



Advantages

- Increase online conversions in inbound channels by presenting personalized offers to known and anonymous visitors in real time
 - Improve each customer's experience by increasing the value of inbound interactions by making them more relevant and also by connecting inbound with outbound interactions to create meaningful dialogues over time
 - Leverage investments in inbound channels such as websites and call centers
 - Combined with IBM Campaign, you can maintain a consistent dialogue with customers across all channels
 - Achieve better overall marketing results
 - Combined with IBM Product Recommendations, you can increase the relevance of marketing messages delivered in real time
 - Combined with IBM Opportunity Detection you can ensure personalization is based both on what happens during live interactions and on historical context
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IBM Interact

Deliver the right personalized offer and message to each customer in each interaction

As the effectiveness of traditional outbound marketing campaigns declines, marketers must try to turn every customer touch point into a marketing channel. Marketers must take better advantage of moments when customers and prospects contact them, such as when customers visit a website, or call a call center, or walk into a store, branch or other local office.

But how can marketers apply the same analytic rigor to marketing through inbound channels as they typically do for outbound campaigns? How can the personalization that happens at these touch points factor in both what's already known about the customer and what's being learned during at that very moment during the current, live interaction? And how can anonymous web visitors be marketed to in real time in the same way as known customers? The answer is IBM® Interact.

IBM Interact allows marketers to engage with and respond to customers and prospects over multiple channels in real time; enabling true marketing effectiveness at all times.

IBM Interact uses powerful, behavioral targeting analytics, historical data and new information gained during live interactions to present optimal personalized messages in each channel. Combined with IBM Campaign, it enables inbound and outbound marketing to be coordinated into a single strategy for building customer relationships, using a single technology platform.



Eligible Segments	Eligible Zones	Recommended Offers	Enabled	Market Score	Ask Opt	Off Air
PerSeg20(A00001598)	All Zones	Spend an additional \$100 to get a 35 %	✓	75		
PerSeg30(A00001617)	ElectronicsPage	Spend an additional \$100 to get a 35 %	✓	75		
	ShoppingCart	Cart discount for gold member (5 percent)	✓	75		
PerSeg40(A00001618)	ElectronicsPage	Cycling hydration tips	✓	75		
	HomePage	2 Day Green Adventures Weekend Gateway	✓	75		
	ShoppingCart	Free shipping this month - Gear Up	✓	75		
PerSeg50(A00001618)	All Zones	Greenwheels Gift Card	✓	75		
PerSeg30(A00001626)	ElectronicsPage	Spend an additional \$100 to get a 35 %	✓	75		
	ShoppingCart	Cart discount for gold member (5 percent)	✓	75		
PerSeg40(A00001705)	ElectronicsPage	Cycling hydration tips	✓	75		
	HomePage	2 Day Green Adventures Weekend Gateway	✓	75		
PerSeg40(A00001705)	HomePage	2 Day Green Adventures Weekend Gateway	✓	75		
	ShoppingCart	Free shipping this month - Gear Up	✓	75		

Figure 1: IBM Interact orchestrates optimal offer delivery in real time and learns from campaign performance.

The use of IBM Interact in combination with IBM Product Recommendations allows personalized offers to be delivered with product recommendations, increasing the relevance of marketing messages delivered in real time. And when combined with IBM Opportunity Detection, marketers can factor more robust pattern recognition than ever into real-time decisions by ensuring personalization is based both on what is happening during the live interaction and in the context of each customer's history with the brand.

Take full advantage of inbound customer contact

IBM Interact offers a variety of marketing management features:

- **Highly manageable, real-time decisioning logic:** A combination of segmentation logic, marketing rules, and algorithms monitor interactions over time and automate the process of building personalization models to easily define strategies for interacting with customers and prospects and, just as importantly, easily modify those strategies and understand the impact of changes.
- **Self-learning and arbitration:** A configurable Bayesian algorithm combined with integrated offer arbitration capabilities builds insight over time and helps determine the best offer or message to present to each customer or prospect.

