

Delivering Smarter Commerce



Management Center :
Precision Marketing

Howard Borenstein

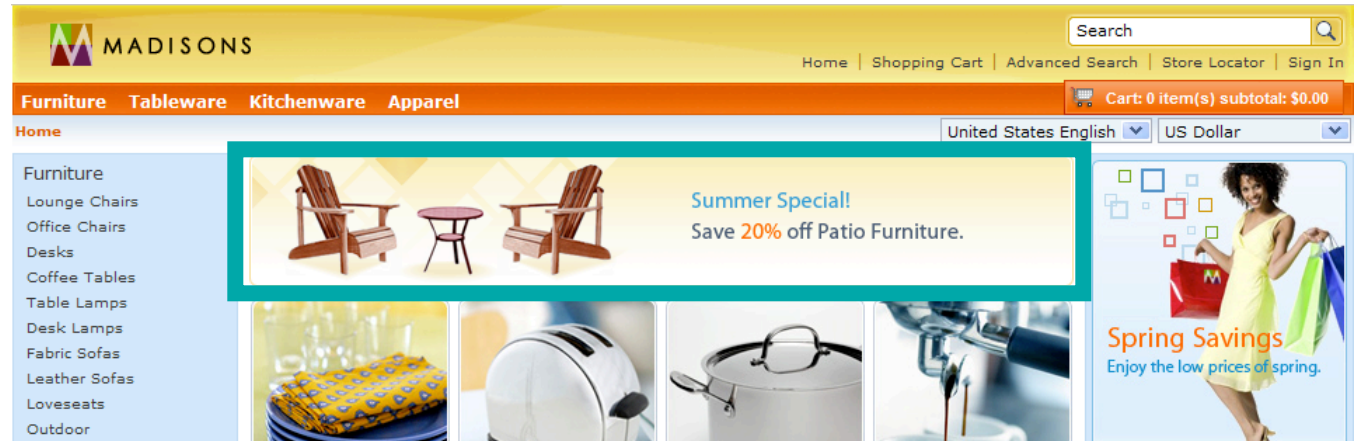
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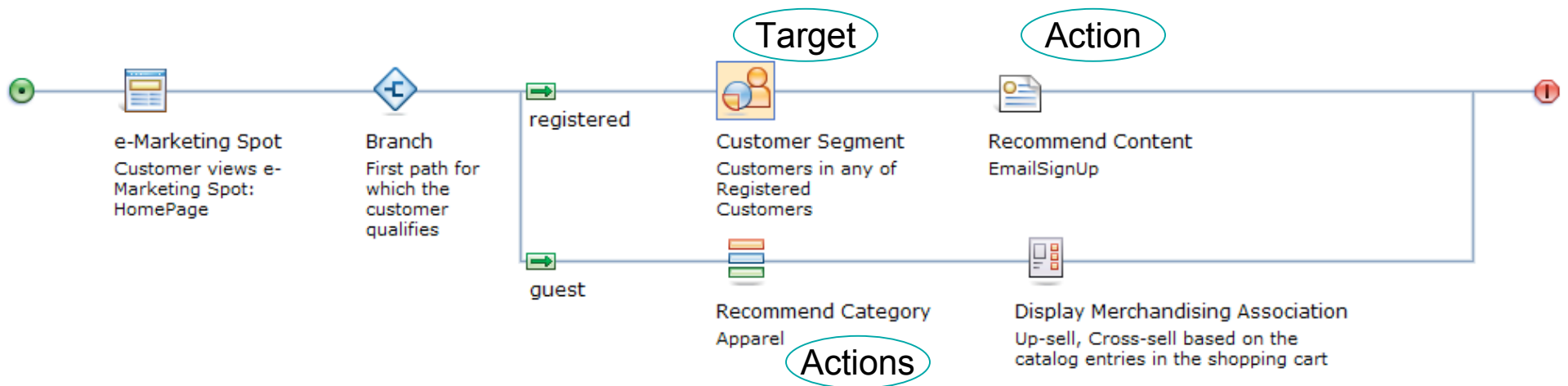
E-Marketing Spots

- E-Marketing Spots give the Marketing Manager the ability to effectively communicate with customers without involving IT.
- Define the business rules to determine the message for the customer
- Define a piece of real estate on the site for displaying targeted content
- Built into the site by site designers during development



Web Activities

- Control what displays in predefined e-Marketing Spots on your store pages.
- Web activity determines what to show the customer at that point in time.
- Web activities can display advertising content, merchandising associations, and recommendations from the store catalog.
- You can target different sets of customers within Web activities, which allows you to personalize what the customers see in an e-Marketing Spot.



