



Advantages

- Reduce campaign cycle time and time to market, and increase campaign volume
 - Reduce opt-out rates and engage individuals with highly relevant marketing messages across all channels
 - Reduce costs of marketing campaigns and optimize resources with best-of-breed capabilities and companion product integration
 - Improve response rates, increase revenue and business results by increasing the precision of campaign targeting
 - Deepen customer relationships, loyalty and lifetime value
 - Enable omni-channel marketing by using centralized decisioning
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IBM Campaign

Deliver personalized, relevant marketing messages across all channels

Speaking directly to each individual customer is the key to successful marketing. But how do you target thousands—or millions—of individuals with just the right personal message through the right channel at the right time? How do you track and honor individual customers' unique preferences? How do you quickly and cost-effectively design, execute and measure customer-driven communication strategies across all of your channels, online and offline?

Research shows that more than 50 percent of consumers start online, but use a variety of online and offline channels during their buying process. However, most organizations are unable to deal with this reality. They can't interact with customers consistently across all channels or move them smoothly through a multichannel buying cycle.

With IBM® Campaign and its companion products, you can plan, design, execute, measure, and optimize multi-wave, omni-channel campaigns, to deliver highly personalized messages to individual customers.

Direct integration with companion products—including IBM Digital Analytics, IBM Journey Designer, IBM Universal Behavior Exchange (UBX), IBM Interact and IBM Marketing Cloud—allow omni-channel, multi-wave marketing campaigns to make easy use of profile and behavior data to improve targeting and relevance, and enable end-to-end marketing execution and delivery, all in a unified software suite.

IBM Campaign's recognized best-of-breed functionality and scalability play key roles in defining and executing highly relevant interactive dialogues with customers and prospects.





Figure 1: IBM Campaign's flowchart interface maximizes power and flexibility, enabling marketers to design, manage and deliver the most complex, omni-channel campaigns.

Target each customer with the optimal message

IBM Campaign, the industry's most highly acclaimed, best-in-class campaign management application, incorporates features for:

- **Segmentation, offer and channel assignment:** A powerful, flexible, easy-to-use visual flowchart-based user interface to manage the entirety of a campaign's logic, including audience segmentation, exclusions, and assignment of offers and channels
- **Marketing system of record:** A central repository that enables use, reuse and tracking of campaign building blocks, including audiences, segments, offers, treatments, and exclusion rules
- **Interaction history:** A complete history for each customer or prospect, of contacts made, offers presented, context and campaign details and response or nonresponse—critical to building an effective, ongoing dialogue
- **Scheduling, list generation and output formatting:** Complete campaign execution capabilities, including the ability to schedule multiple campaign waves and use patented IBM Universal Data Interconnect (UDI) technology to access external data repositories from multiple sources and output campaign data in nearly limitless formats
- **Response attribution:** Closes the loop by attributing responses of various types (direct, indirect and inferred) to campaigns using several attribution methods (best match, fractional, multiple and custom)

- **Reporting and analysis:** Standard campaign reports and other key analyses are included, with a flexible and open data mart that allows custom data fields to be incorporated into reports and any third-party reporting tool to be used

The IBM Marketing Solutions suite offers integrated companion products that complement IBM Campaign's capabilities:

- **IBM Marketing Cloud:** Cloud-based digital marketing platform that provides email marketing, mobile engagement and lead management functionality to inform and drive personalized interactions in real time
- **IBM Interact:** Determine, in real time, the right message to present during inbound interactions and coordinate with outbound messaging for relevant customer experiences across all channels
- **IBM Contact Optimization:** Optimize results, balancing marketing goals, contact preferences and business constraints
- **IBM Distributed Marketing:** Empower local marketing teams to build contact strategies and execute campaigns
- **IBM SPSS Modeler Advantage Marketing Edition:** Predict which customers are most likely to respond, customer lifetime value and optimal cross-sell opportunities by customer

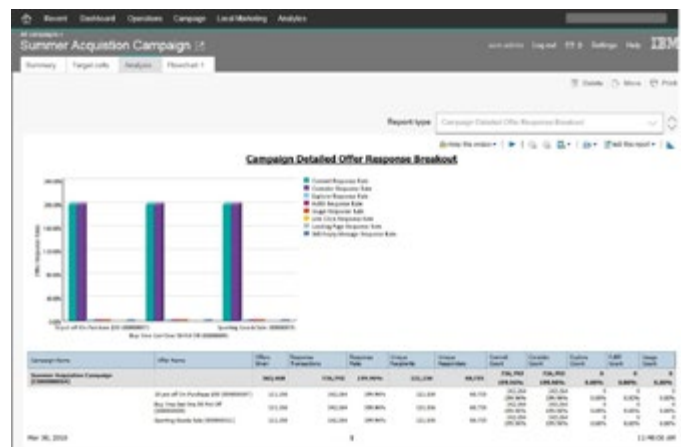


Figure 2: With IBM Campaign, marketers can close the loop on all campaigns and review reports to assess success and impact.

“With IBM Campaign, we can ensure that our customers receive more relevant and meaningful communication and offers from us, building trust and enhancing their overall experience with our bank.”

—Leading European Bank

IBM Marketing Solutions 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 Marketing Solutions are delivered in cloud, on premises, and in hybrid options.

For more information

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

Access data anywhere—and act on it

A key aspect of IBM Campaign is IBM’s patented UDI technology, which connects simultaneously to existing databases, log files, operational systems and flat files. UDI enables you to have IBM Campaign up and running quickly without creating proprietary data marts or data models.

About IBM Marketing Solutions

IBM Marketing Solutions helps you attract, delight and grow the loyalty of customers by enriching the ways you engage each of them. IBM Marketing Solutions provides a set of integrated customer engagement solutions that empower marketing, 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.



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