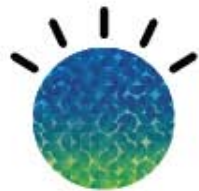


2012年4月11日



以客户为中心 引领商务新思维

2012 IBM 智慧商务高峰论坛

# 洞察用户行为，持续营销优化

——基于IBM Coremetrics和WebSphere Commerce的在线用户行为分析解决方案

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## IBM智慧商务集成产品组合

### 创新和业务价值

创新并调整商业模式，为客户创造价值

### 价值链战略和服务

#### 营销和客户管理

调整销售、营销和运营  
吸引更多客户

#### 运营和组织模型

设计运营、供应链和组织模型，  
为客户提供价值

## 核心业务解决方案

### 核心业务流程

#### 采购

贸易伙伴管理  
供应商管理  
供应链可视化  
供应链优化  
物流设计及管理  
库存优化

#### 营销

预测分析/建模  
行为细分  
多渠道营销活动管理  
搜索优化、广告定向  
营销资源管理

#### 销售

B2B / B2C 多渠道商务  
分布式订单管理  
履约、物流和供应链优化  
移动电子商务  
零售商店

#### 服务

交货及服务的日程安排  
客户自助服务支持  
逆向物流  
案例管理

### 先进的分析

仓储分析 | 采购分析 | 消费者忠诚度 | 预测和规范 | 社交分析 | 主数据管理

### 工作负载优化的系统

系统、存储及软件关注敏捷性、整合和自动化以推动有价值的业务成果

## Trend: Marketer's Priority = Customer Retention



**Customer Retention – 52%**  
Customer Acquisition – 38%  
Customer Profitability – 29%

# Focus on retention requires tools that “make marketing feel like a service”

## Email Targeting

**Coremetrics LIVEmail™**

Report  
Integrate  
ESP Partners

- ExactTarget
- StrongMail
- Responsys
- Silverpop
- dialog
- eCircle

Best Practice Campaigns  
Custom Format  
Comments

---

**Partner Integration**

Export Name

**FREE SHIPPING ON ORDERS OF \$40 OR MORE! - SHOP NOW >**

**Gift Sets to celebrate every Mom...**

Delicate & Elegant  
Cherry Blossom Classic set, \$45 (\$74 value)

Sparkling & Vibrant  
Fruity Cherry Set, \$64 (\$72 value)

The Perfect Mom  
Very Cherry Blossom Gift set, \$66 (\$100 value)

Busy & On the Go  
Cherry Blossom Relaxing Bath set, \$44

**OUR EXCLUSIVE GIFT!** with any purchase of \$85 or more  
Cherry Blossom Travel Set (\$29 value)  
Enter code **CHERRYB**

**NEW!** Shop our interactive Gift Finder! Choose recipient and ingredient and we'll show you the perfect gift.

**SHOP NOW >**

**Create Your Own Custom Gift Set!\***

- Verbena Body Lotion \$32.00
- iris Eau de Parfum \$66.00
- Mylrie Eau de Parfum \$66.00
- Immortelle Very Precious Flair SPF 45 \$54.00

## Display Ad Targeting

**Coremetrics AdTarget™**

Select Transaction Events to Syndicate

- Page Views
- Product Views
- Product Carted Events
- Product Purchased Events
- Order Placed Events

Select Segments to Syndicate

Available Segments

- Direct Load Visitors
- Referring Site Visitors
- Marketing Program Visitors
- New Session Visitors

Selected Segments

- High Engagement Visitors
- Natural Search Visitors

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**FootSmart**

LOWER BODY HEALTH • COMFORT SHOES & SOCKS • FOOTCARE

Home | New Arrivals | Shop by Brand | Shop by Condition | SmartBuys | Clearance | Catalog Request | Customer Service

WIN \$100 Write a Shoe Review for a Chance to Win a \$100 FootSmart Gift Certificate!

Shoes

- Women's Shoes
- Women's Boots
- Men's Shoes
- Slippers
- Shoe Aids / Accessories

Socks / Hosiery

- Women's Socks
- Women's Hosiery
- Men's Socks

Foot Health

- Foot Supports / Insoles
- Heel Pain / Plantar Fasciitis
- Bunions / Toes
- Corns / Calluses / Forefoot

FootSmart Bunion Regulator, Each  
Item #: 40057  
\$15.99 /ea.

