IBM® Digital Analytics Multichannel extends the value of the IBM Digital Marketing Optimization Suite by completing the picture of visitors’ digital journeys with data on their offline behavior.

With the most flexible and open data architecture available in any SaaS web analytics platform, IBM Digital Analytics Multichannel can enable users to extend analytics and IBM Digital Analytics LIVE Profiles with offline data as required. Once extended, online and offline behavior can be correlated and digital marketing execution can be targeted based on both sources of information.

**Analyze digital behavior under any larger lens that you require**

The flexible architecture of the IBM Digital Marketing Optimization Suite ensures that a large variety of use cases for which marketers wish to merge online and offline insights are enabled. Examples of questions that can be answered with the help of offline insights that can be incorporated into analysis by marketers from various industries include (but are not limited) to the following:

- **Financial Services:**
  - How do customers interact with digital content based on which stratified segments they belong to, their loyalty scores, and other predictive scores based on registration data?
  - What offline account applications are attributable to digital marketing initiatives?
  - What is the popularity of products based on rich details such as interest rates, commitment periods, terms, and benefits?

**Highlights**

- Analyze digital behavior with a larger lens for a broader and deeper view
- Go from content-centric reporting to business analytics by incorporating additional insights via data extensions
- Manage offline conversion and sales success by importing transactional data
- Go from visitor to customer analysis by importing visitor registration fields
- Micro-target digital marketing based on a more complete picture
- Understand offline visitor behavior for different industries: financial services, retail, B2B, media publishing, travel, telco, and other verticals
• B2B
  – What content is preferred by prospects and customers based on lead registration details, company sizes, target markets, opportunity status, or opportunity sizes?
  – What offline conversions and sales are attributable to which digital marketing initiatives?
• Media/publishing:
  – How does content from different authors, in different languages, and rolled up by flexible content section hierarchies, help turn visitors into loyal repeat readers?
  – How do readers with subscriptions behave on the site?
• Retailers:
  – What is the success of turning lookers into bookers broken down by unlimited seasonal and flexible product hierarchies?
  – What offline transactions are attributable to online marketing initiatives?
• Travel:
  – What is the popularity of travel options broken down by rich data on travel package attributes e.g. travel options, service details, promotional pricing
  – How do behavior and preferences differ for customers from varying segments based on online and offline purchases, call center interactions, and satisfaction scores
• Telco:
  – What is the pattern of website success based on rich data for plans and devices, customer subscription status, loyalty scores, products owned, and customer registration details?
  – How do online interactions translate into conversions via call center or shop?
• All verticals:
  – How does website activity translate into business value when viewed under the lens of any relevant customer-specific or descriptive offline data?
  – What is the success of marketing business initiatives online and offline rolled up into any desired hierarchical grouping of marketing codes at any time?

The examples above and other use cases can be handled with the benefit of multiple user interface driven and automated data import workflows: data extensions, visitor registration data imports, and multichannel transaction imports.

Apply your desired view into digital data via data extensions
Every business is unique and so the lens under which marketers need to scrutinize digital behavior to go from click to business insights is unique to each company. Data extensions enable users to extend digital analytics with any descriptive offline data that they require.

For example, a B2B marketer may extend the website address of browsers to map to the organization name, organization size, target market, and status of open opportunities or past transactions. Once extended with this additional data, the marketer can, for example, analyze website behavior of visitors from small versus medium versus large prospective customers.
Data extensions are not limited to offline data integrations but also add great flexibility for making better sense of digital data. For example, marketers can upload their marketing campaign hierarchies at any time to roll-up marketing results across the business. With the help of data extensions such hierarchies can be updated at any time and historical behavior reported under the new lens without need for changing any data collection tags.

**Manage to offline conversion and sales-success by importing transaction data**

In today’s world, where many prospective customers research online before they continue their buying cycles offline, digital marketers require tools to take credit for all of the demand that they are generating. For this purpose, order level transaction data from offline channels such as call center, physical retail locations, and kiosks can also be imported via IBM Digital Analytics Multichannel. The data fields available for importation include details such as product information, offline conversion and transaction volumes, bookings, pricing, transaction costs, and many custom transaction details.

**Micro-target digital marketing based on the more complete picture**

Once IBM Digital Analytics LIVE profiles have been enhanced with the additional insights from offline data, the sharper focus can help marketers automate more timely and relevant digital marketing. Some examples:

- A Telco Marketer may target at-risk Telco customers who have visited the website recently with retention offers by email.
- A Financial Services Marketer may target helpful, educational email content to high lifetime value customers in the on-boarding phase that may have experienced difficulties during a recent self-service site visit, such as a site search that did not return results.
- A Content/Media Marketer may target readers with more relevant emails when it comes time to renew subscriptions by making the call to renewal relevant to the content sections most often frequented by each subscriber while on the site.

With a more complete picture, companies can make fact-based, accurate decisions on targeted marketing strategies and expenditures. As a result, marketing teams can increase results from digital marketing, advertising, personalization, and retargeting across all channels where consumers interact with their brands including web, social, mobile, email, and offline.
IBM® Digital Analytics Multichannel enables users to extend analytics and IBM Digital Analytics LIVE Profiles with offline data as required. Once extended, online and offline behavior can be correlated and digital marketing automation can be targeted based on both sources of insight.

For more information
To learn more about IBM Digital Analytics Multichannel, please contact your IBM marketing representative or IBM Business Partner, or visit the following website:
ibm.com/software/marketing-solutions