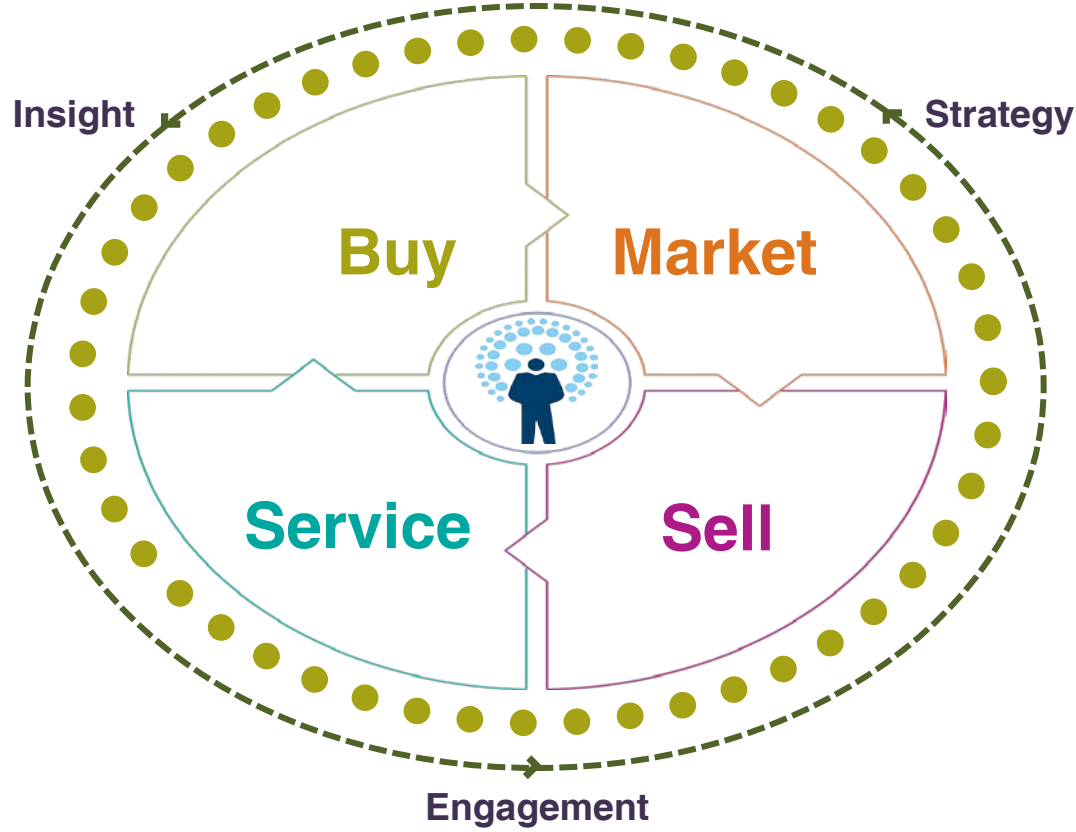跨渠道的企业级营销解决方案

IBM智慧商务的解决方案帮助企业更好的服务最终客户

Buy
Sourcing, controlling and procurement of goods and services

Service
Servicing customer needs across all interaction channels

Insight

Strategy

Buy

Market

Service

Sell

Engagement

Market
Targeted and personalized marketing across all customer interactions

Sell
Enables selling and fulfillment of products and services across all channels

3

营销组织的职能正在突破传统的边界和范畴

Buy
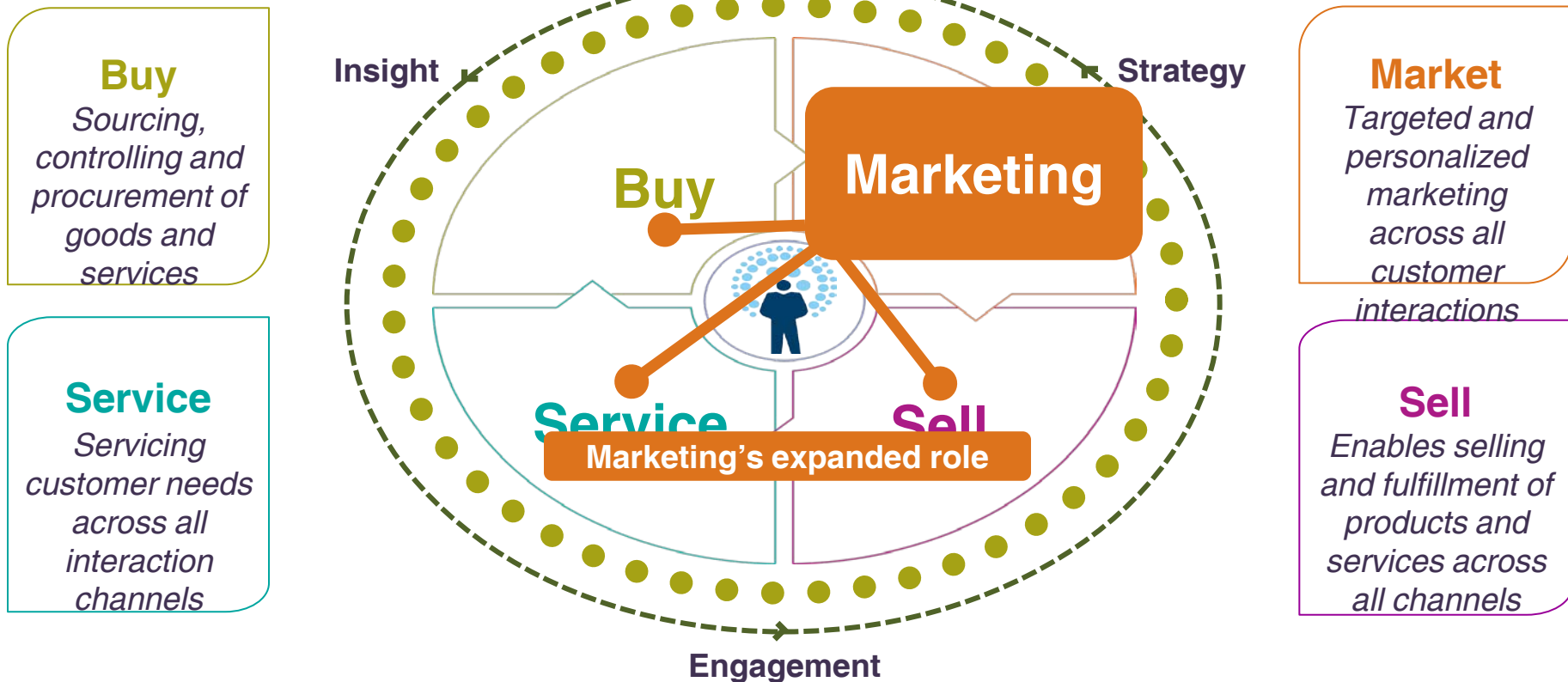*Sourcing, controlling and procurement of goods and services*

