IBM Digital Analytics Content Recommendations

Increase visitor engagement, conversions and retention by making content recommendations that are behavior-based, relevant and timely.

Highlights:

• Improve conversion rates and increase site visits and contributions by connecting website visitors with personalized content

• Help progress website visitors through the various stages of engagement with your site, from first-time clicks to frequent visitors and contributors

• Improve the relevancy of content by dynamically promoting assets that are targeted to a customer’s interests

• Extend the reach of recommendations beyond the web to mobile applications and social media sites

Highly relevant content recommendations lead to increased visitor engagement and community building. Providing targeted content recommendations not only offers a valued service, but also enables the discovery of new content which visitors might not know exists on your website, such as relevant articles, community posts, sponsored content, videos and white papers. With IBM® Digital Analytics Content Recommendations, it is easy to optimize your marketing efforts and engage your customers with recommendations across multiple channels that are behavior-based, relevant and timely. Because content recommendations are driven by your customers’ current interests, recommendations are received more positively and can contribute to increased conversions and longer, more frequent site visits. IBM Digital Analytics Content Recommendations also makes it easy to demonstrate results by including impact reports that quantify increases in several key metrics that are directly attributable to the recommendations.

Smarter content recommendations

The recommendation algorithms and personalization components of IBM Digital Analytics Content Recommendations are 100 percent automated and continually learned from new crowd and individual data to optimize returns. In addition, IBM Digital Analytics Content Recommendations provides users with the visibility, flexibility and control to quickly optimize content recommendations to maximize business results.
**Personalized for each customer**

As a component of the IBM Digital Marketing Optimization Suite, IBM Digital Analytics Content Recommendations automatically optimizes recommendations based on the customer’s current interests, search queries, wisdom of the crowd, business rules, and a complete history of the visitor’s behavior, including historical data captured in their IBM Lifetime Individual Visitor Experience (LIVE) Profile. This unique combination enables IBM Digital Analytics Content Recommendations to present each customer with the most relevant, effective and timely recommendation possible based on their stage of engagement with your online properties.

**Delivered through multiple channels**

As the lines between online and offline are blurring, people are increasingly interacting with a brand across myriad channels. IBM Digital Analytics Content Recommendations enables you to provide a personalized and consistent experience for your customers through the different channels they use to interact with your brand. This includes delivering relevant recommendations on website pages and search results pages, as well as beyond the website in emails, display ads, mobile applications, social media sites, call centers and offline channels. IBM Digital Analytics Content Recommendations also enables users to create and deploy best practice recommendations across these multiple delivery points. Inclusion of content recommendations in email and mobile channels opens up new possibilities for innovative customer engagement, such as the inclusion of relevant articles in emails or mobile applications.

IBM Digital Analytics Content Recommendations is also completely integrated with the broader IBM Digital Marketing Optimization Suite, enabling marketers to include personalized recommendations in sophisticated retargeting and outbound campaigns using IBM Digital Analytics, IBM LIVEmail and IBM AdTarget.

**Built for marketer control**

IBM Digital Analytics Content Recommendations provides an easy-to-use interface that enables merchandisers to manage rules and affinity settings to optimize their recommendation set to meet business goals. This provides merchandisers with the ability to promote, exclude, boost and deemphasize content assets. They can even adjust the underlying algorithm to fully optimize their recommendation set to meet business goals. Users can apply built-in A/B testing to identify and optimize the best performing algorithms and rule sets, enabling them to continuously optimize recommendation programs.

IBM Digital Analytics Content Recommendations is deployed as a hosted service (SaaS) and is an integrated component of the IBM Digital Marketing Optimization Suite. Implementation is fast and simple, enabling you to quickly benefit from the solution. Users can deploy the solution without multiple tagging initiatives, saving valuable resources and keeping your team focused on what it does best.

The Content Performance dashboard provides marketers with instant insight into the performance of page zones, sites and elements.
**Comprehensive analysis and reporting**

With IBM Digital Analytics Content Recommendations, users can leverage best-in-class reporting and analysis via executive dashboards and native reports that enable users to effectively communicate the value of their recommendation programs to a variety of audiences. Users can also perform deeper levels of analysis, such as content performance, segmentation and cross-session engagement analysis to measure and improve performance.

**Benefits**

- Increase site visits, conversions, customer engagement and contributions through content recommendations across multiple channels
- Automatically recommend the best content asset for visitors based on historical and current individual behavior, wisdom of the crowds, and programmable rules
- Maintain flexibility, visibility and control through business rule management to ensure recommendations meet your business goals
- Leverage smart insight to test, analyze and continuously optimize your program performance
- Increase productivity through automated recommendations, intuitive reports and predefined executive dashboards

With IBM Digital Analytics Content Recommendations, it is easy to optimize your marketing efforts and engage your customers with personalized recommendations that are behavior-based, relevant and timely.

**About IBM Enterprise Marketing Management**

The IBM Enterprise Marketing Management (EMM) Suite is an end-to-end, integrated set of capabilities designed exclusively for the needs of marketing and related organizations. Integrating and streamlining all aspects of marketing and related organizations. Integrating and streamlining all aspects of marketing, IBM’s EMM Suite empowers organizations and individuals to turn their passion for marketing into valuable customer relationships and more profitable, efficient, timely, and measurable business outcomes.

Delivered on premises or in the Cloud, the IBM EMM Suite of software solutions gives marketers the tools and insight they need to create individual customer value at every touch. The IBM EMM Suite helps marketers to understand customer wants and needs and leverage that understanding to engage buyers in highly relevant, interactive dialogs across digital, social, and traditional marketing channels.

Designed to address the specific needs of particular marketing and merchandising users, the IBM EMM Suite is comprised of five individual solutions. Digital Marketing Optimization enables digital marketers to orchestrate relevant digital interactions to attract and retain new visitors and grow revenue throughout the customer's lifecycle. With Customer Experience Optimization eCommerce professionals can turn visitors into repeat customers and loyal advocates by improving the digital experience of every customer. With Cross-Channel Marketing Optimization customer relationship marketers can engage customers in a one-to-one dialogue across channels to grow revenue throughout the customer's lifecycle. Price, Promotion and Product Mix Optimization allows merchandisers and sales planners to make price, promotion and product mix decisions that maximize profit and inventory utilization. And with Marketing Performance Optimization, marketing leaders, planners and decision-makers can model and assess mix, and manage marketing operations to maximize ROI.

Over 2,500 organizations around the world use IBM EMM solutions to help manage the pressures of increasing marketing complexity while delivering improved revenue and measurable results. IBM’s time-tested and comprehensive offerings are giving companies such as Dannon, E*TRADE, ING, Orvis, PETCO, Telefónica | Vivo, United Airlines and wehkamp.nl the power and flexibility required to provide their customers and prospects with what they expect today—a more consistent and relevant experience across all channels.
For more information
To learn more about IBM Enterprise Marketing Management please contact your IBM marketing representative or IBM Business Partner, or visit the following website:
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