IBM Campaign

Deliver personalized, relevant marketing messages across all channels at scale
Benefits

- Increase customer engagement and loyalty while reducing opt-out rates with highly relevant customer journeys across all channels
- Improve response rates, business results and customer lifetime value with more precisely targeted campaigns that speak to customers 1-to-1
- Improve yield by reducing campaign cycle time and time to market while increasing campaign volume
- Reduce marketing campaign costs and optimize resources related to campaign planning and execution
- Reduce IT and administration costs by deploying 100% to the cloud

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Speaking directly to individual customers and taking them on personalized journeys with your brand is key to successful marketing. The challenge for sophisticated marketers around the globe, then, is how to target thousands or even millions of individuals with the right message in the right channel at the right time. How do you track and honor individual customers’ unique preferences? And, how do you quickly and cost-effectively design, execute and measure customer-driven communication strategies across all channels, online and offline?

Research shows that more than 50 percent of consumers start their buyer’s journey online, but use a variety of online and offline channels throughout the buying process. Most organizations have great difficulty dealing with this reality. They are unable to interact with customers consistently across multiple channels and have difficulty guiding them smoothly through a multichannel buying cycle.

Many successful marketers use IBM Campaign and its Watson Marketing companion products to plan, design, execute, measure, and optimize multi-wave, omni-channel campaigns to deliver highly personalized messages to their customers.

IBM Campaign integrates with many Watson Marketing solutions including Interact, Marketing Operations, Contact Optimization, Watson Campaign Automation, and Universal Behavior Exchange to make easy use of profile and behavior data to drive the most effective marketing campaigns. With these offerings, marketers can improve targeting and message relevance, ultimately boosting customer engagement, conversions, and even satisfaction and advocacy.

IBM Campaign is available on premise or 100% via the cloud and is recognized by industry analysts as having best-of-breed functionality and scalability.
Execute the smartest and most targeted campaigns using any customer profile or behavioral data to power the segmentation you've always desired.

IBM Campaign, in conjunction with its broad set of companion products, offers a wide range of capabilities for the sophisticated marketer.

- **Segmentation, offer and channel assignment**: Use a powerful, flexible, easy-to-use flowchart user interface to manage campaign logic, audience segmentation, exclusions, and assignment of offers and channels.

- **Marketing system of record**: IBM Campaign serves as the central repository for creating, reusing and tracking campaign building blocks such as audiences, segments, offers, treatments, and exclusion rules.

- **Interaction history**: Maintain a complete history for each customer and prospect including contacts made, offers presented, context and campaign details, and response actions. All of this is critical to building an effective, ongoing dialog.

- **Scheduling, list generation and output formatting**: Campaign execution capabilities include the ability to schedule multiple campaign waves, access external data repositories from multiple sources, and output campaign data in nearly limitless formats.

  - **Response attribution**: Close the loop by attributing various response types (direct, indirect, inferred) to campaigns using several methods including best match, fractional, multiple, and custom.

  - **Reporting and analysis**: Leverage standard campaign reports and other tools for performance analysis. The solution’s flexible and open data mart allows custom data fields to be incorporated into reports. Any third-party reporting or analysis tool can be used against the IBM Campaign data mart.

  - **Operate at the largest scale**: Manage the largest contact databases to drive the segmentation and campaigns you desire. The solution will scale as your data volume grows.

  - **Flexible deployment and ownership**: Deploy Campaign 100% in the cloud or on premise to meet the needs of both your marketing and information technology organizations.

Marketers have the power to design multi-channel campaigns using sophisticated segmentation via the easy-to-use IBM Campaign flowchart palette and canvas.
IBM Campaign is an important component of Watson Marketing – a powerful, open, end-to-end suite of marketing solutions. Many Watson Marketing offerings seamlessly extend the capabilities of IBM Campaign. The full Watson Marketing ecosystem is shown on the next page. Several of those offerings are not discussed in this data sheet, but a few key products that complement IBM Campaign are discussed below.

• **Watson Campaign Automation (WCA).** This SaaS-based digital marketing solution is tightly integrated with IBM Campaign and can serve as the execution platform for email, mobile push, SMS, and social channels. Offers can be shared from Campaign to WCA and results are sent from WCA back to Campaign.

• **IBM Interact.** This industry-leading, real-time personalization offering enables marketers to determine the right message to present to customers during inbound interactions and to coordinate with outbound messaging for relevant customer experiences across all channels.

• **IBM Marketing Operations.** Use powerful project management capabilities to manage marketing campaigns, facilitate collaboration, and automate approvals. Track ROI and accelerate decisions, eliminate redundancies, and identify enhancement opportunities.

• **IBM Contact Optimization.** Optimize campaign spend and targeting by balancing marketing goals, contact preferences, and business constraints to ensure the right offer is presented to the right contact at the right time.

• **IBM Distributed Marketing.** Extend the reach of Campaign by empowering local marketing teams to build contact strategies and execute campaigns at the local and regional level.

• **IBM Predictive Customer Intelligence.** Use insights from analyzing all available data to identify dynamic customer profiles and segments. Use these segments to have more consistent, continuous and relevant engagement across all channels.

“With IBM Campaign, we can ensure that our customers receive more relevant and meaningful communication and offers from us, building trust and enhancing their overall experience with our bank.”

—Leading European Bank
Easily integrate to the rest of your marketing ecosystem

IBM Campaign can leverage IBM Universal Data Interconnect (UDI) and Universal Behavior Exchange (UBX) to seamlessly and easily share data from your other marketing tools with Campaign and vice versa. IBM UDI connects simultaneously to existing databases, log files, operational systems, and flat files to have IBM Campaign up and running quickly without the need to create proprietary data marts or data models. Leverage data from those sources to segment audiences and create personalized campaigns to speak to your customers 1-to-1. Use UBX connectors to seamlessly share behavioral and profile data residing in other Watson Marketing solutions and any other third-party tool with Campaign to precisely target your campaigns.

About IBM Watson Marketing solutions

Watson Marketing solutions help you attract, delight and grow the loyalty of customers by enriching the ways you engage with them. Watson Marketing provides an end-to-end set of integrated yet open solutions that empower marketing teams to identify the customers and moments that matter most, when and where they are needed, and to rapidly apply insights to develop and deliver personally rewarding brand experiences.

Watson Marketing solutions are used by thousands of organizations around the world and they are consistently recognized as industry leaders by technology and industry analysts. Watson Marketing solutions are delivered in a variety of modes including SaaS, cloud, on premise, and hybrid.

For more information

To learn more about IBM Campaign, please contact your IBM representative or IBM Business Partner, or visit: [https://www.ibm.com/us-en/marketplace/omni-channel-campaign-management](https://www.ibm.com/us-en/marketplace/omni-channel-campaign-management).

*IBM Campaign is a foundational component of Watson Marketing, IBM’s powerful, open, end-to-end marketing solution suite.*
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