Service
Servicing customer needs across all interaction channels

Market
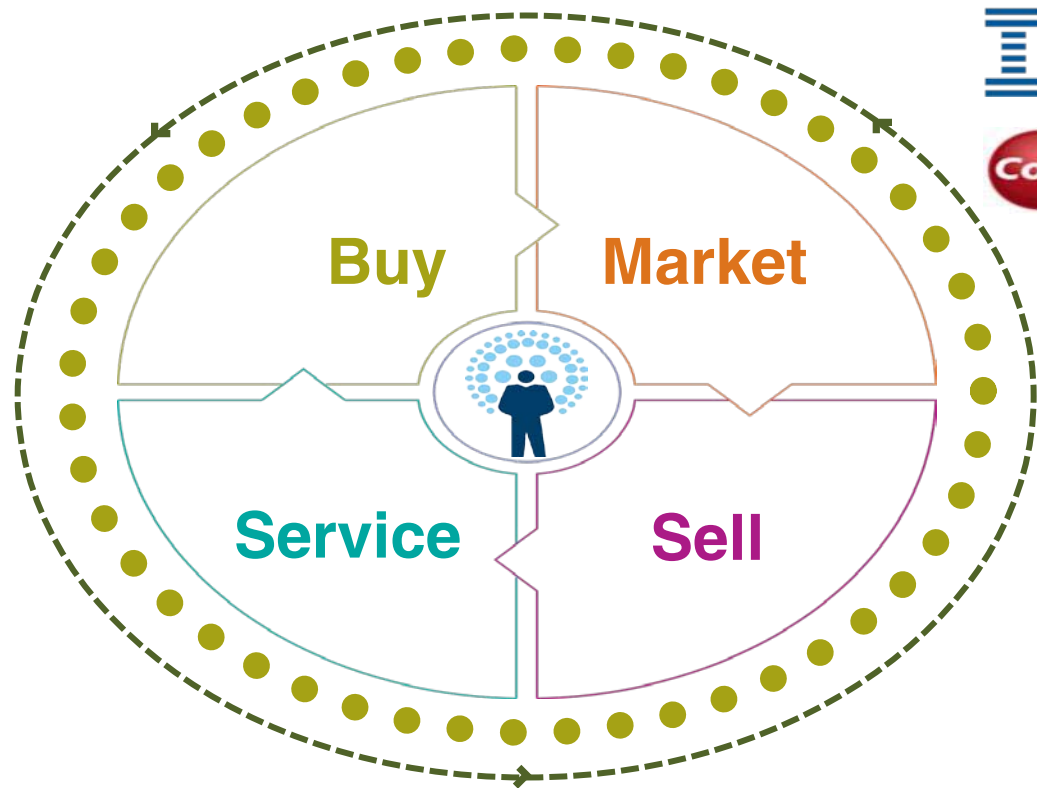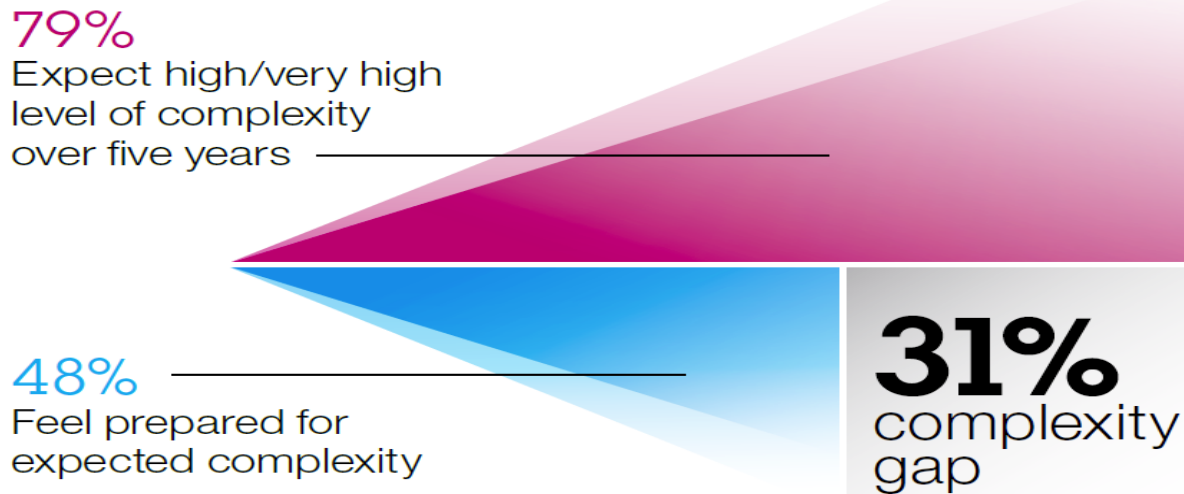*Targeted and personalized marketing across all customer interactions*

Sell
Enables selling and fulfillment of products and services across all channels

Insight

Strategy

Buy

Marketing

Service

Sell

Marketing's expanded role

Engagement

4

IBM在智慧商务中提供了端到端的企业级营销解决方案

面对营销新的挑战，在IBM CMO Study中许多CMO 表示还未准备好

79%
Expect high/very high level of complexity over five years

48%
Feel prepared for expected complexity

31% complexity gap

"From Stretched to Strengthened; Insights from the Global Chief Marketing Study"
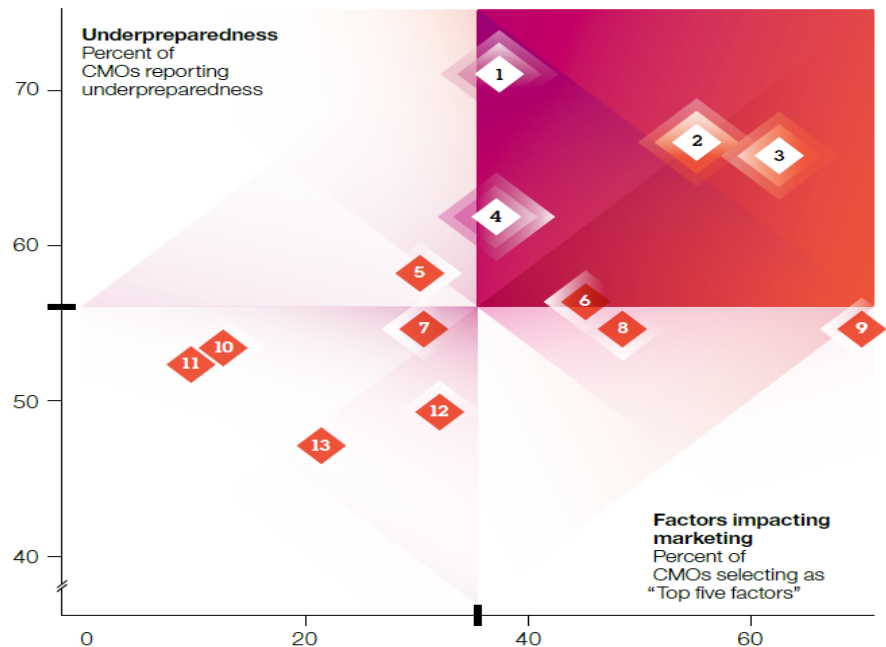www.ibm.com/cmostudy

以下是CMO认为营销挑战的分布图

Figure 4

The biggest headaches The four most prominent challenges for CMOs are the data explosion, social media, proliferation of channels and devices, and shifting consumer demographics.

