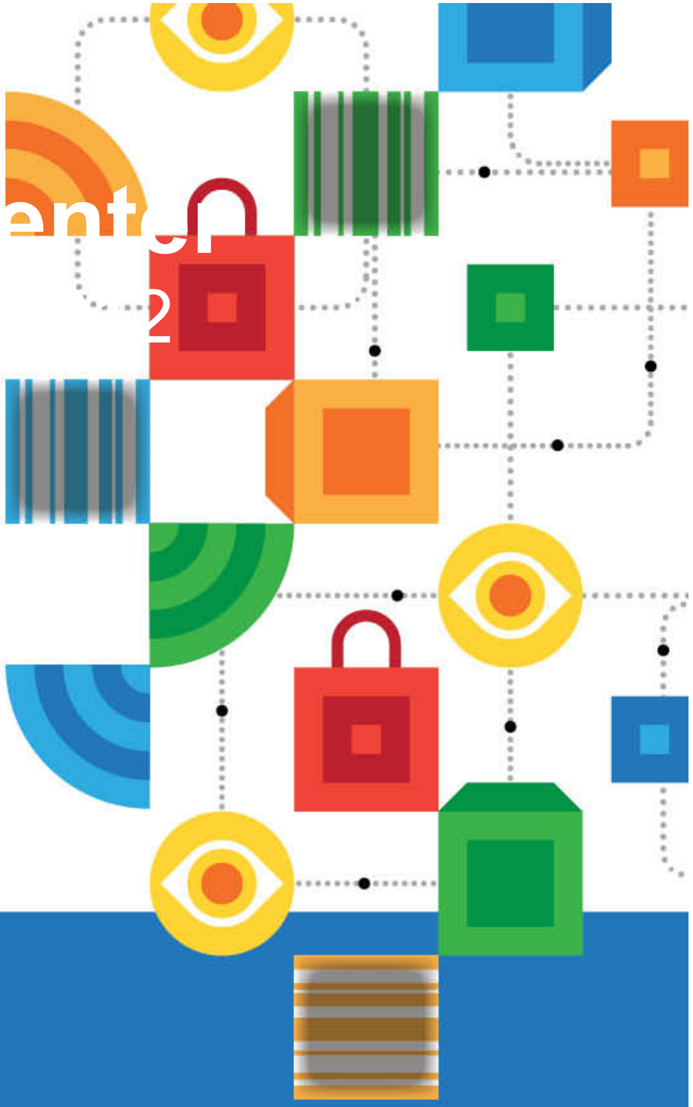
Connected Customer Forum



Journey Towards Digital Marketing Automation

Dan DeMichele – Program Director, Digital Marketing

11/12/2012

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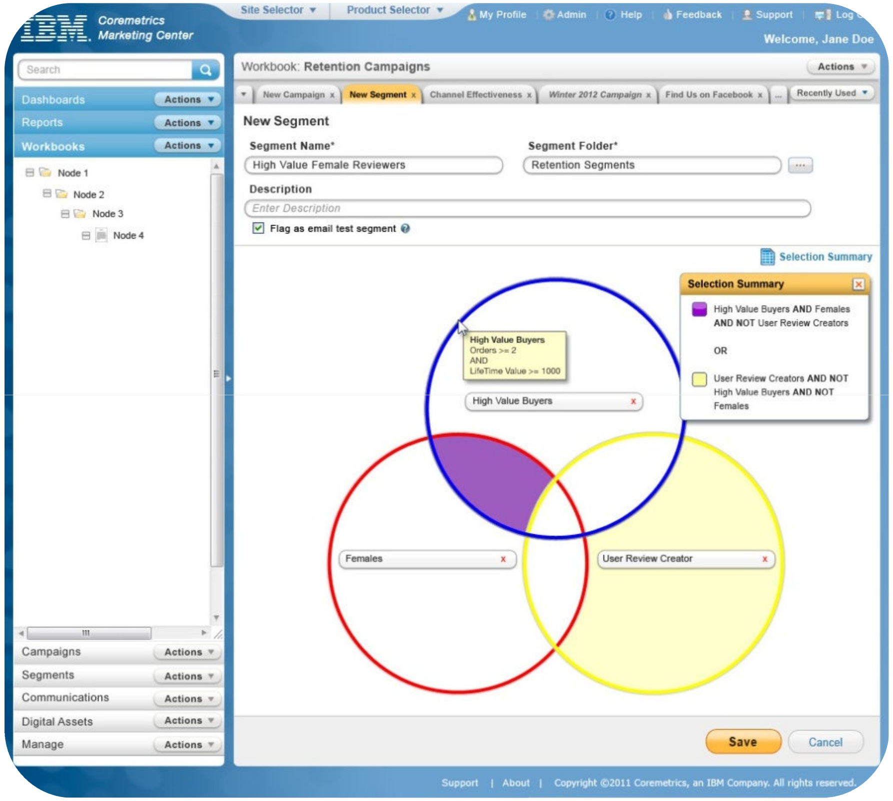
IBM Marketing Center: Cloud-based solution for marketers - combines digital analytics with real-time marketing in a single app

- With a few clicks go from analytical insight to campaign management
  - Email marketing
  - Site personalization
  - List targeting
- Draw on all the digital analytics data visitors are providing and import additional offline data as needed
- Automate A/B testing
- Manage digital assets, audiences, contact fatigue, campaign scheduling / precedence
- Coremetrics customers: complements existing solution – with no retagging needed
- New customers: Can use as a standalone


IBM Coremetrics Marketing Center
Site Selector ▾
Product Selector ▾
My Profile
Admin
Help
Feedback
Support
Log
Welcome, Jane Doe
Search
Dashboards Actions ▾
Reports Actions ▾
Workbooks Actions ▾
Node 1
Node 2
Node 3
Node 4
Campaigns Actions ▾
Segments Actions ▾
Communications Actions ▾
Digital Assets Actions ▾
Manage Actions ▾
Workbook: Retention Campaigns
Actions ▾
New Campaign x
New Segment x
Channel Effectiveness x
Winter 2012 Campaign x
Find Us on Facebook x
Recently Used ▾
Selection Summary
High Value Buyers
Females
User Review Creator
Save
Cancel
Support | About | Copyright ©2011 Coremetrics, an IBM Company. All rights reserved.

New Segment

Segment Name*: High Value Female Reviewers

Segment Folder*: Retention Segments

Description: Enter Description

☑ Flag as email test segment

High Value Buyers
Orders >= 2
AND
LifeTime Value >= 1000

Selection Summary

High Value Buyers AND Females AND NOT User Review Creators

OR

User Review Creators AND NOT High Value Buyers AND NOT Females

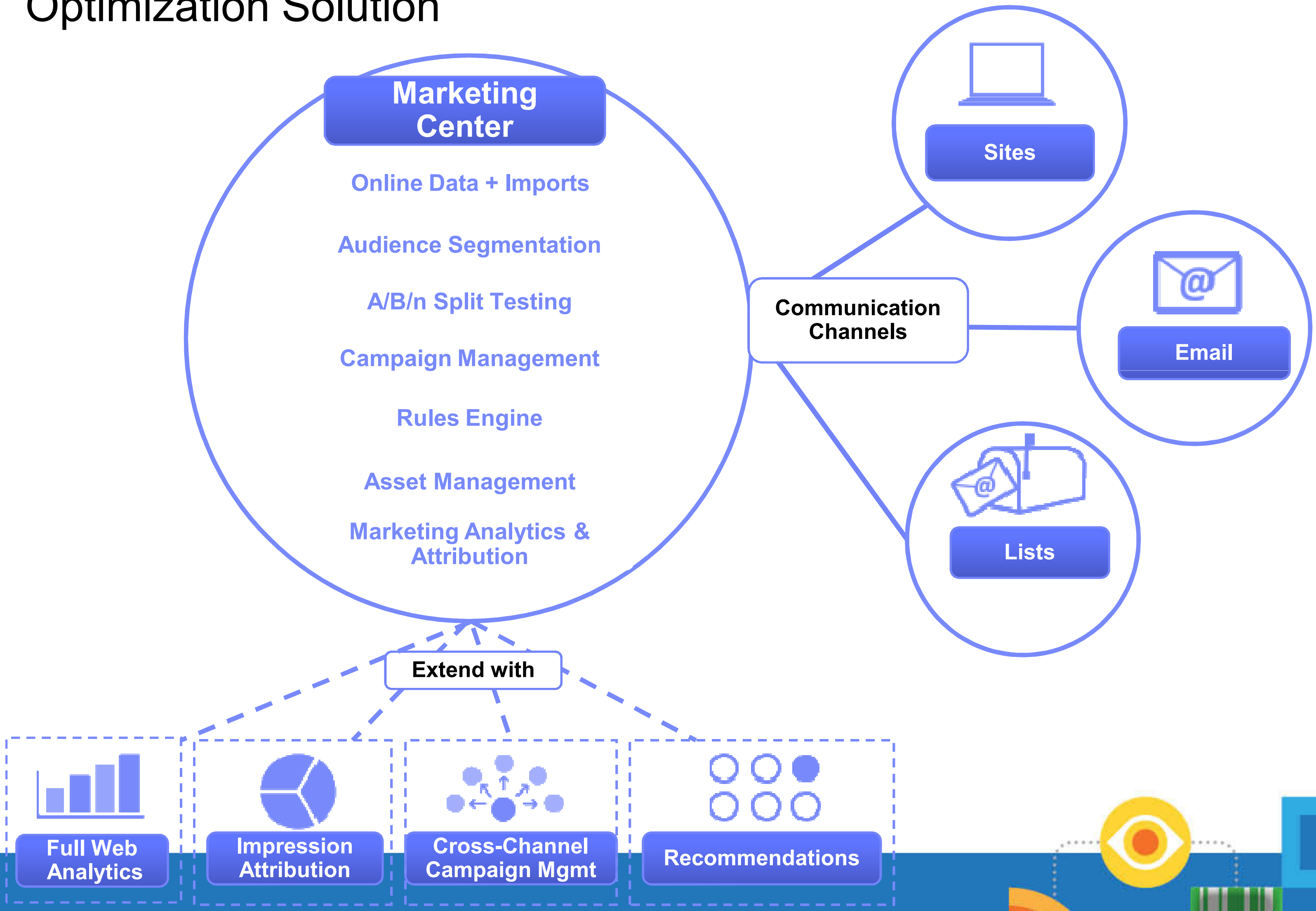
Reduce the IT cost, complexity and delay previously required to integrate multiple cloud solutions.

Taking Analytics to Action

- Digital Analytics tools are not enough to turn personalization into reality:
  - need more than click stream data
  - need campaign management capabilities
  - need marketing execution capabilities without costly, custom IT integration of multiple vendors
- Yet, for many digital marketers additional priorities are to:
  - Minimize need for in-house IT resources by using a cloud based solution
  - Start quickly with a fast learning curve
  - Keep it simple – but have the right amount of solution sophistication that will get the job done

Increasing marketing results is a tough job--– relevancy and personalization help

IBM Marketing Center: Components and extensions towards a full Digital Marketing Optimization / Interaction Optimization Solution



Marketing Center

Online Data + Imports

Audience Segmentation

A/B/n Split Testing

Campaign Management

Rules Engine

Asset Management

Marketing Analytics & Attribution

Communication Channels

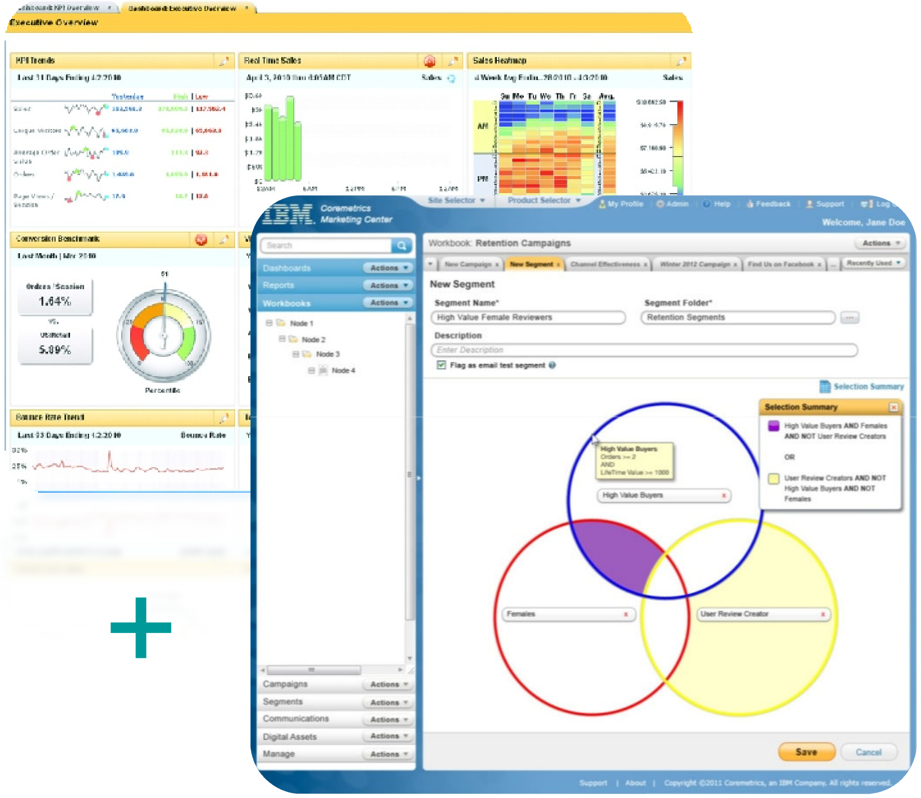
- Sites
- Email
- Lists

Extend with

- Full Web Analytics
- Impression Attribution
- Cross-Channel Campaign Mgmt
- Recommendations

Value proposition for existing IBM Coremetrics customers

- Gain additional marketing execution capabilities for personalization
- A/B testing helps you optimize your site, emails, etc.
- Campaign management helps you orchestrate marketing with finer grain of control so you can make personalized marketing a reality
- Perfect as an add-on solution to Coremetrics
- No need for additional tagging!
- Solution grows with your needs


