

Accelerate Marketing with Cloud



Highlights

- IBM Cloud solutions for customer engagement accelerate innovation and help marketers connect with their peers in merchandising, commerce and service to better understand their customers, and rapidly apply those insights to deliver relevant customer experiences.
 - IBM's cloud solutions enable marketers to easily tap into innovative digital services from hundreds of certified partners.
 - IBM offers best-in-class SaaS solutions to help organizations focus on business goals rather than IT deployment.
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Companies have never had so many ways to connect with clients and customers. Forward-thinking marketers are working together to better understand their customers and rapidly apply those insights to deliver relevant customer experiences. Marketing is less and less about selling a product or service and increasingly about developing a meaningful brand relationship.

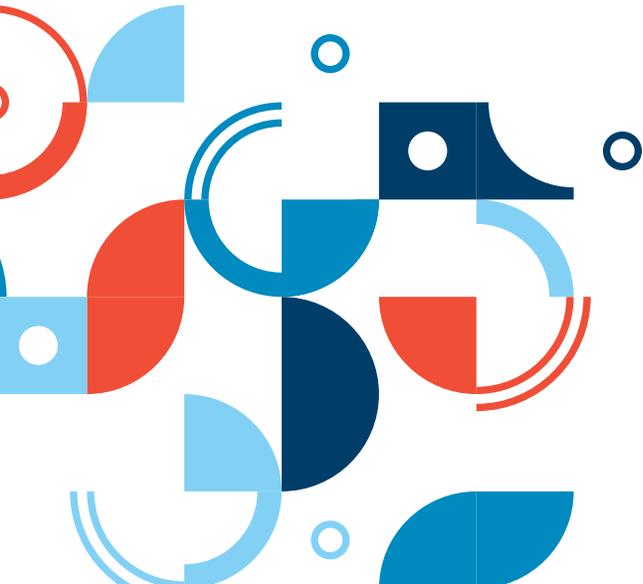
Customers and clients expect a superior experience each and every time they interact with brands. Brands need to be able to respond to their expectations at the speed of life.

The Power to Innovate

IBM customer engagement solutions on Cloud help marketers to connect with their peers in merchandising, commerce and service to create relevant customer experiences and accelerate results. These solutions exemplify the intersection of business and technology—activating systems of engagement, using data and cloud, to help our clients build effective, inspiring and enduring relationships with their customers.

With IBM's cloud solutions for customer engagement, marketers accelerate innovation, shape strategies and deliver engaging customer experiences with marketing solutions that help:

- Convert digital prospects to loyal customers with digital marketing capabilities that enable brands to take action on customer behaviors in real time and present personalized marketing campaigns through website, mobile, email and other digital channels.
- Understand your customers with customer analytics capabilities that provide marketers insight into who their customers are, what they are doing, what they want, and how and when to reach them.
- Curate meaningful customer interactions with real time personalization that empowers marketers to increase customer engagement by delivering highly relevant and personalized offers and product recommendations in real time.
- Streamline marketing operations to ensure your marketing can scale to achieve results.



IBM cloud solutions for marketers are designed and delivered to protect the privacy of our clients customers around the world. And, we've built an open system that enables our customers and clients to easily tap into innovative digital services from hundreds of certified partners.

Other IBM Cloud solutions for Marketing include:

- IBM Content Recommendations
- IBM Digital Analytics
- IBM Digital Analytics Benchmark
- IBM AdTarget
- IBM Digital Data Exchange
- IBM Digital Profiler
- IBM Email Optimization
- IBM LIVEmail
- IBM Marketing Operations OnDemand
- IBM Mobile Web Push
- IBM Mobile Push Notification
- IBM Product Recommendations
- IBM SPSS Data Collection
- IBM Social Media Analytics
- Silverpop Engage

Visit the IBM Cloud marketplace to explore SaaS solutions for Marketing.
ibm.com/cloud/marketplace

Focus on business, not IT deployment

IBM offers best-in-class SaaS applications that help Marketers accelerate innovation and focus on business goals rather than IT deployment. IBM is a global SaaS leader with over 100 applications—supported by IBM Cloud data centers around the world—and delivering the enterprise-grade security, availability and elasticity you expect from IBM.

IBM presents a wider range of SaaS options than any other provider, combined with a broad set of options for deployment. These encompass a unique portfolio of SaaS solutions that accelerates business process innovation, delivers business analytics at the point of impact, and enables collaboration by creating and linking business networks.

For more information

Learn more about the IBM Cloud SaaS solutions portfolio today:

- Visit: ibm.com/saas
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