1. Data explosion
2. Social media
3. Growth of channel and device choices
4. Shifting consumer demographics
5. Financial constraints
6. Decreasing brand loyalty
7. Growth market opportunities
8. ROI accountability
9. Customer collaboration and influence
10. Privacy considerations
11. Global outsourcing
12. Regulatory considerations
13. Corporate transparency

— Mean

Underpreparedness
Percent of CMOs reporting underpreparedness

Factors impacting marketing
Percent of CMOs selecting as "Top five factors"

"From Stretched to Strengthened; Insights from the Global Chief Marketing Study"
www.ibm.com/cmostudy

7

Figure 4

The biggest headaches The four most prominent

1	Data explosion
2	Social media
3	Growth of channel and device choices
4	Shifting consumer demographics

8 ROI accountability
9 Customer collaboration and influence
10 Privacy considerations
11 Global outsourcing
12 Regulatory considerations
13 Corporate transparency
— Mean

Underpreparedness
Percent of

Factors impacting marketing
Percent of CMOs selecting as "Top five factors"

40

0   20   40   60

"From Stretched to Strengthened; Insights from the Global Chief Marketing Study"
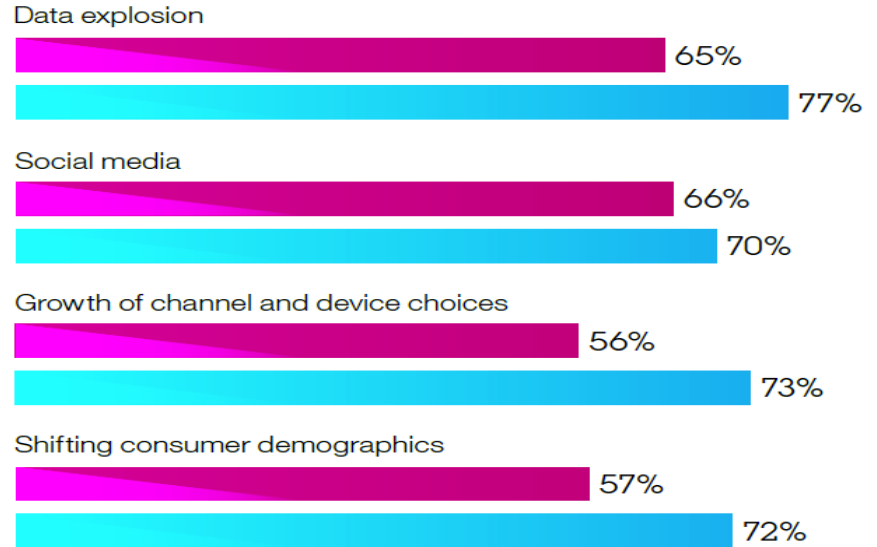www.ibm.com/cmostudy

Figure 5

Outperformers struggle too Outperformers are battling almost as much as others to deal with the four most critical pain points.

■ Outperforming organizations
■ Underperforming organizations

Level of underpreparedness to manage market factors

Data explosion
65%
77%

Social media
66%
70%

Growth of channel and device choices
56%
73%

Shifting consumer demographics
57%
72%

"From Stretched to Strengthened; Insights from the Global Chief Marketing Study"
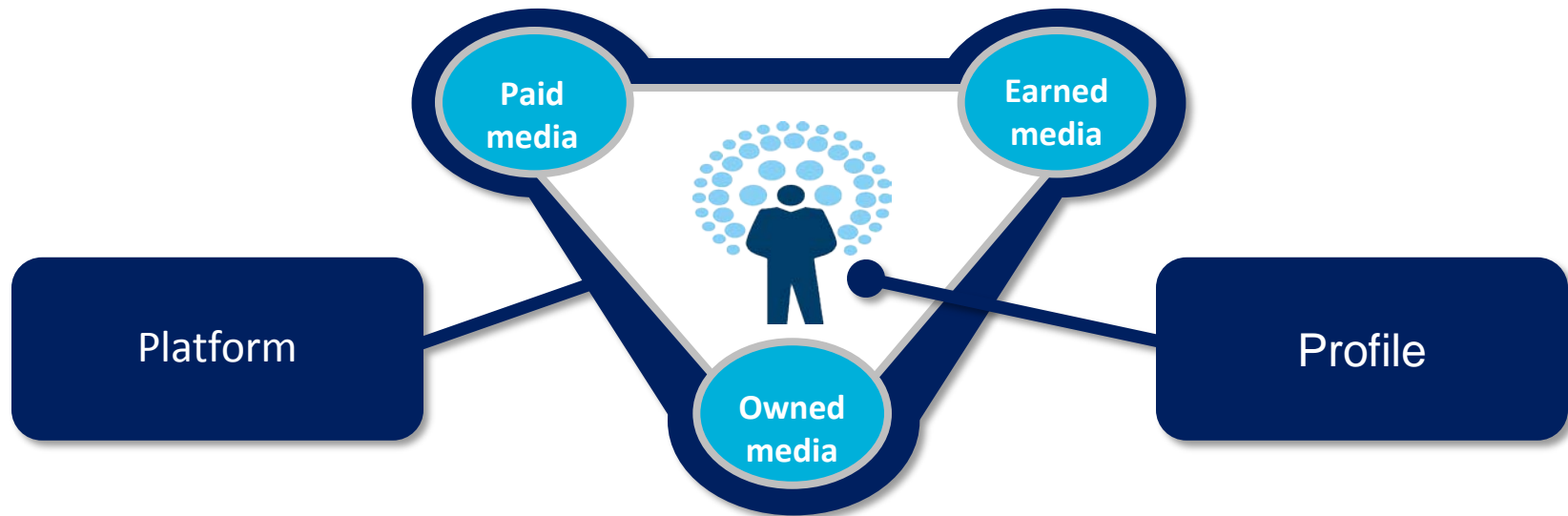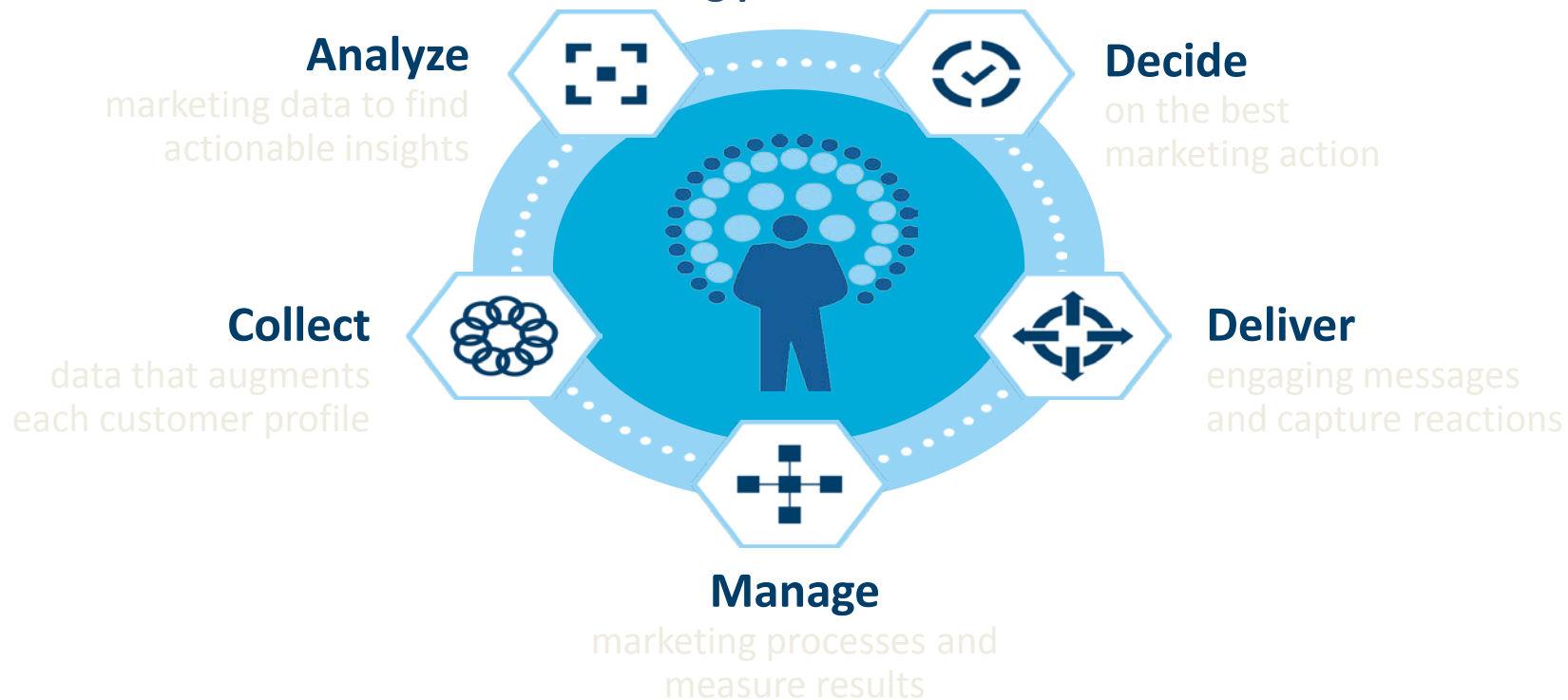www.ibm.com/cmostudy