Executive Overview
KPI Trends
Real Time Sales
Sales Heatmap
Conversion Benchmark
Bounce Rate Trend
+
Coremetrics Marketing Center
Site Selector
Product Selector
My Profile
Admin
Help
Feedback
Support
Welcome, Jane Doe
Dashboards
Reports
Workbooks
Actions
Node 1
Node 2
Node 3
Node 4
Campaigns
Segments
Communications
Digital Assets
Manage
New Campaign
New Segment
Channel Effectiveness
Winter 2012 Campaign
Find Us on Facebook
Recently Used
Selection Summary
High Value Buyers
Females
User Review Creator
Save
Cancel

Workbook: Retention Campaigns

New Segment

Segment Name*: High Value Female Reviewers

Segment Folder*: Retention Segments

Description: Enter Description

☑ Flag as email test segment

High Value Buyers
Orders >= 2
AND
LifeTime Value >= 1000

Selection Summary

High Value Buyers AND Females AND NOT User Review Creators

OR

User Review Creators AND NOT High Value Buyers AND NOT Females

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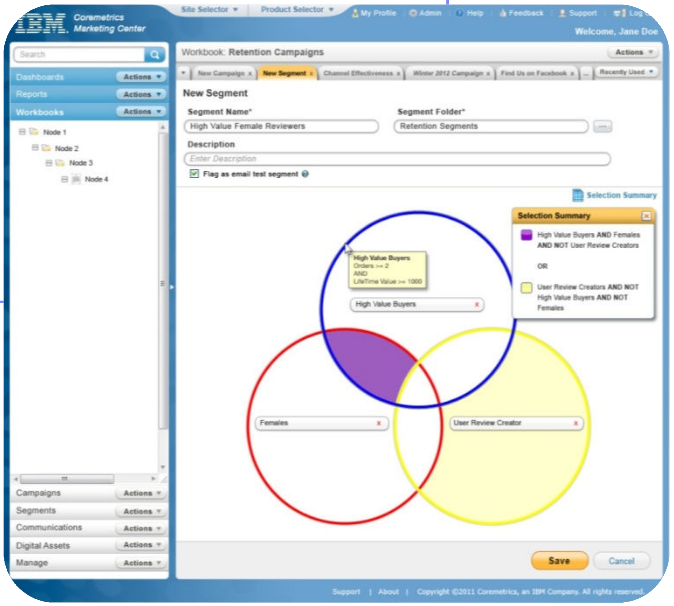
Value proposition for users of other web analytics products

- Gain personalized marketing execution capabilities
- Reduce the IT cost, complexity and delay previously required to integrate web analytics + email marketing + site personalization
- Campaign management helps you orchestrate marketing with finer grain of control so you can make personalized marketing a reality
- A/B testing helps you optimize your site, emails, etc.
- No need to replace your existing web analytics tool
- Fast and easy to get started
- Solution grows with your needs

Your web analytics tool

+



Workbook: Retention Campaigns

New Segment

Segment Name*: High Value Female Reviewers

Segment Folder*: Retention Segments

Description: Enter Description

☑ Flag as email test segment

Selection Summary

High Value Buyers AND Females AND NOT User Review Creators

OR

User Review Creators AND NOT High Value Buyers AND NOT Females

High Value Buyers
Orders >= 2
AND
LifeTime Value >= 1000

Coremetrics Marketing Center
Site Selector
Product Selector
My Profile
Admin
Help
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Welcome, Jane Doe
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Recently Used
High Value Buyers
Females
User Review Creator
Campaigns
Segments
Communications
Digital Assets
Manage
Save
Cancel
Support | About | Copyright ©2011 Coremetrics, an IBM Company. All rights reserved.

Product overview: “Day in the life of a marketer”

© 2009 IBM Corporation

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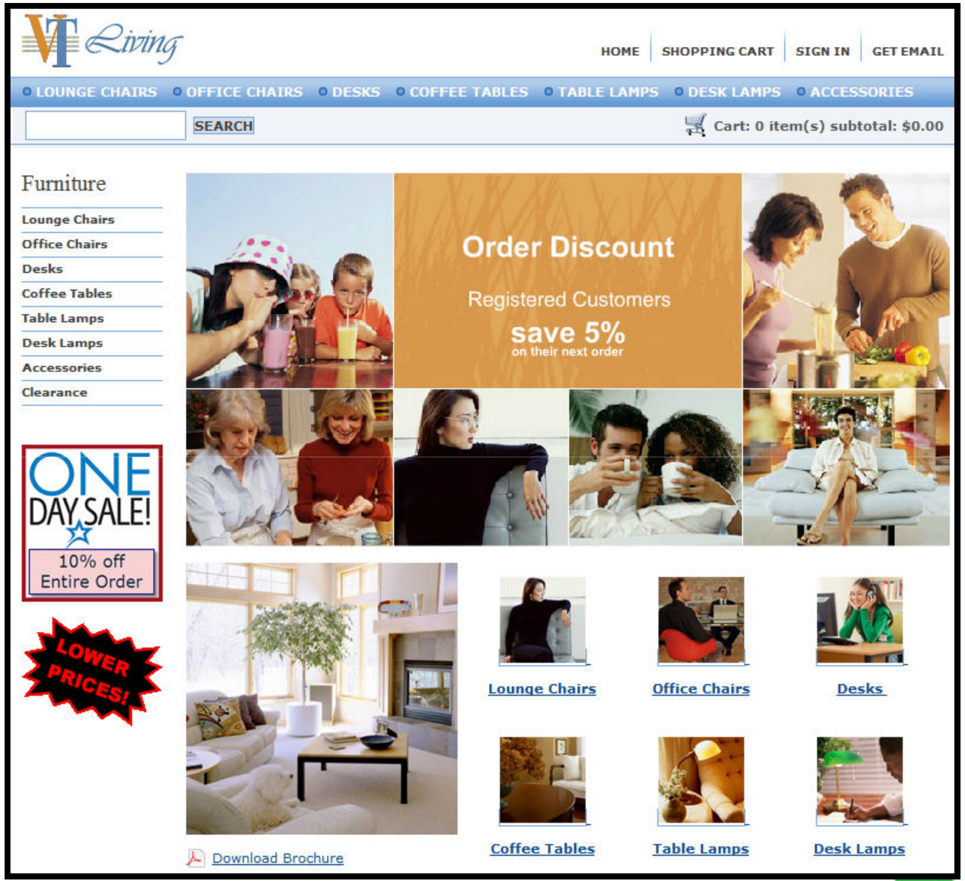
Meet Sarah

Sarah

Digital Marketing Manager

VT Living


VT Living
HOME
SHOPPING CART
SIGN IN
GET EMAIL
LOUNGE CHAIRS
OFFICE CHAIRS
DESKS
COFFEE TABLES
TABLE LAMPS
DESK LAMPS
ACCESSORIES
SEARCH
Furniture
Lounge Chairs
Office Chairs
Desks
Coffee Tables
Table Lamps
Desk Lamps
Accessories
Clearance
Lounge Chairs
Office Chairs
Desks
Coffee Tables
Table Lamps
Desk Lamps
Download Brochure

Cart: 0 item(s) subtotal: $0.00

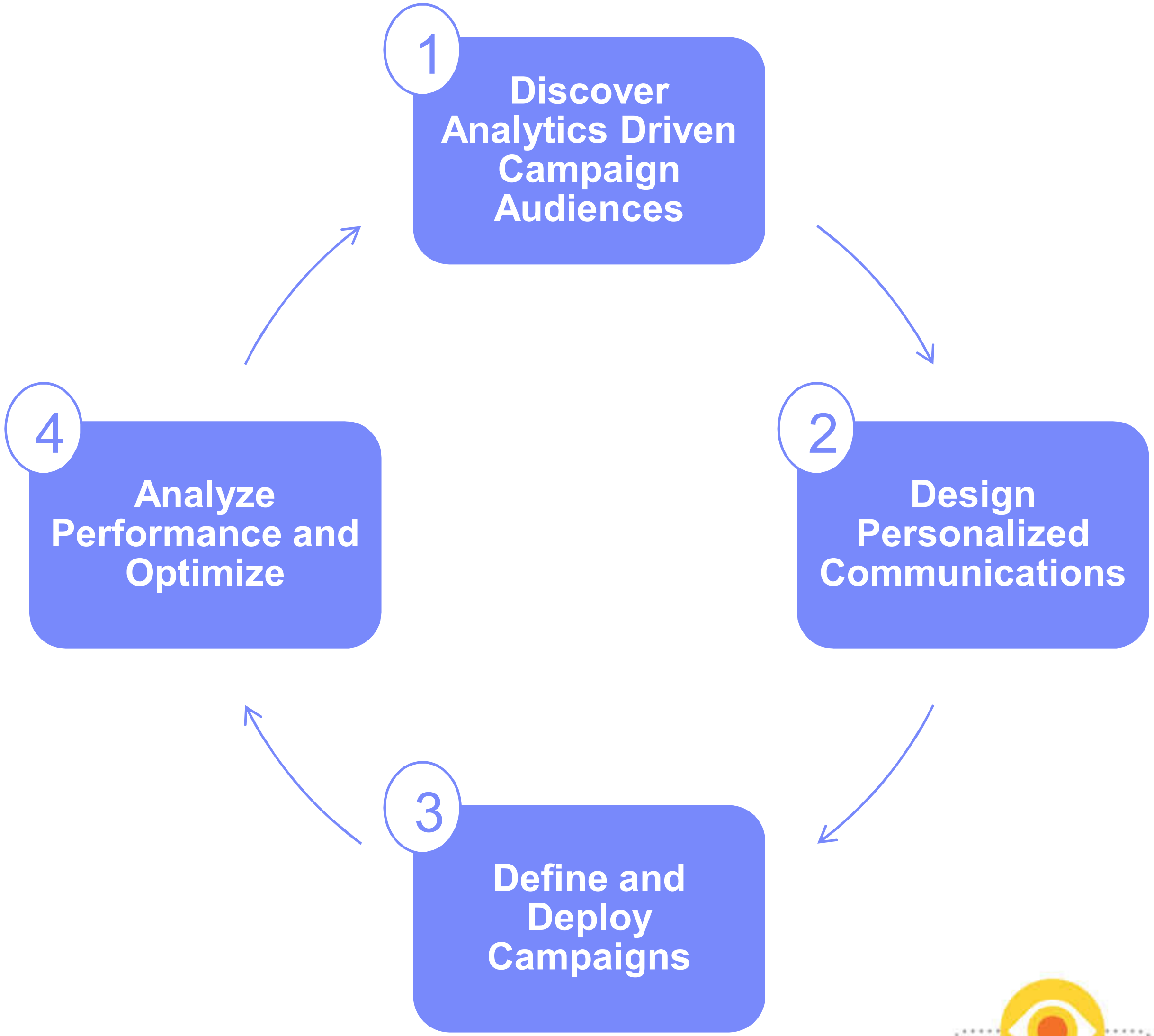
Order Discount

Registered Customers save 5% on their next order

ONE DAY SALE! 10% off Entire Order

LOWER PRICES!

Sarah’s Campaign Process



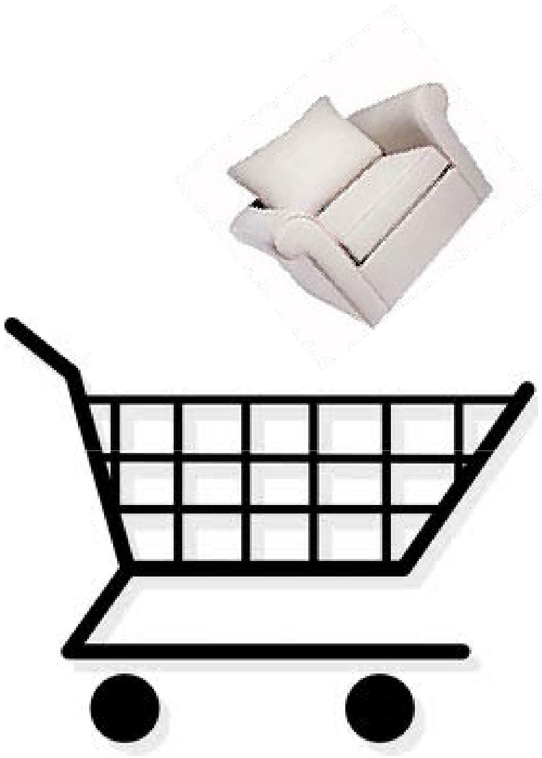
1 Discover Analytics Driven Campaign Audiences

