

Watson Marketing

Work smarter with AI-powered marketing

You're trying to be a more innovative marketer, but you're buried in so much data that most of your time is spent trying to make sense of it instead of benefitting from it. But with Artificial Intelligence (AI), you can finally have the extra power you need to save you time and move your business forward.

AI helps your team work smarter by helping them make more informed decisions at every step of the marketing process. It automates and scales their routine tasks so they don't have to wait to synthesize data and get the campaign answers they need. Being able to get deeper, actionable insights more quickly will give the team time back to focus on strategy and drive business results.



Here's how
AI helps you
build a smarter
marketing team



IBM

1

Make sense of disconnected data

As a marketer, you have to use data that's spread across way too many systems and platforms for your campaigns, tracking channels in one program and transactions in another. You spend so much time tracking it all down – either on your own or having to pull in support - that you're left with no time to make sense of it let alone act on it. But with AI, you can track multiple campaigns and get alerted to customer activities. A connected-system workflow means your data can incorporate customer behavior so you can act on more relevant insights.



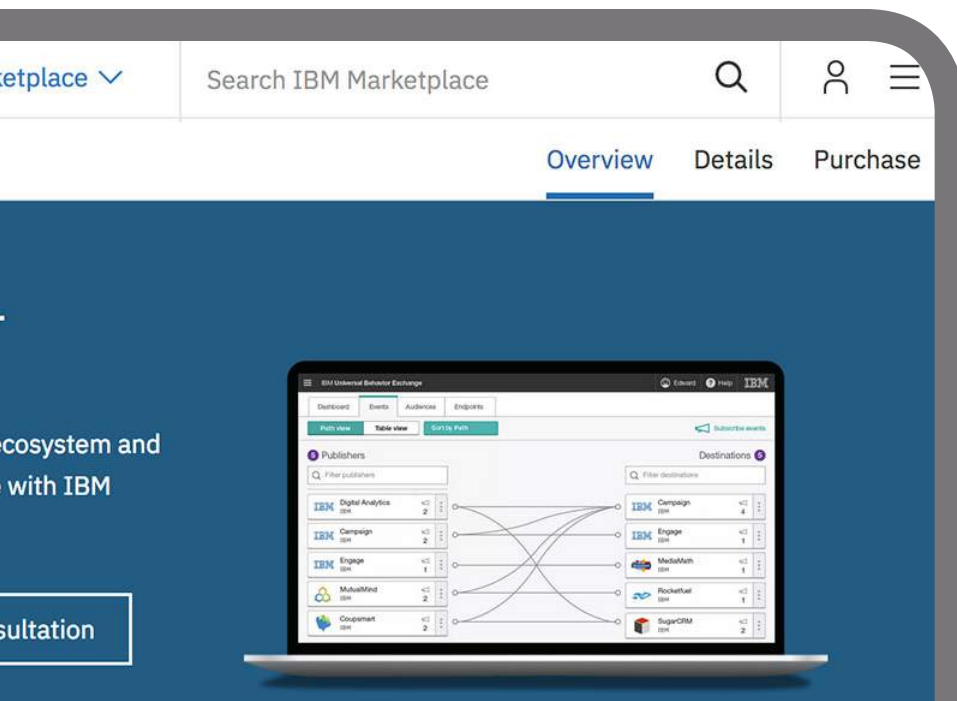
AI-powered Watson Marketing helps you work smarter by:

Gain a holistic,
real-time view of your
customers and their
relevant interactions
throughout the entire
journey

Connecting your open marketing ecosystem, so your customers' data speaks to each other creating a technology stack that grows with your business

Saving money, time,
and resources by
avoiding time-intensive
custom integrations
and IT maintenance

Importing data from across your organization and tools, IBM applications, and other third-party solutions