9

市场营销的新战略是整合不同的媒体和渠道，围绕客户展开个性化营销的策略
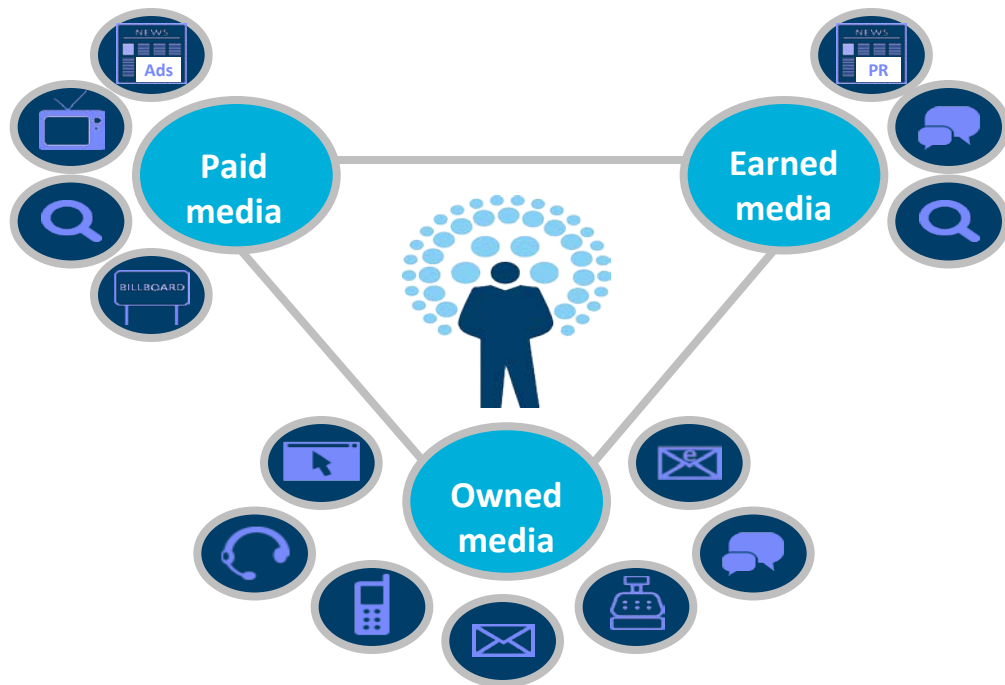
但对于大多数组织而言，整合式困难的

Most marketers lack:

IBM EMM 解决方案恰好帮助CMO解决了整合所遇到的难题

**EMM: a comprehensive suite integrating
five critical marketing processes – across all media**

Analyze
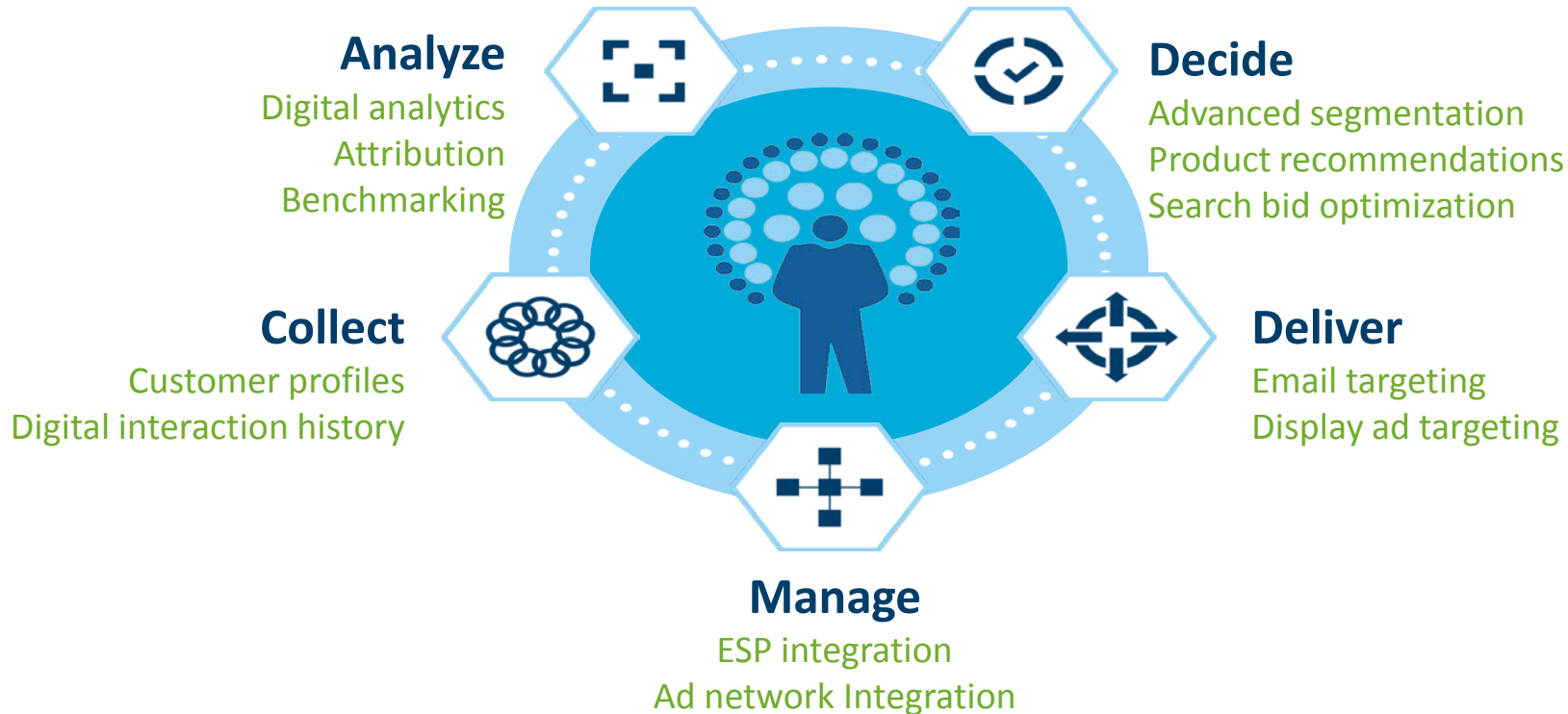marketing data to find
actionable insights

