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## Highlights

- Allows enterprise marketers to connect and deploy with over 130+ certified IBM business partner solutions in key service areas including DSP, DMP, Search, Social, Loyalty/Gamification, and Privacy
  - Enables enterprise marketers to enrich the analytics in their paid and earned media with real-time insights from their IBM marketing solutions
  - By utilizing existing, fully integrated partner solutions, enterprise marketers can begin seamlessly working with IBM Digital Marketing Network partners without the hassle of IT involvement
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# IBM Digital Marketing Network

The IBM® Digital Marketing Network brings together best-of-breed advertising technology solutions and thousands of IBM Digital Analytics customers that span a range of industries. By utilizing native, fully integrated partner solutions, brands can begin seamlessly connecting first party audience data sets with IBM Digital Marketing Network partners, all without the hassle of IT involvement.

## DDX

IBM Digital Data Exchange (DDX) provides multiple ways for companies to take advantage of IBM and Certified Partner services. Through the IBM Digital Analytics tag management solution, Certified Partners can authorize their tags with IBM Digital Analytics, allowing joint customers to place and run tags through a single interface—all without IT involvement. Certified Partners can also elect to receive IBM Digital Analytics data through server-side APIs. Audience data passed in near-real time can be leveraged against any digital marketing program.

## DDX Certified Business Partners

- 500friends
- 4Info
- 33Across
- Accenture Interactive
- Acxiom
- Adara Media
- Adchemy
- AddThis
- Adometry (Google)
- AdRoll
- AppLovin
- Aggregate Knowledge
- Apptentive
- Badgeville
- Bazaarvoice
- Bizo
- Bizrate
- Bloomreach
- BlueKai (Oracle)
- Blue Triangle Tech
- BrightEdge
- C3 Metrics
- Chango
- ClickTale
- Conductor
- Conversant
- CoreMedia AG
- Criteo
- Cross Pixel Media
- CrowdTwist
- DataXu
- Demandbase
- Digilant
- DigitalMR
- Doubleclick Floodlight
- Doubleclick Search
- Evidon
- eXelate
- Expion
- Ezakus
- Fan Appz
- ForeSee



- Gigya
- Google
- Hootsuite
- IDInteract
- IgnitionOne
- Invodo
- iPerceptions
- Kaltura
- Kenshoo
- Kochava
- Krux Digital
- Launchhub
- LEAP Commerce
- LiveRamp
- Lotame
- Magnolia
- Marin Software
- Maxymiser
- MediaMath
- MediaMind
- Mediaplex
- Mercent
- Mongoose
- Moontoast
- Mouseflow
- MyBuys
- Nearbuy
- OpinionLab
- OwnerIQ
- PK4 Media
- Rakuten Display
- RecoBell
- Red Fox Media
- Resonate
- Revolver
- RKG
- RocketFuel
- Safecount
- SaleCycle
- Searchmetrics
- SeeWhy
- SHIFT
- Shoutlet
- SiteSpect
- SocialFlow
- Steelhouse
- Stylitics
- The Trade Desk
- Thismoment
- Tracx
- Tremor Video
- TrendSpottr
- TruEffect
- Turn
- UserZoom
- Videology
- Viralheat
- Vision Critical
- VisualIQ
- x+1 (RocketFuel)

## AdTarget

IBM AdTarget syndicates granular visitor activities captured by IBM Digital Analytics to Certified Partners, enabling the delivery of highly relevant display ads. Partner integrations eliminate typical site tagging obstacles, and IBM Digital Analytics provides powerful attribution capabilities to track how well ads drive website conversions. The results are increased visitor reacquisition rates and greater display advertising ROI.

### AdTarget Certified Business Partners

- Advertising.com
- AdGENIE
- AudienceScience
- Buysight
- Chango
- Choicestream
- Core Audience
- Crimtan
- Criteo
- Datalogix
- Dotomi
- eXelate
- FetchBack
- Liquidus
- Media Innovation Group
- Media6Degrees
- MediaMath
- MyBuys
- MyThings
- Netmining
- OpenX
- Rakuten Display
- Steelhouse
- Think Realtime
- Tumri
- Turn
- ValueClick
- x+1 (RocketFuel)

## LIVEmail

IBM LIVEmail provides a closed-loop email marketing system that links online profiles of visitor and customer activity with Certified ESP Partners. Automatically connect IBM Digital Analytics and Certified ESP Partners to recapture website visitors and shopping cart abandoners with personalized email.