Quantity: 1 Add to Cart

---

**About.com: Urban Legends**

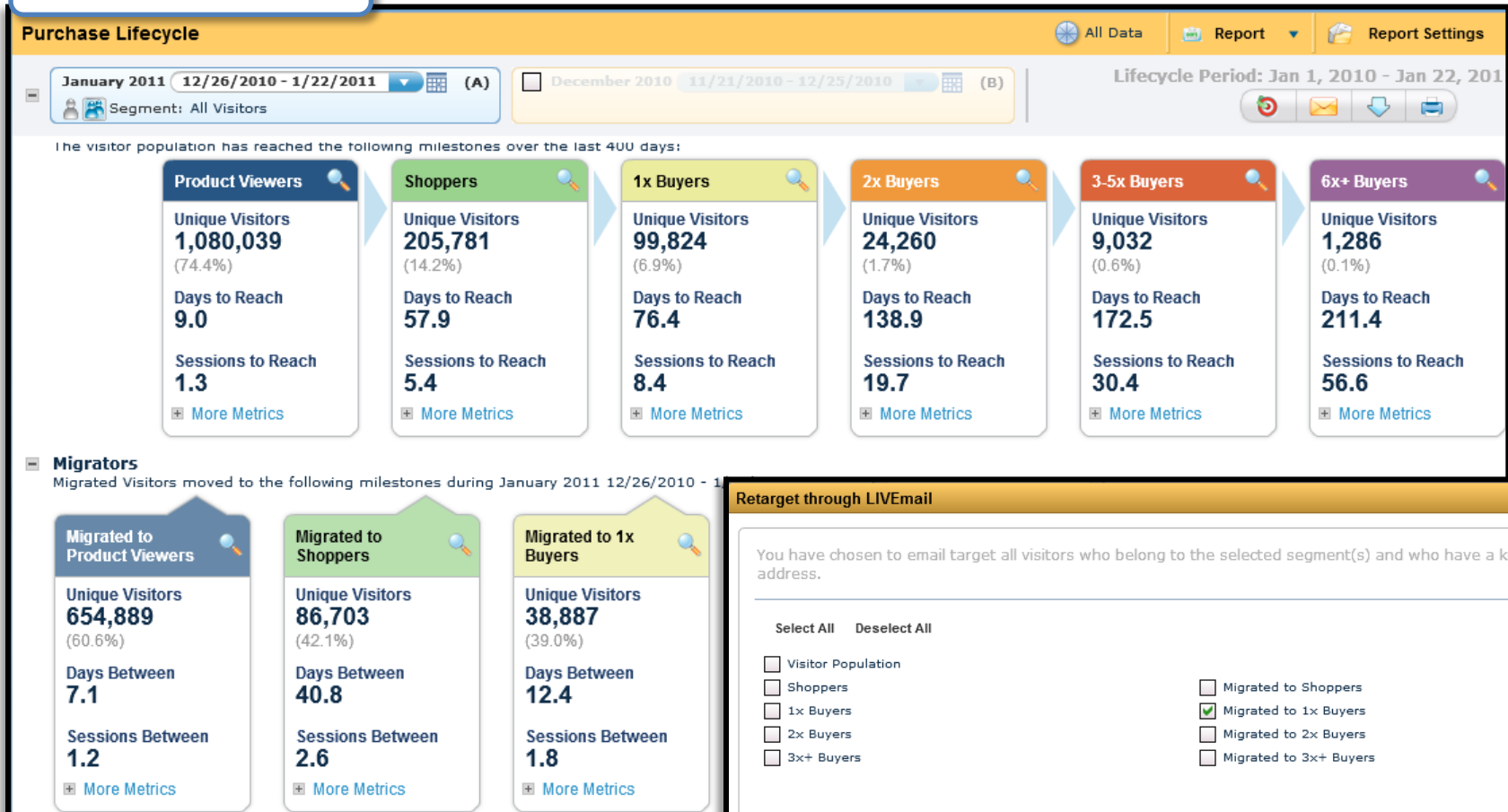
FootSmart - Free Shipping  
120 Day 100% Satisfaction Guarantee  
Shop for Products for Bunions