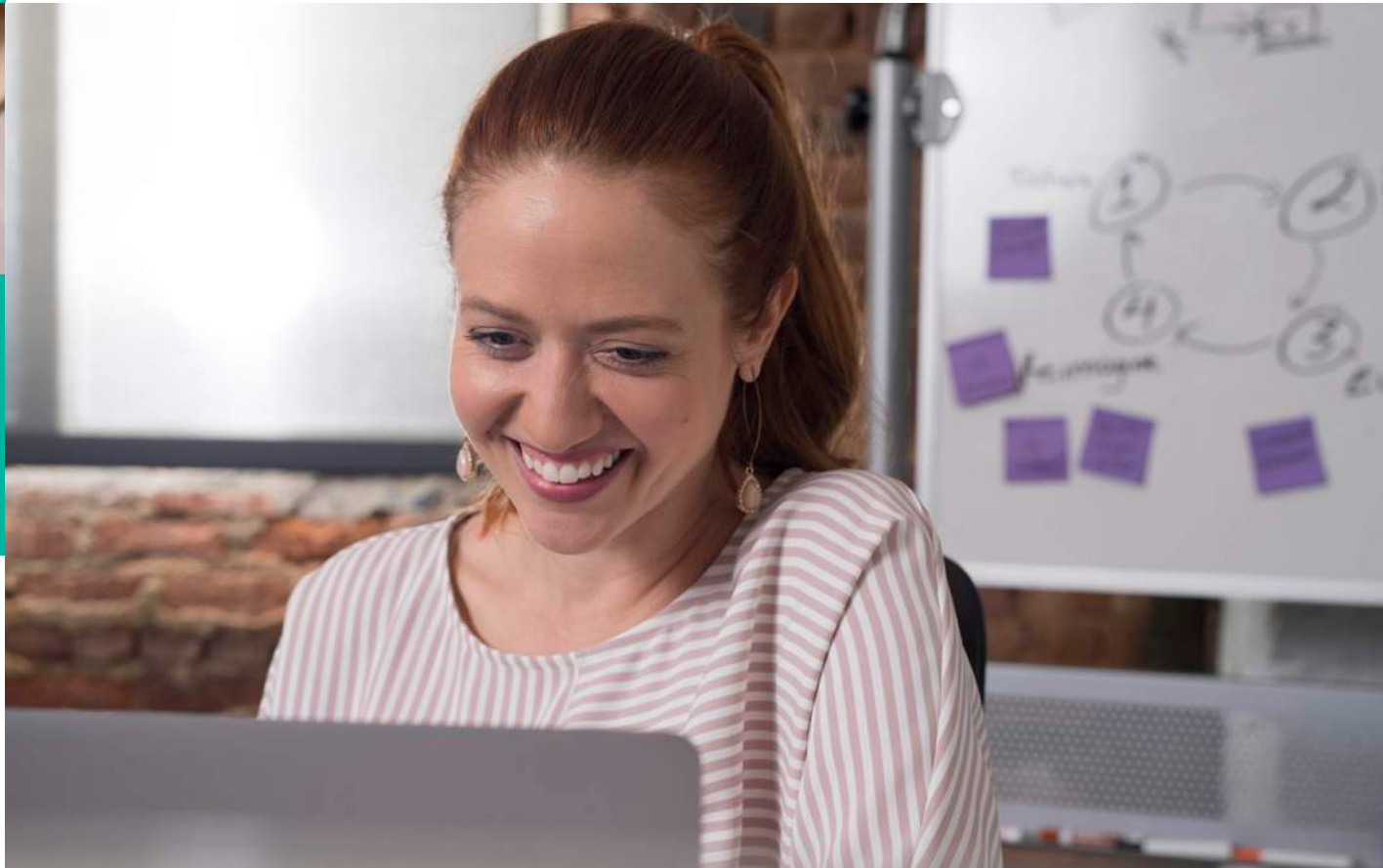
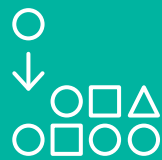
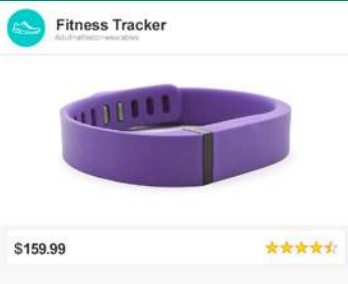
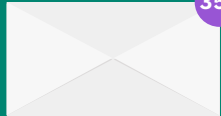
See how to connect your marketing ecosystem

Learn more

2

Automate tasks regardless of complexity

You know what you want to achieve in your marketing, you just need the time to do it. With AI, you can get some of that time back. Using task automation, things that used to take hours will now get done in minutes. And now that you're able to work more independently, you don't have to wait days for other people to give you reports. AI lets you act fast on your data and makes it easier to focus on higher value work, like using insights to create highly personalized experiences for your customers.