### LIVEmail Certified Business Partners

- eDialog
- EmailDirect
- Emarsys
- ExactTarget
- Experian-CheetahMail
- Experian-Mail Publisher
- Profusion
- Responsys
- SARE
- Silverpop
- SmartFocus
- StrongView
- SubscriberMail
- Teradata eCircle
- Transcosmos-ClickM@iler
- VerticalResponse
- Yesmail

## IBM Digital Marketing Network Use Cases

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### What is Doubleclick Search?

Built on Google infrastructure and natively integrated with the DoubleClick Digital Marketing platform, DoubleClick Search makes it faster and easier to manage large search campaigns across the web.

### How Doubleclick Search is connected to the IBM Digital Marketing Network

- Joint customers can dynamically tag search campaigns with IBM Digital Analytics (formerly Coremetrics) and link structures via the Doubleclick Search product interface, allowing top-of-funnel marketing campaign activity to be pulled into IBM Digital Analytics
- Via the IBM Digital Data Exchange (DDX) API, joint customers can syndicate downstream sales and conversion data and other search campaign data from IBM Digital Analytics to the Doubleclick Search UI for immediate marketing campaign analysis and real-time optimization
- Shared enterprise customers include:
  - A mid-range to upscale American department store chain operating more than 850 department stores across the U.S., the District of Columbia, Guam and Puerto Rico
  - One of the United States's largest e-commerce retailers with some of the best-known brands in home furnishings; operates approximately 600 locations worldwide



### What is DataXu?

DataXu provides a leading real-time media management platform for digital advertising campaigns across online, mobile and video channels. With a transformative approach to digital advertising—combining automated media buying, optimization

and analytics—DataXu helps brands and their agencies use dynamic ad decisioning intelligence for the highest media effectiveness, better operational efficiencies and unique consumer insights.

### How DataXu is connected to the IBM Digital Marketing Network

- Via the DDX module located within the IBM Digital Analytics interface, joint customers can manage and deploy certified DataXu marketing tags, all within a few clicks
- First-party audience data pulled from certified tags is syndicated directly to DataXu for real-time use against display advertising programs via DataXu's DSP platform
- Shared enterprise customers include:
  - A leading specialty retailer/e-retailer of premium pet food, supplies, services and companion animals, serving millions online and via 1,200 stores in the United States



### What is Shoutlet?

Shoutlet is a leading global, enterprise-level social relationship platform. The company helps brands leverage social channels to drive highly engaged customer relationships that result in measurable business impact.

### How Shoutlet is connected to the IBM Digital Marketing Network

- Via the Shoutlet UI, joint customers can dynamically tag social media marketing campaigns with IBM Digital Analytics link structures, allowing top-of-funnel marketing campaign activity from Shoutlet to be pulled into IBM Digital Analytics
- Via the IBM Digital Data Exchange (DDX) API, joint customers can syndicate downstream sales and conversion data and other social media marketing campaign data from IBM Digital Analytics to the Shoutlet UI for immediate campaign analysis and real-time optimization
- Shared enterprise customers include:
  - A leading health club industry pioneer, serving nearly four million members in more than 400 clubs across the U.S.
  - An American retail chain specializing in music and pop culture-related clothing and accessories, as well as licensed music

## About IBM ExperienceOne

IBM ExperienceOne helps you attract, delight and grow the loyalty of customers by enriching the ways you engage each of them. IBM ExperienceOne provides a set of integrated customer engagement solutions that empower marketing, merchandising, 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 ExperienceOne 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 ExperienceOne solutions are delivered in cloud, on premises, and in hybrid options.

## For more information

Please email Kevin Dunn at [kevduinn@us.ibm.com](mailto:kevduinn@us.ibm.com) to learn more about the IBM Digital Marketing Network.



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Software Group  
Route 100  
Somers, NY 10589

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