IBM Digital Analytics

*Analytics to power digital marketing optimization and execution*

IBM® Digital Analytics is the complete, cloud-based digital analytics product that sets itself apart by providing marketers with not only data, but with answers for increasing ROI. Marketers gain a competitive edge because they benefit from state-of-the-art analytics, comparative benchmarks about industry peers, and advice on how the best performers are actually achieving success.

Most uniquely, IBM Digital Analytics is at the heart of the IBM Digital Marketing Optimization Suite which itself is an integral part of the IBM Enterprise Marketing Management Suite. Marketers are provided with a data warehouse on visitors’ digital journeys, across marketing touch points and channels, even offline, so that marketers can go from insight to personalized marketing action with just a few clicks. Because the analytics are tightly integrated with the IBM marketing applications and the IBM Cross-Channel Marketing Optimization solution, no IT efforts are needed.

IBM Digital Analytics removes barriers for going from analytics to action so marketers can increase revenues by targeting prospective customers with relevant content across digital channels. It helps marketers increase visitor reacquisition and retention rates, improve multichannel strategy formation and implementation, and optimize budget allocation and marketing mix, including email marketing, mobile marketing, display advertising and social media marketing.

**Highlights**

- Real-time Key Performance Indicators (KPIs) suitable for marketers from finance, retail, content and media, travel, telecommunications, B2B and many other industries

- Benchmarks and intelligence to inform about average peer and competitor performance data

- Powerful, industry-leading marketing attribution capabilities to help you improve marketing spend allocation

- Real-time data exploration for power users using a data warehouse of customer and prospect interactions

- Fluid navigation between analytics, digital marketing applications, and cross-channel campaign management to turn analytics into action with only a few clicks
All the insight marketers need at their fingertips
Optimize all your digital presences and marketing channels with intuitive, flexible dashboards and reporting.

- Real-time KPIs for marketers from finance, retail, content and media, travel, telecommunications, B2B and many other industries
- Benchmarks and intelligence regarding the performance of your peers and competitors to help you uncover opportunities for growth and areas for improvement (provided using aggregated and anonymous data)
- Mobile device analytics with rich details on device types, capabilities, display sizes, and how visitors interact using multiple devices over time
- Convenient access to all vital marketing metrics from the web user interface, Excel, iPhone, BlackBerry, Android, Windows Mobile and more
- Globalization for languages and worldwide currencies
- Award-winning service and support with unlimited access, praised by industry analysts and, more important, praised by IBM’s clients

Powerful industry-leading marketing attribution capabilities
Eliminate wasted marketing expenditures by understanding which marketing touch points truly make a difference in influencing prospects that are exposed to multiple ones over time

- Understand attribution with intuitive visualizations and “touch point pathing” to determine what campaign combinations lead to the greatest return
- Compare side-by-side different models of attribution logic with limitless flexibility
- Present complete board room insights using add-on options to include view-throughs from off-site ad or brand impressions and online/offline conversion scenarios
Figure 2: State-of-the-art insights into marketing attribution show marketers, for example, how multiple channels are used by their customers in conjunction and can be combined for success.

**Real-time power-user analytics**

Equip your most advanced data hounds with superior analytical power and intra-day insights at no extra cost.

- Flexible, ad hoc explorative analysis for a complete picture of visitor and customer behavior included
- Real-time ad-hoc reports on granular data for live, trended insight into visitor interests so marketers can take instant action, for example to adjust their home page and marketing campaign landing pages
- Unparalleled segmentation capabilities to analyze visitor behavior throughout multiple sessions, time periods and channels, both online and offline
- Rich analysis for Flash, video, widgets, rich Internet applications and mobile devices
- Exhaustive custom reporting with intelligent visualizations and flexible views enable you to share insights with stakeholders
- Extensions for multichannel analytics, social media monitoring, attributing advertising and social impression views to subsequent behavior, and for optimizing customer lifetime value over time
From behavioral insight to automated marketing action with just a few clicks

Go from analytics to action to increase revenues by targeting prospective customers with relevant content across digital channels.

- Granular visitor-activity reporting, captured by IBM Digital Analytics LIVE Profiles, provides a data warehouse of customer and prospect interactions with your business over time and across digital channels.
- Fluid navigation between IBM Digital Analytics and the IBM marketing applications creates a seamless workflow process, thanks to the most tightly integrated platform in the industry.
- Marketers go from IBM Digital Analytics LIVE Profiles to delivering highly relevant recommendations, and personalized email with just a few clicks to increase advertising ROI, cross-sales, retargeting success, and customer lifetime value.
- Integrations available through the IBM Digital Marketing Optimization Suite can help you syndicate real-time personalized content through dozens of leading advertising networks and email service providers.

Figure 3: Deep data exploration enables power users to uncover hidden opportunities.
Analytics embedded into your enterprise
Unleash the power of digital analytics throughout your digital marketing ecosystem and enterprise by way of an open and flexible architecture and deep, ready-to-use without modification integrations which have been honed over the years.

- IBM WebSphere® Commerce integration with single sign-on provides a seamless view of website performance and, directly within the WebSphere Commerce solution, creates targeted marketing campaigns based on visitor behavior.
- IBM WebSphere Portal integration provides deep insight into your portal’s effectiveness.
- Self-service data feeds export granular digital data into your enterprise data warehouse, business intelligence and other systems.

Figure 4: Intuitive charts visualize trends and draw out critical marketing insights.

Analytics embedded into cross-channel marketing
Empower customer marketers to more real-time and targeted marketing execution towards increased relevancy and ROI by automatically embedding digital customer profiles from IBM Digital Analytics into cross-channel interaction optimization with IBM Campaign.

- Identify opportune digital customer segments in IBM Digital Analytics and publish to IBM Campaign, for example for automated cross-channel re-targeting, cross-sell, and retention campaigns.
- Draw on the cross-channel interaction history to enable more relevant marketing execution and more accurate cross-channel marketing attribution.
- Benefit from native integration capabilities that eliminate the typical IT efforts, risks, and delays from working with data feeds so you can rely on timely, routine marketing execution.
Tag management and digital data exchange

Digital Data Exchange makes it easy for companies to take advantage of IBM and third-party services by providing a single source for the collection and distribution of real-time behavioral digital data. Marketing teams can deploy and maintain website page tags with minimal support from IT.

• Specify through an intuitive and flexible user interface which tags should be executed on a given page—then test that the tags are executing as desired.
• Lighten up your web pages from the overpowering load of dozens of data collection tags that slow the user experience while firing with unpredictable data inaccuracies: Switch to a ‘gold tag’ approach to collect information with a single tag call and relay it everywhere it needs to go with exact accuracy in near real time through the Digital Data Exchange API.
• Take advantage of the expanding certified digital data exchange partner program and choose from certified partners in the categories of visitor experience management, retargeting, and search marketing, etc. Roll out these partner solutions more easily than ever through an intuitive user interface.
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, 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, Telefonica | 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.