

Illuminate new
possibilities with
Watson Marketing



Watson Marketing helps you
personalize customer experiences
across all channels at scale.

Create consistent and personalized customer experiences at every touchpoint using the power of data.

Design

Design best path to conversion across all your channels.

Predict

Next best action or offer, based on customer behavior insights.

Automate

Customer experiences across every channel.

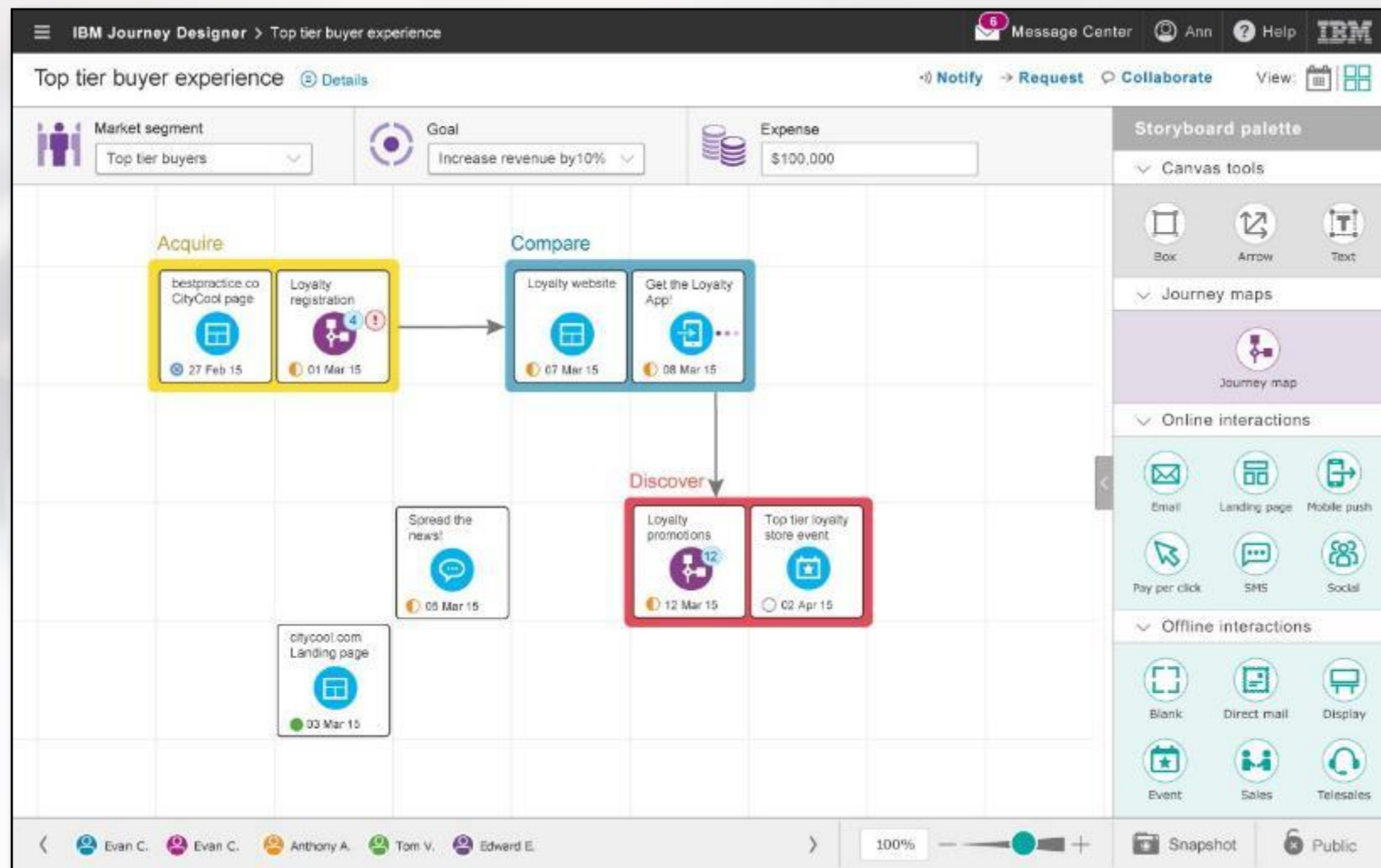
Optimize

Leverage rules based on insights and behavior patterns.