Decide
on the best
marketing action

Collect
data that augments
each customer profile

Deliver
engaging messages
and capture reactions

Manage
marketing processes and
measure results

IBM EMM 解决德安满足了不同市场营销职能角色的需求

USER GROUP	NEED	EMM SOLUTION
Digital marketers	Turn online prospects into repeat customers and loyal advocates	**Digital Marketing Optimization**
Customer relationship marketers	Engage each customer and prospect in a one-to-one dialogue across communication channels	**Interaction Optimization**
Marketing leaders, planners & decision-makers	Improve marketing operations and planning to maximize marketing ROI	**Marketing Performance Optimization**

EMM方案1：Digital Marketing Optimization

**Turns online prospects
into repeat customers and loyal advocates**

Analyze
Digital analytics
Attribution
Benchmarking

Decide
Advanced segmentation
Product recommendations
Search bid optimization

Collect
Customer profiles
Digital interaction history

Deliver
Email targeting
Display ad targeting

Manage
ESP integration
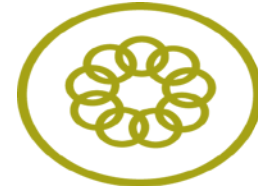Ad network Integration

Spotlight on Digital Marketing Optimization

Empowers marketers to turn site visitors into repeat customers and brand advocates with **more effective digital marketing**

Customer Profiles + **Web Analytics** + **Digital Marketing Execution**

Ensuring a **relevant and compelling experience** throughout each customer's digital lifecycle