2 Design Personalized Communications

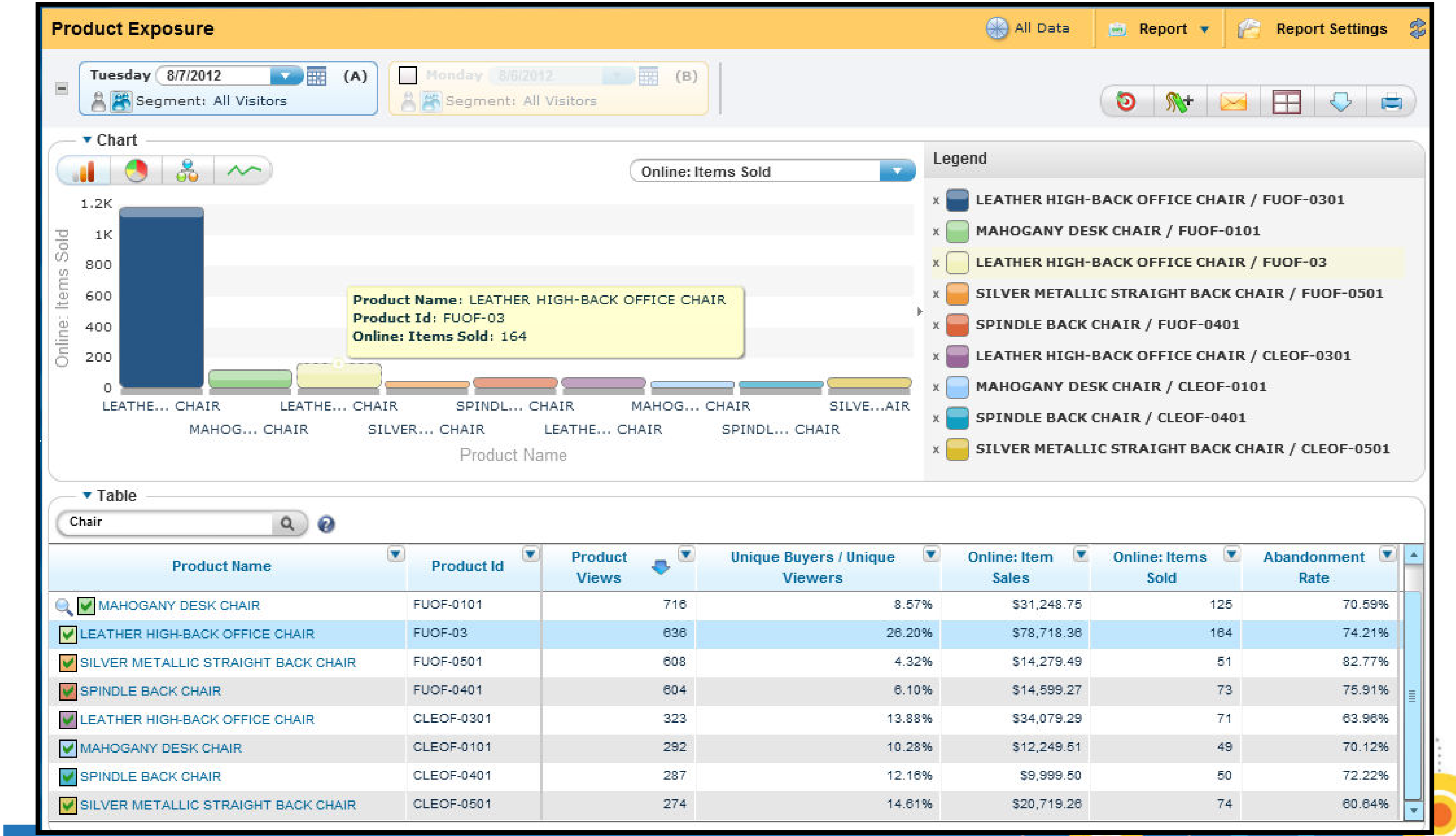
3 Define and Deploy Campaigns

4 Analyze Performance and Optimize

Sarah’s Post Purchase Chair Campaign



Analytics identifies who purchased which chairs


All Data
Report
Report Settings
Chart
Legend
1.2K
1K
800
600
400
200
0
Online: Items Sold
LEATHE… CHAIR
MAHOG… CHAIR
LEATHE… CHAIR
SILVER… CHAIR
SPINDL… CHAIR
LEATHE… CHAIR
MAHOG… CHAIR
SPINDL… CHAIR
SILVE…AIR
Product Name
Table

Product Exposure

Tuesday 8/7/2012 (A)
Segment: All Visitors

☐ Monday 8/6/2012 (B)
Segment: All Visitors

Online: Items Sold

Product Name: LEATHER HIGH-BACK OFFICE CHAIR
Product Id: FUOF-03
Online: Items Sold: 164

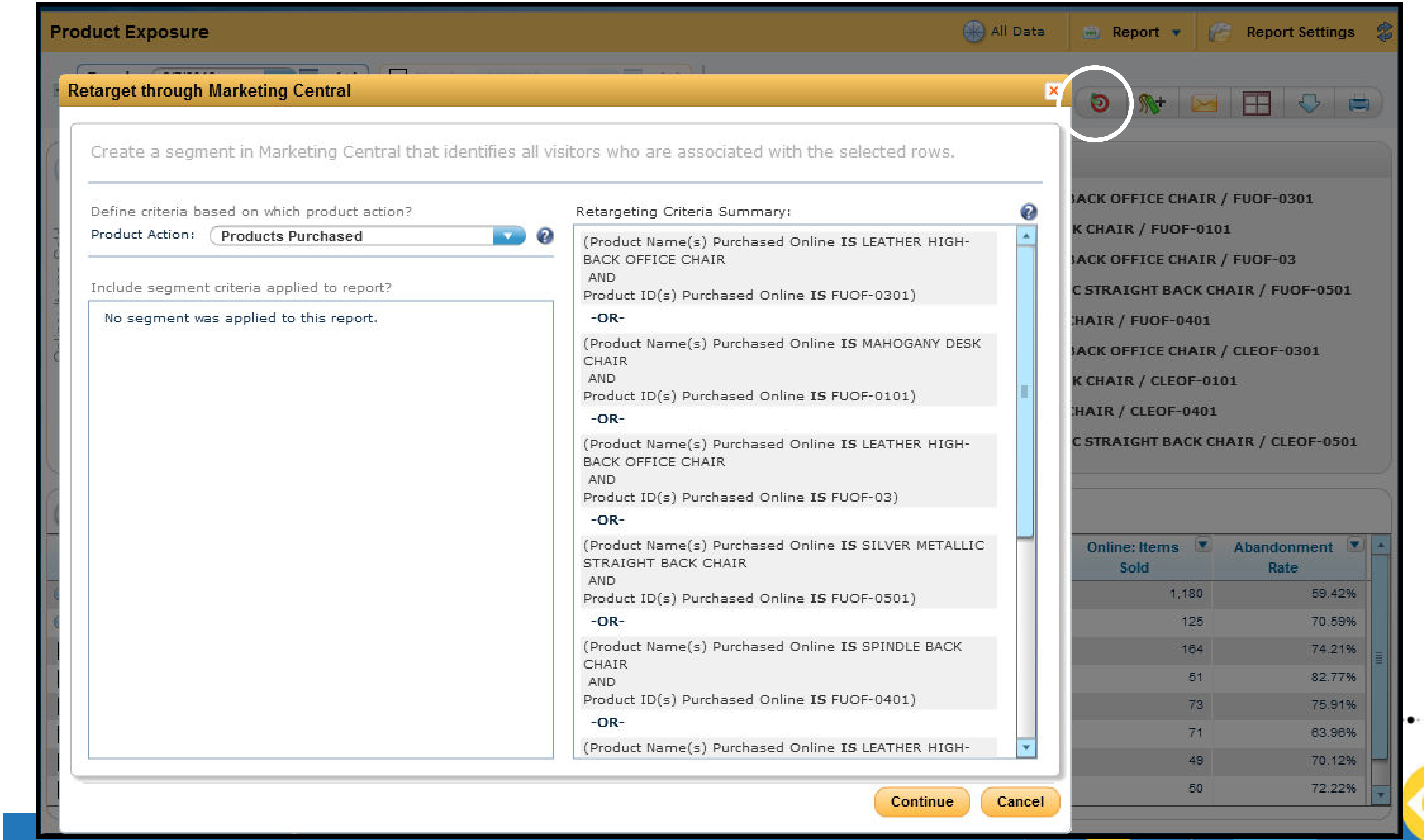
Legend

- LEATHER HIGH-BACK OFFICE CHAIR / FUOF-0301
- MAHOGANY DESK CHAIR / FUOF-0101
- LEATHER HIGH-BACK OFFICE CHAIR / FUOF-03
- SILVER METALLIC STRAIGHT BACK CHAIR / FUOF-0501
- SPINDLE BACK CHAIR / FUOF-0401
- LEATHER HIGH-BACK OFFICE CHAIR / CLEOF-0301
- MAHOGANY DESK CHAIR / CLEOF-0101
- SPINDLE BACK CHAIR / CLEOF-0401
- SILVER METALLIC STRAIGHT BACK CHAIR / CLEOF-0501

Chair

Product Name	Product Id	Product Views	Unique Buyers / Unique Viewers	Online: Item Sales	Online: Items Sold	Abandonment Rate
☑ MAHOGANY DESK CHAIR	FUOF-0101	716	8.57%	$31,248.75	125	70.59%
☑ LEATHER HIGH-BACK OFFICE CHAIR	FUOF-03	636	26.20%	$78,718.36	164	74.21%
☑ SILVER METALLIC STRAIGHT BACK CHAIR	FUOF-0501	608	4.32%	$14,279.49	51	82.77%
☑ SPINDLE BACK CHAIR	FUOF-0401	604	6.10%	$14,599.27	73	75.91%
☑ LEATHER HIGH-BACK OFFICE CHAIR	CLEOF-0301	323	13.88%	$34,079.29	71	63.96%
☑ MAHOGANY DESK CHAIR	CLEOF-0101	292	10.28%	$12,249.51	49	70.12%
☑ SPINDLE BACK CHAIR	CLEOF-0401	287	12.16%	$9,999.50	50	72.22%
☑ SILVER METALLIC STRAIGHT BACK CHAIR	CLEOF-0501	274	14.61%	$20,719.26	74	60.64%

Sarah clicks an icon to auto create a segment from the report…



Create a segment in Marketing Central that identifies all visitors who are associated with the selected rows.

Define criteria based on which product action?

Product Action: Products Purchased

Include segment criteria applied to report?

No segment was applied to this report.

Retargeting Criteria Summary:

(Product Name(s) Purchased Online **IS** LEATHER HIGH-BACK OFFICE CHAIR
AND
Product ID(s) Purchased Online **IS** FUOF-0301)

-OR-

(Product Name(s) Purchased Online **IS** MAHOGANY DESK CHAIR
AND
Product ID(s) Purchased Online **IS** FUOF-0101)

-OR-

(Product Name(s) Purchased Online **IS** LEATHER HIGH-BACK OFFICE CHAIR
AND
Product ID(s) Purchased Online **IS** FUOF-03)

-OR-

(Product Name(s) Purchased Online **IS** SILVER METALLIC STRAIGHT BACK CHAIR
AND
Product ID(s) Purchased Online **IS** FUOF-0501)

-OR-

(Product Name(s) Purchased Online **IS** SPINDLE BACK CHAIR
AND
Product ID(s) Purchased Online **IS** FUOF-0401)

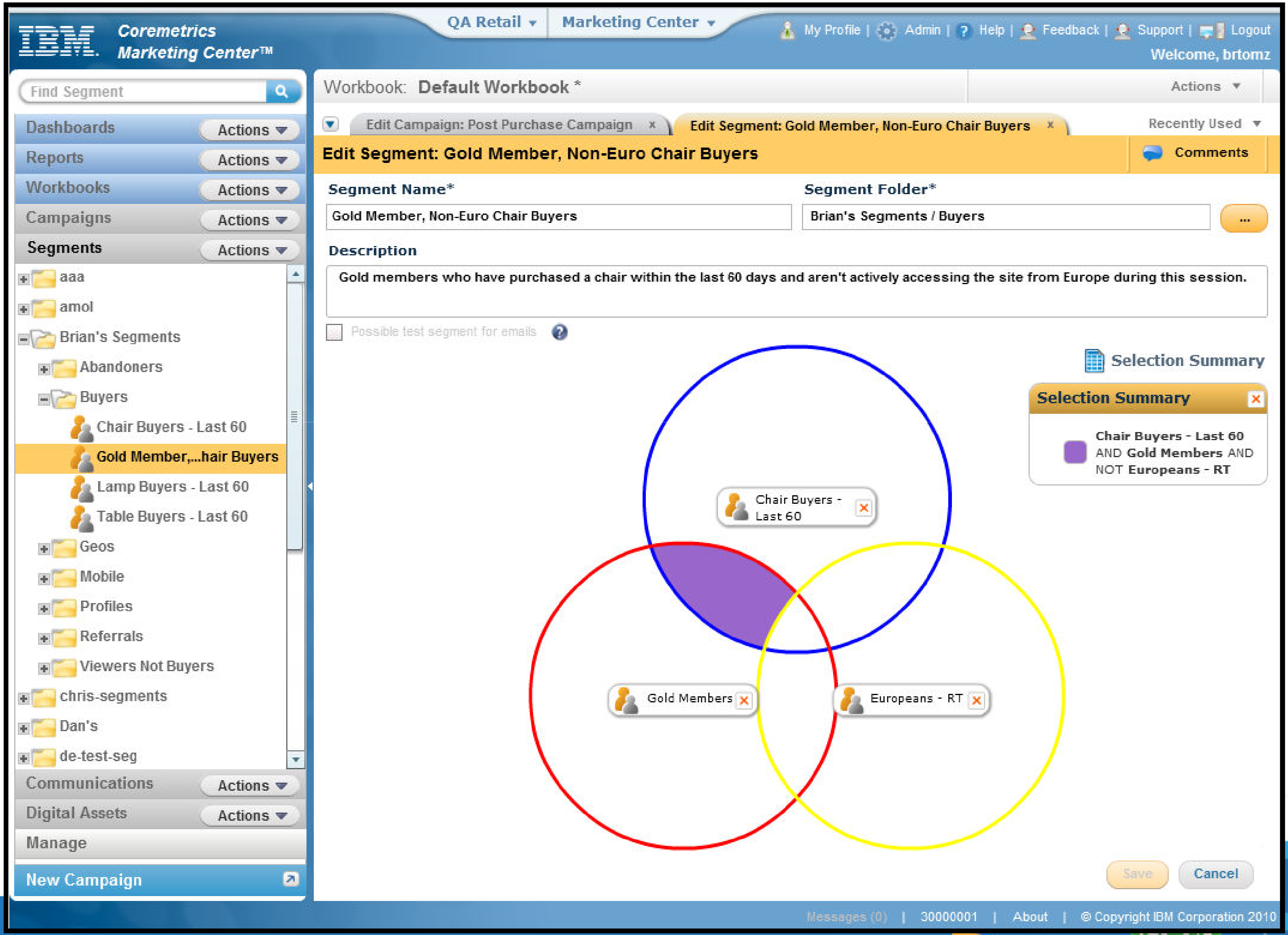
-OR-

(Product Name(s) Purchased Online **IS** LEATHER HIGH-

ACK OFFICE CHAIR / FUOF-0301
K CHAIR / FUOF-0101
ACK OFFICE CHAIR / FUOF-03
C STRAIGHT BACK CHAIR / FUOF-0501
HAIR / FUOF-0401
ACK OFFICE CHAIR / CLEOF-0301
K CHAIR / CLEOF-0101
HAIR / CLEOF-0401
C STRAIGHT BACK CHAIR / CLEOF-0501

Online: Items Sold	Abandonment Rate
1,180	59.42%
125	70.59%
164	74.21%
51	82.77%
73	75.91%
71	63.96%
49	70.12%
50	72.22%

