

IBM Connect 2015

Seize the Moment

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Data Driven Marketing at IBM

The New Work of Marketing

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The Digital Front Office

▶ How life is becoming more digital than ever

67% of global consumers want to use their mobile device to complete retail transactions

67%



18% of Africa's GDP is expected to be handled through mobile money transfers by 2015

18%



1:7 out of every 7 minutes spent online is on Facebook

1:7



40%

40% of people socialize more online than they do face-to-face



80%

80% of new apps will be distributed or deployed via the cloud



1/3

1/3 of consumer data will be stored and accessed in the cloud by 2016

▶ How leaders are using technology to better know and reach their customers

73%

73% of CEOs are prioritizing investments in customer insights



82%

82% of CMOs plan to increase the use of social media



74%

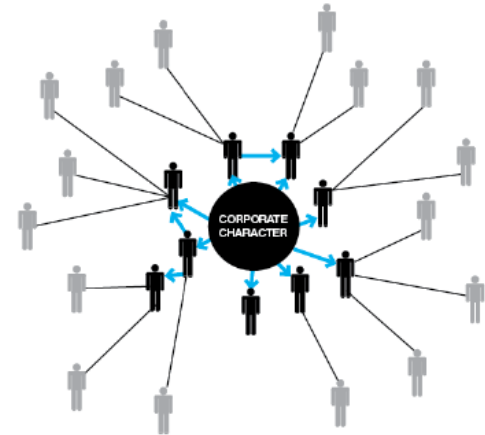
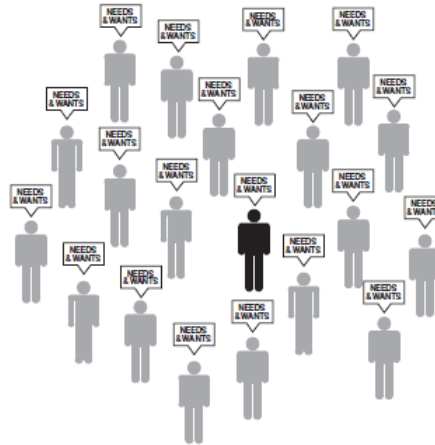
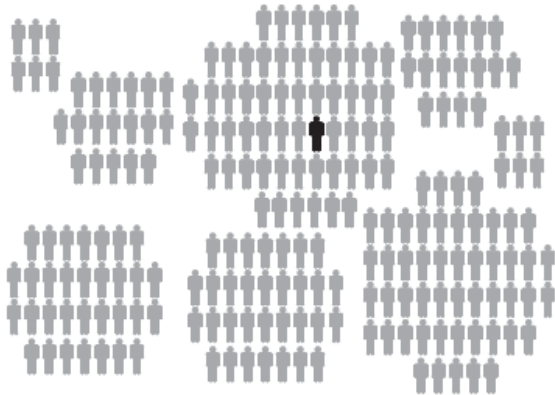
74% of CIOs say mobile solutions are part of their vision for increasing competitiveness



Marketers have always been responsible for **knowing** the customer

Marketers have always been responsible for defining **what** to market, and **how** to market it

