

Case Study & POC & Demos Information

Type: POT and Demo information

Name: Digital Analytics

Description:

IBM Digital Analytics is a technology developed to help shorten sales cycles for products and after sales services, and understand customers. Marketers use analytics for their digital properties to transform their marketing efforts.

With IBM Digital Analytics, marketers possess the power to analyze their visitor's behavior across multiple marketing touch points and channels. This cloud-based platform provides analytics for your digital properties while imposing virtually no additional IT effort.

WebSphere Commerce and IBM Digital Analytics give the tools and analysis we need to offer the right promotion to the right customer at the right time."

1. Features and Benefits at a Glance

- Manage your digital marketing channels - at-a-glance reporting and intuitive dashboards make easy work of optimizing your web, mobile and social channels.
- Identify true campaign contributions - state-of-the-art marketing attribution insights quickly show you what marketing efforts have generated the best results.
- Exploit the power of analytics - give your analysts power-user capabilities with real-time and ad-hoc analytics for your digital properties at no additional cost.
- Eliminate obstacles to action - transform behavioral insights into a marketing plan that surgically targets perspective customers across all of your digital channels.

2. Manage your digital marketing channels

Easily manage your digital marketing efforts with flexible web analytics dashboards and benchmarks.

- Monitor your KPIs in real-time and compare performance benchmarks against competitors to discover growth opportunities.
- Track digital property activity and generate reports without using cookies or IP addresses.
- Access reports where and when you want using the web interface, Microsoft Excel, iPhone, Android, Windows Mobile and Blackberry.

- Obtain an organization-wide view with the summarized results from your multiple digital properties on the enterprise dashboard view.

3. Identify true campaign contributions

- Quickly calculate each marketing channel's ROI.
- Quickly recognize the highest contributing marketing channels.
- Visualize the best-performing campaign combinations with intuitive Venn diagrams and "touch point patching".
- Customize how credit is shared for conversions among the multiple touch points using standard and custom attribution models.

4. Exploit the power of analytics

Employ real-time and ad-hoc analytics for your digital properties to enable performance gains from dynamic adjustments to your various digital channels.

- Empower marketers with insights so they can execute intraday action to improve the performance of various digital channels.
- Gain deeper visitor knowledge by analyzing behavior across multiple sessions, time periods and channels with cross-session segmentation capabilities using Lifecycle Analysis.
- Obtain valuable performance analysis for Flash, video, widgets and rich Internet apps.
- Optimize across devices by uncovering details about device types, capabilities and display sizes as well as how visitors interact with these different devices over time.

5. Eliminate obstacles to action

Use visitor activity over time to develop a targeted marketing plan across your entire digital portfolio.

- Capture granular-level activity data over time using IBM Lifetime Individual Visitor Experience (LIVE) profiles.
- Generate relevant recommendations, ad and emails with a couple of mouse clicks using IBM LIVEmail.
- Syndicate analytics-driven content through multiple marketing networks and email service providers using IBM Digital Marketing Network.
- Maximize the customer's lifetime value by increasing ad ROI, cross-sales and retargeting successes.