Mobile Marketing

Social Marketing

Search bid optimization

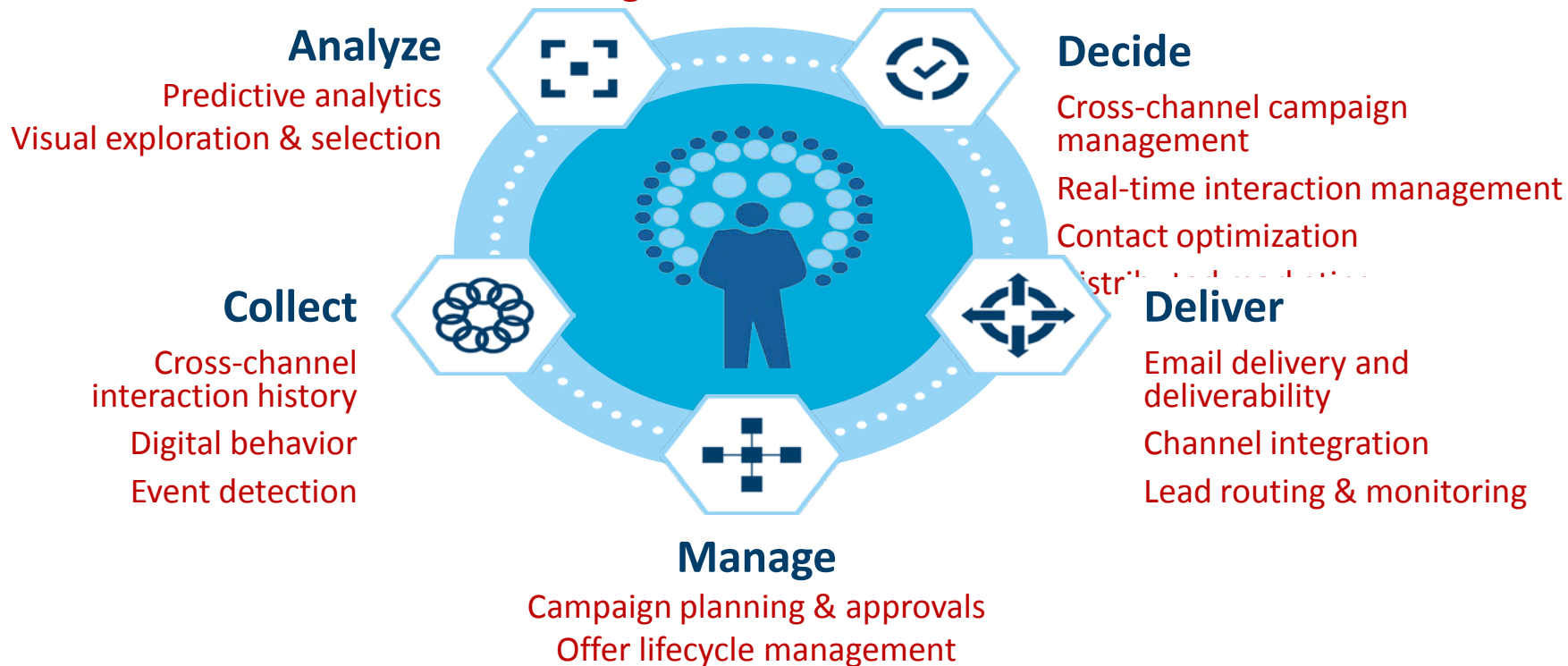Email Targeting

Display Ad Targeting
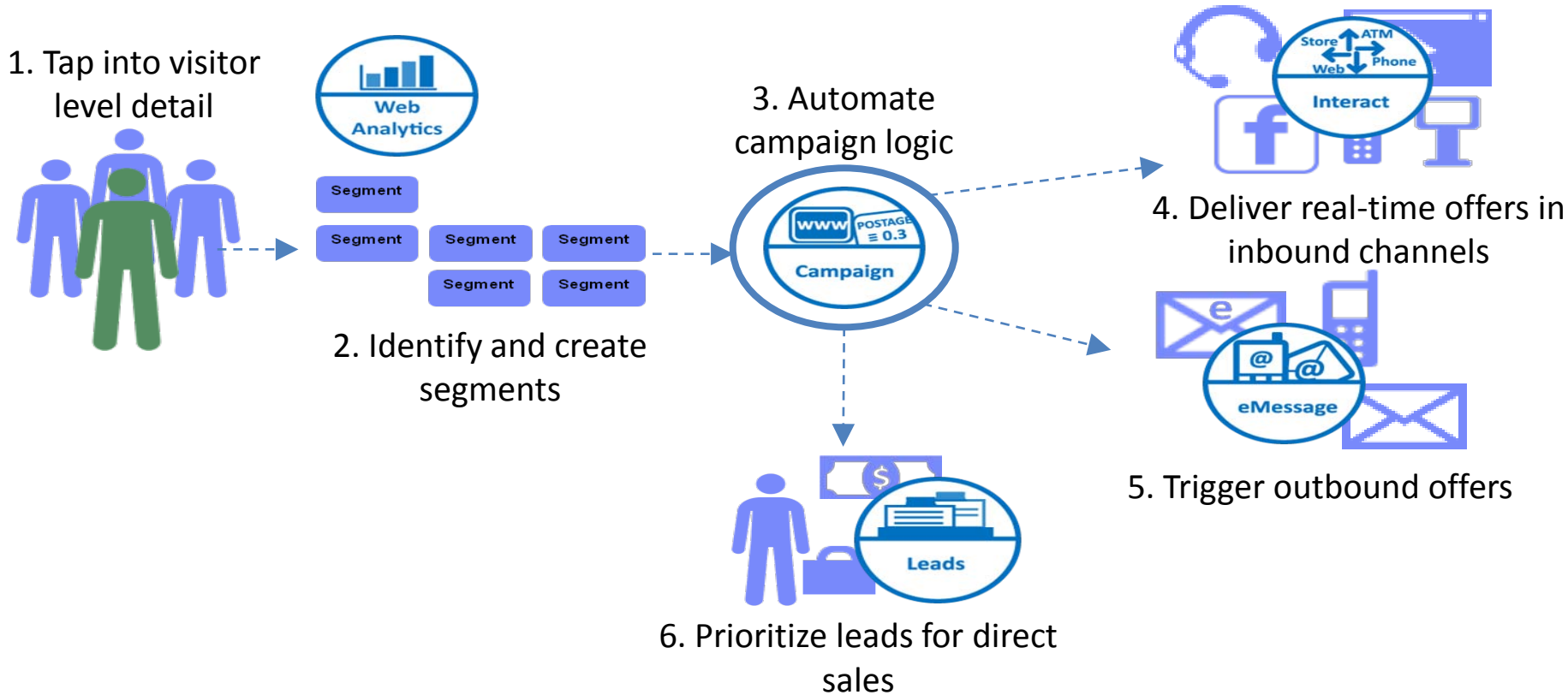
Product Recommendations
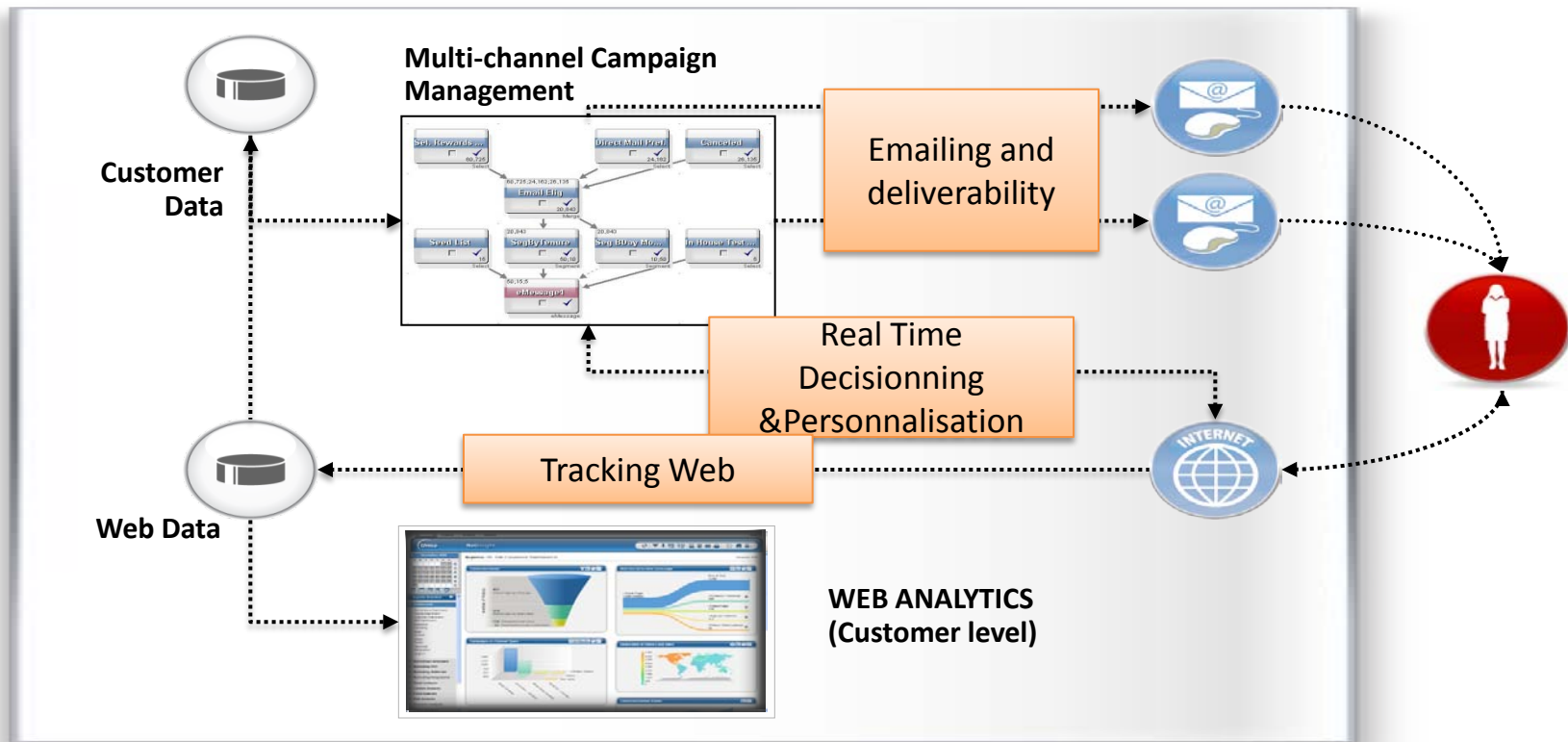
15

