



Advantages

- Real-time Key Performance Indicators (KPIs) suitable for marketers from finance, retail, content and media, travel, telecommunications, B2B and many other industries
 - Benchmarks and intelligence to inform about average peer and competitor performance data
 - Powerful, industry-leading marketing attribution capabilities to help you improve marketing spend allocation
 - Real-time data exploration for power users using a data warehouse of customer and prospect interactions
 - Fluid navigation between analytics, digital marketing applications, and omni-channel campaign management to turn analytics into action with only a few clicks
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IBM Digital Analytics

Analytics to power digital marketing optimization and execution

IBM® Digital Analytics is the complete, cloud-based digital analytics product that sets itself apart by providing marketers with not only data, but with answers for increasing ROI. Marketers gain a competitive edge because they benefit from state-of-the-art analytics, comparative benchmarks about industry peers, and advice on how the best performers are actually achieving success.

IBM Digital Analytics is an integral part of the IBM ExperienceOne Suite. Marketers are provided with a data warehouse on visitors' digital journeys, across marketing touch points and channels, even offline, so that marketers can go from insight to personalized marketing action with just a few clicks. Because the analytics are tightly integrated with the IBM marketing applications and the IBM Omni-Channel Marketing Optimization solution, no IT efforts are needed.

IBM Digital Analytics removes barriers for going from analytics to action so marketers can increase revenues by targeting prospective customers with relevant content across digital channels. It helps marketers increase visitor reacquisition and retention rates, improve multichannel strategy formation and implementation, and optimize budget allocation and marketing mix, including email marketing, mobile marketing, display advertising and social media marketing.





Figure 1: Flexible dashboards provide real-time metrics in a single, consolidated view.

All the insight marketers need at their fingertips

Optimize all your digital presences and marketing channels with intuitive, flexible dashboards and reporting.

- Real-time KPIs for marketers from finance, retail, content and media, travel, telecommunications, B2B and many other industries
- Benchmarks and intelligence regarding the performance of your peers and competitors to help you uncover opportunities for growth and areas for improvement (provided using aggregated and anonymous data)
- Mobile device analytics with rich details on device types, capabilities, display sizes, and how visitors interact using multiple devices over time
- Convenient access to all vital marketing metrics from the web user interface, Excel, iPhone, BlackBerry, Android, Windows Mobile and more
- Globalization for languages and worldwide currencies

- Award-winning service and support with unlimited access, praised by industry analysts and, more important, praised by IBM's clients

Powerful industry-leading marketing attribution capabilities

Eliminate wasted marketing expenditures by understanding which marketing touch points truly make a difference in influencing prospects that are exposed to multiple ones over time

- Understand attribution with intuitive visualizations and “touch point pathing” to determine what campaign combinations lead to the greatest return
- Compare side-by-side different models of attribution logic with limitless flexibility
- Present complete board room insights using add-on options to include view-throughs from off-site ad or brand impressions and online/offline conversion scenarios