Organization: IBM

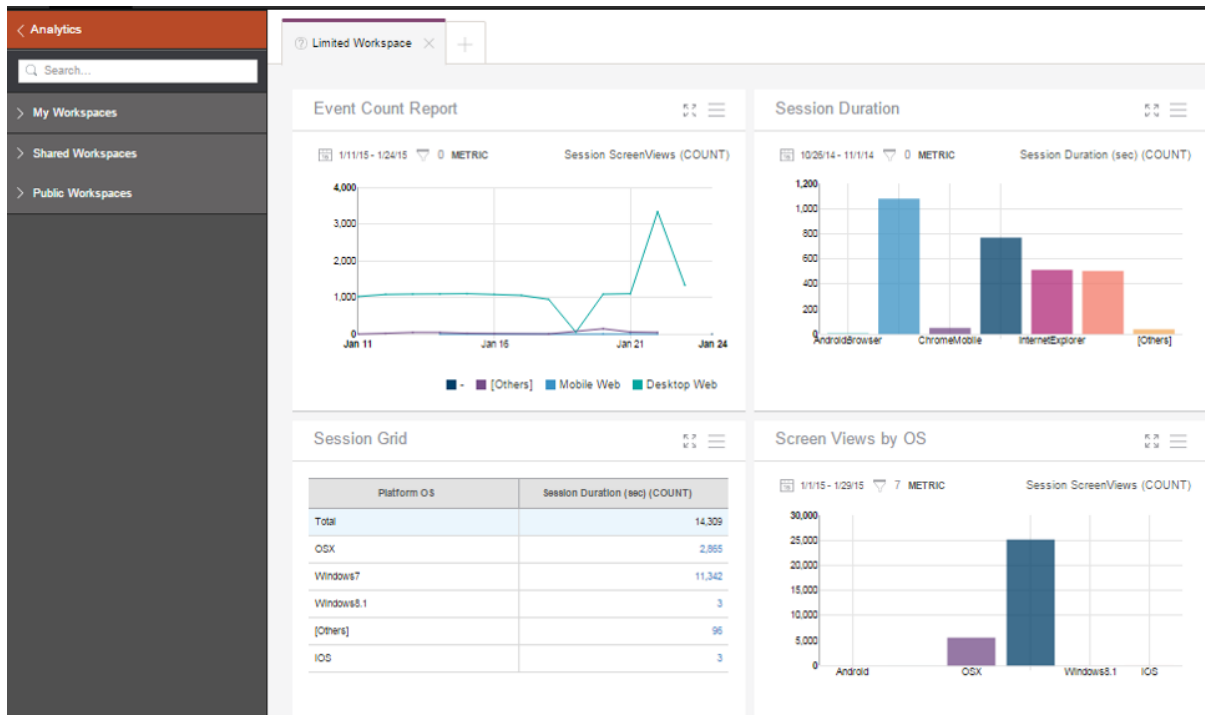
Website:

<http://www.ibm.com/marketplace/cloud/analytics-for-your-digital-properties/us/en-us>

Related products:

Software and Services:

- IBM Tealeaf Customer Experience on Cloud is a software as a service (SaaS)-based analytics solution that delivers Tealeaf core capabilities in an IBM managed cloud environment. It captures and manages each visitor interaction on your website and mobile applications. IBM Tealeaf delivers breakthrough visibility into your customers' online experiences. It provides a large number of ready-to-use reports and dashboards that can be customized allowing you to quickly realize benefits from the solution.



- 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 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.
- IBM Marketing Cloud enables the delivery of exceptional experiences for customers across the entire buyer journey by leveraging customer data, providing analytical insights and automating cross channel interactions. The IBM Marketing Cloud is part of IBM Marketing Solutions. IBM Marketing Solutions make it easier to design meaningful customer experiences across applications, devices and time to accelerate today's results and tomorrow's ambitions.
- IBM Mobile Web Push allows marketers to influence and inform their mobile audience in innovative ways. While Mobile apps are getting a lot of attention lately, most of your customers use the web as their primary mobile interaction with your brand. IBM Mobile Web Push enables brands to turn casual browsing

into a unique engagement experience with relevant and personalized web push notifications triggered based on the actions of your visitors and device-derived data.

- Coremetrics Lifecycle, Coremetrics Multichannel Analytics, Coremetrics LIVEmail, SPSS Modeler, Cognos Business Intelligence, SPSS Statistics, IBM Digital Analytics, IBM LIVEmail, IBM Digital Analytics Multichannel, IBM Digital Analytics Lifecycle

Vertical Industries:

- Commerce
- Insurance
- Banking
- After-Sale Service Industry

Technologies used: Cloud, Digital analytics, Big Data

- IBM SoftLayer®
- IBM Digital Analytics
- IBM WebSphere Commerce
- IBM LIVEmail
- Cognos Business Intelligence
- SPSS Modeler, SPSS Statistics

Demos:

<http://demo.ibm.xtify.com/demo/>

<http://www-01.ibm.com/software/commerce/demos/wcs-interactive-demo/source-files/index.html>

http://www.ibm.com/software/interactivedemo/us/en/?p=ibm_digital_analytics_lifecycle

Related Patents: n/a

Related Standards: n/a