EMM方案2：Interaction Optimization

**Engages each customer and prospect
in a one-to-one dialogue across communication channels**

Analyze
Predictive analytics

Visual exploration & selection

Decide
Cross-channel campaign management

Real-time interaction management

Contact optimization

~~Distributed marketing~~

Collect
Cross-channel interaction history

Digital behavior

Event detection

Deliver
Email delivery and deliverability

Channel integration

Lead routing & monitoring

Manage
Campaign planning & approvals

Offer lifecycle management

整合线上线下的数据，展开个性化互动营销

1. Tap into visitor level detail

Web Analytics

Segment
Segment Segment Segment
Segment Segment

2. Identify and create segments

3. Automate campaign logic

Campaign

4. Deliver real-time offers in inbound channels

Interact
Store ATM Web Phone

eMessage

5. Trigger outbound offers

Leads

6. Prioritize leads for direct sales

不断与客户开展交互式的对话

Customer Data

Multi-channel Campaign Management

Emailing and deliverability

Real Time Decisionning &Personnalisation

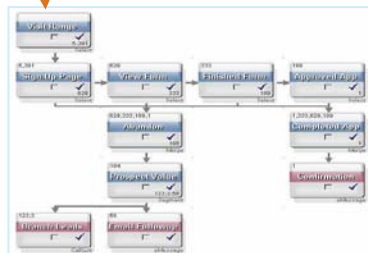Tracking Web

Web Data

WEB ANALYTICS (Customer level)

不断优化跨渠道的客户体验和营销ROI

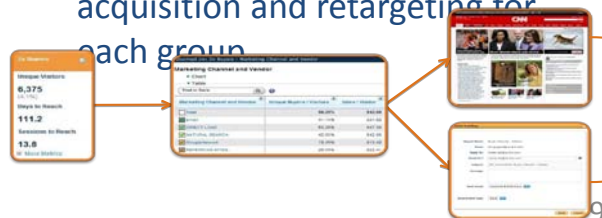1. Capture a deep understanding of site performance and customer/ prospect level detail
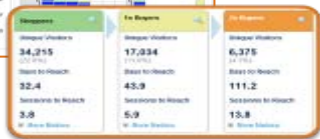
2. Automate campaigns and business rules

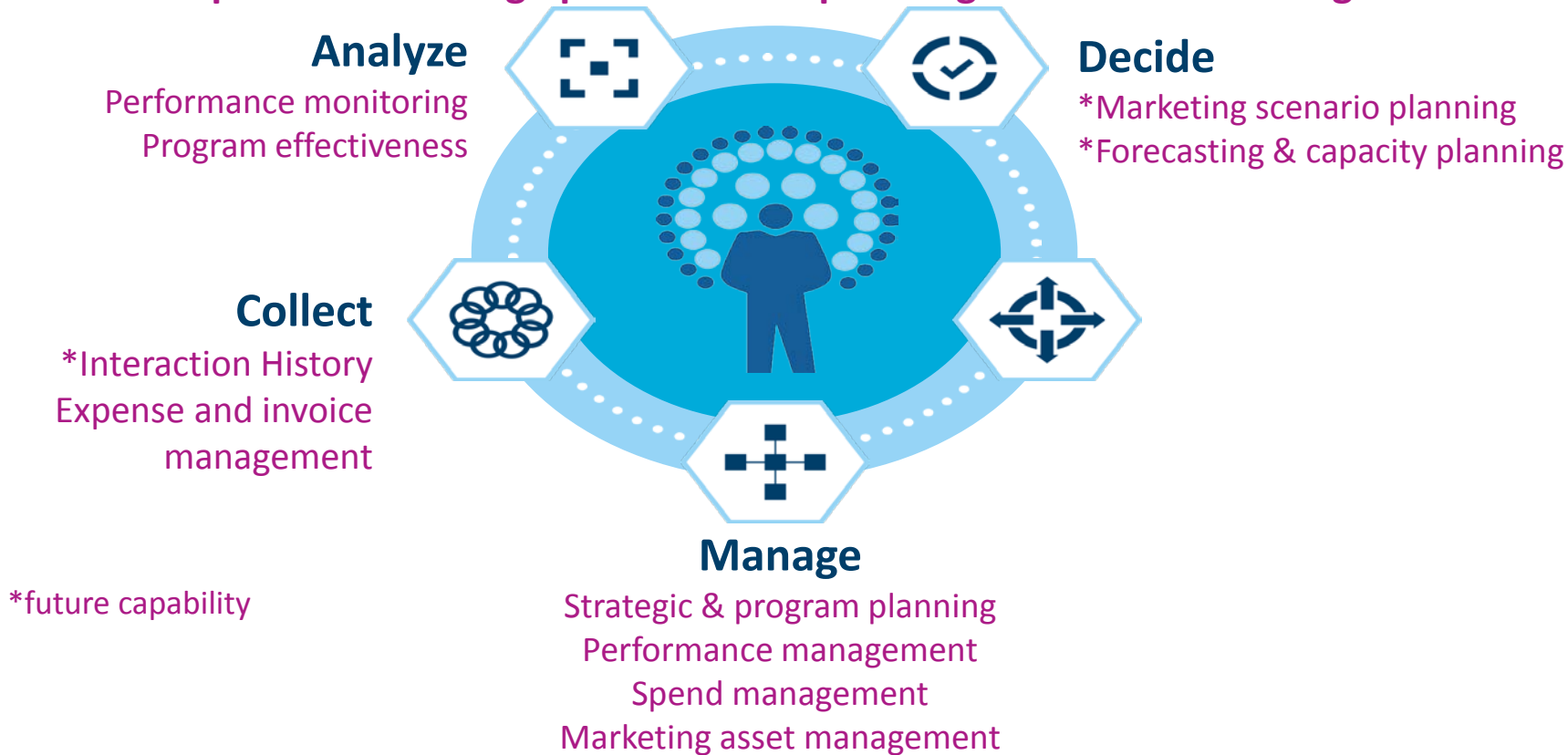3. Trigger site offers, customized emails, POS offers, service recommendations, outbound mail, etc.

4. Execute most effective acquisition and retargeting for each group
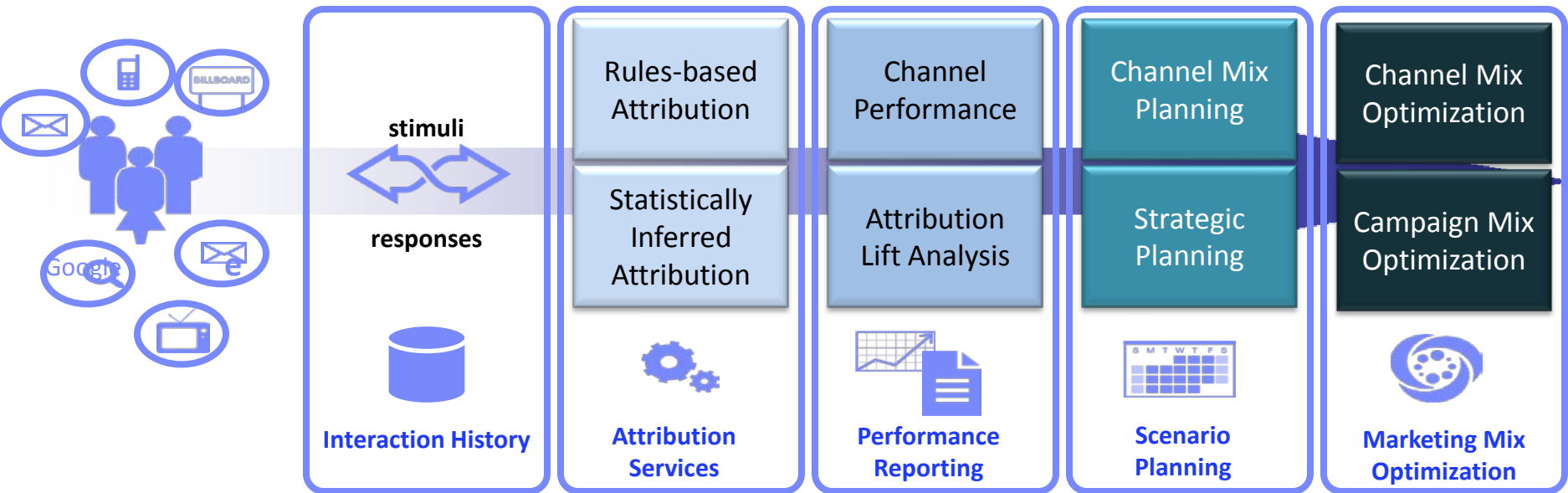
EMM方案3：Marketing Performance Optimization