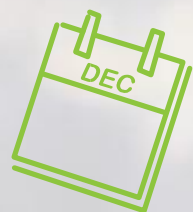
Connect

Disparate data and systems with open ecosystem.

Plan, design and collaborate your customer journeys



Breaking down siloes to create a single identity



Events



SMS



Mobile



Blogs



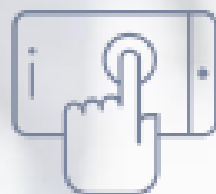
Call Center



Location



Communities



Push



Facebook



Twitter



Wearables



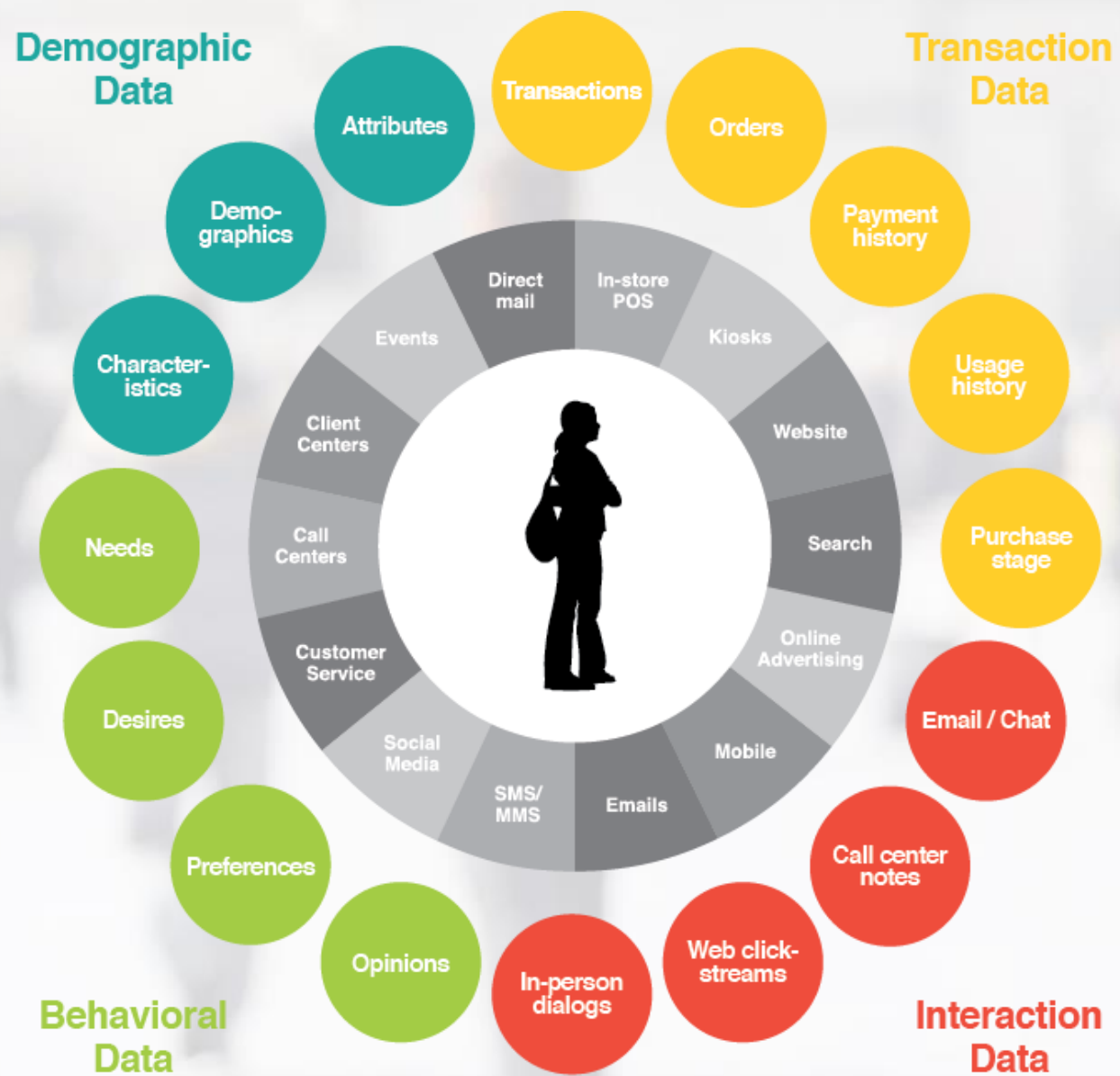
Retail



Email

