

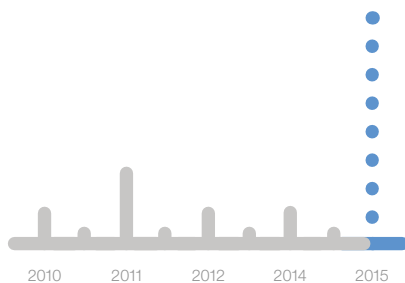
# The new era of marketing begins now

Unleash the power of [Watson Marketing](#)  
to deepen customer connections, grow  
brand value and fuel strategic growth

**IBM**



**When you're the customer, you expect companies to know you** — to cater to your likes, needs, wants and preferences with every transaction and interaction. Those expectations are made all the more challenging in a digital marketplace where trends transform industries and reshape consumer demands virtually overnight.



# 14 PERCENTAGE POINTS

Customer experience leaders enjoyed compound average revenue growth that was 14 percentage points higher than customer experience laggards from 2010 to 2015.<sup>1</sup>

## REIMAGINE HOW CUSTOMERS CONNECT WITH YOUR BRAND.

Customers grow closer to a brand through experiences that meet and expand their expectations. Every experience counts. And marketers shoulder the pressure of creating the kinds of experiences that build these valuable brand relationships with thousands or even millions of customers at a time.

Marketing in the cognitive era is about using insight and technology in new ways to elevate the entirety of the customer experience—creating singular yet cohesive moments throughout the customer journey that are tailored to each person's needs. It is about building connections with customers that withstand the changing dynamics and demands of your evolving marketplace. It is taking on new opportunities to lead strategic growth for your organization.



# 2/3

Nearly two-thirds of chief marketing officers (CMOs) regard developing deeper, richer customer experiences as their top marketing priority.<sup>2</sup>

## INFUSE DATA INTO YOUR MARKETING DNA.

Changing the customer experience starts by changing your approach to data. Marketers and business leaders know that customer insights are key to building and maintaining brand value and profitable customer relationships. Consumers now readily share a significant amount of information about themselves through social media, online transactions and other interactions. Yet despite this, only a fraction of marketers believe they have sufficient access to data. It's a dichotomy in which you and other marketers are thirsting for insight while drowning in a vast ocean of data.

The sheer complexity of data and the tools used to make sense of it can make it difficult for anyone other than IT and data specialists to derive needed customer and marketplace insights. And in a marketplace where responsiveness and relevancy are critical, those extra steps can weigh you down. Fragmented views of customer data across organizations add to the problem. And the biggest challenge is that some of the most revealing data about critical human insights is in unstructured forms such as images, natural language and video—dark data that's out of reach for most organizations.



# 88%

88 percent of all available data is dark to most organizations.<sup>3</sup>

## IN A COGNITIVE BUSINESS, DATA WORKS IN SERVICE TO MARKETING—NOT THE OTHER WAY AROUND.

In the cognitive era of marketing, insights are embedded into key processes you already use every day—insights that can inform more targeted, relevant and effective marketing messages, vehicles and tactics.

Data of all types from practically all sources can be correlated and analyzed, creating unique insights that drive recommendations. Teams can work collaboratively using intuitive interfaces that make it easier to visualize and craft the customer journey, learning from one another to scale expertise and create and refine cohesive customer experiences.

Now marketing solutions understand, reason and learn, serving up ever-smarter, contextual recommendations that help you create and precisely tune the entire customer experience to enhance brand value, deepen customer connections and fuel strategic growth.



# 60%

60 percent of CMOs want to use data-driven insights to shape their marketing campaigns within the next three to five years, up from 40 percent today.<sup>4</sup>

**The challenges and opportunities of digital marketing have changed the role of marketing professionals. 61% of Marketing executives believe Cognitive will be a disruptive force in their industry over the next three years.<sup>5</sup>**



2.4x

Customers who had the best experience spent 2.4X those who had the worst experience, and nearly 2X as much as those who had a mediocre experience.<sup>6</sup>

## THE NEW MARKETING MINDSET OUTTHINKS THE BRAND EXPERIENCE.

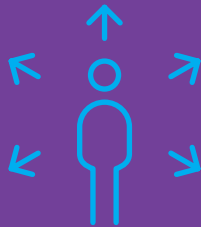
As a marketer and business leader, you help drive multiple initiatives, charting courses for business growth and deeper customer connections while identifying and pursuing opportunities for innovation. In a cognitive business, you're empowered to deliver more value to your organization across these opportunities. By infusing insights into your marketing approach and expanding knowledge sharing and collaboration across your marketing team and organization, you can enhance your contributions as a strategic business builder, experience architect and insight activist.