Improves marketing operations and planning maximize marketing ROI

Analyze
Performance monitoring
Program effectiveness

Decide
*Marketing scenario planning
*Forecasting & capacity planning

Collect
*Interaction History
Expense and invoice management

Manage
Strategic & program planning
Performance management
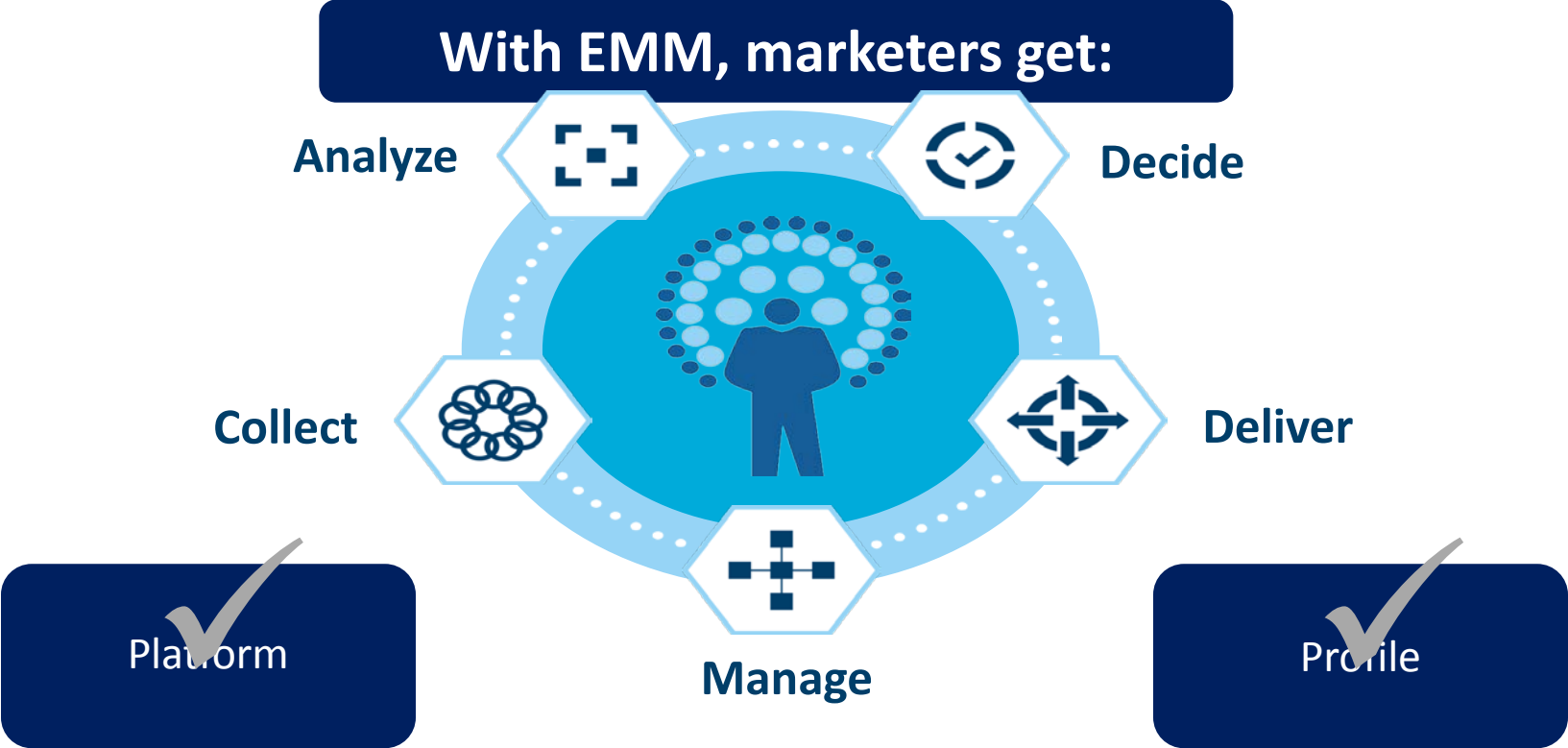Spend management
Marketing asset management

*future capability

- Our Marketing Resource Management products form the foundation – marketing system of record – on top of which we can optimize marketing performance
- Today's solution emphasizes optimizing the efficiency of the marketing operation
- Tomorrow's solution will enable marketers to understand and optimize the effectiveness of their marketing spend

stimuli

responses

Interaction History	Attribution Services	Performance Reporting	Scenario Planning	Marketing Mix Optimization
	Rules-based Attribution	Channel Performance	Channel Mix Planning	Channel Mix Optimization
	Statistically Inferred Attribution	Attribution Lift Analysis	Strategic Planning	Campaign Mix Optimization

EMM 帮助企业建立统一营销管理平台，构建统一的客户营销档案

EMM解决方案为各行业客户带来的价值

More *effective* marketing:

Improved customer value, loyalty & retention
5-15% increase is typical

Higher online marketing ROI
15x-25x increase is typical

Higher campaign ROI
15-30% increase is typical

Increased response rates
10-50% increase is typical

Increased order value
15-20% increase is typical

More *efficient* marketing:

More campaigns with the same resources
2-5x increase is typical

Reduced cycle time for marketing efforts
40%-80% reduction is typical

Reduced marketing costs
20-40% reduction is typical

Lower customer acquisition costs
25%-75% reduction is typical

Other business metrics
revenue, profit, others vary by industry (assets under management, ARPU, #products owned, etc.)

IBM EMM 解决方案处于业界的领导地位

IBM: **Leader**
Magic Quadrant: **Integrated Marketing Management**, Oct 26, 2011

IBM: Leader
Magic Quadrant: **Multi-channel Campaign Management**, May 20, 2011

IBM: Leader
Magic Quadrant: **Marketing Resource Management**, Feb 1, 2011

IBM: **Leader**
The Forrester Wave™: **Web Analytics**, Q4 '11

IBM: **Leader**
The Forrester Wave™: **Cross-Channel Campaign Management,** Q1 '12

市场营销的新科学

谢谢！