IBM Puts Watson into the Hands of Marketing Professionals

ARMONK, N.Y. - 18 Apr 2017: IBM today introduced new cognitive capabilities for IBM Watson Marketing Insights, a cloud-based offering that continuously examines customer behavior and learns how it may impact the success of the business. With these insights marketing teams can take action to launch targeted campaigns designed to turn all customers into brand loyalists who are helping drive business success.

IBM Watson Marketing includes audience insights, a cognitive feature that reveals key predictors in customer data based on their interactions with the brand across channels including email, digital, social media and in-store, as well as customer attributes. This data is continuously updated, revealing new audience profiles and customer segments as the relative importance of their behavior predictors changes.

As a result, marketers get a line of sight into a customer's potential response to a new campaign, based on previous behavior. For example, the cognitive capabilities may show that customers who consistently do not open email campaigns are most at risk of defecting than those who return products regularly. These insights are delivered to the marketer via a visual dashboard that includes details of the context and reasoning behind the findings. With this information marketers can proactively target campaigns designed specifically to engage this group with a relevant offer and retain their loyalty.

By putting the power of cognitive into the hands of marketers, Watson Marketing Insights ensures that teams no longer need to settle for static segments that traditionally don't take into account variables such as how customers have interacted with the brand over time. Marketers also don't have to wait for a data scientist's analysis since data they need is automatically presented and, since Watson continuously learns over time and updates customer segments automatically, they are working with the latest customer details.

"We understand that a customer's journey has many touch points, and our clients want to make this journey seamless," said Maria Winans, Chief Marketing Officer, IBM Watson Customer Engagement. "While every customer is different, they all have one thing in common- they are interacting with brands across multiple channels. With these new cognitive capabilities, we give marketers the audience insights they need to strengthen customer engagement and deliver better performing campaigns."

Watson Customer Engagement portfolio, combines Watson cognitive capabilities with deep expertise in marketing, commerce and supply chain to create an end-to-end digital experience for businesses across industries and size. Deliver via the cloud, the IBM Watson Customer Engagement capabilities, are individual features that companies can introduce over a period of time, based on where and when there is a business need.

IBM currently is working with more 17,000 companies around the world including Amadori Group, American Eagle Outfitters, Boots, Ermes, Luxottica, Moosejaw Mountaineering, Office Brands, Performance Bicycle and REI.

For more information follow us at #WatsonCE or visit https://www.ibm.com/us-en/marketplace/predictive-customer-analytics-on-cloud

###

Contact(s) information

John Galvez

UK External Relations 07734-104275john.galvez@uk.ibm.com

---

https://uk.newsroom.ibm.com/2017-04-18-IBM-Puts-Watson-into-the-Hands-of-Marketing-Professionals