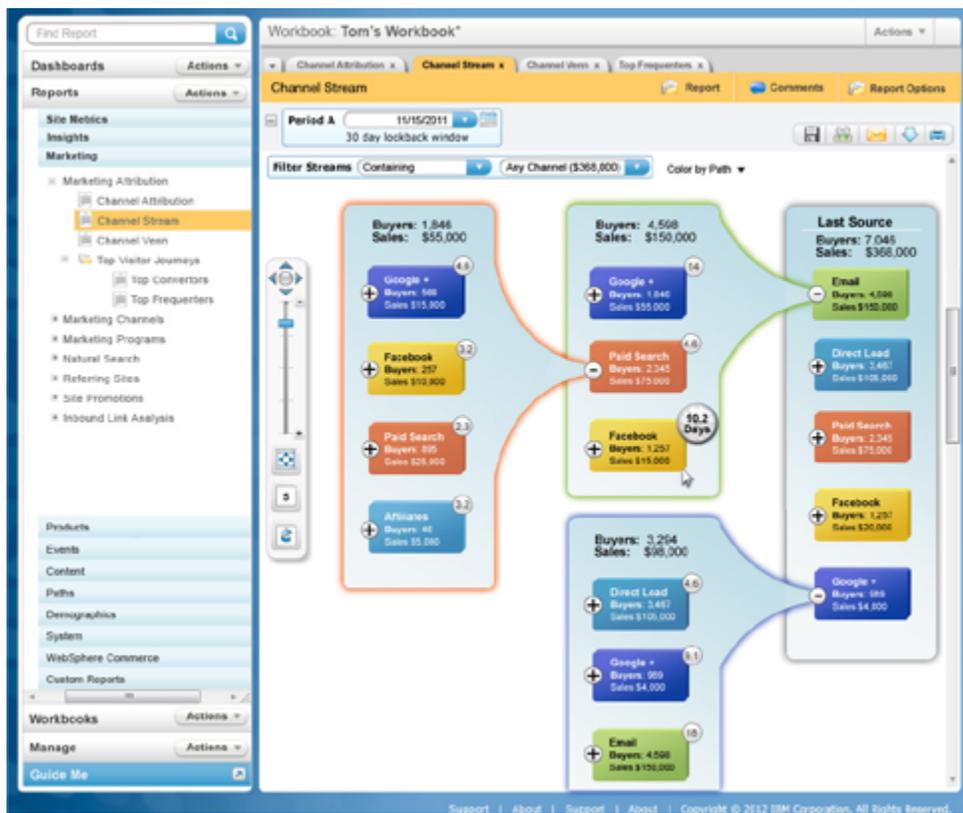


Figure 2: State-of-the-art insights into marketing attribution show marketers, for example, how multiple channels are used by their customers in conjunction and can be combined for success.

Real-time power-user analytics

Equip your most advanced data hounds with superior analytical power and intra-day insights at no extra cost.

- Flexible, ad hoc explorative analysis for a complete picture of visitor and customer behavior included
- Real-time ad-hoc reports on granular data for live, trended insight into visitor interests so marketers can take instant action, for example to adjust their home page and marketing campaign landing pages
- Unparalleled segmentation capabilities to analyze visitor behavior throughout multiple sessions, time periods and channels, both online and offline

- Rich analysis for Flash, video, widgets, rich Internet applications and mobile devices
- Exhaustive custom reporting with intelligent visualizations and flexible views enable you to share insights with stakeholders
- Extensions for multichannel analytics, social media monitoring, attributing advertising and social impression views to subsequent behavior, and for optimizing customer lifetime value over time

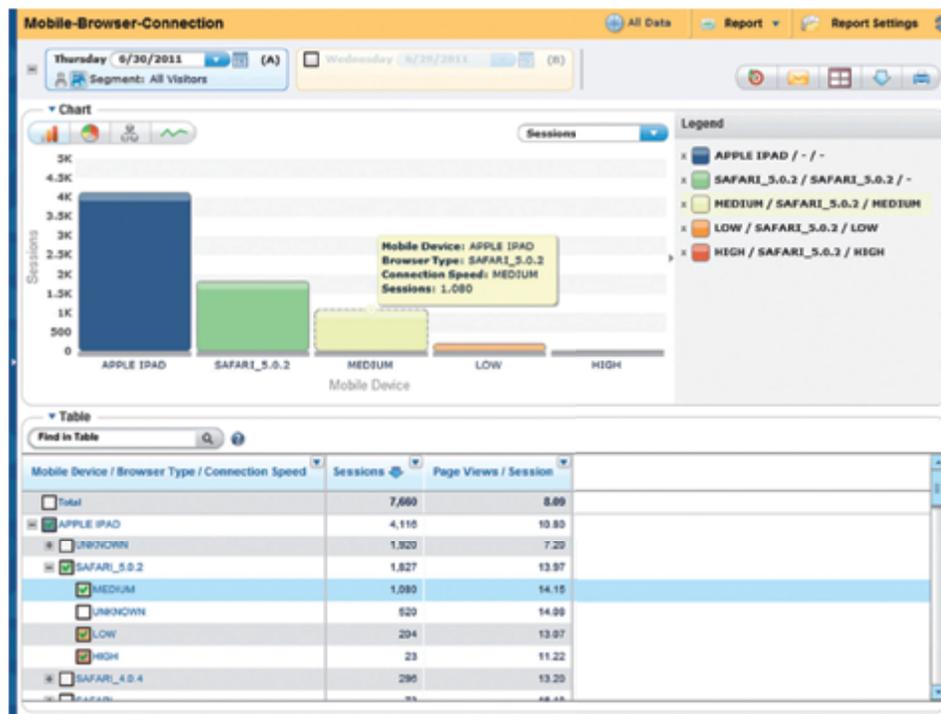


Figure 3: Deep data exploration enables power users to uncover hidden opportunities.

From behavioral insight to automated marketing action with just a few clicks

Go from analytics to action to increase revenues by targeting prospective customers with relevant content across digital channels.

- Granular visitor-activity reporting, captured by IBM Digital Analytics LIVE Profiles, provides a data warehouse of customer and prospect interactions with your business over time and across digital channels.
- Fluid navigation between IBM Digital Analytics and the IBM marketing applications creates a seamless workflow process, thanks to the most tightly integrated platform in the industry.
- Marketers go from IBM Digital Analytics LIVE Profiles to delivering highly relevant recommendations, and personalized email with just a few clicks to increase advertising ROI, cross-sales, retargeting success, and customer lifetime value.
- Integrations available through the IBM Digital Analytics solution can help you syndicate real-time personalized content through dozens of leading advertising networks and email service providers.



Figure 4: Intuitive charts visualize trends and draw out critical marketing insights.

