



IBM Watson Advertising Conversations

Have a conversation with your customers



Brands want to feel connected with consumers. They want to listen and understand. Consumers want to engage in valuable interactions rather than being flooded with static display ads that offer no unique or personalized value.

While most marketers would love to better understand their audience's desires and behaviors, a lack of time, privacy concerns, budget and resources can hinder the ability to foster these types of connections.

But what if you could streamline the process of talking with consumers, providing a more personal experience at the scale of advertising?

Reviving the art of conversation

IBM Watson Advertising Conversations is an interactive solution that helps facilitate personalized conversations with consumers virtually anywhere online. Powered by Watson AI, this turnkey solution is designed to deliver more engaging ads and experiences by using AI to understand the user's intent and provide answers, recommendations or next steps. This insight may help you ensure that every interaction is unique and effective.

The solution supports personalized connections with consumers without using cookies or Personal Identifiable Information. Instead, IBM Watson Advertising Conversations combines your brand's own content and natural language capabilities to engage users on a 1:1 level.

Our team of experienced developers, designers and AI strategists can work with you to create and deploy activations that adhere to your strategy, standards and KPIs. This can include customized banners and a conversational experience that is crafted to match your brand and can be deployed across your owned and operated channels.

Powered by AI, IBM Watson Advertising Conversations is designed to drive awareness and improve conversion by delivering:

- **1:1 connections** between brands and consumers at scale
- **Impactful insights** about your consumers, products and media
- **Deeper engagement** through more effective touchpoints

Once the ad is launched, you can make in-flight updates to the campaign based on user interactions to help drive awareness, impact and conversion. In-campaign reporting and optimizations, post-campaign insights and brand studies also provide a robust view of key metrics and conversational insights to inform future strategies.

The result is a fully-trained solution that is designed to help you:



Deepen engagement

with longer, more interactive user sessions.



Increase awareness

by making a more personalized, significant impact on users.



Improve future campaigns and strategies through insights into emerging trends, conversation topics and factors that affect KPIs.

Are you ready to chat about Watson AI?

[Visit the IBM Watson Advertising Conversations website.](#)

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