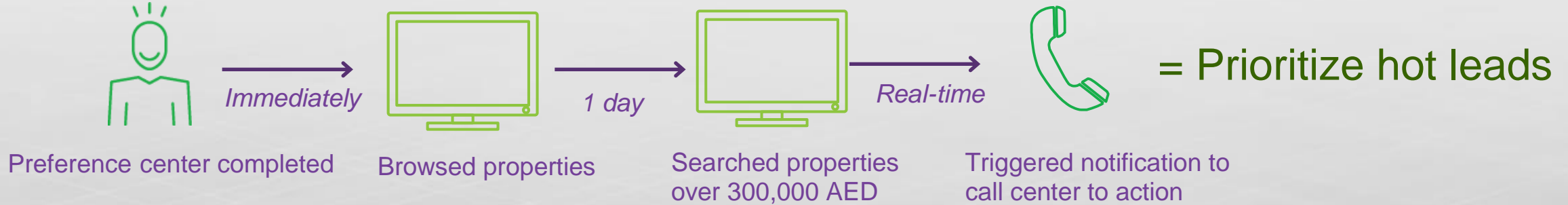


Devices+



Automate hyper-personalized cross-channel campaigns

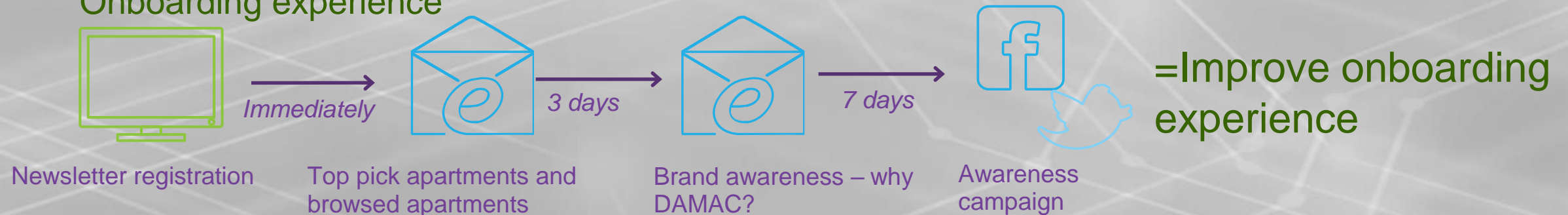
Behavioural scoring



Apartment viewing abandonment



Onboarding experience



Broken down to a segment of 1

Query Name: **Roadshow Follow Up**

Add Criteria: **Profile** **Behavior** **CRM Opportunities** **Options**

Is in contact list

AND (Title is equal to

OR Title is equal to Vice President)