Nike Personalized Shoes' Email

FootSmart - Free Shipping  
120 Day 100% Satisfaction Guarantee  
Shop for Products for Bunions

## Customers at different lifecycle stages require different communications

### Lifecycle Analytics





## Trend: Spend Shifting Online

# 56%

Will increase online marketing budgets



## Trend: And to Cheaper Online Mediums

# 54%

Will increase social media spend



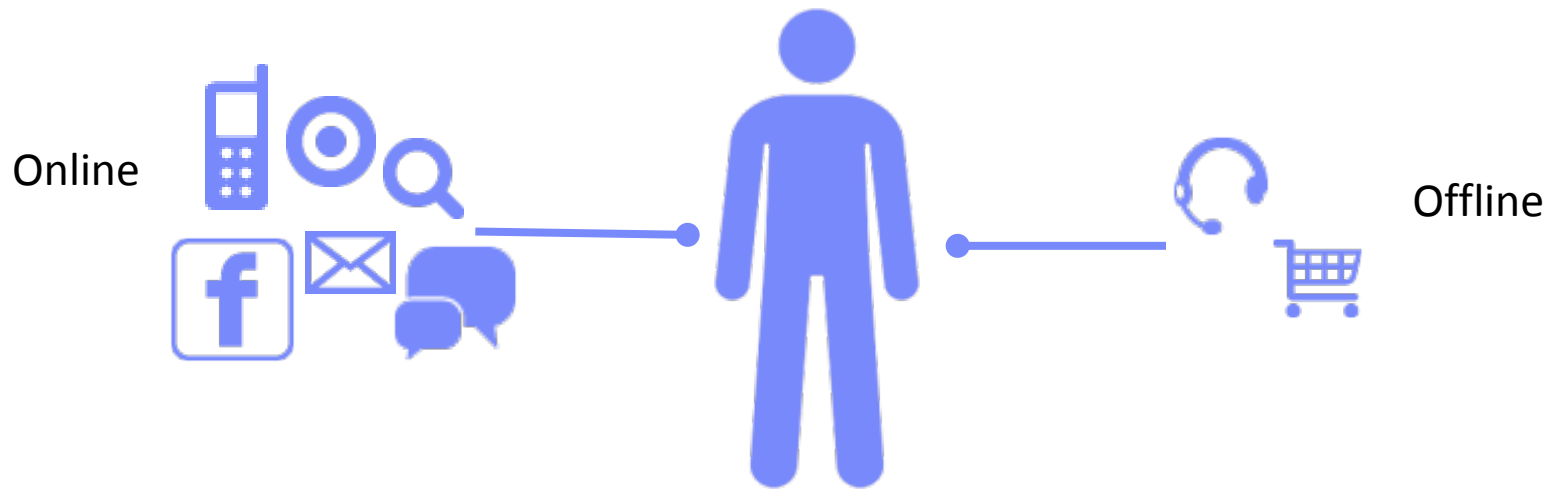
# Despite the investment, 84% of companies don't measure Social ROI

## Social Analytics

The screenshot displays the Coremetrics Social dashboard. On the left is a 'Manage' sidebar with categories like Social Metrics, Facebook, Twitter, Social Site Referrals, Social Conversions, Social Events, Social Engagement, Social Products (highlighted), Social Geos, and Social Mobile Devices. The main area shows a 'Social Products' table for the period 11/28/2010 - 1/1/2011. The table has columns for Social Site, Product Name, Product Id, Items Sold, and Item Sales. An 'Edit Feed' dialog box is open in the foreground, showing 'Feed Name' as 'TW - Lounge Chairs', 'Feed Type' as Facebook and Twitter, and 'Twitter Search Terms' including 'Lounge Chairs, Ottoman ;', 'Ottoman ;(, lounge chair ;)', etc. The dialog also includes an 'Associate Business Units to Feed' section with 'Available Business Units' and 'Selected Business Units' (Coremetrics Apps).

