Watson Marketing

Get Insights.
Get Personal. 💜

Get your customer experience right with AI.

You know your customers, right? Sure. You've got loads of data to prove it, and that's a key part of creating great customer experiences. But you're now marketing in a world where your customers are generating more data than ever, and their digital breadcrumbs are scattered across way too many channels that you might not even be able to connect. So how can you really get the full picture of your customers and talk to them effectively?

We know how: with AI. The amazing thing about AI is that it empowers marketers to engage with their customers in new and exciting ways. It's capable of analyzing massive amounts of data that your team alone can't mine. And beyond just connecting that data, it can help draw insights out of it, finding patterns that let you predict customer behavior. You can know your customer better than ever, and use that understanding to make smarter decisions and build more effective campaigns that build long-lasting connections with your customers.

So where do you start?

Watson Marketing's got you covered.

IBM

1

## Understand your customers better than ever

So you have some data – a ton of it, in fact. Maybe it's the web analytics that show what customers like on your site. Maybe it's your customers' social activity telling you what's on their mind. But is it really helping you analyze the full customer journey when it's siloed across so many different platforms?

With AI, you can connect your data, get insights from it, and have the confidence to act on it. You can get a deeper understanding of who your customers are, or find audiences you didn't even know you had.
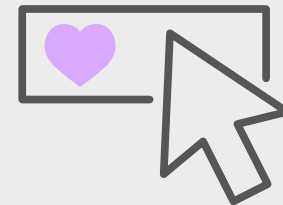
With Watson Marketing you could:
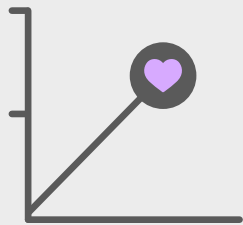
Boost your conversion rate
from 3%[1] to 68%[2]
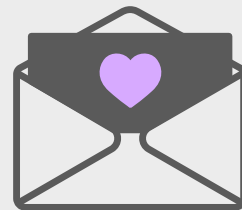
Improve open rate
from 22%[1] to 70%[2]

Lift campaign opt-in rate
from 10%[1] t0 30%[3]

1. Data representative of industry averages. Source
2. Based on customer case study. Individual results will vary.
3. Based on customer case study. Individual results will vary.
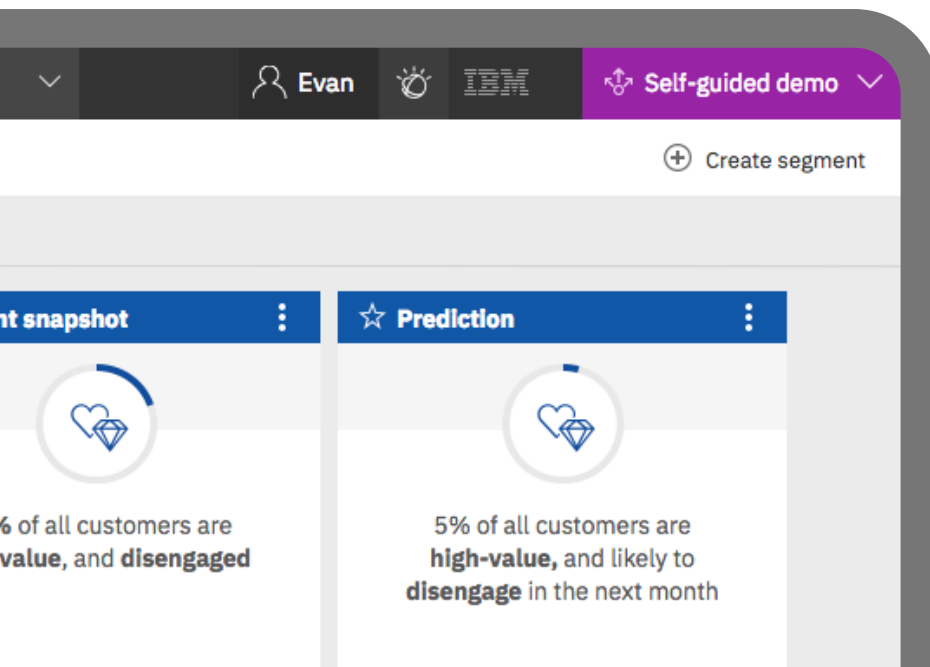
Get Insights. Get Personal.

AI-powered Watson Marketing can help you know your customers by:

Identifying what's working and what isn't in your digital campaigns – fast. Get proactive campaign reports and alerts right at your fingertips

Automatically seeing customer lifetime value and audience behavior in an easy to use interface

Using behavior patterns to discover what customers do before they bounce from your site and alerting you before it happens again to help prevent it

Getting simple answers to your audience questions without complex data modeling and configuration—no data scientist needed

Evan IBM Self-guided demo

⊕ Create segment

nt snapshot

☆ Prediction

% of all customers are value, and **disengaged**

5% of all customers are **high-value,** and likely to **disengage** in the next month

See exactly what your customers are doing

Try the interactive demo

2

Dig deeper into the omnichannel customer journey

You have data around your customers' path to purchase, but not necessarily the full, holistic picture of how it all works together. From physical locations to digital data, AI learns where a customer is in their journey at any moment by analyzing real-time behavior that helps you uncover opportunities you didn't even know you had. Today's new tools create an open, free-flowing data exchange that seamlessly connects your entire marketing ecosystem.

AI-created insights can help better engage your customers and make sure they have a consistent experience throughout their whole journey. By understanding your customer needs and being able to address their pain points, you can be the brand they want to return to, leading to more satisfied customers and a better bottom line.

