Engage customers by delivering personalized digital experiences

Exceptional digital experience and marketing optimization solution from IBM

Highlights

- Helps you differentiate your brand and the customer experience through the digital channel

- Enables you to deliver compelling, cross-channel customer dialogues by leveraging online, offline and real-time insights

- Helps you convey relevant messages to your intended audiences

- Assists you in maximizing ROI from customer engagement metrics

Consumers are flocking to the digital channel in droves. The International Telecommunications Union (ITU) estimates that in 2013, 38.8 percent of the world's population will be using the Internet, representing 2.7 billion marketing opportunities,[1] and Forrester Research, Inc., expects worldwide Internet use to grow to 3.5 billion people by 2017.[2] Furthermore, a recent Nielsen study found that in the United States alone, nearly 209 million users went online during the course of a single month, with the average user spending 29 hours online.[3] And according to Forrester Research, Inc., more than a third of all U.S. online adults own and use at least three connected devices and access the Internet multiple times throughout the day from multiple physical locations (for example, home, work and public transit).[4] Promise and opportunity lie in successfully executing digital marketing via the digital channel by capitalizing on the explosion in worldwide Internet use. Yet organizations struggle to decipher and leverage increasing amounts of diverse, complex customer data effectively as they engage consumers digitally. Further complications lie in the explosion of mobile devices and social channels consumers use to interact with organizations.

The exceptional digital experience and marketing optimization solution from IBM can help organizations differentiate their digital brand; reach customers and prospects across nearly any channel; and deliver tailored, relevant messages that speak to the needs, desires and aspirations of their target audiences. Using online, offline and real-time customer insights and analytics, the IBM solution helps optimize customer interactions and digital marketing activities.
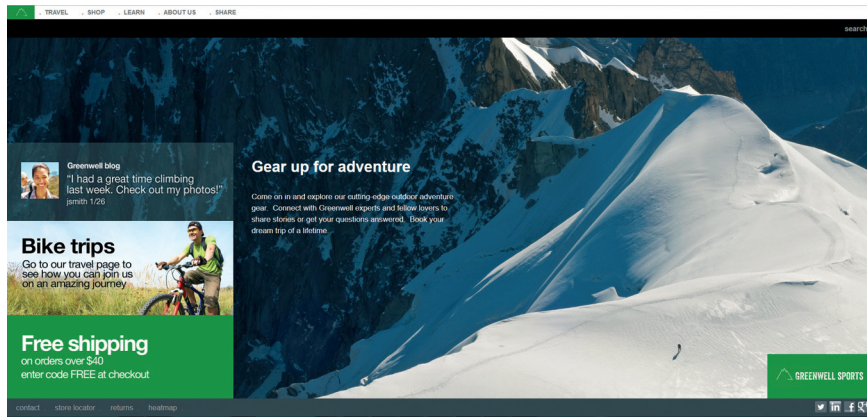
Figure 1. Provide customers with a truly unique digital experience that will set your brand apart from the competition.

Differentiating your digital brand

IBM built its exceptional digital experience and marketing optimization solution to help organizations stand out from the crowd by delivering differentiated experiences. Using the solution's web content management capabilities, you can more easily craft compelling content that resonates with target audiences and deliver immersive, interactive and captivating digital experiences with packaged support for video, images and audio.

Interacting with customers and prospects across channels

Reach your audience via their preferred channel, and deliver a consistent cross-channel experience with IBM's digital experience capabilities. Responsive design capabilities enable digital Web properties to seamlessly adapt to help you provide an ideal user experience across smartphones, tablets and other mobile devices. Mobile application support enables your organization to distribute branded apps via the Apple App Store, Android Marketplace and Windows Store. And built-in social media support enables social engagement on Facebook, Twitter, LinkedIn and IBM Connections.
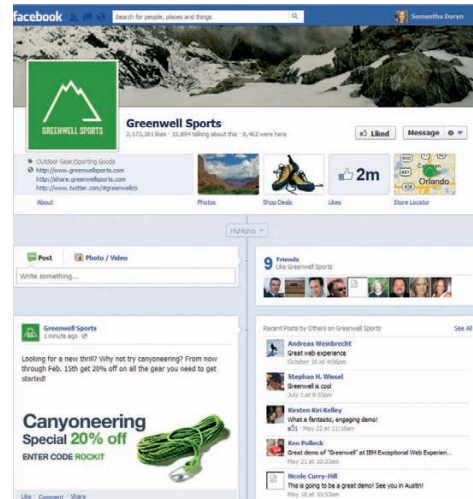