Analytics embedded into your enterprise

Unleash the power of digital analytics throughout your digital marketing ecosystem and enterprise by way of an open and flexible architecture and deep, ready-to-use without modification integrations which have been honed over the years.

- IBM WebSphere® Commerce integration with single sign-on provides a seamless view of website performance and, directly within the WebSphere Commerce solution, creates targeted marketing campaigns based on visitor behavior.
- IBM WebSphere Portal integration provides deep insight into your portal's effectiveness.
- Self-service data feeds export granular digital data into your enterprise data warehouse, business intelligence and other systems.

Analytics embedded into omni-channel marketing

Empower customer marketers to more real-time and targeted marketing execution towards increased relevancy and ROI by automatically embedding digital customer profiles from IBM Digital Analytics into omni-channel interaction optimization with IBM Campaign.

- Identify opportune digital customer segments in IBM Digital Analytics and publish to IBM Campaign, for example for automated omni-channel re-targeting, cross-sell, and retention campaigns.
- Draw on the omni-channel interaction history to enable more relevant marketing execution and more accurate omni-channel marketing attribution.
- Benefit from native integration capabilities that eliminate the typical IT efforts, risks, and delays from working with data feeds so you can rely on timely, routine marketing execution.

Tag management and digital data exchange

Digital Data Exchange makes it easy for companies to take advantage of IBM and third-party services by providing a single source for the collection and distribution of real-time behavioral digital data. Marketing teams can deploy and maintain website page tags with minimal support from IT.

- Specify through an intuitive and flexible user interface which tags should be executed on a given page—then test that the tags are executing as desired.
- Lighten up your web pages from the overpowering load of dozens of data collection tags that slow the user experience while firing with unpredictable data inaccuracies: Switch to a ‘gold tag’ approach to collect information with a single tag call and relay it everywhere it needs to go with exact accuracy in near real time through the Digital Data Exchange API.
- Take advantage of the expanding certified digital data exchange partner program and choose from certified partners in the categories of visitor experience management, retargeting, and search marketing, etc. Roll out these partner solutions more easily than ever through an intuitive user interface.

Customer lifecycle management

IBM Digital Analytics Lifecycle is the industry’s first application geared to enable online marketers to track and understand how customers progress through long-term conversion lifecycles. A lifecycle is characterized by milestones (conversion events) ranging from first-time visitors to advanced customers who engage with your brand through repeat purchases, newsletter subscriptions, product reviews, following you on Facebook or Twitter, and more.

Traditionally, many online marketers have based web analytics largely on single-session clickstream data, tying conversion to the customer’s last marketing touchpoint. The issue is that

most conversions occur only after multiple days and multiple site visits or other online interactions. IBM Digital Analytics Lifecycle allows marketers to:

- Look beyond single-session metrics to understand the customer digital sales cycle
- Analyze marketing effectiveness for granular customer segments at various stages
- Continuously evaluate and optimize techniques to accelerate lifecycle progression
- View programmatic insights and time to reach trends to identify quick wins
- Perform detailed recency frequency analysis to retarget visitors with relevant

IBM Tealeaf integration

Customers are more empowered and connected than ever, with unprecedented access to information anytime and anywhere. Their expectations are high, and their buying choices are based on positive interactions with your brand. IBM acknowledges this challenge and has designed a customer analytics solution to help you understand who your customers are, what they are doing, what they want, and how and when to reach them, so that you can create personalized experiences that win more business and drive loyalty. IBM has integrated IBM Digital Analytics and IBM Tealeaf® so users can perform quantitative, qualitative and behavioral analysis of the customer’s digital journey. This integration can help your organization:

- Shorten digital sales cycles by influencing customer progression through macro and micro conversion cycles
- Perform ad-hoc analysis on user replay sessions
- Quantify business impact of customer conversion struggles across multiple devices by analyzing multiple sessions
- Access cloud-based reporting for faster visitor-level analysis of Tealeaf sessions
- Understand the impact of marketing campaigns on single and multiple buying cycles

About IBM ExperienceOne

IBM ExperienceOne helps you attract, delight and grow the loyalty of customers by enriching the ways you engage each of them. IBM ExperienceOne provides a set of integrated customer engagement solutions that empower marketing, merchandising, commerce and customer service teams to identify the customers and moments that matter most, and to rapidly apply those insights to develop and deliver personally rewarding brand experiences.

IBM ExperienceOne ignites innovation by leveraging patterns of success from more than 8,000 client engagements, original industry research, and products consistently recognized as industry leaders in major analyst reports.

IBM ExperienceOne solutions are delivered in cloud, on premises, and in hybrid options.

For more information

To learn more about IBM ExperienceOne, please contact your IBM representative or IBM Business Partner, or visit the following website: ibm.com/experienceone.



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Software Group
Route 100
Somers, NY 10589

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