

Segment of one

Individualize every experience with customer behavior analytics

Advanced Customer Experience (ACE) links individual data from multiple sources to create omni-channel individual shopping journeys with pattern analysis to recommend and execute next best actions for improved offering results.

Act now

This solution will empower your marketers and transform your customer's brand experience.

Learn more

ibm.com/retail-customer-engagement



Industry insights

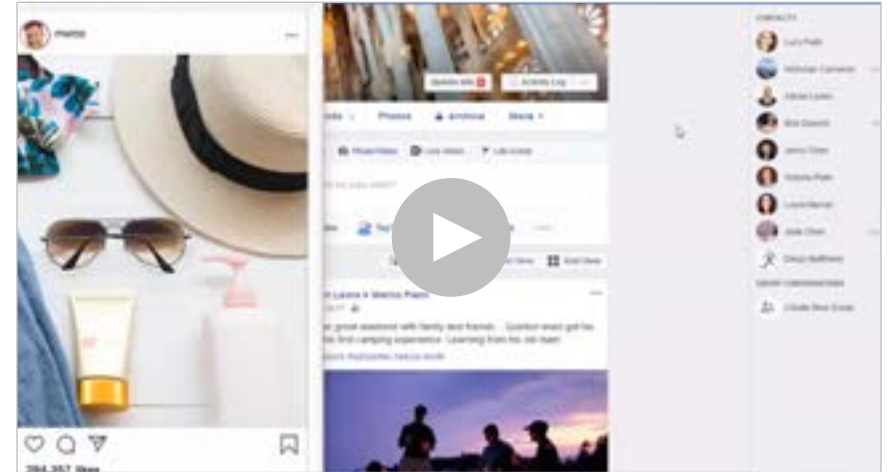
Offers based on demonstrated real-time individual preferences rather than inferred segment interests perform better.

196%

One client showed a 196% ROI with a 4 month payback.

Watch the demo

7 minutes, 01 seconds



Why you'll love it

- Centralized customer 360° DB
- Centralized predictive models (reduced rework and error)
- Open integration to 1st, 2nd, and 3rd party data sources and platforms (a library of connections)
- Immediate customer data capture strategy
- Analytics across any channel, time, customer, 6-Automatic customer attribute creation and segmentation.



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