

Watson Marketing

IBM Marketing Operations v11.0

Learn about Mkg Ops

Drive more marketing efficiencies

Use the newest innovations to plan, budget and monitor programs with more flexibility & speed

Marketing Automation

Real-Time Personalization

Customer Analytics

Content Management



Maximize program effectiveness and planning efficiency with collaboration



Reduce costs and create predictability by taking your deployment to the cloud*



Facilitate workload balancing with new out-of-office routing & assignment features



Save time and cost with upgrade tools and by reducing time to market



Use filters to **highlight requests** that require review



Take your solution **to the cloud** with **Manage Hosted***



Support for new **server & database platforms**



Rapid upgrades help you move to new releases faster



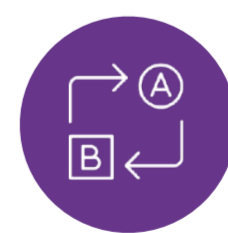
Configure the **dashboard portlet** to show standard and saved searches



Improve planning with **due dates on project requests**



Support for markup with use of **Adobe Acrobat DC**



As always, tight **integration** with **IBM Campaign**

* Available after v11.0 availability for Interact and Marketing Operations

See other briefs to learn about our complementary products: IBM Campaign, Interact, Contact Optimization, Opportunity Detect and Distributed Marketing

Learn more directly from IBM offering managers.

Register and watch