Activity Builder

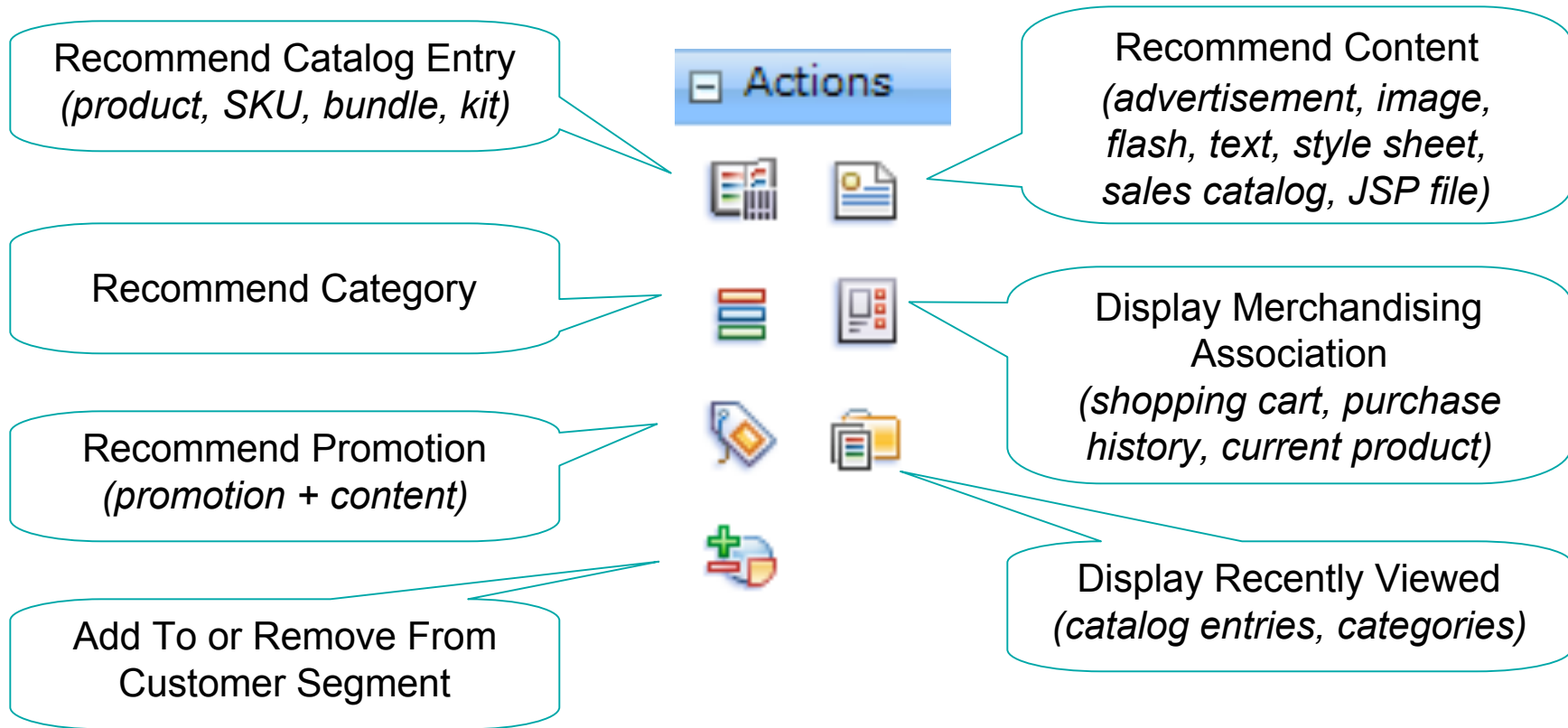
The screenshot shows the IBM Activity Builder interface within a Windows Internet Explorer browser window. The browser title bar reads "IBM® Management Center for Sphere® Commerce - Windows Internet Explorer". The interface includes a menu bar (File, Edit, View, Help), a toolbar, and a main workspace. A left-hand navigation pane lists various marketing objects. The main workspace displays a flowchart for a "Subscriber Communication" activity, featuring a start node, an "e-Marketing Spot" action, a "Branch" node, and three parallel paths for "gold", "silver", and "other" customer segments, each leading to a "Customer Segment" and a "Recommend Content" action. A "Completion error" message is visible at the top of the workspace. A bottom status bar indicates "Save action completed for Web Activity Subscriber Communication." Several elements are circled in red and labeled with text:

- Business tools**: Points to the browser's address bar and menu bar.
- Current store**: Points to the "Madisons" dropdown menu in the top right.
- Active work**: Points to the "Active Work" folder in the left navigation pane.
- Completion error**: Points to the red error message at the top of the workspace.
- Palette**: Points to the "Targets" palette in the left navigation pane.
- Marketing objects**: Points to the list of marketing objects in the left navigation pane.
- Element properties**: Points to the "Customer Segment" configuration panel at the bottom of the workspace.

Targeting Customers



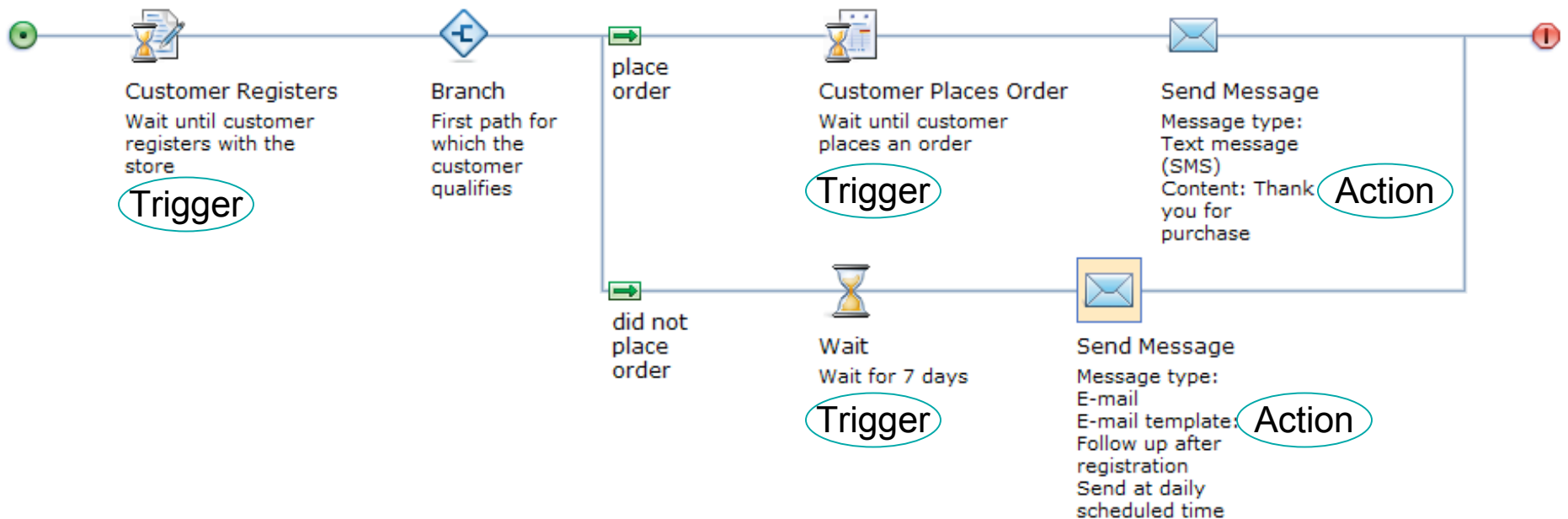
