

IBM Customer Experience Suite and Real-Time Web Analytics



Introduction

IBM Customer Experience Suite is enabled for real-time analytics out-of-the-box. That means that you can snap-in web analytics capabilities from Coremetrics (an IBM company), as well as other leading web analytics providers. By adding web analytics capabilities to Customer Experience Suite, you can better understand customer behavior, and then use that information to optimize your online experiences.

Drive Better Business Results with Personalized Visitor Experiences and Effective Marketing

Optimizing websites is a very important aspect of attracting more customers and maintaining the excellence of a web campaign. It enables organizations to provide a more personalized experience to their customers by deploying a more dynamic web solution. The IBM Customer Experience Suite achieves this by providing four strategic capabilities:

- Follow the customer (visitor) browsing path over an extended period covering repeat visits, as well as incorporating offline information.
- Leverage historical data across a range of IBM products to optimize our clients' online marketing efforts.
- Enable organizations to serve their customers highly-tailored experiences based on individual search histories —on their sites, via email, and across multiple ad networks.
- As more data is collected, offerings can grow more more and more focused. This process of continuous improvement is the key to helping organizations create more “relentless” marketing programs and closed-loop processes.

The power of IBM Customer Experience Suite lies in its highly customizable nature. You can create a unique user experience based on a user's job role, security needs, device settings, organizational permissions, or simply the individual's personal preferences. Additionally, IBM Customer Experience Suite offers key personalization capabilities that make it easy for you to :

- Deliver content and application data towards specific user profiles
- Implicitly deliver relevant content that matches user specified preferences with system defined user preferences
- Integrate third party consumer data
- Personalize a website based on transaction and navigation data
- The right Web Analytic solution provides the lifetime history of your visitors to help you understand which content is most helpful and most often accessed by your visitors.

Track your Visitors' Behavior

The IBM Customer Experience Suite, with its Web Analytics strategy, is giving organizations an easy to execute solution by supporting all major Web Analytics Solution. IBM created the User Experience Optimization Initiative (UEOI) with leading Web Analytic vendors to enable customers using IBM's Customer Experience Suite to easily capture and measure user activity, so that websites can be better designed and targeted. Our current integration with Web Analytic solutions includes technology from Webtrends, Omniture, Coremetrics, and Unica.

IBM continues to work with each vendor to fully support your Web Experience needs, and to help you extract continuous value from your analytics solutions while enabling Collaboration and actions that improve results. Using IBM Customer Experience Suite, combined with Web Analytics, you can derive value from each channel of interaction, on your site or a third party site, in Real-Time, and provide means to make informed change to drive greater benefit.

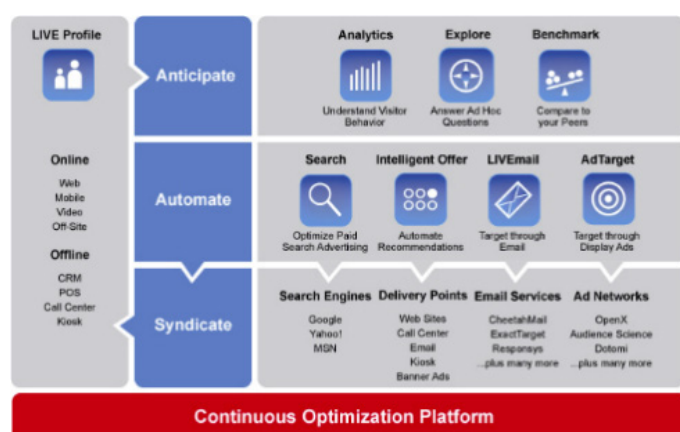
IBM Customer Experience Suite includes a component-based framework for easily injecting active-site-analytics (ASA) aggregators (JavaScript components) into the pages and elements of websites eliminating the need for customization when adding vendor-specific JavaScript for analytics reporting. Out-of-the-box, the page themes are instrumented with analytics data through an aggregator component and the product provides a rich set of page metadata available to be

tracked. The IBM Customer Experience Suite aggregator component associated with the page formats the data so that it corresponds with each Web Analytic vendor's content aggregator service that is used to collect all relevant analytics information and compile it into a single string of information that can then be sent to the analytics server in a single request. The aggregators can also be customized to collect additional visitor data. The IBM Customer Experience Suite can also easily be extended to support additional tags that organizations may need for collect data for.