- **Performance optimized run-time engine:** To maximize performance, IBM Interact is Java-based, features configurable multi-threaded processing and database connection pooling and supports horizontal scaling with runtime server failover.
- **Role-based user interfaces:** Separate user interfaces for marketers, technical analysts and operational managers of interactive channels create an uncomplicated and intuitive user experience for each person involved in the inbound marketing process.
- **Insightful reports and analyses:** Provide marketing performance analysis, interactive channel activity analysis, campaign strategy inventories and deployment auditing—all intended to improve managerial oversight and marketing results.
- **Integration with outbound marketing capabilities:** IBM Interact is part of a single interactive marketing solution at the heart of which is IBM Campaign, enabling inbound and outbound marketing to be coordinated into a single strategy for building customer relationships, using a single technology platform.

Greater relevance for better customer experience and higher response rate

IBM Interact's real-time, inbound marketing capabilities enable marketers to:

- **Increase response rates in inbound channels:** Advanced analytics maximize the relevancy of messages presented during live interactions, increasing response rates.
- **Improve customer experience:** Personalizing the experience of interacting with your company can have a major positive impact on perception and loyalty.
- **Leverage investments in inbound channels:** Targeted marketing adds to the ROI of websites, call centers and other inbound channels originally built for operational reasons.
- **Maintain a consistent dialogue with customers across all channels:** Using IBM Interact with the rest of the IBM Marketing solutions means marketers can centralize omnichannel messaging decisions, following customer and prospect dialogues wherever they go.
- **Achieve better overall marketing results:** For marketers not doing inbound marketing today, IBM Interact creates another channel to achieve overall marketing goals.

High performance and superior scalability

IBM Interact has been architected for high performance even when facing the heaviest volume of customer interactions. Leveraging its Java runtime engine and architecture for horizontal scaling, IBM Interact can consistently deliver thousands of transactions per second with sub-half-second response times and when configured optimally for each deployment.

Role-based user interfaces

To provide fast access to the right information and tools in an intuitive format, every user can quickly understand and utilize, IBM Interact features user interfaces specific to each user role.

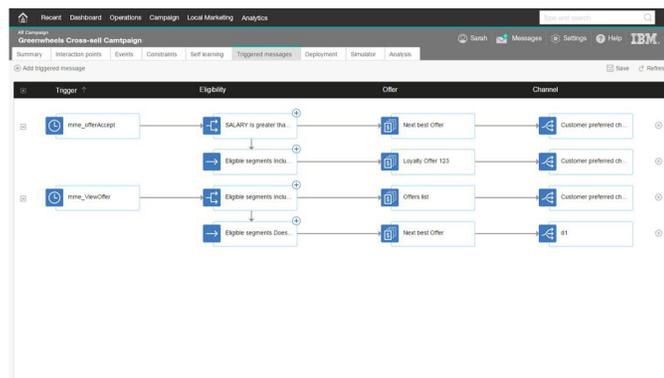


Figure 2: IBM Interact extends interactions on inbound channels to deliver offers to outbound channels.

“With IBM Interact, we are able to arm our call center and retail representatives with the highest-impact offers—in real time—so that we can extend and expand our customer relationships.”

—Leading Telecommunications Provider

About IBM Marketing Solutions

IBM Marketing Solutions helps you attract, delight and grow the loyalty of customers by enriching the ways you engage with each one of them. IBM Marketing Solutions provide a set of integrated customer engagement solutions that empower marketing, commerce and customer service teams to identify the customers and moments that matter most, and to rapidly apply those insights to develop and deliver personally rewarding brand experiences.

IBM Marketing Solutions ignites innovation by leveraging patterns of success from more than 8,000 client engagements, original industry research, and products consistently recognized as industry leaders in major analyst reports.

IBM Marketing Solutions are delivered in cloud, on premises, and in hybrid options.

For more information

To learn more about IBM Interact, please contact your IBM representative or IBM Business Partner, or visit the following website: ibm.com/real-time-personalization



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IBM Corporation
Route 100
Somers, NY 10589

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