

Watson Marketing

IBM Campaign v11.0

[Read about Campaign](#)

AI, GDPR, Integration and more

Campaign is more flexible than ever so that marketers can achieve results faster.

Marketing Automation

Real-Time Personalization

Customer Analytics

Content Management



Work smarter and faster with Watson Assistant, your AI-powered advisor



Improve campaign effectiveness with new integrations to key data sources



Meet requirements with new capabilities to help comply with the GDPR



Save time and cost with automation and tools to upgrade quickly and easily



Engage with the **AI-powered assistant** to gain insights fast



More flexibility to send segments to **Watson Campaign Automation**



Support for new **server and database platforms**



Rapid upgrades help you move to new releases faster



GDPR support addresses right to erasure and other requirements



Expanded **flowchart capabilities** with user variables



Expanded **big data and UBX integrations**



Other **customer enhancement** requests

See other briefs to learn about our complementary products: Marketing Operations, Interact, Contact Optimization, Opportunity Detect and Distributed Marketing

Learn more directly from IBM offering managers.

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