

Gain new insights and enhance consumer engagements

Capitalize on consumer data to drive desired business outcomes and increase marketing ROI



Highlights

- Produce personalized, timely and relevant marketing messaging across multiple channels
 - Accelerate time to value with an integrated consumer data and analytics hub deployment
 - Nurture one-to-one consumer engagement and brand enthusiasm
 - Facilitate better use of data and intuitive analytics capabilities across the company
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Today's digital technologies—including mobile and social technologies—have changed the playing field for consumer products brands. To increase market share and maintain a competitive edge, these companies need new ways to understand what drives consumption and shopping preferences.

The traditional channel model can make it difficult for businesses to understand consumers; produce direct, personalized communications and offers; and effectively measure return on marketing spend. To capitalize on the wealth of available consumer data, consumer products companies need to:

- Aggregate and integrate data from an assortment of internal and external sources
- Reduce the high cost and reliance on third-party data and marketing service providers
- Ensure data is timely, complete and trustworthy
- Find an efficient, cost-effective method for capturing and analyzing real-time data
- Facilitate easy access to consumer contextual data aggregated from multiple sources for a wide range of analytics

Gain precision marketing analytics capabilities

IBM® Consumer Insights and Engagement for Consumer Products offers a core set of data integration, data management, analytics and marketing capabilities that can help your company maximize the value of consumer information. It enables you to quickly and cost-effectively analyze the wealth of consumer data currently available. With better insight into a consumer's path to purchase, marketing and sales groups can produce precise, personalized communications that improve their return on marketing spend, enhance brand engagement, and drive loyalty and advocacy.





The solution integrates a comprehensive collection of IBM information management and analytics offerings, including IBM Predictive Customer Intelligence (IBM PCI), which brings together multiple capabilities into a single, orderable software bundle. It also capitalizes on the Aginity Analytics Management Platform (Aginity Amp) and the Aginity Customer Intelligence Appliance (Aginity CIA), a solution designed specifically for managing and analyzing consumer data.

Create targeted, personalized marketing

The increasing use of digital channels presents tremendous opportunities for consumer products companies that can harness the power of consumer data. IBM Consumer Insights and Engagement for Consumer Products helps you capitalize on those opportunities by integrating data, conducting micro-segmentation and running real-time analytics. You can create targeted, timely messages that let you improve consumer engagement, spur transactions and encourage brand advocacy.

For more information

To schedule a demonstration of IBM Consumer Insights and Engagement for Consumer Products, please contact your IBM representative or IBM Business Partner. For more information about IBM solutions for the consumer products industry, visit: ibm.com/analytics/us/en/industry/consumer-products

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