Sarah clicks an icon to auto create a segment from the report…



IBM Coremetrics Marketing Center™
QA Retail
Marketing Center
My Profile | Admin | Help | Feedback | Support | Logout
Welcome, brtomz
Find Segment
Dashboards Actions
Reports Actions
Workbooks Actions
Campaigns Actions
Segments Actions
aaa
amol
Brian's Segments
Abandoners
Buyers
Chair Buyers - Last 60
Gold Member,...hair Buyers
Lamp Buyers - Last 60
Table Buyers - Last 60
Geos
Mobile
Profiles
Referrals
Viewers Not Buyers
chris-segments
Dan's
de-test-seg
Communications Actions
Digital Assets Actions
Manage
New Campaign
Workbook: Default Workbook *
Actions
Edit Campaign: Post Purchase Campaign
Edit Segment: Gold Member, Non-Euro Chair Buyers
Recently Used
Comments
Chair Buyers - Last 60
Gold Members
Europeans - RT
Save
Cancel
Messages (0) | 30000001 | About | © Copyright IBM Corporation 2010

Edit Segment: Gold Member, Non-Euro Chair Buyers

Segment Name* Gold Member, Non-Euro Chair Buyers

Segment Folder* Brian's Segments / Buyers

Description

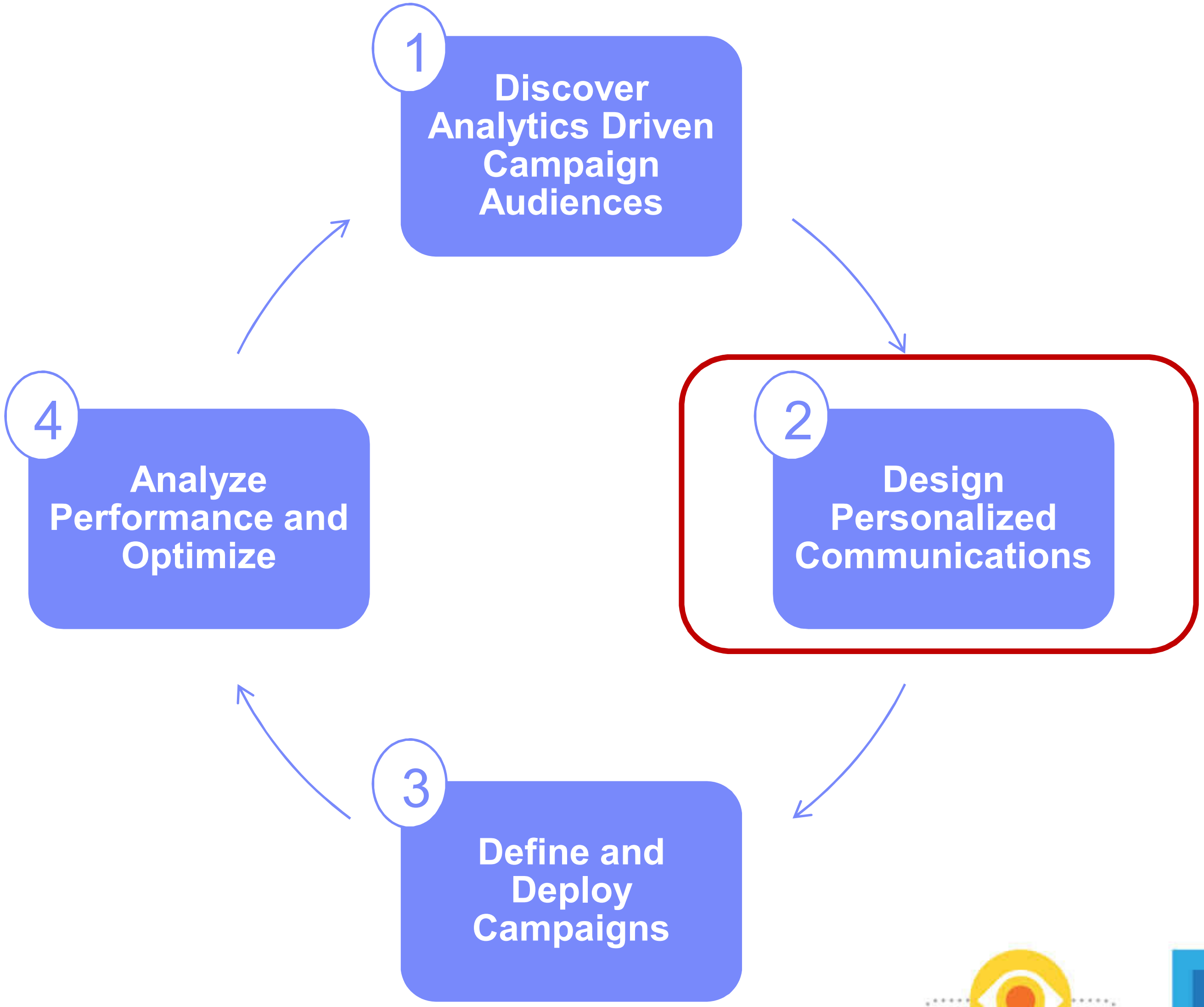
Gold members who have purchased a chair within the last 60 days and aren't actively accessing the site from Europe during this session.

☐ Possible test segment for emails

Selection Summary

Chair Buyers - Last 60 AND **Gold Members** AND NOT **Europeans - RT**

Sarah’s Campaign Process



1 Discover Analytics Driven Campaign Audiences

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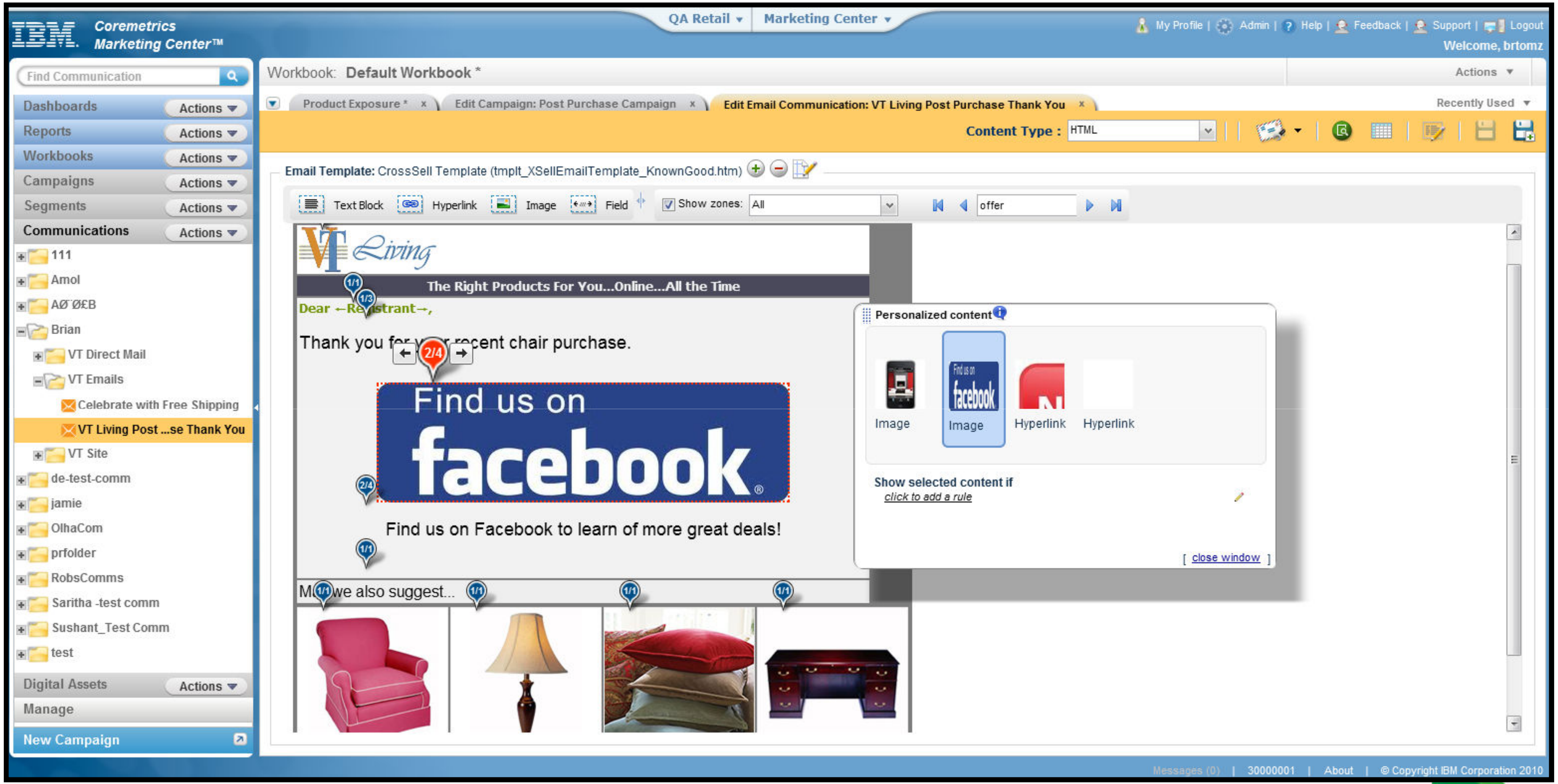
Sarah's Personalized Email Communication



Workbook: **Default Workbook** *

Edit Email Communication: VT Living Post Purchase Thank You

Content Type : HTML

Email Template: CrossSell Template (tmplt_XSellEmailTemplate_KnownGood.htm)

☑ Show zones: All

offer

The Right Products For You...Online...All the Time

Dear ←Registrant→,

Thank you for your recent chair purchase.

Find us on Facebook to learn of more great deals!

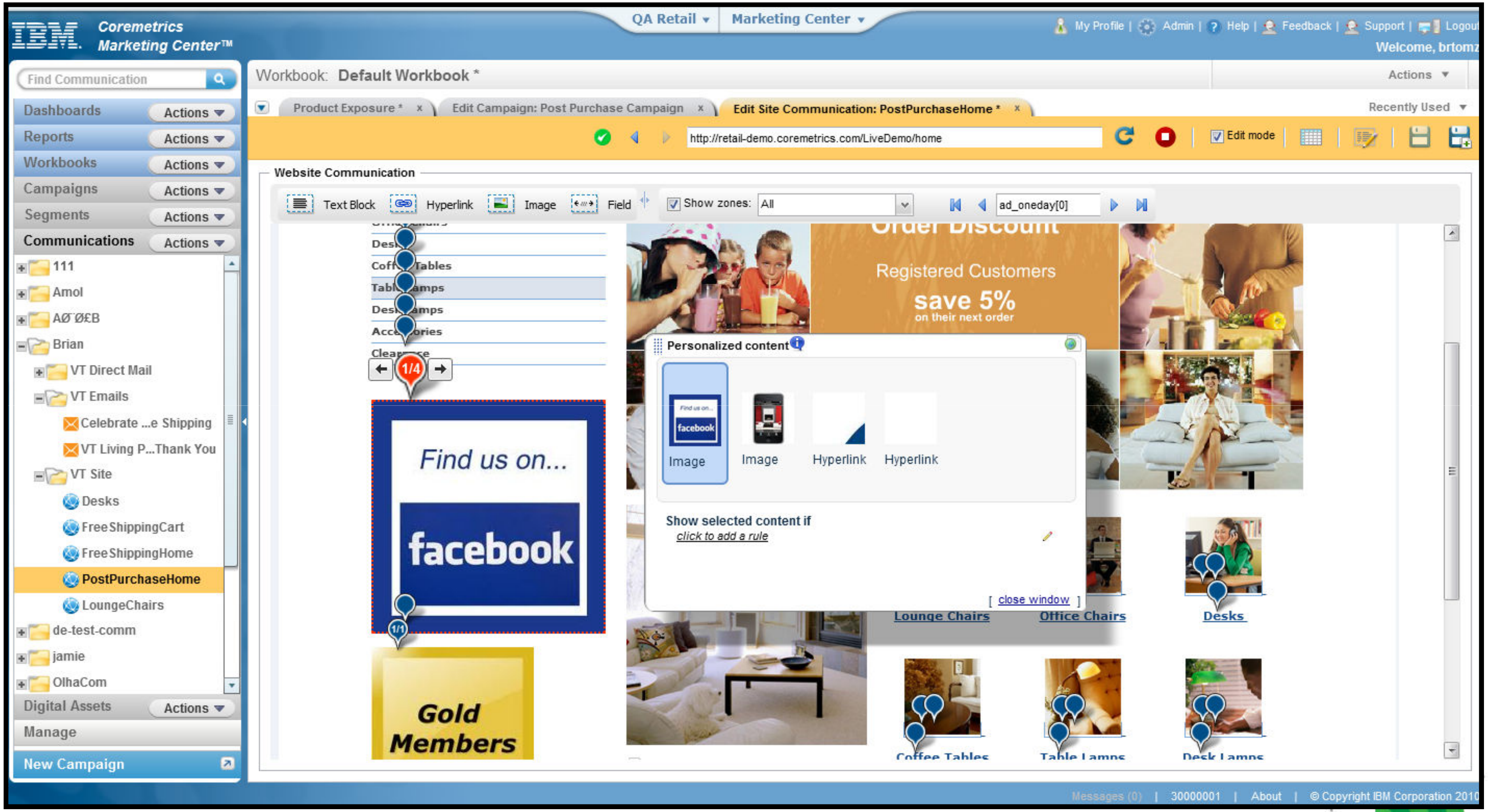
May we also suggest...

