



Breakout Session Customer Speakers

The Marketing Innovation Summit 2012 – at the Smarter Commerce Global Summit, Madrid - offers attendees a wide range of best practices and approaches from other IBM customers. See what sessions and presentations some of today's leading brands and organizations will be leading at the conference.

Bank of Montreal

- Challenges & Opportunities: Marketing Leaders Discuss IBM's CMO Study
- Live Customer Interactions Part of a Cross-channel Marketing Program

ING

- Digital Insight, Cross-channel Results
- Using Digital Behavioral Data to Improve Cross-Channel Marketing

Telstra

- Challenges & Opportunities: Marketing Leaders Discuss IBM's CMO Study

Belgacom

- Streamlining Processes and Increasing Collaboration to Improve Targeted Marketing

OgilvyOne

- What are Your Customers Really Worth?

wehkamp.nl

- Beyond Dashboards: Driving Marketing Returns with Digital Analytics
- Multiple Devices, One Customer: Unifying the Digital Experience Across Mobile and Online Channels
- Using Digital Behavioral Data to Improve Cross-Channel Marketing

Boots UK

- Challenges & Opportunities: Marketing Leaders Discuss IBM's CMO Study
- Using Digital Behavioral Data to Improve Cross-Channel Marketing

Speedo

- Hyper-Personalization: How Today's Digital Marketers Are Engaging the Individual Customer