# 82%

82 percent of CMOs report that their goals are aligned to revenue targets, and 41 percent say they are aligned to profit targets as well.<sup>7</sup>

## GROW BRAND VALUE WITH CONFIDENCE



**Marketer as business builder:** I make decisions based on data I trust, using insights to inform and prioritize my initiatives and pursue the most promising pathways to growth and profitability. I work with technology in new ways to bring greater precision to my campaigns and personalization to each customer interaction, helping us stay ahead of competitors and ever-changing customer expectations.

What's possible in the cognitive era of marketing:



Discover unmet customer needs to innovate products, services and revenue streams



Drive conversion and profit through tailored products, services, value propositions, offers and prices



Help maximize the lifetime value of customers and partners by optimizing investment across relationships

### CASE STUDY

## ING DIRECT Australia

To meet the goal of doubling its primary banking base by 2020, ING DIRECT Australia needed to significantly ramp up customer acquisition efforts. The bank worked with IBM to build an automated, analytics-driven marketing process that provided more relevant offers, incentives and information to customers on every channel. The new capabilities allowed the bank to launch personalized campaigns 50 percent faster, which helped win the attention and business of more potential customers. ING DIRECT has successfully doubled its year-over-year customer acquisition rate while also boosting cross-sell rates. [Read the full story.](#)





## CAPTIVATE THROUGH THE STRENGTH OF HUMAN CONNECTION



**Marketer as experience architect:** I take a holistic view of the customer experience, weaving together individual moments that together position our brand as a familiar, valued and integral part of each customer's day-to-day life. I understand the needs, preferences and priorities of customers, adjusting content, channels and services continually, so customers can connect with our brand and the world in rewarding ways.

What's possible in the cognitive era of marketing:



Strengthen trust by engaging with customers as individuals consistently across channels and interactions



Cultivate loyalty and advocacy by dynamically delivering experiences that bring the brand to life



Unleash creativity across the customer journey by working collaboratively

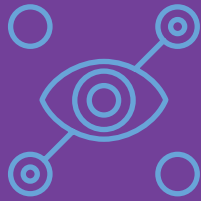
### CASE STUDY

## The Clorox Company

As a leading multinational manufacturer and marketer of consumer and professional products—including its namesake bleach and cleaning products—Clorox wanted to create a smoother digital experience that would make it easier for consumers to browse and buy products no matter where they are in their journeys. Working with IBM, Clorox created a powerful customer experience analytics platform to understand how consumers interact with its online and mobile channels, so it can now serve up the right content and engagements to shape smoother digital journeys. By creating more personalized experiences, Clorox is able to better engage customers to drive sales and nurture repeat business. [Read the full story.](#)



## DISCOVER THE OPPORTUNITY IN ALL DATA



**Marketer as insight activist:** I continually seek out new sources of knowledge by exploring data from inside and outside the organization, tapping into new insights revealed by customer behavior and sentiment. I readily share findings and easily scale expertise to accelerate organizational learning. Together, my team and I dig deep to answer tough questions, fueling a culture of curiosity that ignites innovation.

What's possible in the cognitive era of marketing:



Fuel new business opportunities and performance improvements through always-on insights and recommendations



Capture the heart and mind of every customer by acting on micro insights



Use all types of data, including unstructured, to develop unique insights and to identify business opportunities and performance improvements

### CASE STUDY

## City of Melbourne

The capital of Victoria, Australia, and the financial center of the country, the City of Melbourne wanted to use social media voluntarily shared by city residents and visitors about its annual Melbourne Spring Fashion Week program to create better, more engaging event experiences. Working with IBM, the city used social media analytics technology to assess consumer sentiment from posts and conversations on Twitter and Instagram. The solution, hosted on a cloud platform, uses mobile, high-volume analytics and psycholinguistics technology to give event planners a view of the social engagement during fashion week, so they can then use these insights to understand exactly where, why and how consumers engaged digitally in order to enhance future event experiences. [Read the full story.](#)



**Watson Marketing combines business and marketing expertise with industry-leading solutions that are embedded with cognitive capabilities.** Uncover new levels of actionable insights, deliver powerful and personalized experiences that customers want and value, and discover innovative ideas that provide a competitive edge.

