

Watson Marketing

IBM Marketing Software v11.0

IBM Campaign

AI, Cloud, GDPR, Upgrades & more

Marketing teams can realize even more value with the latest Marketing Software innovations.

Marketing Automation

Real-Time Personalization

Customer Analytics

Content Management



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



Reduce costs and create predictability by taking your deployments to the cloud*



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



Take your solutions to the cloud with **Manage Hosted***



Support for many updated **server & database platforms**



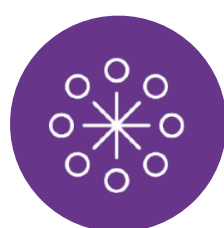
Rapid upgrades help you move to new releases faster



GDPR support addresses right to erasure and other requirements



Ensure predictability with a single **annual subscription** cost



More integrations: UBX, 3rd party, and within IBM



Many **customer enhancement** requests

* Available after v11.0 availability for Interact and Marketing Operations

IBM Marketing Software v11 includes: Campaign, Interact, Marketing Operations, Contact Optimization, Opportunity Detect and Distributed Marketing

Our market-leading solutions just got a whole lot better. Learn more directly from IBM offering managers.

Register and watch