

Watson Marketing

Get Insights. Get Personal.♥

Get your retail
customer
experience right
with AI .

You know your customers, right? Sure. You've got loads of data to prove it, and that's a key part of creating great customer experiences, both online and instore. But, your customers are generating more data than ever and their digital breadcrumbs are scattered across way too many channels that you might not even be able to connect. As digital marketers, you must think beyond data and find ways to connect with your customers better to deliver superior shopping experiences.

So, how can you really get the full picture of your customers and talk to them effectively? We know how: with AI. The amazing thing about AI is that it empowers retail marketers to engage with their customers in new and exciting ways. It can not only analyze large amounts of data, but also help draw insights out of it and find patterns that let you predict customer behavior. You can know your customer better than ever, and use that understanding to make smarter decisions and build more effective campaigns that build long-lasting connections with your online and instore customers.



So where do you start?

Watson Marketing's
got you covered.



IBM

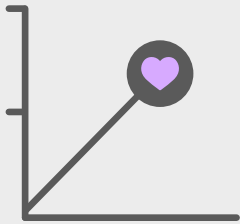
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Understand your retail customers better than ever

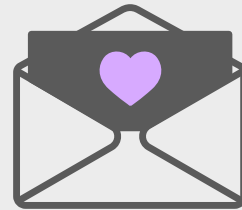
So you have some data – a ton of it, in fact. Maybe it’s the web analytics that show what customers like on your site. Maybe it’s your customers’ social activity telling you what’s on their mind. But is it really helping you analyze the full customer journey when it’s siloed across so many different platforms?

With AI, you can connect your data, get insights from it, and have the confidence to act on it. You can get a deeper understanding of who your customers are, or find audiences you didn’t even know you had.

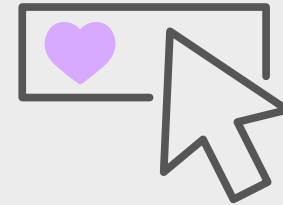
With Watson Marketing you could:



Boost your conversion rate
from 3%¹ to 68%²



Improve open rate
from 23%¹ to 70%²



Lift campaign opt-in rate
from 13%¹ to 30%³

1. Data representative of industry averages. [Source](#)

2. [Based on customer case study](#). Individual results will vary.

3. [Based on customer case study](#). Individual results will vary.

AI-powered Watson Marketing can help you know your customers by:

Identifying what's working and what isn't in your digital campaigns – fast. Get proactive campaign reports and alerts right at your fingertips

Automatically seeing customer lifetime value and audience behavior in an easy to use interface

Using behavior patterns to discover what customers do before they bounce from your site and alerting you before it happens again to help prevent it

Getting simple answers to your audience questions without complex data modeling and configuration—no data scientist needed

See exactly what your customers are doing

Try the interactive demo

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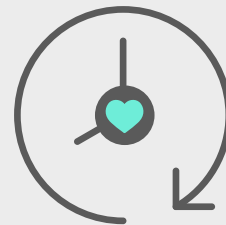
Dig deeper into the omnichannel customer journey

You have data around your customers' path to purchase, but not necessarily the full, holistic picture of how it all works together. From physical locations to digital data, AI learns where a customer is in their journey at any moment by analyzing real-time behavior and then helps you uncover opportunities you didn't even know you had. Today's new tools create an open, free-flowing data exchange that seamlessly connects your entire marketing ecosystem.

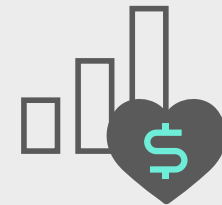
AI-created insights can help better engage your customers and make sure they have a consistent shopping experience throughout their whole journey. By understanding your customer needs and being able to address their pain points, you can be the brand they want to return to, leading to more satisfied customers and a better bottom line.



Drive a 50% increase in the effectiveness of customer retention*



Reduce time spent replicating customer session errors to 90%*



196% ROI - with payback in just 4 months*

AI-powered Watson Marketing can help you understand and improve the customer journey by:

Identifying holes or struggle points in the customer journey and proactively alerting you before they take customers off track or impact conversion rates

Following all the ways customers interact with your brand and ranking the fastest path to purchase

Helping identify the most profitable paths to purchase so you can send more audiences down that journey and divert resources from low-performing ones

Connecting data across touchpoints and recommending the right content for the best conversions

Retain customers and maximize lifetime value

That's how Watson Customer Experience Analytics customers achieve 196% ROI with payback in just 4 months.²

Before we begin, let's see how Watson makes this all possible.

Visualize and optimize customer journeys using AI

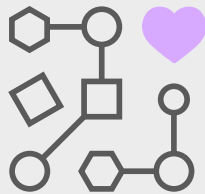
[Try the interactive demo](#)

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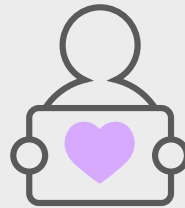
Create smarter campaigns across every touchpoint

Your customers won't settle for a bad or even just a bland experience anymore. They need personalized offers that really deliver what they want at every stage of their buying journey - and what they want is changing all the time. But constantly developing better ways to interact with them in all the right places helps you meet their changing needs and helps your business thrive.

As a marketer, leveraging the power of AI at every step gives you in-the-moment insights that help you predict what your customers want. And once you know what they're looking for, you can design campaigns that deliver the right shopping experience wherever and whenever is relevant to them. This is what makes them love a brand. Happy customers, more conversions.



