

Watson Marketing

IBM Interact V11

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Introducing Interact V11 Upgrades

Marketing teams can discover even greater value with the latest Interact enhancements.

Marketing Automation

Real-Time Personalization

Customer Analytics

Content Management



Enhanced simulator to test group offers and modify learning configurations



Easy to use and define bin values for self learning and value recommendations



New custom contact types in response history to track offer options considered



Meet requirements with new capabilities to help comply with the GDPR



Use self learning engine to **optimize individual offers** in real time



Target customers based on **behaviors and event patterns**



Update weighting algorithms based on **recent behaviors vs. historic ones**



Create a real-time customer data exchange across AdTech & MarTech



Automatically trigger offline offers based on real-time behaviors



Reset event patterns after true state, inactivity, period or event met



Take your solutions to the cloud with **flexible deployments**



Save valuable resources with tools to upgrade quickly & easily



UnitedHealthcare



Humana

ING DIRECT

Our market-leading solution just got a lot smarter.

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