Personalized content

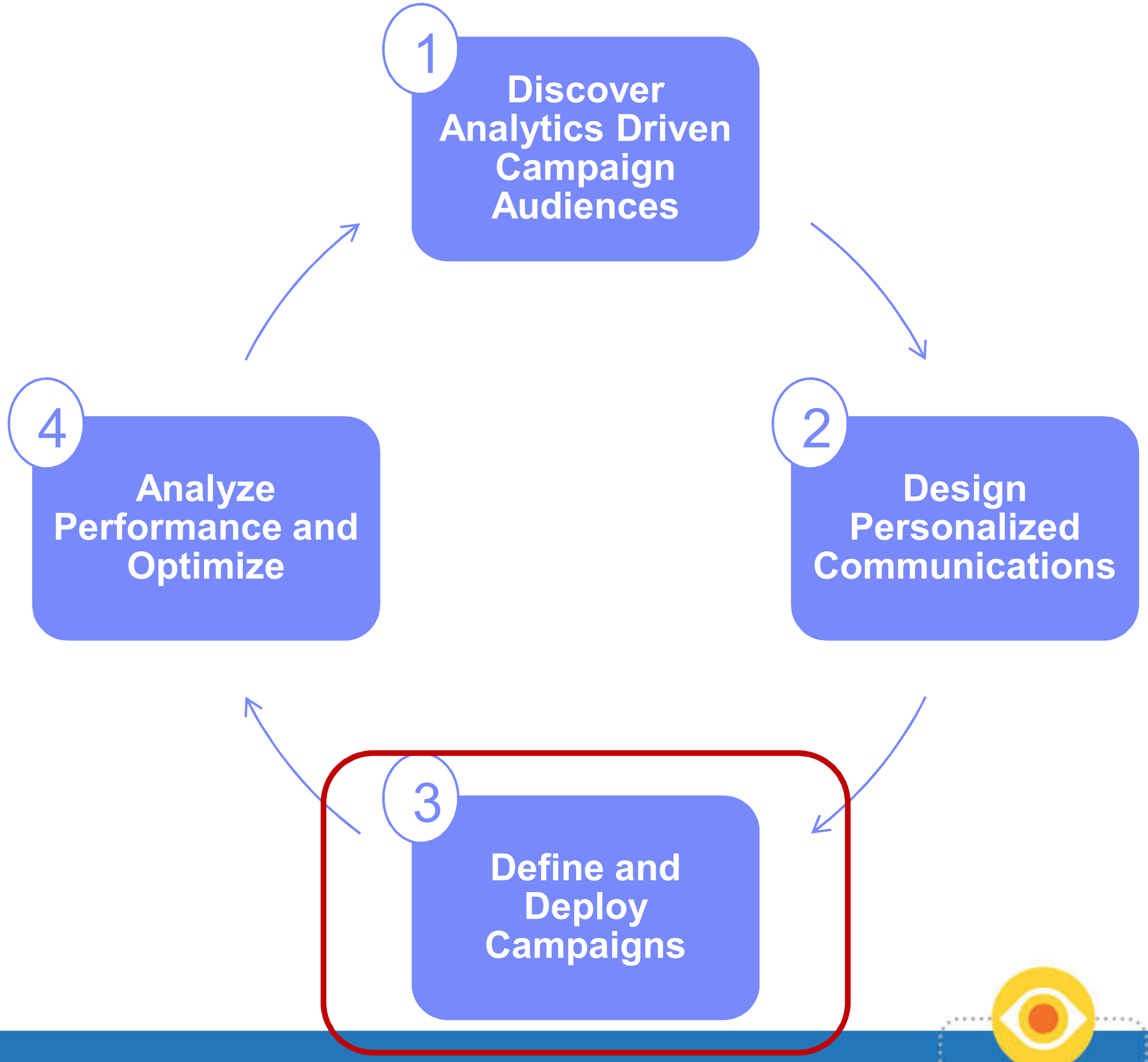
Show selected content if
click to add a rule

Coremetrics
Marketing Center™
QA Retail
Marketing Center
My Profile | Admin | Help | Feedback | Support | Logout
Welcome, brtomz
Find Communication
Dashboards Actions
Reports Actions
Workbooks Actions
Campaigns Actions
Segments Actions
Communications Actions
111
Amol
AØ Ø£B
Brian
VT Direct Mail
VT Emails
Celebrate with Free Shipping
VT Living Post ...se Thank You
VT Site
de-test-comm
jamie
OlhaCom
prfolder
RobsComms
Saritha -test comm
Sushant_Test Comm
test
Digital Assets Actions
Manage
New Campaign
Actions
Product Exposure *
Edit Campaign: Post Purchase Campaign
Recently Used
Text Block
Hyperlink
Image
Field
VT Living
Find us on facebook
2/4
1/1
1/3
Image
Image
Hyperlink
Hyperlink
[close window]
Messages (0) | 30000001 | About | © Copyright IBM Corporation 2010

Sarah’s Personalized Site Communication


Coremetrics Marketing Center™
QA Retail
Marketing Center
My Profile | Admin | Help | Feedback | Support | Logout
Welcome, brtomz
Find Communication
Dashboards Actions
Reports Actions
Workbooks Actions
Campaigns Actions
Segments Actions
Communications Actions
111
Amol
AØ Ø£B
Brian
VT Direct Mail
VT Emails
Celebrate ...e Shipping
VT Living P...Thank You
VT Site
Desks
FreeShippingCart
FreeShippingHome
PostPurchaseHome
LoungeChairs
de-test-comm
jamie
OlhaCom
Digital Assets Actions
Manage
New Campaign
Workbook: Default Workbook *
Actions
Product Exposure *
Edit Campaign: Post Purchase Campaign
Edit Site Communication: PostPurchaseHome *
Recently Used
http://retail-demo.coremetrics.com/LiveDemo/home
Edit mode
Website Communication
Text Block
Hyperlink
Image
Field
Show zones: All
ad_oneday[0]
Desks
Coffee Tables
Table Lamps
Desk Lamps
Accessories
Clearance
1/4
1/1
Find us on...
facebook
Gold Members
Order Discount
Registered Customers
save 5%
on their next order
Personalized content
Image
Image
Hyperlink
Hyperlink
Show selected content if
click to add a rule
[close window]
Lounge Chairs
Office Chairs
Desks
Coffee Tables
Table Lamps
Desk Lamps
Messages (0) | 30000001 | About | © Copyright IBM Corporation 2010

Sarah’s Campaign Process



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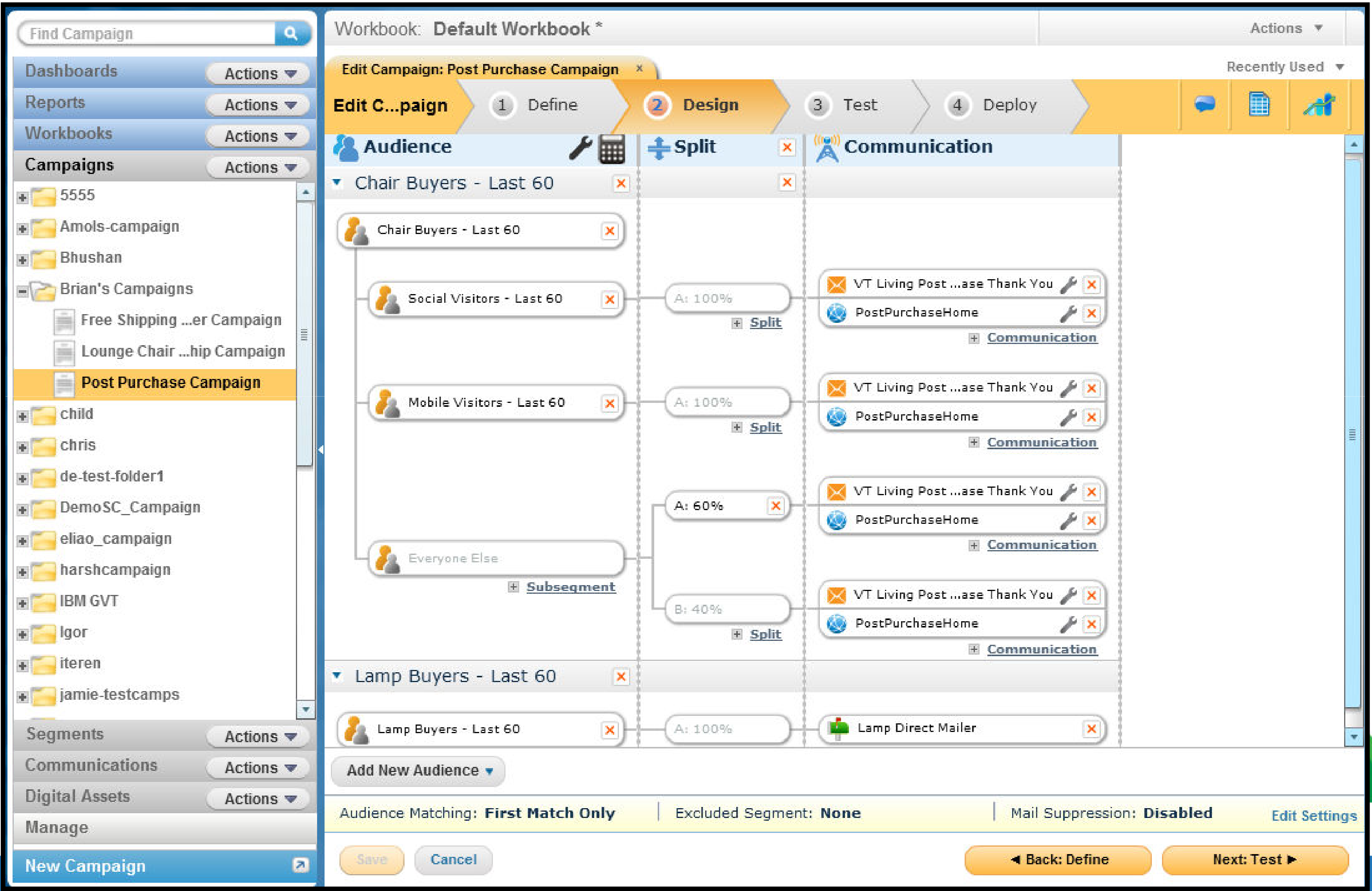
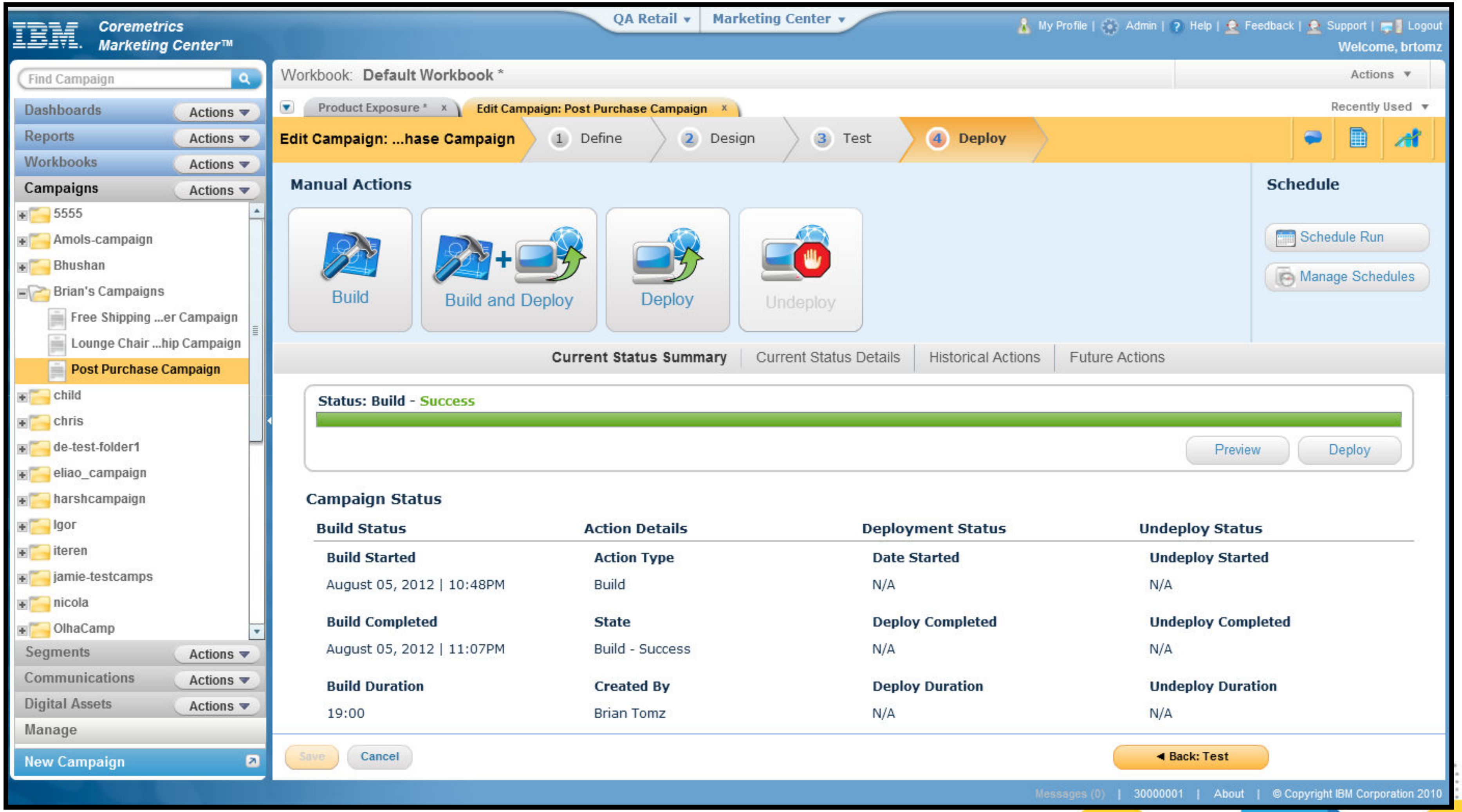
Sarah’s Post Purchase Chair Campaign


Find Campaign
Dashboards Actions
Reports Actions
Workbooks Actions
Campaigns Actions
5555
Amols-campaign
Bhushan
Brian's Campaigns
Free Shipping ...er Campaign
Lounge Chair ...hip Campaign
Post Purchase Campaign
child
chris
de-test-folder1
DemoSC_Campaign
eliao_campaign
harshcampaign
IBM GVT
Igor
iteren
jamie-testcamps
Segments Actions
Communications Actions
Digital Assets Actions
Manage
New Campaign
Workbook: Default Workbook *
Actions
Edit Campaign: Post Purchase Campaign
Recently Used
Edit C...paign
1 Define
2 Design
3 Test
4 Deploy
Audience
Split
Communication
Chair Buyers - Last 60
Chair Buyers - Last 60
Social Visitors - Last 60
A: 100%
Split
VT Living Post ...ase Thank You
PostPurchaseHome
Communication
Mobile Visitors - Last 60
A: 100%
Split
VT Living Post ...ase Thank You
PostPurchaseHome
Communication
A: 60%
VT Living Post ...ase Thank You
PostPurchaseHome
Communication
Everyone Else
Subsegment
B: 40%
Split
VT Living Post ...ase Thank You
PostPurchaseHome
Communication
Lamp Buyers - Last 60
Lamp Buyers - Last 60
A: 100%
Lamp Direct Mailer
Add New Audience
Edit Settings
Save
Cancel
◀ Back: Define
Next: Test ▶