Figure 2. IBM's solution provides support for Facebook social media engagement.
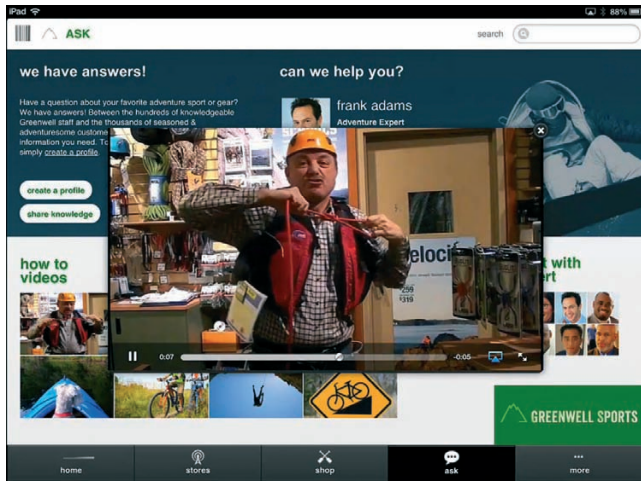
Figure 3. Distribute branded apps to reach customers via mobile channels.

Engaging customers and prospects with targeted messages

Effective engagement starts with delivering the right message to the right audience. With the exceptional digital experience and marketing optimization solution, you can more easily launch and schedule marketing campaigns. The solution's visual segmentation capabilities use online, offline and real-time insights to empower individualized engagement via the digital channel. Plus, visual email campaign features enable marketers to rapidly construct, personalize and reach customers and prospects in their inboxes to amplify digital channel traffic.
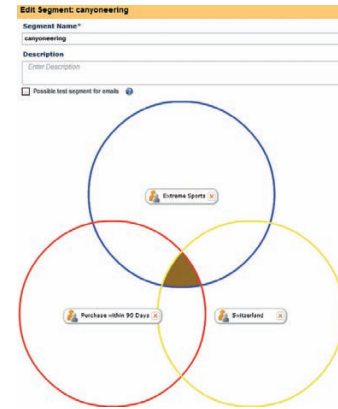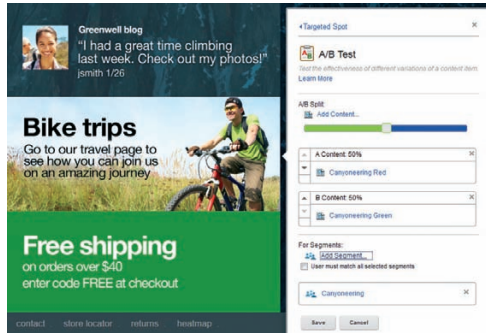

Figure 4. Use the solution's visual segmentation capabilities to engage individual consumers.

Measuring and optimizing digital experience and marketing investments

The ability to continually refine and optimize customer interactions and marketing activities is key to maximizing the return on investment (ROI) your organization can derive from digital channel and marketing investments. Analytics form the essence of the exceptional digital experience and marketing optimization solution—providing the context for creating compelling interactions by delivering messages tailored to audience needs, desires and aspirations. Leveraging packaged analytics and A/B testing capabilities, marketers can gain better insight into consumer behavior and alter messaging to maximize engagement impact. Dashboards provide real-time insights into campaign results to help you measure campaign performance and lift.

Figure 5. Take advantage of A/B testing functionality to shift the focus of your messages and better engage customers.

Why IBM?

The exceptional digital experience and marketing optimization solution from IBM enable organizations to capitalize on the digital channel opportunity. By leveraging the solution's comprehensive capabilities, you can deliver engaging and consistent dialogues across channels and leverage actionable insights via analytics to optimize digital experiences and marketing ROI.

For more information

Want to know more? Watch the solution demonstration:
http://www.youtube.com/watch?v=i1bBUZfnbYM

To learn more about how the exceptional digital experience and marketing optimization solution from IBM can help your organization optimize its marketing activities, please contact your IBM representative or IBM Business Partner, or visit:
ibm.com/software/products/us/en/ibmcustxpersuit

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[1] ITU, "Key ICT indicators for developed and developing countries and the world (totals and penetration rates)," 2013, http://www.itu.int/en/ITU-D/Statistics/Pages/stat/default.aspx

[2] Forrester Research, Inc., "The world online population is expected to reach 3.5 billion by 2017, Jitender Miglani's blog, September 4, 2012, http://blogs.forrester.com/jitender_miglani/12-09-04-the_world_online_ population_is_expected_to_reach_35_billion_by_2017

[3] Nielsen, "January 2013: Top U.S. entertainment sites and web brands," March 22, 2013, http://www.nielsen.com/us/en/newswire/2013/ january-2013--top-u-s--entertainment-sites-and-web-brands.html

[4] Forrester Research, Inc., "Engaging your ultra-connected customers," *Melissa Parrish's blog*, May 9, 2012, http://blogs.forrester.com/ melissa_parrish/12-05-09-engaging_your_ultra_connected_customers

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