Web Activity Actions



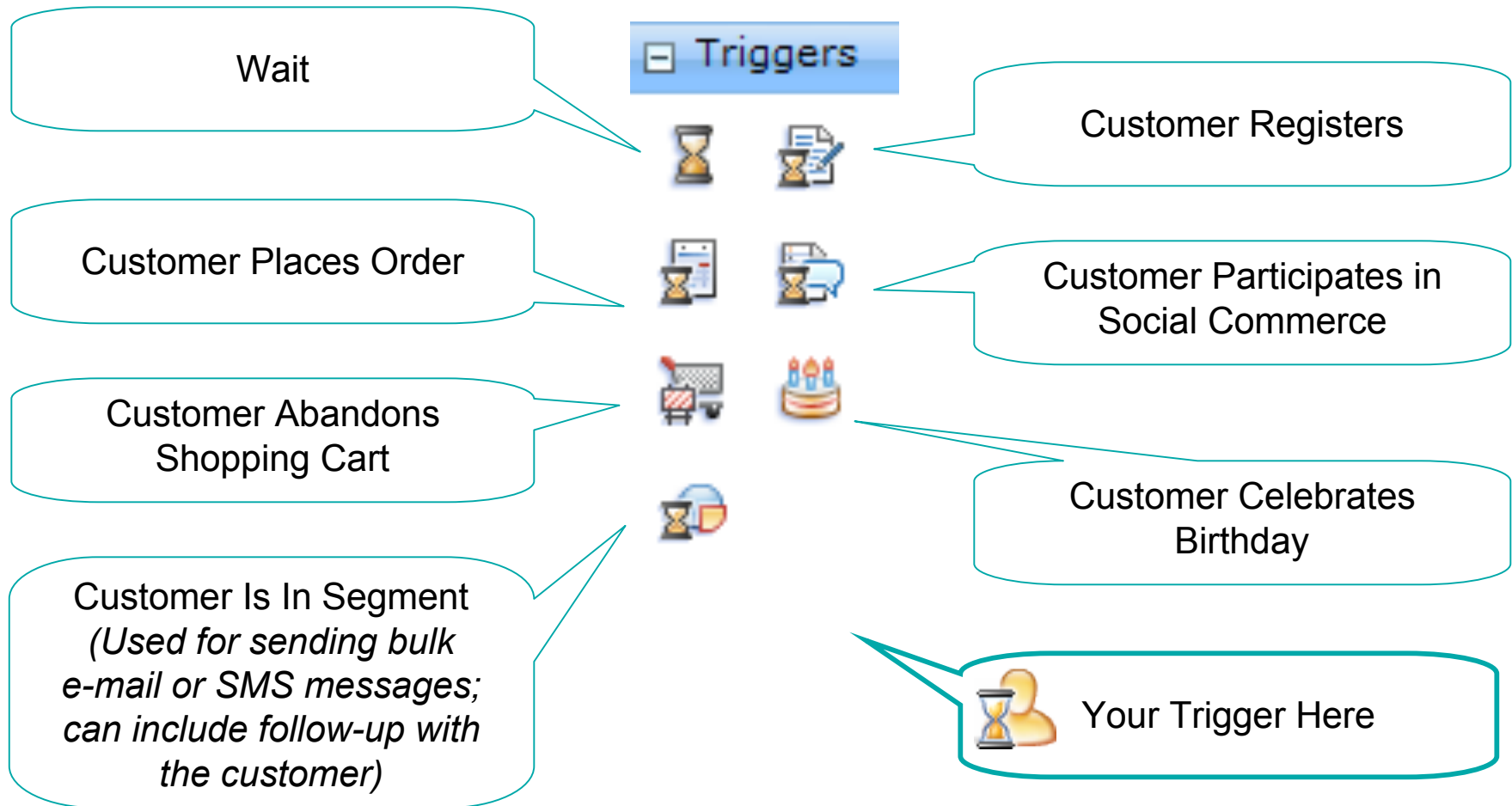
Actions define *what to do*, based on the previous sequence of triggers and, optionally, targets in the activity flow. Web activity actions typically display a targeted message to a customer on a store page.

Dialog Activities

- Automate marketing actions based on the specific behavior of your customers over time.
- An interactive dialog with a customer: you wait for the customer to do something, or not do something, and then you target that customer with a planned marketing action.
- Dialog can be ongoing as the customer's behavior on your site changes.