Audience Matching: **First Match Only** | Excluded Segment: **None** | Mail Suppression: **Disabled**

Sarah’ s Post Purchase Chair Campaign

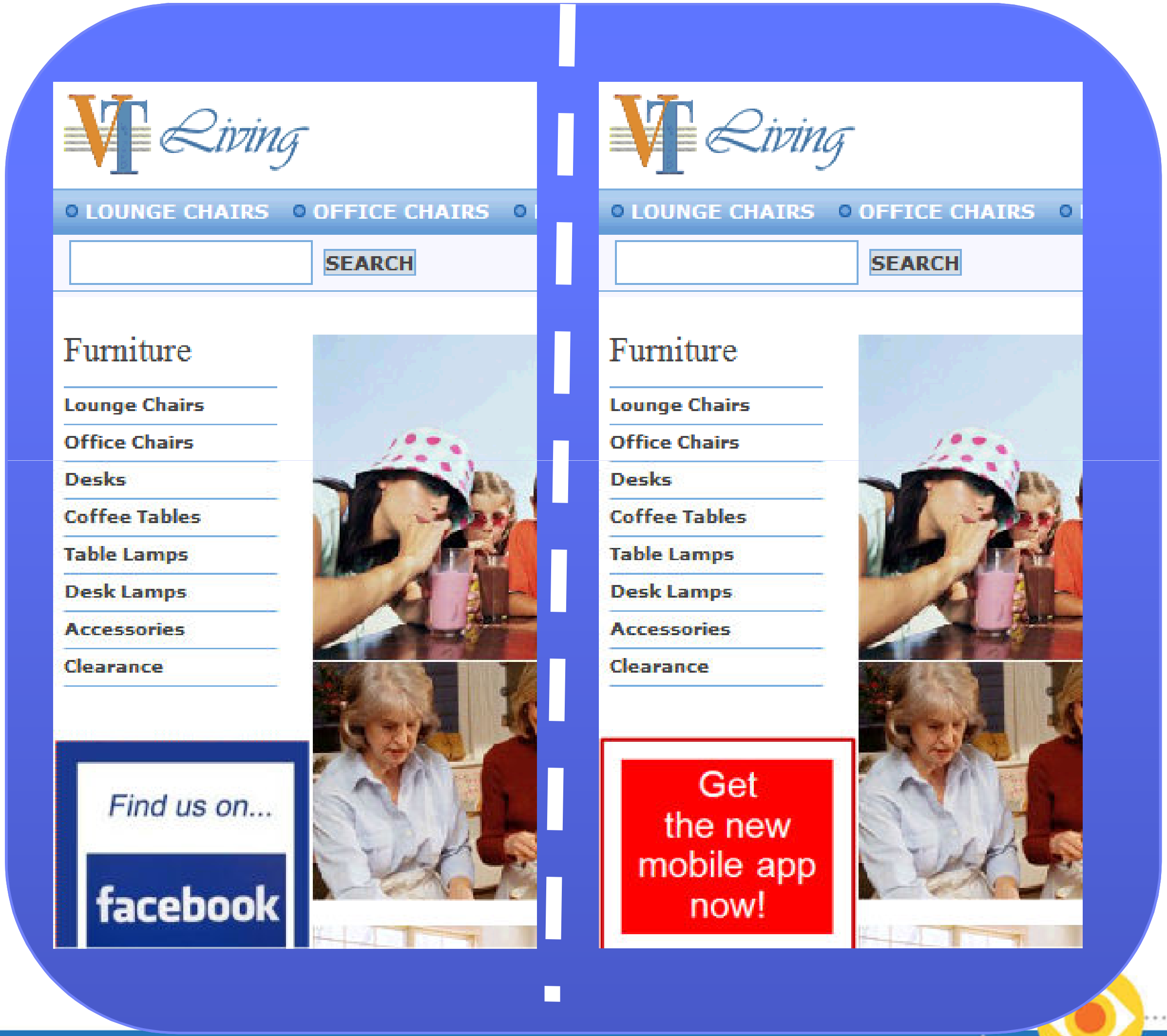

Coremetrics Marketing Center™
QA Retail
Marketing Center
My Profile | Admin | Help | Feedback | Support | Logout
Welcome, brtomz
Find Campaign
Dashboards Actions
Reports Actions
Workbooks Actions
Campaigns Actions
5555
Amols-campaign
Bhushan
Brian's Campaigns
Free Shipping ...er Campaign
Lounge Chair ...hip Campaign
Post Purchase Campaign
child
chris
de-test-folder1
eliao_campaign
harshcampaign
Igor
iteren
jamie-testcamps
nicola
OlhaCamp
Segments Actions
Communications Actions
Digital Assets Actions
Manage
New Campaign
Workbook: Default Workbook *
Actions
Product Exposure *
Edit Campaign: Post Purchase Campaign
Recently Used
Edit Campaign: ...hase Campaign
1 Define
2 Design
3 Test
4 Deploy
Manual Actions
Build
Build and Deploy
Deploy
Undeploy
Schedule
Schedule Run
Manage Schedules
Current Status Summary
Current Status Details
Historical Actions
Future Actions
Preview
Deploy
Save
Cancel
Back: Test
Messages (0) | 30000001 | About | © Copyright IBM Corporation 2010

Status: Build - Success

Campaign Status

Build Status	Action Details	Deployment Status	Undeploy Status
Build Started	**Action Type**	**Date Started**	**Undeploy Started**
August 05, 2012 | 10:48PM	Build	N/A	N/A
Build Completed	**State**	**Deploy Completed**	**Undeploy Completed**
August 05, 2012 | 11:07PM	Build - Success	N/A	N/A
Build Duration	**Created By**	**Deploy Duration**	**Undeploy Duration**
19:00	Brian Tomz	N/A	N/A

At this point 2 visitors going to the site see the most relevant content …



VT Living

- LOUNGE CHAIRS
- OFFICE CHAIRS

SEARCH

Furniture

- Lounge Chairs
- Office Chairs
- Desks
- Coffee Tables
- Table Lamps
- Desk Lamps
- Accessories
- Clearance

Find us on... facebook

VT Living

- LOUNGE CHAIRS
- OFFICE CHAIRS

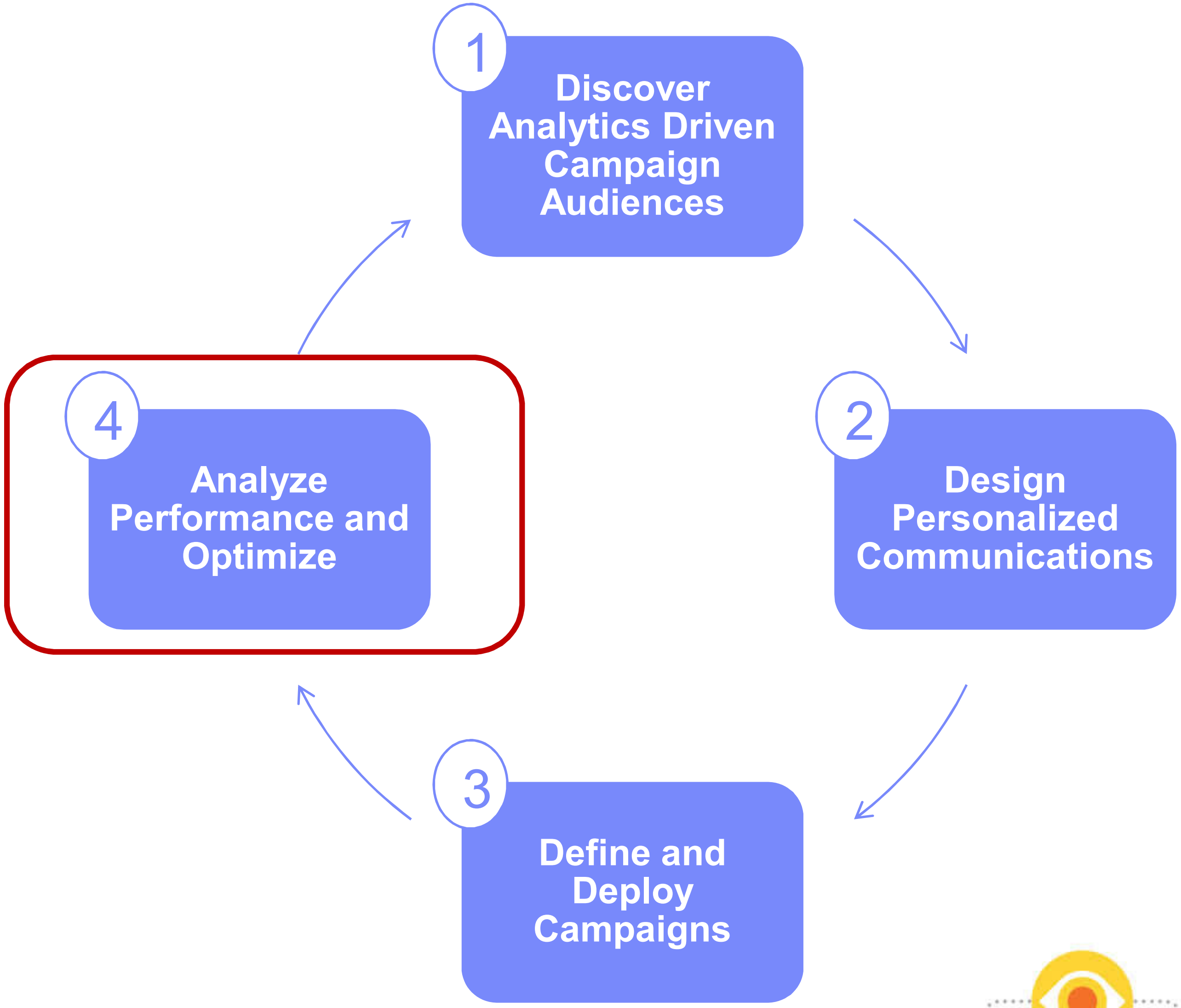
SEARCH

Furniture

- Lounge Chairs
- Office Chairs
- Desks
- Coffee Tables
- Table Lamps
- Desk Lamps
- Accessories
- Clearance

Get the new mobile app now!

Sarah's Campaign Process



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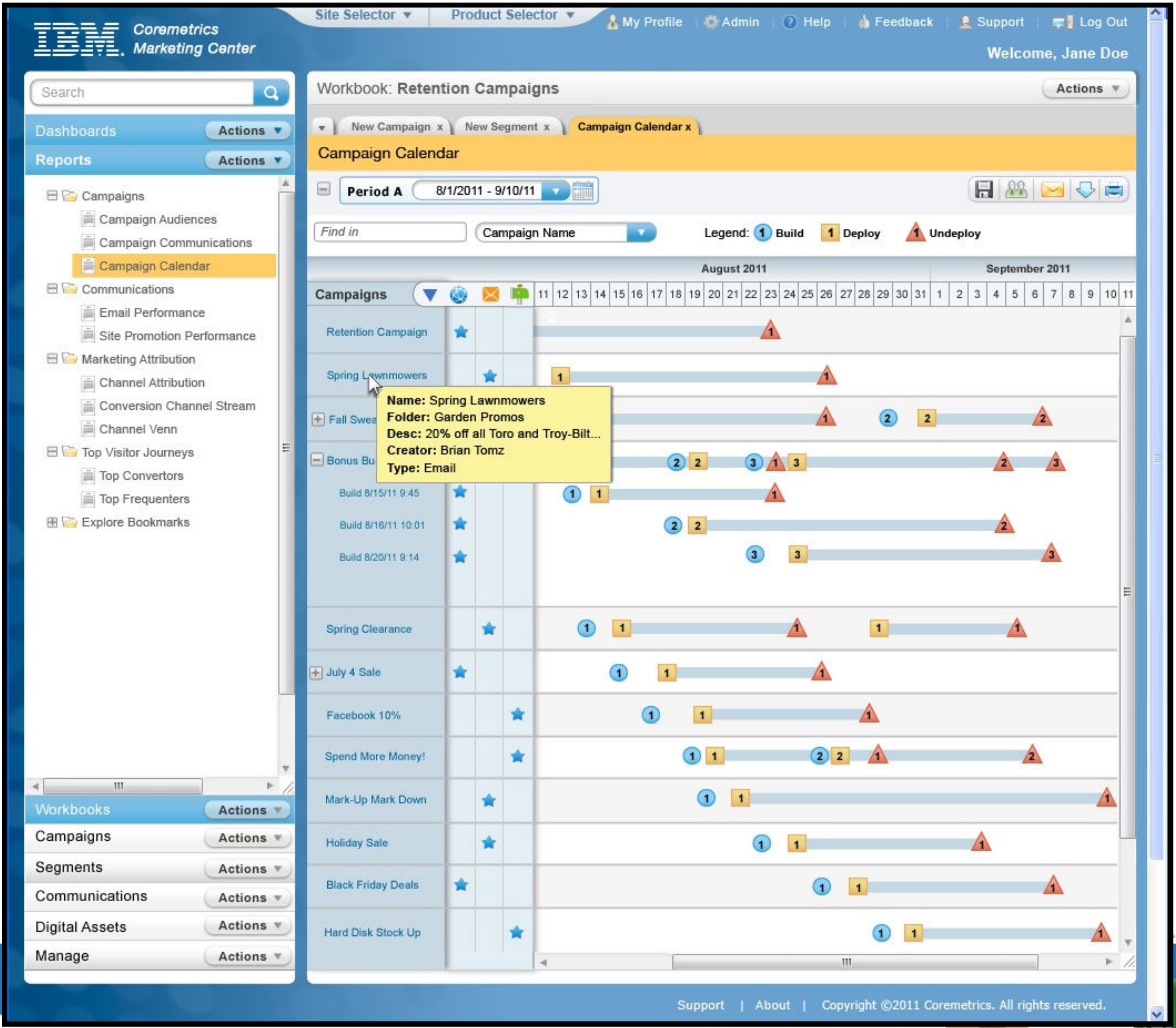
Sarah’s Campaign Calendar