Social Site	Product Name	Product Id	Items Sold	Item Sales
Facebook	14K WHITE GOLD RING AQUAMARINE (1-1/3 CT. T.W.) AND DIAMOND ACCENT	367785	7	\$1,517.10
Facebook	MICHAEL MICHAEL KORS HANDBAG LARGE HAMILTON CHAIN TOTE WITH SILVER HARDWARE	410394	5	\$1,490.00
ShopStyle	KENNETH COLE REACTION C...			
Facebook	LE VIAN 14K GOLD RING CHC...			
Facebook	KENNETH COLE REACTION C...			
Facebook	STYLE&AMP;CO. COAT DOU...			
Facebook	14K WHITE GOLD RING LOND...			
MySpace	MOVADO WATCH WOMEN&#...			
ShopStyle	INC INTERNATIONAL CONCEP...			
Facebook	BURBERRY WATCH MEN&#0...			
Facebook	ALFANI RED JACKET GREY S...			
Facebook	14K WHITE GOLD RING BLUE...			
Facebook	BULOVA WATCH WOMEN&#0...			
Blogspot	ANOLON® ADVANCED 10-PIE...			
Facebook	KITCHENAID KSM150PS STA...			
Facebook	CALVIN KLEIN COAT WOOL F...			
ShopStyle	THE NORTH FACE COAT TRIF...			

## Trend: Quantifying multichannel influence



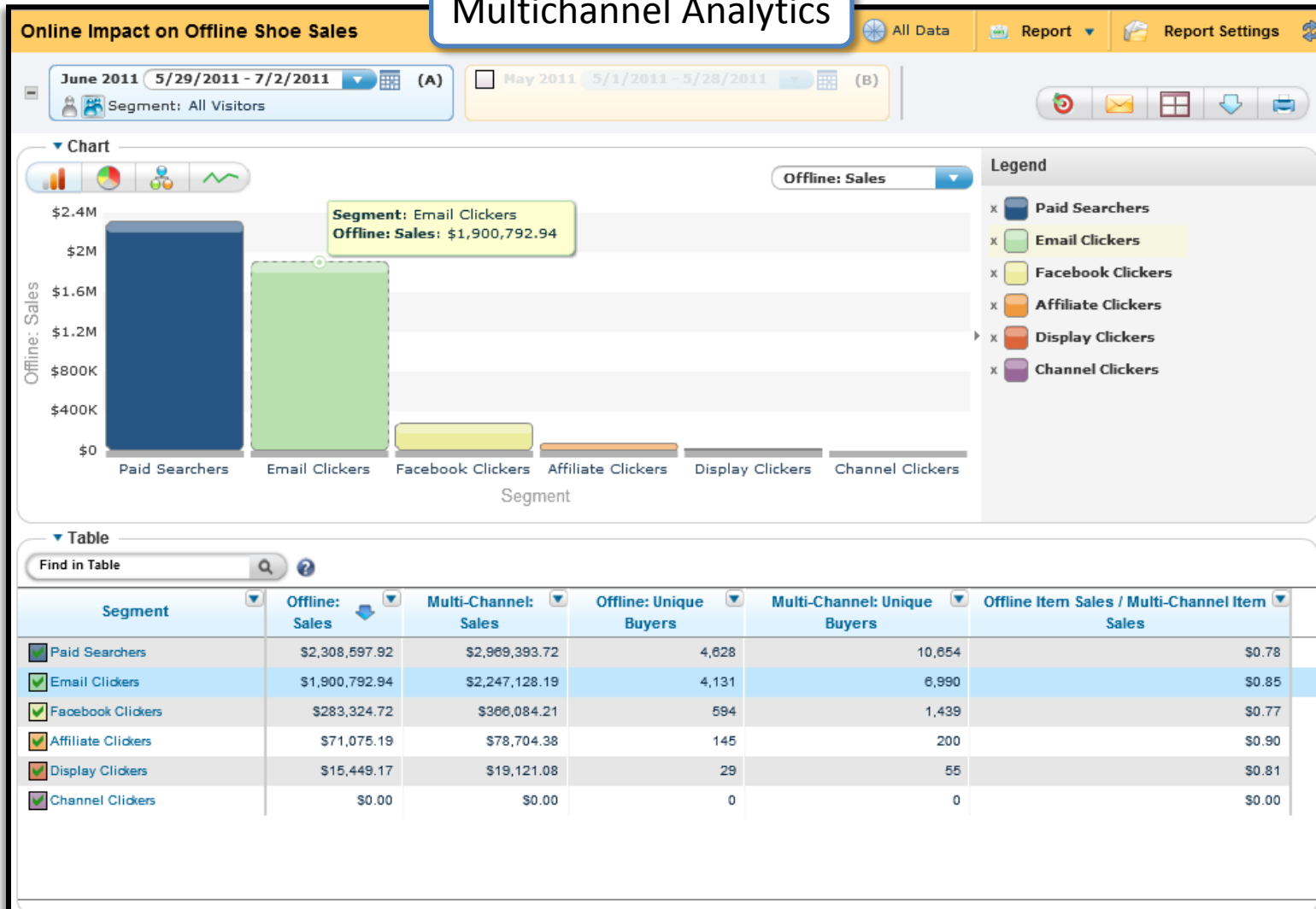
“\$5 Billion of in-store sales are influenced by our web site...Every \$1 spent on macys.com influences another \$5.77 spent in-store.”