AND Purchase Timeframe is equal to Less than 3 Months

AND Has not been in prog

AND Has visited the web s

AND Has not downloaded

Query Name: **Anniversary Sale Promos**

Add Criteria: **Profile** **Behavior** **Relational Table** **Options**

Gender is equal to Male

AND Wedding anniversary is 7 days away

AND 042208Purchases

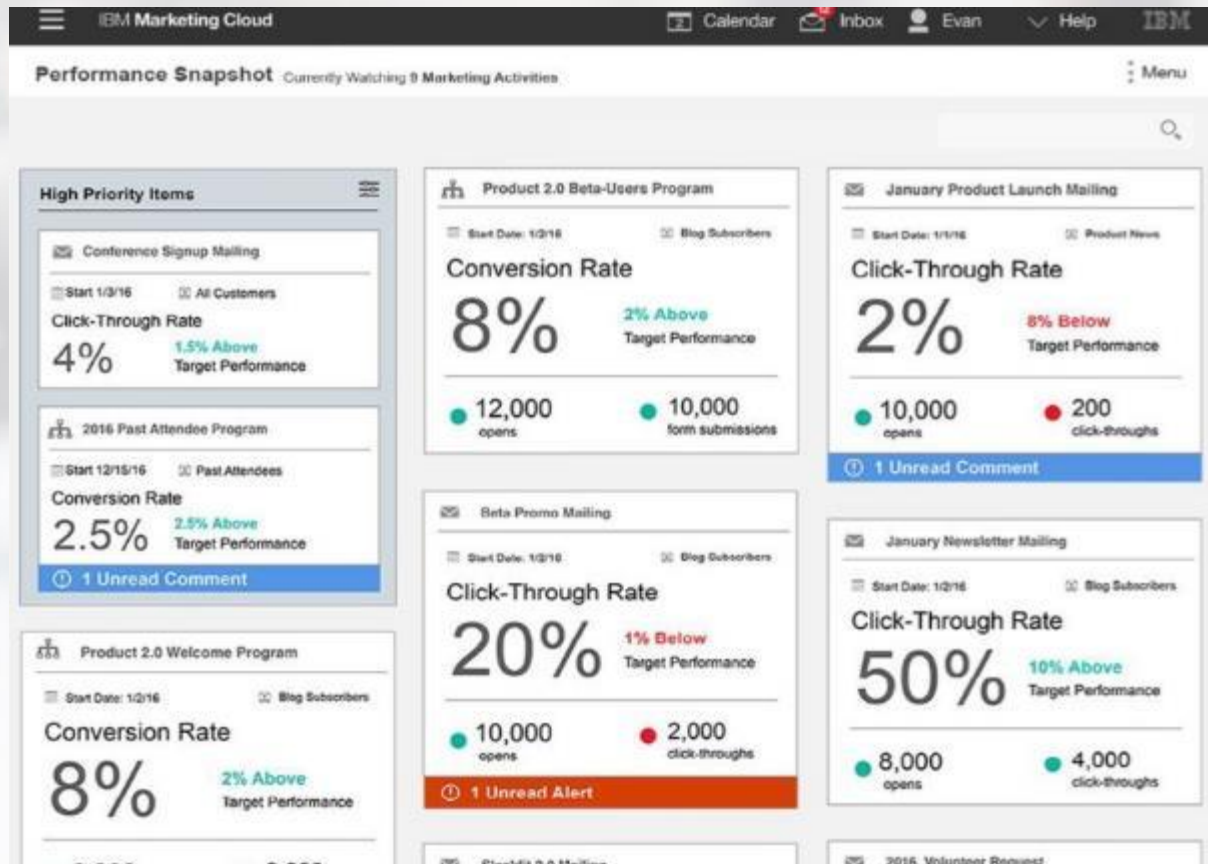
Table Field: Purchase_Date
Operator: is within the last
Value: 12 months