IBM Coremetrics Marketing Center
Site Selector
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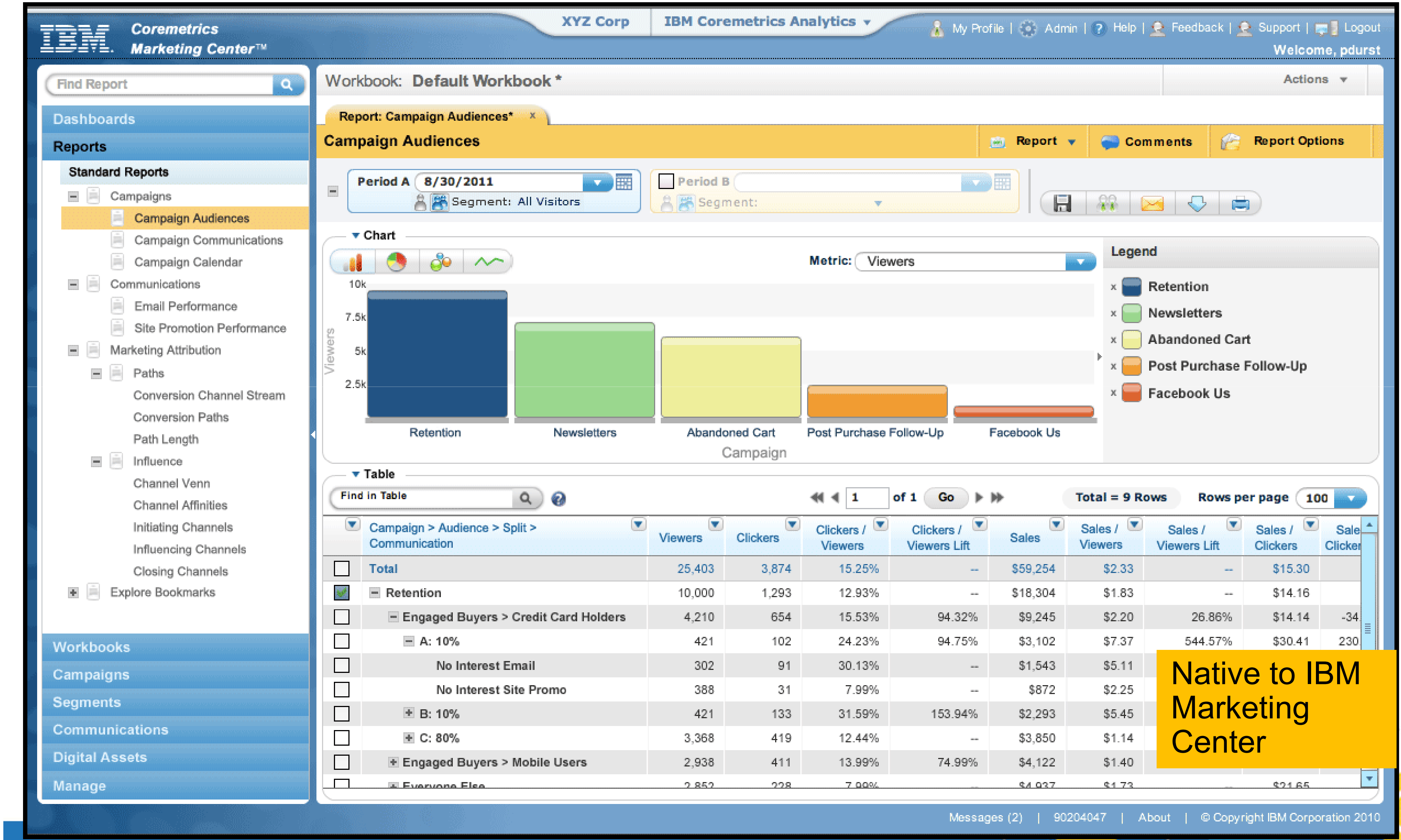
Log Out
Welcome, Jane Doe
Search
Dashboards Actions
Reports Actions
Campaigns
Campaign Audiences
Campaign Communications
Campaign Calendar
Communications
Email Performance
Site Promotion Performance
Marketing Attribution
Channel Attribution
Conversion Channel Stream
Channel Venn
Top Visitor Journeys
Top Convertors
Top Frequenters
Explore Bookmarks
Workbooks Actions
Campaigns Actions
Segments Actions
Communications Actions
Digital Assets Actions
Manage Actions
Workbook: Retention Campaigns
Actions
New Campaign x
New Segment x
Campaign Calendar x
Campaign Calendar
Period A
8/1/2011 - 9/10/11
Find in
Campaign Name
Legend: 1 Build 1 Deploy 1 Undeploy
August 2011
September 2011
Campaigns
11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 1 2 3 4 5 6 7 8 9 10 11
Retention Campaign
Spring Lawnmowers
Fall Swea
Bonus Bu
Build 8/15/11 9:45
Build 8/16/11 10:01
Build 8/20/11 9:14
Spring Clearance
July 4 Sale
Facebook 10%
Spend More Money!
Mark-Up Mark Down
Holiday Sale
Black Friday Deals
Hard Disk Stock Up
Support | About | Copyright ©2011 Coremetrics. All rights reserved.

Name: Spring Lawnmowers
Folder: Garden Promos
Desc: 20% off all Toro and Troy-Bilt...
Creator: Brian Tomz
Type: Email

Sarah’s Campaign Performance and Lift


IBM Coremetrics Marketing Center™
XYZ Corp
IBM Coremetrics Analytics
My Profile | Admin | Help | Feedback | Support | Logout
Welcome, pdurst
Find Report
Dashboards
Reports
Standard Reports
Campaigns
Campaign Audiences
Campaign Communications
Campaign Calendar
Communications
Email Performance
Site Promotion Performance
Marketing Attribution
Paths
Conversion Channel Stream
Conversion Paths
Path Length
Influence
Channel Venn
Channel Affinities
Initiating Channels
Influencing Channels
Closing Channels
Explore Bookmarks
Workbooks
Campaigns
Segments
Communications
Digital Assets
Manage
Workbook: Default Workbook *
Actions
Report: Campaign Audiences* x
Campaign Audiences
Report
Comments
Report Options
Period B
Segment:
Chart
Metric: Viewers
10k
7.5k
5k
2.5k
Viewers
Retention
Newsletters
Abandoned Cart
Post Purchase Follow-Up
Facebook Us
Campaign
Legend
Retention
Newsletters
Abandoned Cart
Post Purchase Follow-Up
Facebook Us
Table
Find in Table
1 of 1 Go
Total = 9 Rows
Rows per page 100
Messages (2) | 90204047 | About | © Copyright IBM Corporation 2010

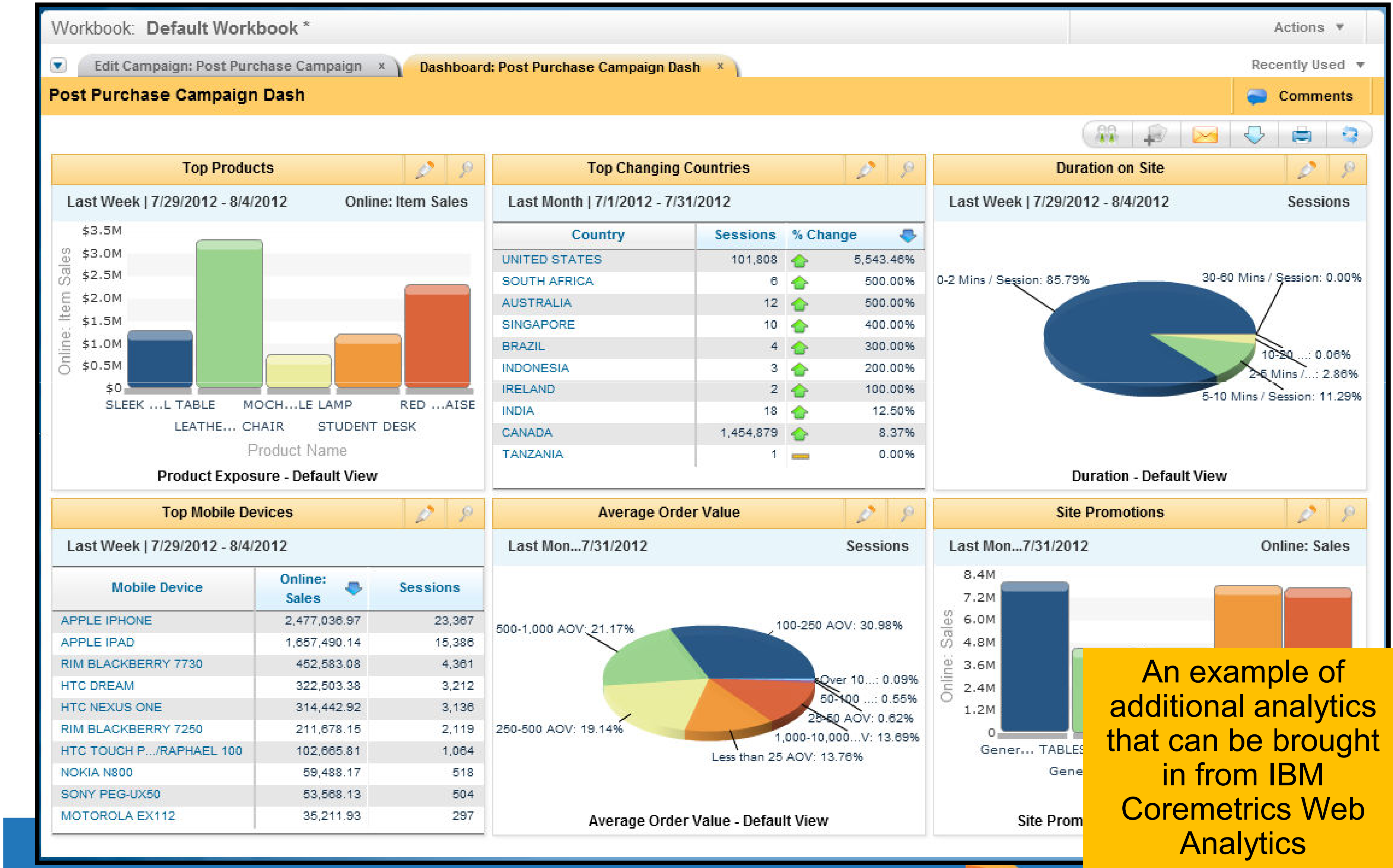
Period A 8/30/2011

Segment: All Visitors

	Campaign > Audience > Split > Communication	Viewers	Clickers	Clickers / Viewers	Clickers / Viewers Lift	Sales	Sales / Viewers	Sales / Viewers Lift	Sales / Clickers	Sale Clicker
☐	Total	25,403	3,874	15.25%	--	$59,254	$2.33	--	$15.30	
☑	⊟ Retention	10,000	1,293	12.93%	--	$18,304	$1.83	--	$14.16	
☐	⊟ Engaged Buyers > Credit Card Holders	4,210	654	15.53%	94.32%	$9,245	$2.20	26.86%	$14.14	-34
☐	⊟ A: 10%	421	102	24.23%	94.75%	$3,102	$7.37	544.57%	$30.41	230
☐	No Interest Email	302	91	30.13%	--	$1,543	$5.11			
☐	No Interest Site Promo	388	31	7.99%	--	$872	$2.25			
☐	⊞ B: 10%	421	133	31.59%	153.94%	$2,293	$5.45			
☐	⊞ C: 80%	3,368	419	12.44%	--	$3,850	$1.14			
☐	⊞ Engaged Buyers > Mobile Users	2,938	411	13.99%	74.99%	$4,122	$1.40			
☐	⊞ Everyone Else	2,852	228	7.99%	--	$4,937	$1.73	--	$21.65	

Native to IBM Marketing Center

Sarah’s Dashboard


Workbook: Default Workbook *
Actions ▼
Edit Campaign: Post Purchase Campaign ×
Dashboard: Post Purchase Campaign Dash ×
Recently Used ▼
Comments

Post Purchase Campaign Dash

Top Products

Last Week | 7/29/2012 - 8/4/2012 Online: Item Sales

$3.5M
$3.0M
$2.5M
$2.0M
$1.5M
$1.0M
$0.5M
$0
Online: Item Sales
SLEEK ...L TABLE
MOCH...LE LAMP
RED ...AISE
LEATHE... CHAIR
STUDENT DESK
Product Name

Product Exposure - Default View

Top Changing Countries

Last Month | 7/1/2012 - 7/31/2012

Country	Sessions	% Change
UNITED STATES	101,808	▲ 5,543.46%
SOUTH AFRICA	6	▲ 500.00%
AUSTRALIA	12	▲ 500.00%
SINGAPORE	10	▲ 400.00%
BRAZIL	4	▲ 300.00%
INDONESIA	3	▲ 200.00%
IRELAND	2	▲ 100.00%
INDIA	18	▲ 12.50%
CANADA	1,454,879	▲ 8.37%
TANZANIA	1	▬ 0.00%

Duration on Site

Last Week | 7/29/2012 - 8/4/2012 Sessions

0-2 Mins / Session: 85.79%
30-60 Mins / Session: 0.00%
10-20 ...: 0.06%
2-5 Mins /...: 2.86%
5-10 Mins / Session: 11.29%

Duration - Default View

Top Mobile Devices

Last Week | 7/29/2012 - 8/4/2012

Mobile Device	Online: Sales	Sessions
APPLE IPHONE	2,477,036.97	23,367
APPLE IPAD	1,657,490.14	15,386
RIM BLACKBERRY 7730	452,583.08	4,361
HTC DREAM	322,503.38	3,212
HTC NEXUS ONE	314,442.92	3,136
RIM BLACKBERRY 7250	211,678.15	2,119
HTC TOUCH P.../RAPHAEL 100	102,665.81	1,064
NOKIA N800	59,488.17	518
SONY PEG-UX50	53,568.13	504
MOTOROLA EX112	35,211.93	297

Average Order Value

Last Mon...7/31/2012 Sessions

500-1,000 AOV: 21.17%
100-250 AOV: 30.98%
Over 10...: 0.09%
50-100 ...: 0.55%
25-50 AOV: 0.62%
1,000-10,000...V: 13.69%
Less than 25 AOV: 13.76%
250-500 AOV: 19.14%