- Terry Lundgren | Macys at Shop.org



## Understanding online impact on offline will change your online media buying math

### Multichannel Analytics



## Trend: Mobile & Digital Marketing Change In-Store Experiences

### Kiosks



### Product Pamphlets



### Employee Suggestion



### Mobile Apps



### QR Codes



### Tablets & Digital Signage



**U.S. mobile commerce reaches \$1.2 billion**

Global mobile commerce sales expected to reach **\$163 billion** by 2015

# Product Recommendations across touch points

## Product Recommendations

Web

Call Center

In-Store Device

Mobile

Email

SKU	DESCRIPTION	QTY	ESTIMATED SHIP DATE	SHIPPING METHOD	UNIT PRICE	ITEM TOTAL
207992598	GE Espresso Maker	1	Usually ships in 2-3 Business Days	Budget Shipping	\$179.99	\$179.99
Sub Total:						\$179.99
Shipping & Handling:						\$0.00
Tax:						\$0.00
TOTAL:						\$179.99

Display

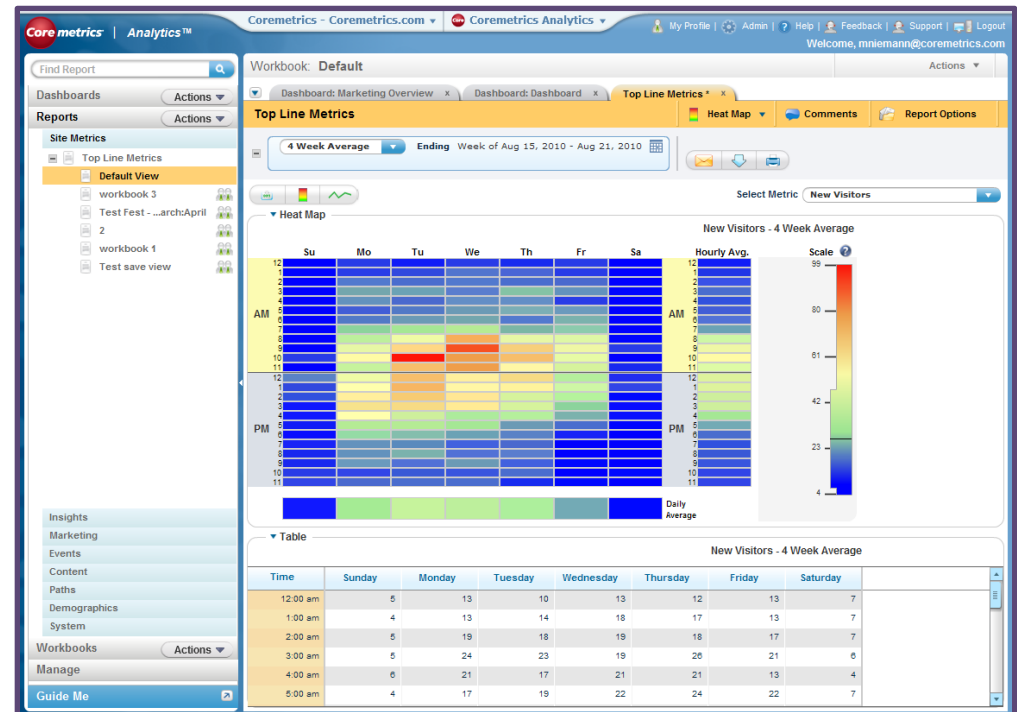
quantity:

1

## Coremetrics for WebSphere Commerce

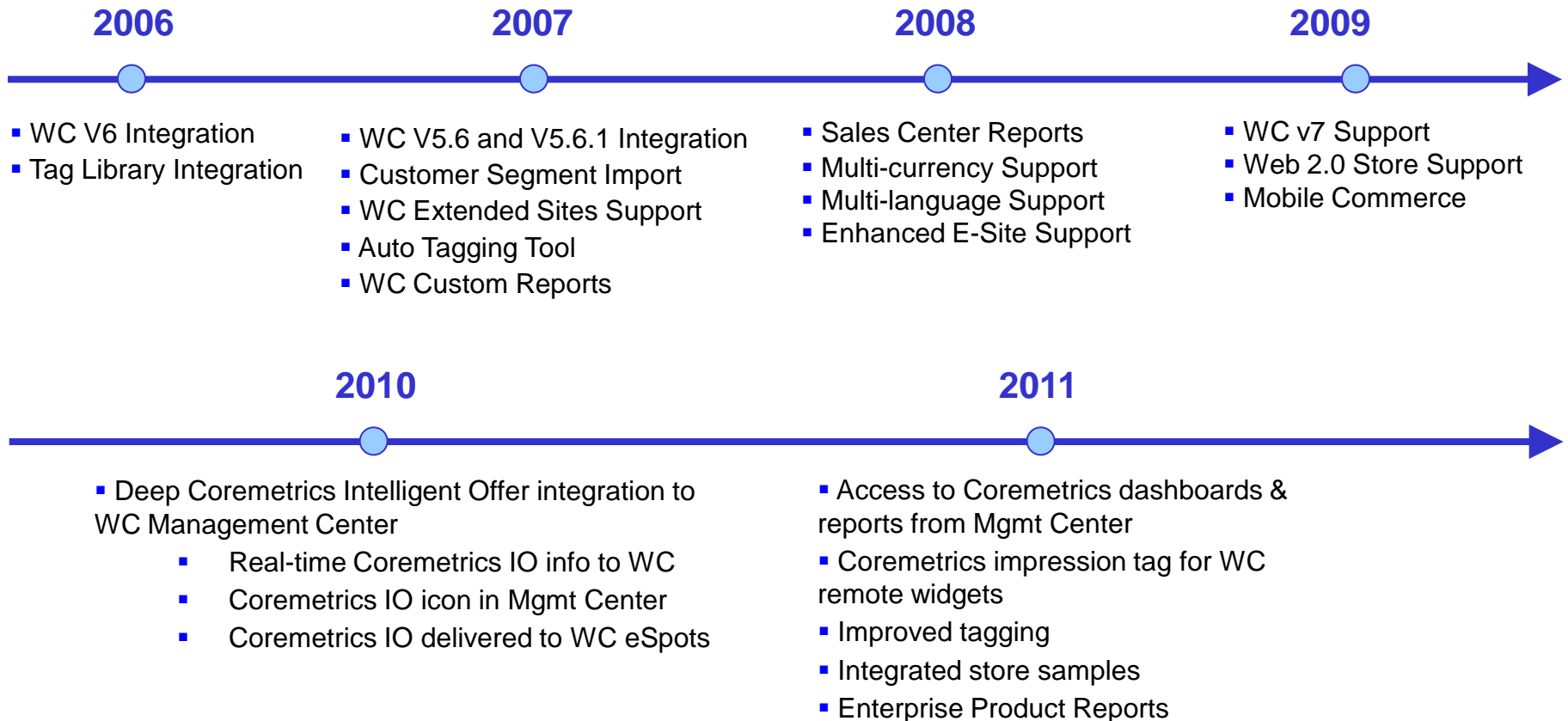
### IBM and Coremetrics Provide Tailored Best-in-Class Analytics for WebSphere Commerce