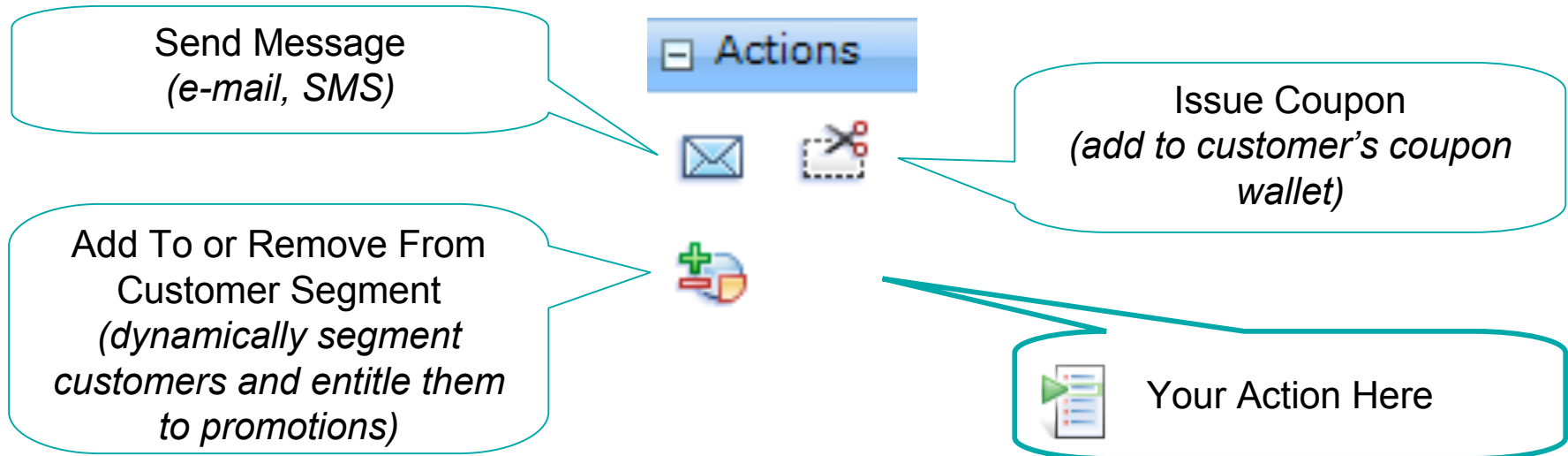


Dialog Activity Triggers



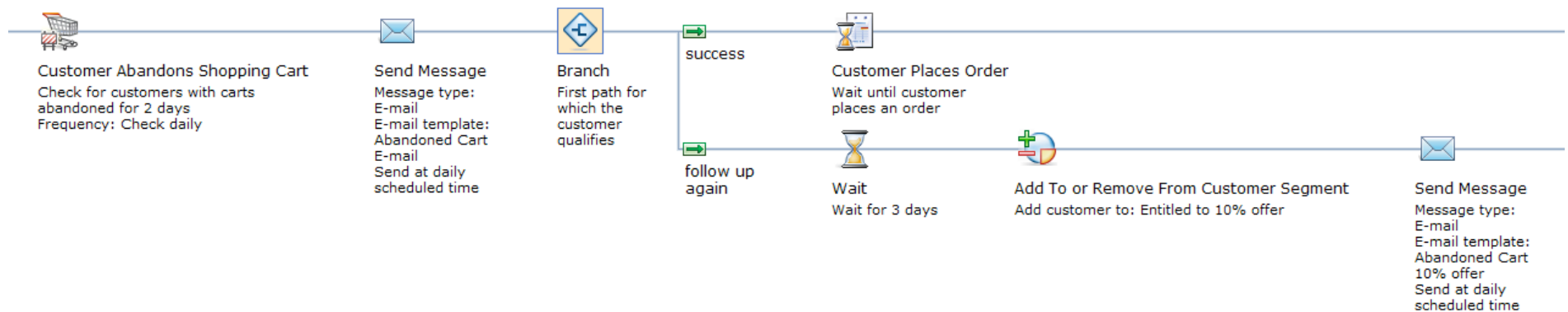
Triggers define *the event* that causes your Dialog activity to begin or continue. Use triggers to wait for a customer to do something or for a period of time to elapse.

Dialog Activity Actions



Actions define *what to do*, based on the previous sequence of triggers and, optionally, targets in the activity flow. Dialog activity actions typically send a targeted message to a customer via e-mail or SMS.

Dialog Activity Example – Abandoned Shopping Cart



Follow up with customers who have abandoned their shopping cart:

- If a customer has abandoned a shopping cart for two days, then send the customer an e-mail to encourage them to complete their purchase.
- If the customer does not purchase within three days of sending the e-mail, then entitle the customer to 10% off their next order, and send an e-mail to inform them of the offer.