AND PRICE is greater than 100

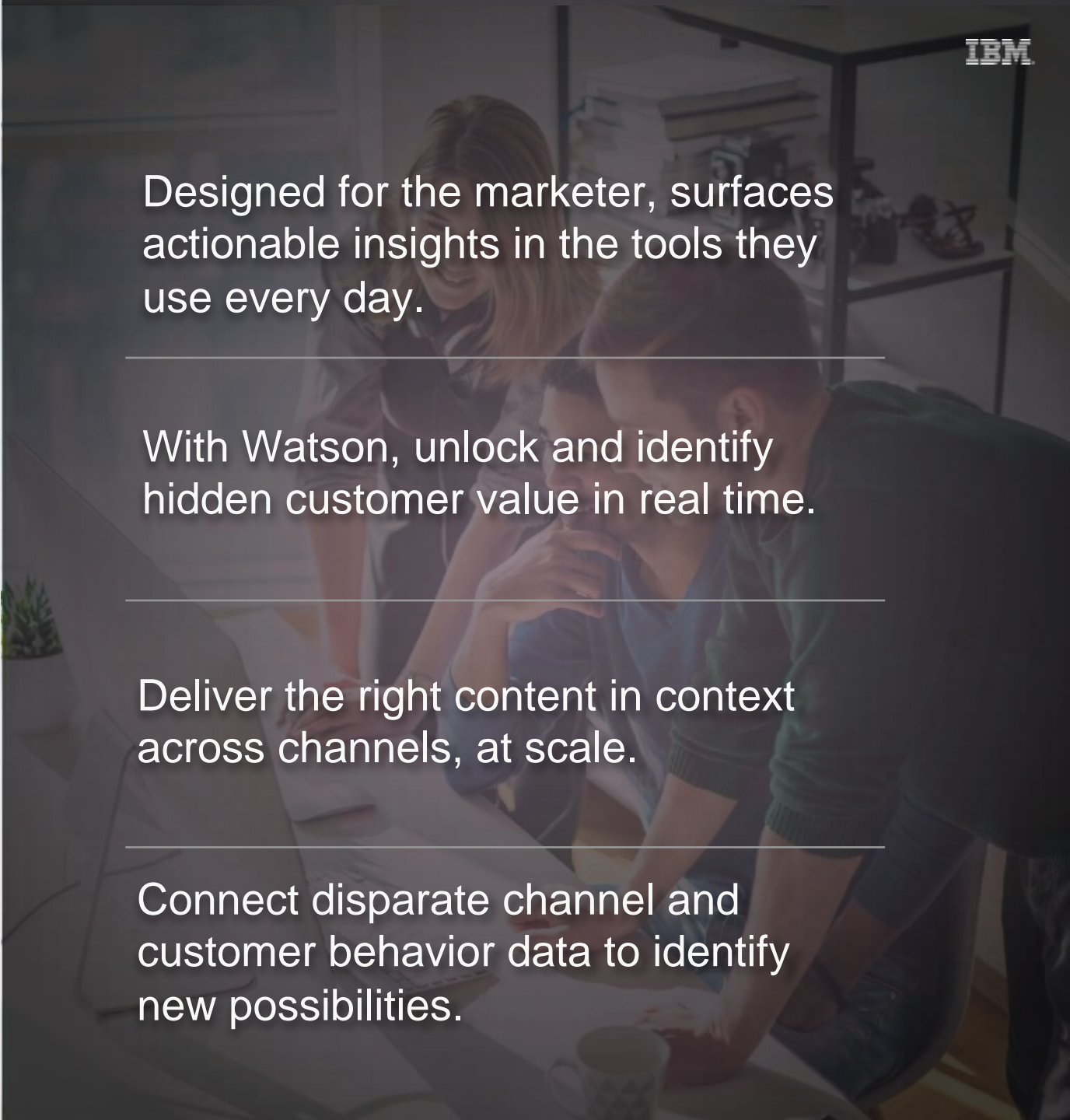
Add Criteria

Done

Obtain marketing insights and rich actionable data to increase marketing ROI



Why organizations select **IBM** for **Personalized Marketing**



Designed for the marketer, surfaces actionable insights in the tools they use every day.

With Watson, unlock and identify hidden customer value in real time.

Deliver the right content in context across channels, at scale.

Connect disparate channel and customer behavior data to identify new possibilities.