Filter data
from over 100
contextual triggers
per day*



**50% shorter
time-to-market**
for personalized
campaigns*



**Triple your
customer revenue-
generating activity***

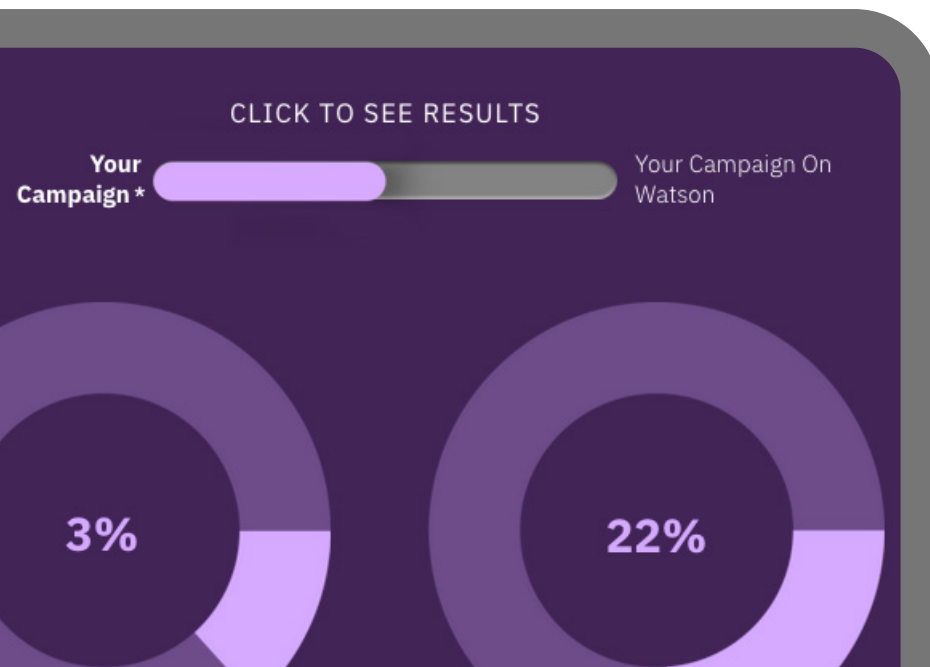
AI-powered Watson Marketing can boost marketing campaign success by:

Listening to every customer interaction and recommending even more tailored personalization rules based on how current content is performing in real time

Using AI-determined customer locations (such as “work” and “home”) and predictive weather conditions to tailor campaigns

Creating integrated multi-channel campaigns across email, mobile, SMS, group chat social, and more

Analyzing the tone of your messaging so you change the sentiment to drive higher engagement

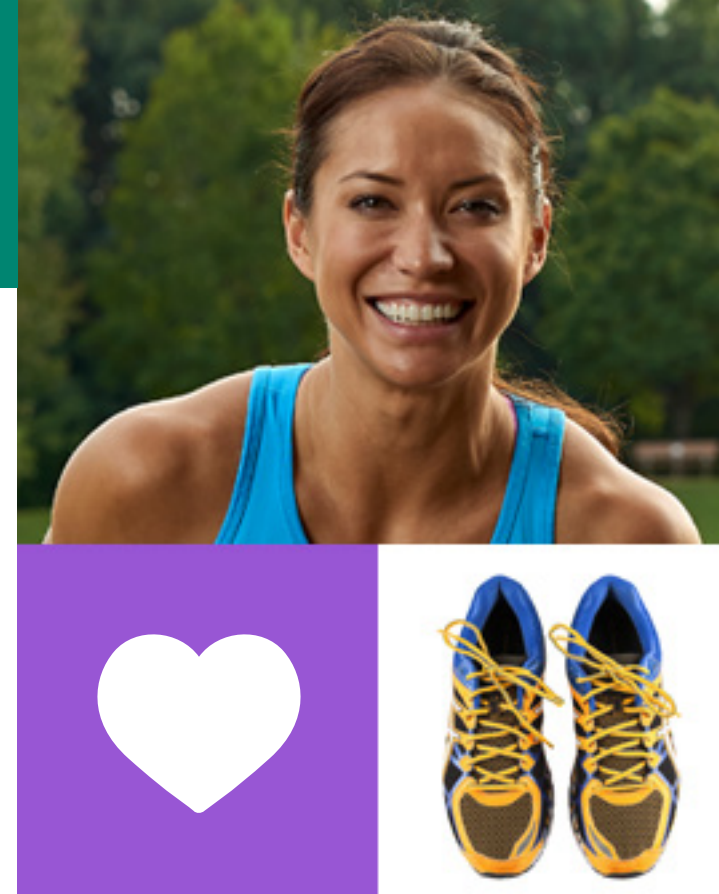


Create more personalized campaigns that deliver results

See your campaign on Watson

Watson Marketing is smarter marketing

With piles of data being created every minute, marketing in the retail industry today is more complex than ever. Thought you couldn't leap ahead? Now you can. **AI is making it much easier to deliver the personalized, consistent shopping experiences that customers now expect from your brand.** You can find the right customers and keep them engaged, transform your data into insights that help convert sales and increase profit. Blending analytics and your creativity is the key to creating the best customer experience you can, and AI can help you deliver better results for your business. Watson Marketing can be the game changer.



Use the power of AI to increase your brand's loyalty and create smart campaigns for your retail business:

Explore how Watson Marketing's full suite of solutions can help you get to know your customers better than ever.

[Learn more](#)

Create effective end-to-end customer journeys and optimize every platform they're on.

[Try the demo](#)

Discover the impact AI can have on your business results when you unleash Watson onto your campaign.

[See how](#)

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IBM Corporation
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Produced in the United States
of America
November 2018

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