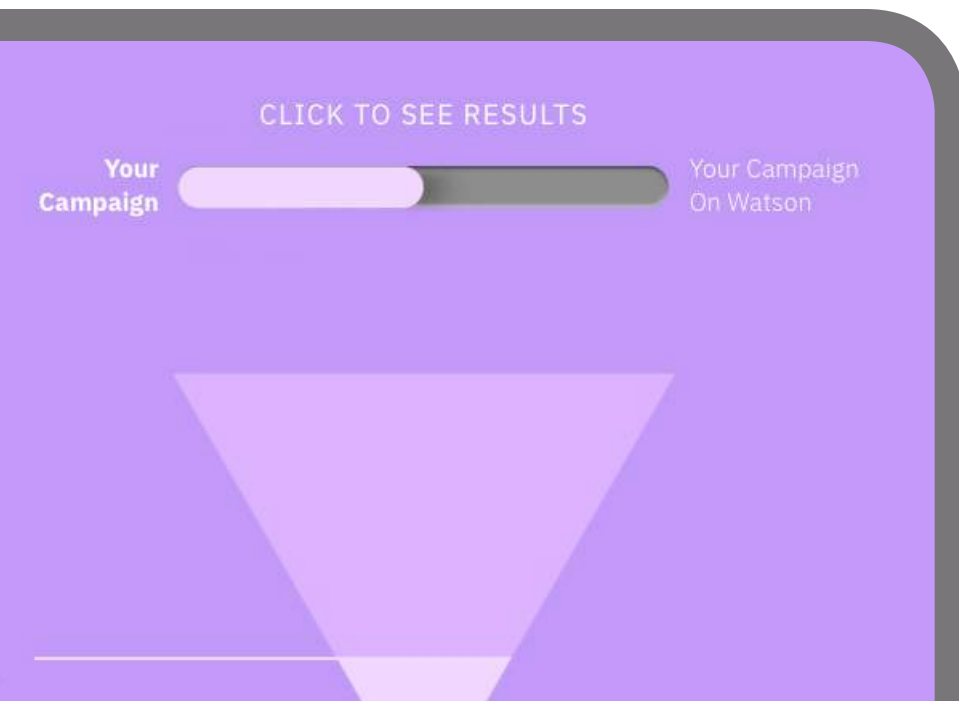
AI-powered Watson Marketing can save time by helping you:

Utilizing an AI-powered marketing assistant to enable you to quickly analyze campaign performance with simple oral commands

Use an automated content management system that tags images, helping you create better content for your campaigns

Course-correct a campaign faster than ever, so you can end underperforming campaigns sooner and run new ones that perform better

Automate personalization across multiple digital channels, including email, mobile push, SMS, and social



Create multi-touch personalized campaigns faster

[See your campaign on Watson](#)

3

Easily create seamless journeys that drive conversion on any channel

Customers want the quickest and most intuitive path to get to what they want, and you want a better path to customer satisfaction and purchase. Use AI to ensure your customers' experiences are effective by being able to analyze their end-to-end journeys. If there are any issues tripping them up, you can understand not just what's happening but how to fix them before they start affecting your bottom line.



prenatal yoga



AI-powered Watson Marketing can help you convert customers by:

Allowing you to review journey effectiveness at a glance in a user-friendly dashboard

Easily piecing together complex data to see the best customer journeys and attributing conversions to the best mix of touchpoints

Pinpointing and alerting you to friction points in the journey so you can diagnose the issues and fix them before they become bigger problems

Launching updated customer journeys to the right audiences quickly, so you can increase conversions and revenue



Visualize and optimize customer journeys using AI

Try the interactive demo

4

Drive more efficient customer acquisition, loyalty, and retention

Using AI, you can quickly identify and understand your audience in real time. First, it can point out segments that are the most engaged with the highest lifetime value - that's a key group you want to make sure are satisfied with your brand and keep coming back for more. But AI can also show you segments that are at risk of attrition, and you'll want to find ways to bring them back.