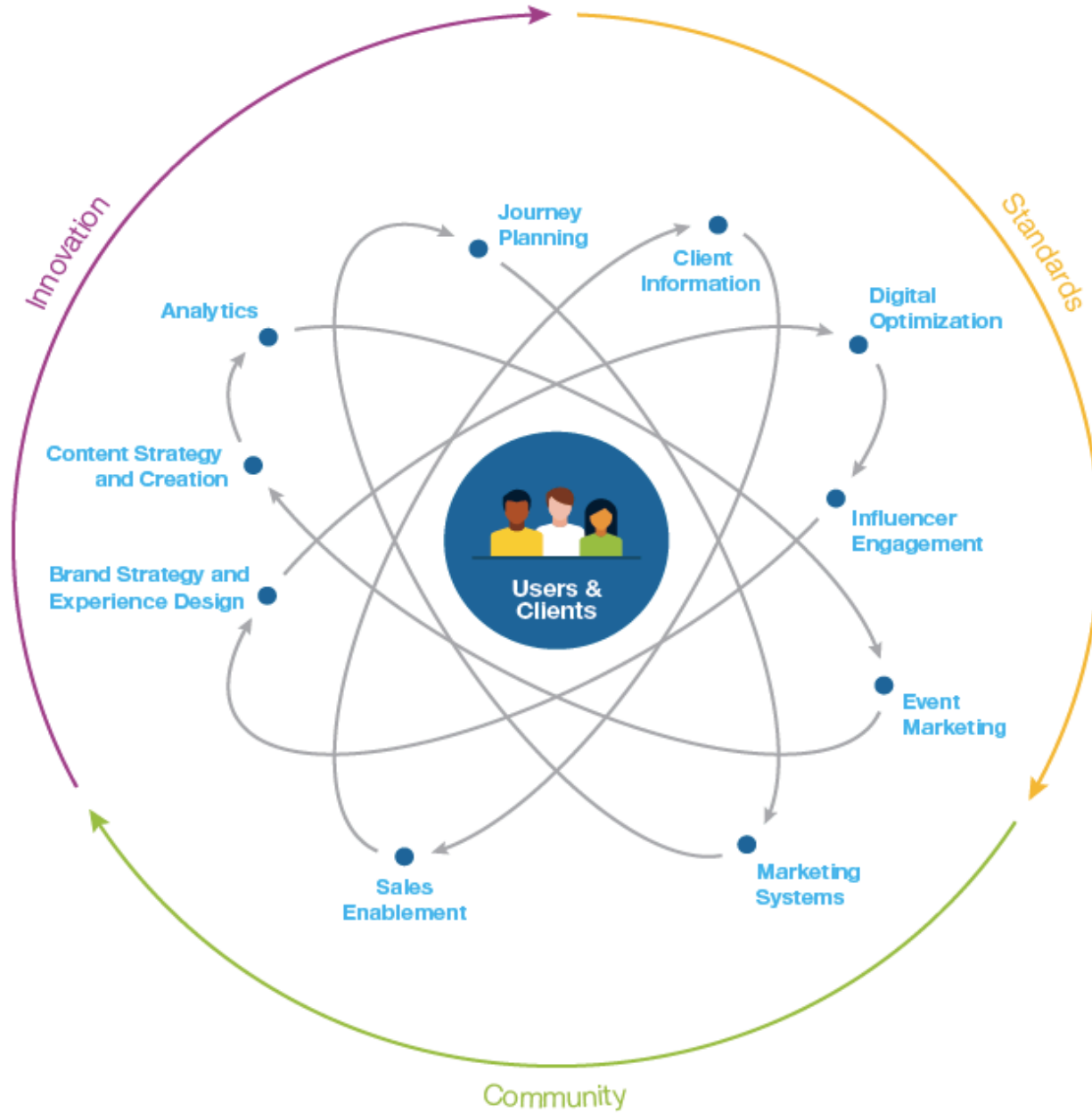
Marketers have always protected the **brand promise**



Understanding each customer as an **individual** and in **context**

Creating a **system of engagement** that can innovate and scale **personally relevant** and **rewarding experiences**

Designing your culture and brand so they are **authentically one, co-creating brand experiences**



The 7 Truths of Marketing

7 Truths

1
TARGETING

2
OFFERS

3
PAID MEDIA

4
WEB
EXPERIENCE

5
GATING
STRATEGY

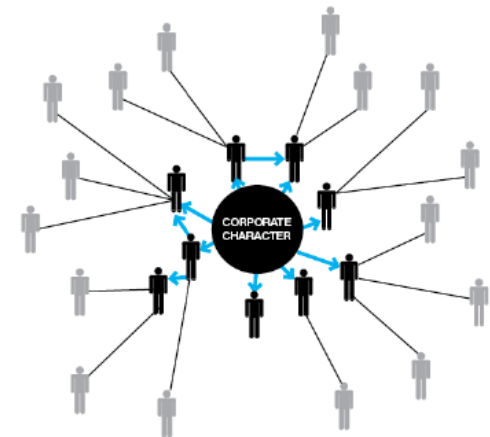
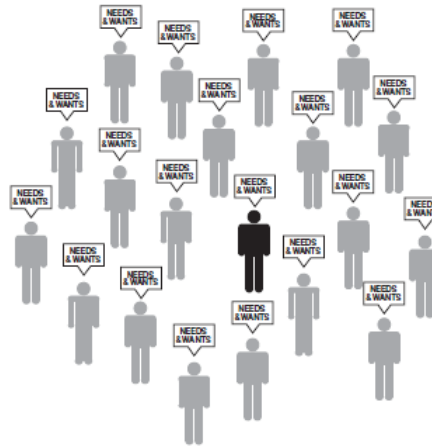
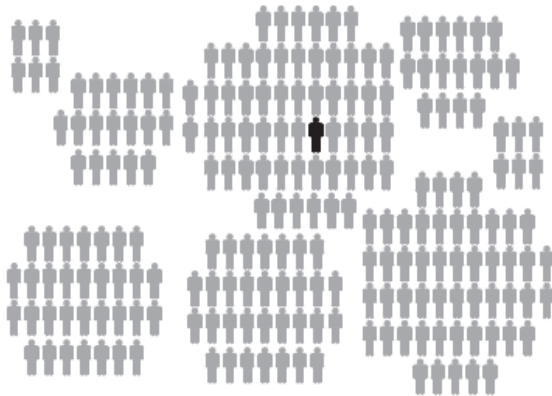
6
RESPONSE
QUALITY

7
CROSS
SELL

Understanding each customer as an *individual* and in *context*

Creating a *system of engagement* that can innovate and scale personally relevant and rewarding experiences

Designing your culture and brand so they are *authentically* one, co-creating brand experiences



Use advanced analytics for deep customer insight

Use data to design rewarding customer experiences

Use data to effectively execute on the customer promise