*“Looking to the future, we see that cognitive computing will change how people and organizations engage with organizations and one another, and how knowledge is shared and leveraged.”*



CMO,  
Standard Life

# WATSON MARKETING PUTS YOU AT THE FOREFRONT OF WHAT'S NEXT—NOW.

Solutions that embed better decision making into the work you do every day



**Select ideal audiences:** Identify the right target audiences based on your campaign and business goals without having to go to a data analyst.



**Design customer journeys:** Anticipate and understand individual customer paths and behaviors throughout the customer journey to architect the right combination of interactions to drive conversion and maximize relationship value.



**Scale personalized experiences:** Use machine learning in collaboration with marketers to identify best offers and content at scale and to proactively test and recommend rules, avoiding delays and setbacks.



**Proactively manage performance:** Get alerts through embedded analytics when your campaigns are off course from projected goals or your customers are struggling so you can take proactive corrective action.

*“Social provides insight into customer feelings and thoughts. We use that insight to inform our strategy at the very beginning.”*



Lucan Creamer,  
executive manager,  
City of Melbourne

## Expertise to create winning human experiences



**Optimize inbound and outbound marketing:** Create and deliver next best offers and know what actions to take with customers and prospects at every step of their journey and continue the dialog with them through to conversion and the sale.



**Customer relationship innovation:** Cocreate inspiring, personalized experiences with IBM's business design practice with expertise in experience strategy, digital reinvention, commerce platforms, mobile and emerging technologies.



**Marketing operations and analytics expertise:** Engage a comprehensive range of managed marketing services from marketing experts that help you get the most out of your marketing automation investments with expertise in marketing processes, analytics and operations.



**Cognitive advertising:** Leverage IBM Watson™ technology to move from intent-based advertising to actual one-to-one interactions that allow consumers to ask questions via voice or text and receive relevant information about a product or offering.

*“While in this increasingly cluttered world it is getting harder and harder to break through and engage people, technology is helping to find ways to connect with more relevant content. This will help us create better, more engaging content that matches our consumers’ interests and unique preferences.”*



Keith Weed,  
chief marketing and  
communications officer,  
Unilever

An open ecosystem to keep you moving at the speed of the marketplace



**Data:** Connect to and leverage data, from virtually all sources, including that which is derived from sentiment, behavior, sensors, images and natural language.



**Insights:** Gain ready access to cultivated, contextual insights from more than 150 data sources, including The Weather Company, Twitter and Facebook.



**Solutions:** Act in concert in real time across customer engagement solutions from IBM and more than 100 IBM Business Partners, including social, mobile, customer relationship management and paid advertising solutions.



**Developer support:** Increase brand differentiation by sourcing services, including developer-driven tools, to create bots and virtual agents, as well as cognitive capabilities that empower applications to learn from practically every customer interaction.

*“By collaborating with IBM we will be seeing firsthand the capabilities of cognitive technology to serve as a critical advisor, recommending content for customers that is in-line with their interests, expertise level as well as their intent at a particular point in time.”*



SVP Marketing,  
Performance Bicycle

## Illuminate new possibilities with **Watson Marketing.**

With Watson Marketing, now is the moment when you can discover and pursue new opportunities to deepen customer connections, grow brand value and advance business growth.

Think of the possibilities for your customers and your organization now at [ibm.com/watson/marketing](https://ibm.com/watson/marketing). You'll learn how you can use the power of Watson technology to support and enhance the work you do every day, allowing you to act with greater speed and precision while gaining new and powerful insights that help you reimagine what's possible for your customers, your brand and your business.



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#### FOOTNOTES

- <sup>1</sup> Forrester, "Customer Experience Drives Revenue Growth, 2016," *Harley Manning's Blog*, June 21, 2016.
- <sup>2</sup> IBM, *Redefining Markets: Insights from the Global C-suite Study – The CMO perspective*, January 2016.
- <sup>3</sup> IBM Research
- <sup>4</sup> IBM, *Redefining Markets: Insights from the Global C-suite Study – The CMO perspective*, January 2016.
- <sup>5</sup> IBM, *2016 Cognitive Marketing Survey*, IBM Institute of Business Value.
- <sup>6</sup> *Customer Experience Index 2017, IBM IBV Study*.
- <sup>7</sup> Forrester, *The Evolved CMO In 2016*, Sheryl Pattek and Michelle Moorehead, July 6, 2016.