Drive a 50% increase in the effectiveness of customer retention*
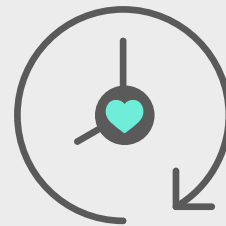
Reduce time spent replicating customer session errors to 90%*

196% ROI - with payback in just 4 months*

Get Insights. Get Personal.
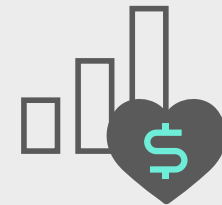
AI-powered Watson Marketing can help you understand and improve the customer journey by:

Identifying holes or struggle points in the customer journey and proactively alerting you before they take customers off track or impact conversion rates

Following all the ways customers interact with your brand and ranking the fastest path to purchase

Helping identify the most profitable paths to purchase so you can send more audiences down that journey and divert resources from low-performing ones

Connecting data across touchpoints and recommending the right content for the best conversions

Retain customers and maximize lifetime value

That's how Watson Customer Experience Analytics customers achieve 196% ROI with payback in just 4 months.[2]

Before we begin, let's see how Watson makes this all possible.

**Visualize and optimize customer journeys using AI**

Try the interactive demo

3

Create smarter campaigns across every touchpoint

Your customers won't settle for a bad or even just a bland experience anymore. They need personalized offers that really deliver what they want at every stage of their buying journey - and what they want is changing all the time. But constantly developing better ways to interact with them in all the right places helps you meet their changing needs and sets up your business to thrive.

As a marketer, leveraging the power of AI at every step gives you in-the-moment insights that help you predict what your customers want. And once you know what they're looking for, you can design campaigns that deliver the right experience wherever and whenever is relevant to them. This is what makes them love a brand. Happy customers, more conversions.
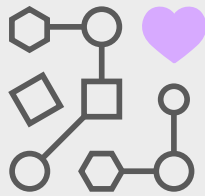
Filter data from over 100 contextual triggers per day*
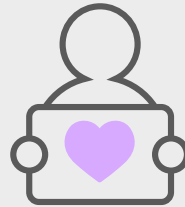
50% shorter time-to-market for personalized campaigns*

Triple your customer revenue- generating activity*

*Source: Data representative of ING case study. Individual results will vary.

AI-powered Watson Marketing can boost marketing campaign success by:

Listening to every customer interaction and recommending even more tailored personalization rules based on how current content is performing in real time

Using AI-determined customer locations (such as "work" and "home") and predictive weather conditions to tailor campaigns

Creating integrated multi-channel campaigns across email, mobile, SMS, group chat social, and more

Analyzing the tone of your messaging so you change the sentiment to drive higher engagement

CLICK TO SEE RESULTS

Your Campaign *

Your Campaign On Watson

3%

22%
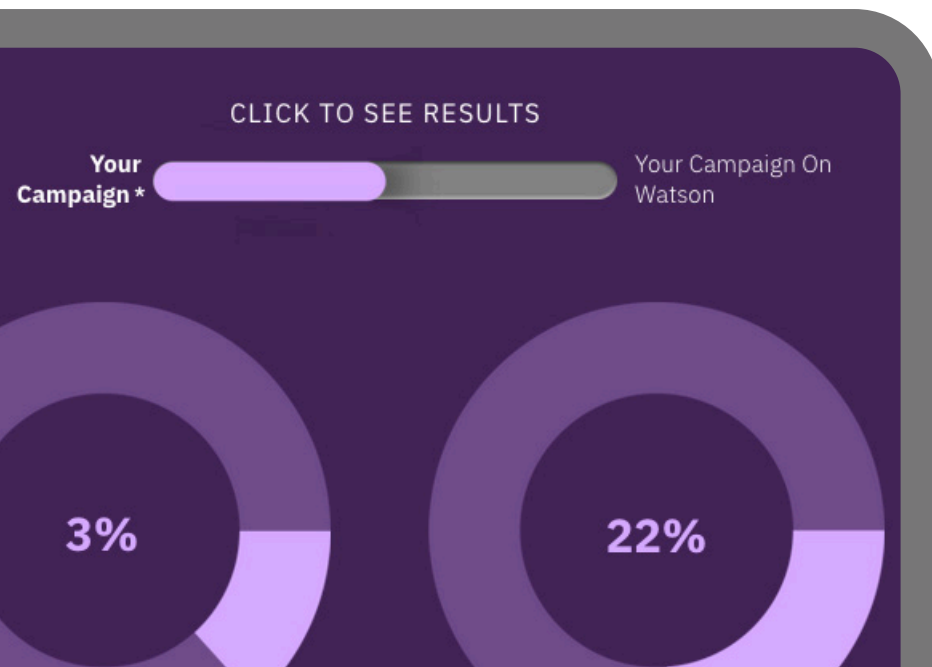
Create more personalized campaigns that deliver results

See your campaign on Watson

Watson Marketing is smarter marketing

With piles of data being created every minute, marketing today is more complex than ever. Thought you couldn't leap ahead? Now you can. AI is making it much easier to deliver the personalized, consistent experiences that customers now expect from your brand. You can find the right customers and keep them engaged, transforming your data into insights that help convert sales and increase profit. Blending analytics and your creativity is the key to creating the best customer experience you can, and AI can help you deliver better results for your business. Watson Marketing can be the game changer.

Let's start increasing your brand's loyalty and creating smart campaigns for your business:

Explore how Watson Marketing's full suite of solutions can help you get to know your customers better than ever.

Learn more

Create effective end-to-end customer journeys and optimize every platform they're on.

Try it now

Discover the impact AI can have on your business results when you unleash Watson onto your campaign.

See how

**Watson
Customer
Engagement**

IBM