Advanced Micro Devices
Chooses IBM Marketing Cloud for Strong Marketing Automation Features, Central Marketing Database

Marketing Initiatives

Advanced Micro Devices (AMD) is a semiconductor company that develops computer processors and related technologies for both commercial and consumer markets.

The marketing team at its core is responsible for creating demand for Original Equipment Manufacturers (OEMs) and technology partners, assisting businesses that sell products with AMD components. As a result, AMD aids these other brands with both new and existing marketing campaigns. The team also provides marketing strategy for both the company's headquarters and its regional offices.

The bulk of the team's marketing efforts are centered around educating consumers on the benefits of AMD's products, as well as updating existing customers on new technology and software updates. The team also promotes its OEMs and e-tailers.

Switching Providers

Because the marketing team is responsible for a variety of areas, including services for both the company's corporate headquarters and regional offices, OEMs and its partner network, the team works with a very vast, global database.

Why IBM Marketing Cloud

Because of its large, global database structure, the AMD marketing team sought a technology partner that provided a central marketing database where it would be simple to deploy a variety of digital marketing, behavior-driven campaigns.

During their extensive search for a new digital marketing platform, the team was particularly drawn to IBM Marketing Cloud's unique features including Send Time Optimization and automated A/B testing, as well as the product's reasonable price point.

> " **IBM Marketing Cloud helps us with bringing intelligent nurture and automation not only to our B2B audience but also to our B2C and B2B2C audiences at scale.** "

Aqif Hassen
Senior Manager, Digital Marketing Operations
Advanced Micro Devices

Aqif Hassen, AMD's Senior Manager of Digital Marketing Operations, added, "With the evolving landscape of how enterprises communicate with their customer base, we look forward to leveraging some of the features IBM Marketing Cloud has to offer to personalize, optimize and enhance the quality of the user experience."

Historically, AMD's marketing focused on its B2B enterprise and corporate segments. In its plans with IBM Marketing Cloud, the team plans to focus on:

- Sophisticated nurture programs, reaching customers, prospects and partners across all business segments at an individual level

- Targeting the B2C segment of gamers, reaching each enthusiast on a personal level to encourage brand advocacy and evangelism

- Building brand affinity, loyalty and awareness

IBM Marketing Cloud, part of the IBM Marketing Solutions portfolio, powers the delivery of exceptional experiences for customers across the buyer journey by leveraging customer data and behaviors, providing analytical insights and automating relevant cross-channel interactions. The cloud-based digital marketing platform provides email marketing, lead management and mobile engagement functionality to inform and drive personalized interactions in real time.

To find out more, please contact us at 1-866-745-8767 or +44 20 7202 5930 and visit ibmmarketingcloud.com/contact.