Average Order Value - Default View

Site Promotions

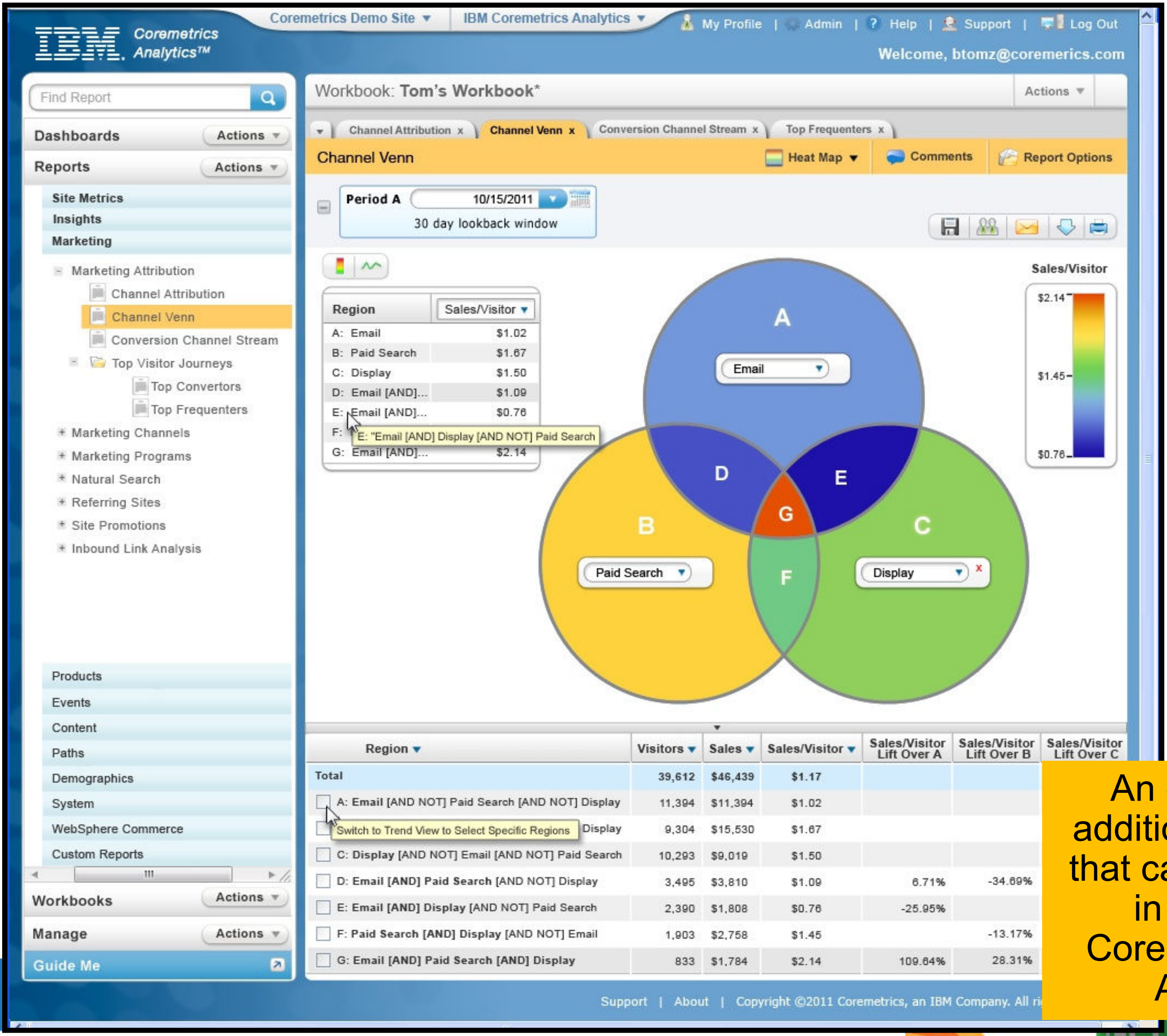
Last Mon...7/31/2012 Online: Sales

8.4M
7.2M
6.0M
4.8M
3.6M
2.4M
1.2M
0
Online: Sales
Gener... TABLES
Gene

Site Prom

An example of additional analytics that can be brought in from IBM Coremetrics Web Analytics

Sarah's Attributed Channel Success


IBM Coremetrics Analytics™
Coremetrics Demo Site
IBM Coremetrics Analytics
My Profile | Admin | Help | Support | Log Out
Welcome, btomz@coremerics.com
Find Report
Dashboards Actions
Reports Actions
Site Metrics
Insights
Marketing
Marketing Attribution
Channel Attribution
Channel Venn
Conversion Channel Stream
Top Visitor Journeys
Top Convertors
Top Frequenters
Marketing Channels
Marketing Programs
Natural Search
Referring Sites
Site Promotions
Inbound Link Analysis
Products
Events
Content
Paths
Demographics
System
WebSphere Commerce
Custom Reports
Workbooks Actions
Manage Actions
Guide Me
Workbook: Tom's Workbook*
Actions
Channel Attribution x
Channel Venn x
Conversion Channel Stream x
Top Frequenters x
Channel Venn
Heat Map
Comments
Report Options
A
B
C
D
E
F
G
Email
Paid Search
Display
Sales/Visitor
$2.14
$1.45
$0.76
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Period A 10/15/2011

30 day lookback window

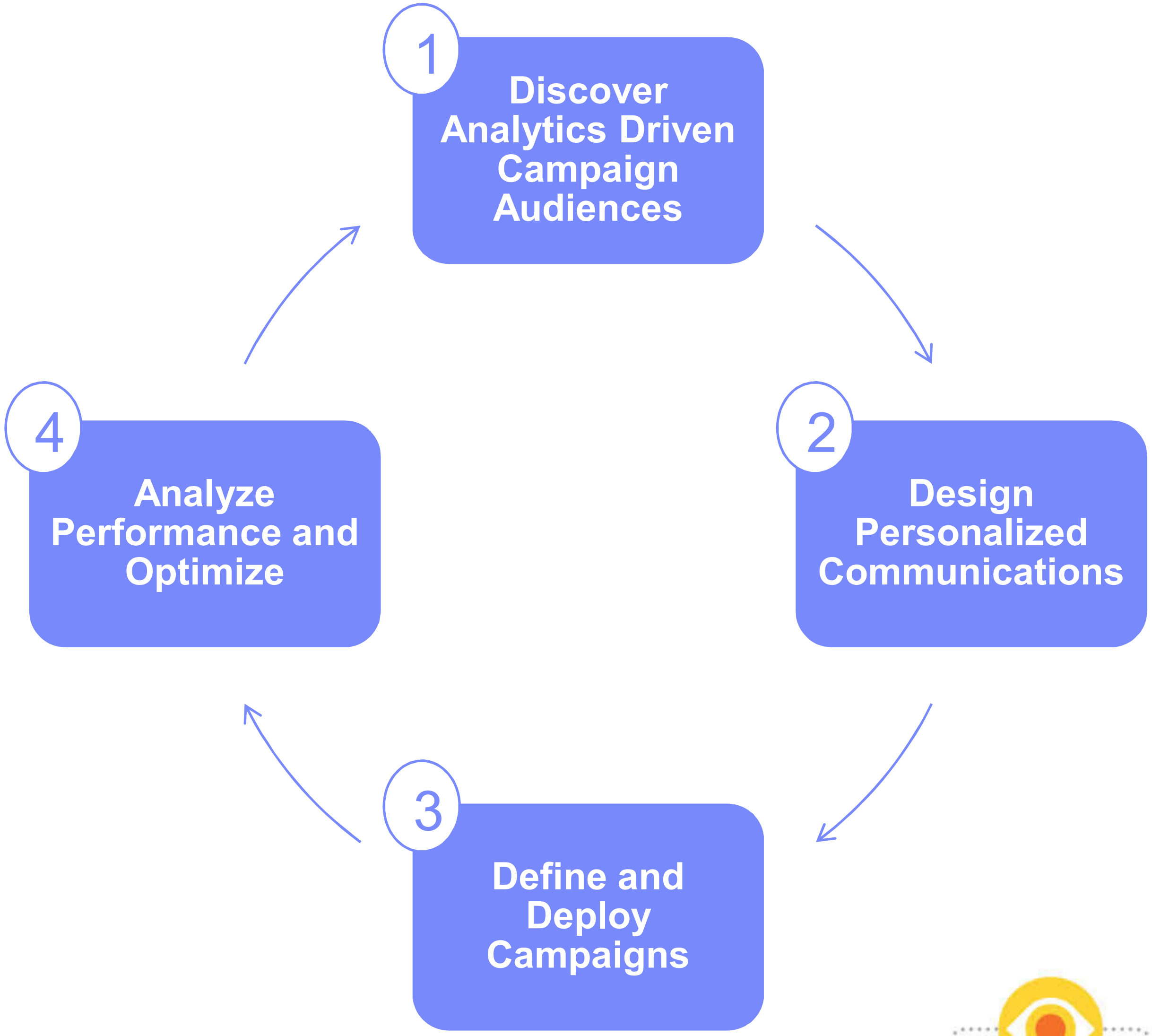
Region	Sales/Visitor
A: Email	$1.02
B: Paid Search	$1.67
C: Display	$1.50
D: Email [AND]...	$1.09
E: Email [AND]...	$0.76
F:	
G: Email [AND]...	$2.14

E: "Email [AND] Display [AND NOT] Paid Search

Region	Visitors	Sales	Sales/Visitor	Sales/Visitor Lift Over A	Sales/Visitor Lift Over B	Sales/Visitor Lift Over C
Total	39,612	$46,439	$1.17			
☐ A: Email [AND NOT] Paid Search [AND NOT] Display	11,394	$11,394	$1.02			
☐ Switch to Trend View to Select Specific Regions Display	9,304	$15,530	$1.67			
☐ C: Display [AND NOT] Email [AND NOT] Paid Search	10,293	$9,019	$1.50			
☐ D: Email [AND] Paid Search [AND NOT] Display	3,495	$3,810	$1.09	6.71%	-34.69%	
☐ E: Email [AND] Display [AND NOT] Paid Search	2,390	$1,808	$0.76	-25.95%		
☐ F: Paid Search [AND] Display [AND NOT] Email	1,903	$2,758	$1.45		-13.17%	
☐ G: Email [AND] Paid Search [AND] Display	833	$1,784	$2.14	109.64%	28.31%	

An example of additional analytics that can be brought in from IBM Coremetrics Web Analytics

Sarah’ s Campaign Process



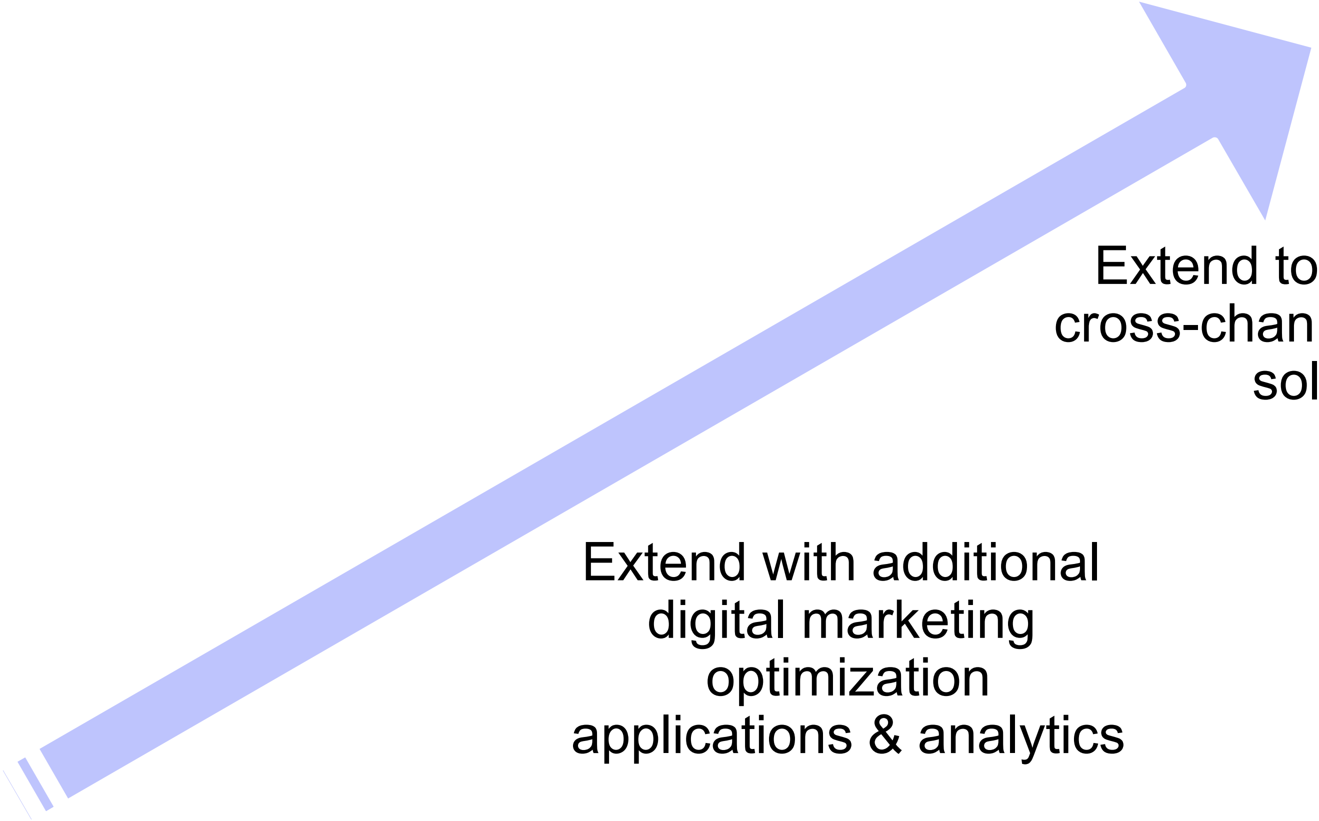
1 Discover Analytics Driven Campaign Audiences

2 Design Personalized Communications

3 Define and Deploy Campaigns

4 Analyze Performance and Optimize

Limitless growth path



Extend to a complete
cross-channel marketing
solution

Extend with additional
digital marketing
optimization
applications & analytics

Start with
IBM Marketing Center

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Key takeaways on IBM Marketing Center

- Cloud based solution for marketers - combines digital analytics with real-time marketing execution in a single app
- Includes A/B testing, email marketing, site personalization, list targeting, campaign management, asset management, etc
- Can be used at a starter solution without need for Coremetrics Web Analytics
- Existing Coremetrics clients gain additional marketing execution capabilities – with no retagging needed
- Add-on further modules from the EMM suite to extend to a full Digital Marketing Optimization or Interaction Optimization solution

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