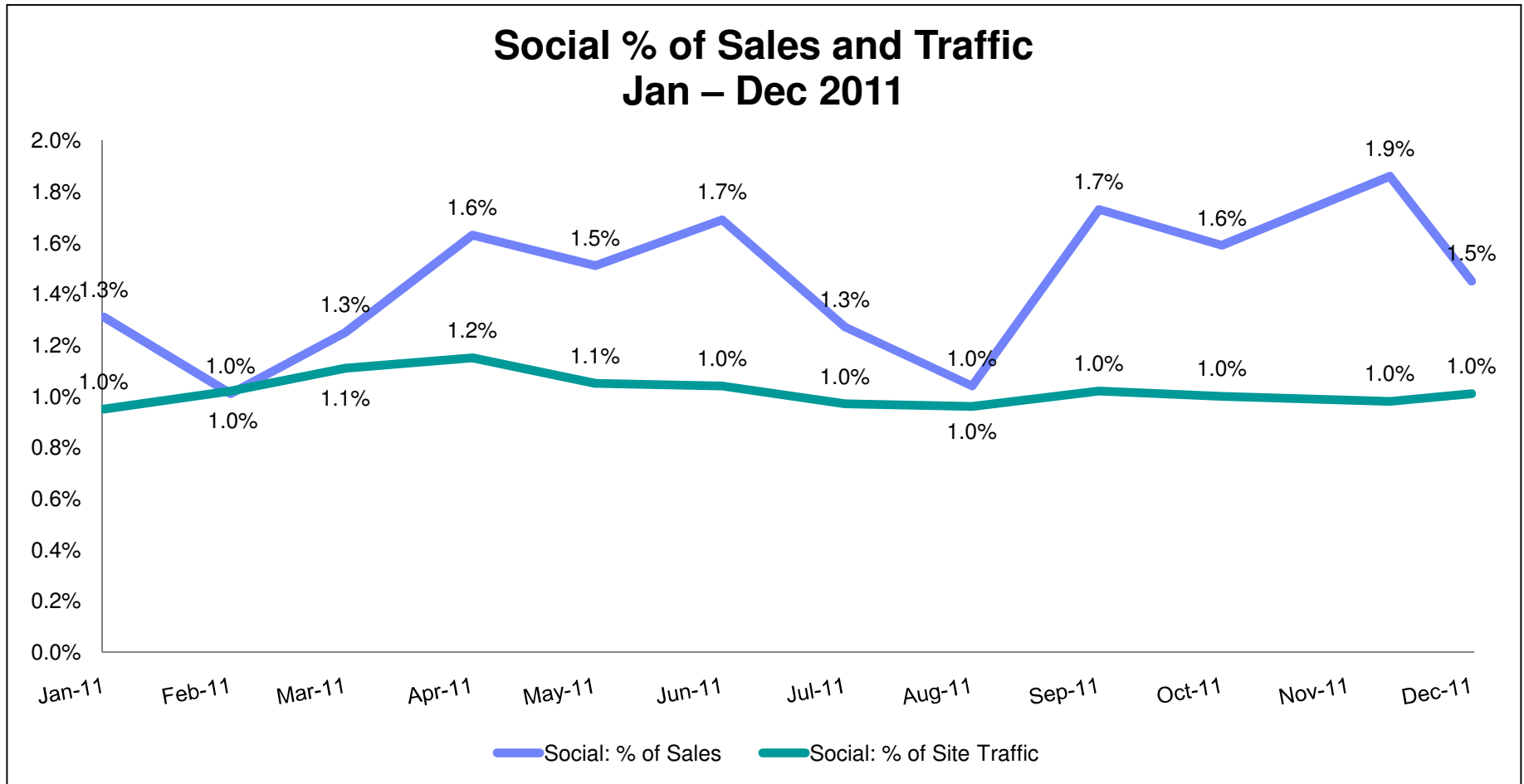
Technology Enhances Analytics

How would you apply this new technology?

- In store displays or banners
- Billboards
- Direct Mail
- Product Packaging
- Airport Terminal Display Ads



Social Deserves Some Attention

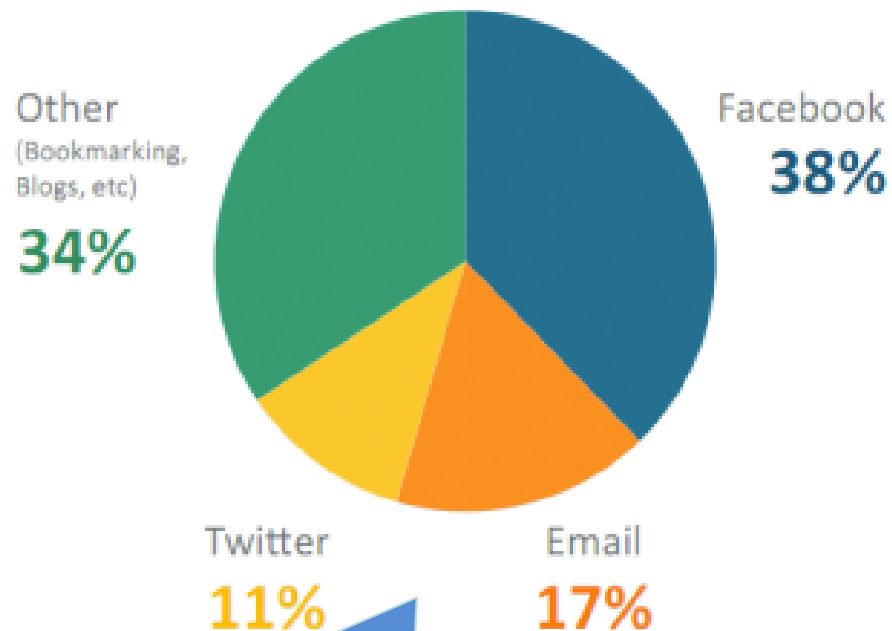


Data Sources: IBM Coremetrics Benchmark

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Email Extends Beyond the Inbox

CLICKING ON LINKS BY SHARING CHANNEL



Determine how email influences likes, tweets, the devices used to share links originating in email and compare the data across campaigns

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