Once you've identified your segments, AI can detect their behavior patterns. For ones who've abandoned your brand, you can now quickly take action and bring them back. For the most engaged customers, AI can help you create journeys to keep driving them in a positive direction.

#BESTBABYGEAR



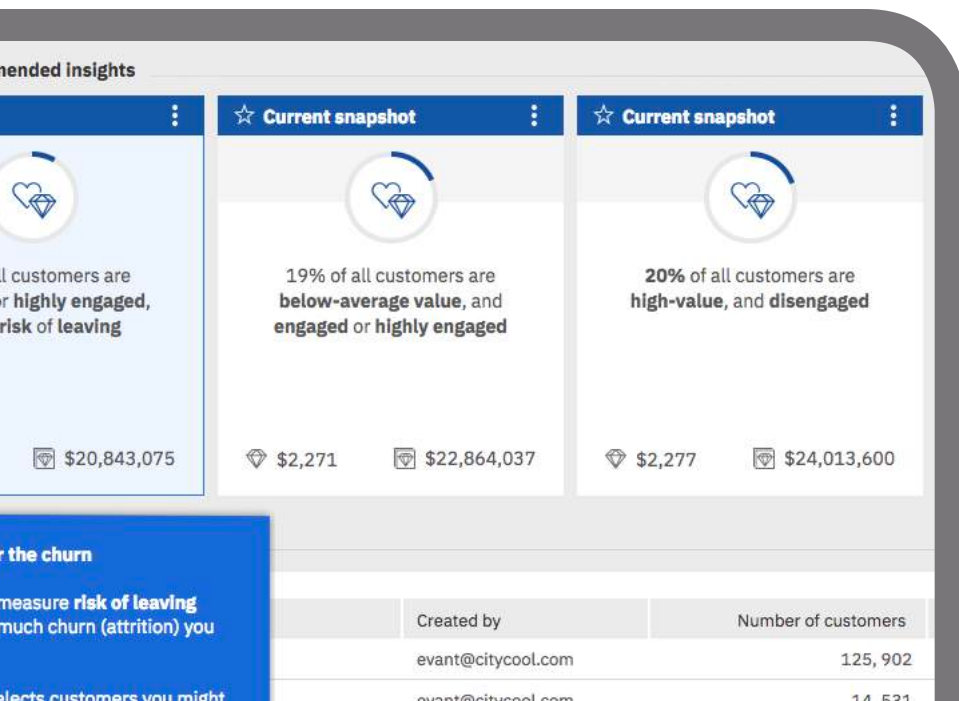
AI-powered Watson Marketing helps you smartly reach your audience by:

Giving you predictive analytics and reporting tools in an accessible interface

Refining and improving relevant insights over time as AI is always learning

Assessing and identifying key groups and their customer lifetime value

Driving higher engagement by analyzing and changing language used in messaging



See exactly what your customers are doing

Try the interactive demo

Work smarter with Watson Marketing on your team

Watson Marketing has the capabilities to scale your team's efforts and empower you to make meaningful decisions - fast. With tools designed specifically for the marketer, Watson Marketing automates your routine and complex tasks, helps you be independently proactive in your campaigns, and turns your insights into action. Watson Marketing can be the boost your team needs to reach new heights of success and deliver results you didn't think were possible.



Let's start helping your team work smarter and exceeding your revenue goals:

Ready to see Watson Marketing in action? Get your team working smarter with AI-powered solutions

[Watch now](#)

Easily create effective end-to-end customer journeys and optimize messaging for every platform that they're on

[Get started](#)

Discover the impact AI can have on your business results when you put Watson on your team

[See how](#)

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