



Highlights

- IBM® Marketing Cloud Mobile Messaging provides marketers with easy-to-use SMS frameworks for building customer interactions – dramatically reducing time to value.
 - IBM® Marketing Cloud Email Insights delivers comprehensive design testing, allowing you to instantly see how emails render in more than 30 email clients, including mobile.
 - IBM® Marketing Cloud Mobile Connector provides insight into how mobile marketing efforts are impacting customers' real-world behaviors – including understanding what campaigns are most effectively influencing path to purchase.
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IBM Marketing Cloud mobile solutions

Solutions for a mobile world

With more than six billion mobile devices on the planet, digital marketers are challenged with not only delivering perfectly timed mobile-optimized emails, but they should also consider how to strategically incorporate SMS and even mobile apps into the communication mix. IBM has an ever-growing mobile solution suite that helps make integrating mobile with your other digital channels easy and effective.

IBM Marketing Cloud Email Insights

Does your email look amazing regardless of the device it is being read with? Email Insights, powered by Litmus, helps ensure marketers deliver content that is formatted and tailored to each recipient's preferred device. Once delivered, Email Insights then captures advanced email analytics to help you understand more about your marketing campaigns and helps personalize the customer experience for each customer.

Email Insights enables marketers to:

- Quickly preview the look and feel of mailings across 30 different email clients including Gmail, Outlook and iPhone and Android platforms.
- Develop reports and easily analyze which email clients and devices recipients are using to open your emails.
- Determine the preferred device of each distinct email recipient and send targeted content based on this preference.
- Automatically update recipient-level records with additional data, such as:
 - Location, including city, state and country
 - Average engagement time
 - Preferred email client or device



IBM Marketing Cloud Mobile Messaging

With 90 percent+ open rates on SMS and engagement rates of up to eight times higher than email, SMS marketing presents a huge opportunity for marketers; but often integrating SMS into your marketing communications is difficult for resource-limited marketing teams. Cloud Mobile Messaging enables companies to more easily tap into this powerful channel and deliver on the promise of multichannel marketing in ways that have not been possible before.

Whether your goals are to drive revenue, reduce costs, attract a new demographic, communicate with loyal customers or simply stay top of mind, IBM's Mobile Messaging solution can help.

IBM Marketing Cloud Mobile Messaging features:

- SMS campaign builder provides marketers with easy-to-use frameworks for building customer interactions – dramatically reducing time to value.
- Drag and drop SMS campaigns using predefined templates for Text to Join, Text for Info, Text to Vote, Text to Screen, or Text to Win.
- Campaign-level reporting to easily view either aggregate SMS campaign data or individual campaign-level data.

IBM Marketing Cloud Mobile Connector

If you have developed a mobile app or have just started building one, you know the amount of time and resources it takes to make an app truly useful and engaging. What if you could create a personal in-app experience for your customers? With IBM Marketing Cloud Mobile Connector, you can connect the power of the IBM marketing platform to your app and bring personalized app experiences to each and every customer; driving higher app engagement, increased brand recognition, and even increased revenue.

With IBM's Mobile Connector you will be able to:

- Tie data to your users to see who they are and how they have used your app.
- Capture in-app behaviors giving you the power to send highly customized messages through multiple channels
- Test ways to improve your app for specific user segments by looking at individual customer behavior.
- Create retention reports to help visualize how often your customers return and engage with you application. You can use this data to track and measure if the changes you make to your app increase customer retention.
- Deliver tailored in-app content and experiences.



Source: Litmus¹

About IBM

IBM is a global technology and innovation company headquartered in Armonk, NY. It is the largest technology and consulting employer in the world, with more than 400,000 employees serving clients in 170 countries.

About IBM Marketing Solutions

IBM Marketing Solutions make it easier to design and analyze meaningful customer experiences across applications, devices and time. From omnichannel marketing to real time personalization to lead management, IBM's offerings provide a range of solutions that help marketing organizations develop timely, relevant and responsive communications and collaborate more efficiently. The solutions can address a broad range of customer requirements, from simpler single channel campaigns to the most complex environments needing advanced segmentation capabilities, and include multiple deployment options. To learn more about the IBM Marketing Solutions visit ibm.com/marketing or contact your IBM representative or IBM Business Partner.

About IBM Marketing Cloud

IBM Marketing Cloud, part of the IBM Marketing Solutions portfolio, powers the delivery of exceptional experiences for customers across the buyer journey by leveraging customer data and behaviors, providing analytical insights and automating relevant cross-channel interactions. The cloud-based digital marketing platform provides email marketing, lead management and mobile engagement functionality to inform and drive personalized interactions in real time. To find out more, please contact us at 1-866-745-8767 or +44 20 7202 5930 and visit ibmmarketingcloud.com.



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Route 100
Somers, NY 10589

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