- Analytics solutions specifically designed for WebSphere Commerce
- Enhanced productivity as result of deep integration
- Jointly developed & tested technology
- Continuous enhancements
- Rapid implementation



## Coremetrics – WebSphere Commerce Integrations

*Since 2006 IBM and Coremetrics Have Been Delivering Value Through Out-of-the-Box Integrations*





# Coremetrics for WebSphere Commerce

## Customer Benefits

- Single Sign-On authentication between applications
- Out of the box WebSphere Commerce specific analytics
- Auto-configured tag library to speed implementation & maintenance
- Intelligent Offer recommendations served through eSpots
- Export segment to WebSphere Commerce for personalized targeting

The screenshot displays the IBM Management Center for WebSphere Commerce interface. The main window shows the 'Coremetrics | Analytics' dashboard with a 'Campaigns Full List' report. A blue arrow points from the 'View Promotions Web Report' option in the 'Promotions' menu to the 'Campaigns Full List' report. Below the dashboard, there are two callout boxes:

**Great offers**

\$210.00 \$199.99	\$499.99	\$14.99	\$24.99
<a href="#">Add to Cart</a>	<a href="#">Add to Cart</a>	<a href="#">Add to Cart</a>	<a href="#">Add to Cart</a>

**WebSphere Commerce**

- Campaigns
- Campaigns Full List**
- Promotions
- E-Marketing Spots
- E-Marketing Spots Full List
- Marketing Experiments
- Marketing Experiments Full List
- B2B Contracts
- CSR & Team Summary
- CSR Quotes to Orders

**Profile Segments**

Search:  Segment Name:

TOTAL: 1 Segments

Profile Segment	Status	Created By	Report Range	Segment Range	Actions
<input type="checkbox"/> WebSphere Segment Export	Active	msmith	Aug 14, 2010 - Aug 23, 2010	Aug 14, 2010 - Aug 23, 2010	<a href="#">Export to WebSphere Commerce</a>

[Create New Segment](#) [Delete](#) [Refresh](#) [Close](#)



# IBM Tag Library

## Coremetrics for WebSphere Commerce Shopping Cart Tag

WebSphere Commerce



DataBean

The screenshot shows a shopping cart page for 'JAMES & Co.' with the following elements highlighted by red boxes:

- Shopping Cart title
- Item table header (Quantity, Item, Price, Total)
- Item row: 1 Modern Occasional Table, \$159.99, Total \$159.99
- Subtotal before discounts: \$159.99
- Total discounts on products: -\$32.00
- Final Subtotal: \$127.99

Blue arrows point from the 'DataBean' component to these specific elements on the page.

Quantity	Item	Price	Total
1	Modern Occasional Table SKU : FU-0201	\$159.99	\$159.99
Subtotal before discounts:		\$159.99	
Total discounts on products:		-\$32.00	
Subtotal:			\$127.99



## Industry Leading Targeting & Personalization

### 'One Click' Segment Export to WebSphere Commerce

- I can define customer segment as: Visitors who have browsed "jeans" and have been referred from Facebook
- To serve them custom eSpot: I pass customer segment from Coremetrics to WSC for targeting

Profile Segments

face|

TOTAL: 4 Segments

Profile Segment	Status	Created By	Report Range	Segment Range	Actions
<input type="checkbox"/> <a href="#">Facebook Referred Jeans Shoppers</a>	Active	btomz@c...trics.com	Aug 20, 2011 - Aug 29, 2011	Aug 20, 2011 - Aug 29, 2011	<input type="button" value="Export to WebSphere Commerce"/>



You may also like:

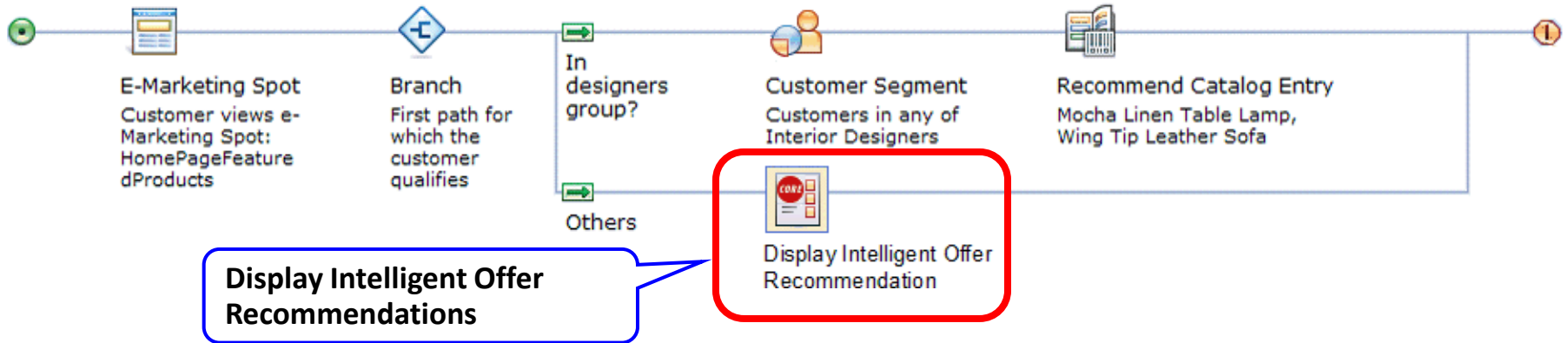


Patch pocket jeans

\$19.99

# Dynamic Recommendations – eMarketing Spot Integration

- I can maximize cross-sell opportunities by delivering product recommendations through an eSpot, to further personalize shopping experience



eMarketing Spot displays dynamic recommendations from Coremetrics Intelligent Offer

Silverware  
Table Glasses  
Wine Glasses  
Tea and Coffee Cups  
Tea Pots

Kitchenware  
Cooking Oils  
Frying Pans  
Pots  
Accessories  
Coffee Makers

Apparel  
Girls Dresses and Skirts  
Bottoms  
Tops  
Sleepers and Pyjamas

Check Store Availability  
Online Availability:  
 In Stock  
In-Store Availability:  
[Select Store](#)

Description Attachments

Item available as a recurring order  
To automatically re-order this item before you run out, select the recurring order option during checkout.

SKU: FUOD-05-BOY-OFF432000-FBOY-RSN-QOH10  
Green wrought iron patio set.

Green wrought iron patio set. Heavy duty furniture made to stand up to the wind and to the elements. Perfect for the backyard patio.

Recommendations  
You may also like:

Craft Table  
\$99.99  
[Add to Cart](#)

Executive Six-Drawer Desk  
\$1,599.99  
[Add to Cart](#)

[Subscribe](#)

Great Offers

Garden Arbor	White Wing Chair	Sharpson SmartBrew Coffee Maker	5-Piece Silverware Set
\$240.00 \$199.99	\$499.99	\$14.99	\$24.99
<a href="#">Add to Cart</a>	<a href="#">Add to Cart</a>	<a href="#">Add to Cart</a>	<a href="#">Add to Cart</a>

## Access Coremetrics Analytics Reports from Management Center

The screenshot illustrates the process of accessing Coremetrics Analytics reports from the IBM Management Center. In the Management Center window, the 'Promotions - List' table is visible, and a context menu is open over it, with 'View Promotions Web Report' highlighted. A red arrow points from this menu item to the corresponding link in the Coremetrics Analytics interface. The Analytics interface displays a bar chart of Web Sales for various promotions and a table with the following data:

Promotion Name / Promotion Code	Web Sales	Web Orders	Web Cost Of Promotion	Web Average Order Value	Web Average Of promotion
<b>Total</b>	<b>\$28,520.74</b>	<b>29</b>	<b>-\$5,812.35</b>	<b>\$983.47</b>	
FREE GIFT WITH ORDERS OVER \$100	\$15,767.72	15	-\$321.93	\$1,051.18	
FURNITURE CATEGORY DISCOUNT	\$15,767.72	15	-\$3,978.25	\$1,051.18	
FLAT SHIPPING	\$15,232.89	13	-\$27.64	\$1,171.76	
MY PROMO-10000601	\$9,799.67	3	-\$749.97	\$3,266.56	



感谢聆听！