The Coremetrics Continuous Optimization Platform

To be successful at continuous marketing optimization, you must relentlessly follow your customers over time, both online and offline; anticipate their future buying decisions based on this history; and then tap that rich historical data to deliver the right message to each customer every time. A Customer-Centric Focus is vital to an Exceptional Web Experience.

Figure 1: Coremetrics Continuous Optimization Platform



By leveraging the online and offline intelligence of each visitor interaction stored in the Coremetrics Lifetime Individual Visitor Experience (LIVE) Profile™, the LIVE Profile™ gives you the most detailed insight possible into the behavior of your customers and prospects and makes it easy for you to include that information into every marketing program.

Even better, it does it all automatically, including delivering tailored content through the right media at the right time. The LIVE Profile™ stores the intelligence required to Anticipate your customer's needs, Automate offers and processes and enable you to Syndicate key data to scale performance and impact your overall business initiatives.

Coremetrics Explore™ is the ad hoc reporting and analysis application of the Continuous Optimization Platform. Along with the statistical data capture capabilities of Coremetrics Analytics™, Coremetrics Explore™ allows users to flexibly build, distribute, and analyze user defined reporting. Clients are empowered to develop tailored reporting through advanced column, metric, filter, and segment selections and visually explore the results to gain insight into visitor behavior and the performance of marketing and onsite/offsite initiatives.

Impression Attribution™, a differentiating intelligence tracking methodology within Coremetrics Explore™, offers the ability to measure visitor and ad performance on third party sites. Coremetrics Explore™, Impression Attribution™ and other modules within the Continuous Optimization Platform offer the most robust suite of solutions to understand the performance of your WebSphere Portal implementation and enable you to turn the behavioral data stored in the LIVE Profile™, into actionable marketing intelligence.

Coremetrics Analytics Solution for IBM Customer Experience Suite

The Coremetrics analytics solution for the IBM Customer Experience Suite is based on a combination of

- Collecting data on your visitors and their behavior on your site
- Viewing this information in both data rich and highly visual reports to better understand how visitors are using your website and how well it meets their needs. You can get immediate insight from the provided pre-built best-practice reports. Or, create your own ad-hoc custom reports to drill into any area that you want to better understand.

Data Collection

Central to the Coremetrics's platform is the Coremetrics Lifetime Individual Visitor Experience (LIVE) Profile. LIVE Profile™ tracks customers and prospects as they interact with your business online, across multiple ad networks or via email, video, affiliate sites, social media, and more. It then integrates this data with offline information, providing a single comprehensive view of each visitor's behavior over time and across channels.

This historical data is automatically incorporated across the entire Platform, as well as into every Coremetrics application. As the LIVE Profile™ of each visitor grows, the insights become stronger, enabling you to continually refine the offers and content you present. Coremetrics tracks data at the end user browser level. Data is captured when a page on your portal is rendered within the end user's browser. As the page is rendered, Coremetrics JavaScript code placed in the page gathers relevant visitor and behavior data together and sends it to Coremetrics.

Coremetrics also uses cookies to track visitor activities within a visit (or session) as well as across multiple visits over time (or cross session). Both session cookies and permanent 'visitor' cookies are used to accomplish this. By using the permanent 'visitor' cookie ID, Coremetrics can relate multiple data

collection visits into single visitor profiles, or LIVE Profile™, allowing you to understand how your users' behavior on your portal changes over time.

Coremetrics provides two library files to support the data collection within your web property. These two files provide the JavaScript code required to send the data to Coremetrics. They also define a set of functions that will be used to create tags and populate the correct values within those tags. These files will be hosted on your servers and included within all of the web property areas to be tracked by Coremetrics.

Let's understand some use cases for how you can combine IBM Customer Experience Suite and Coremetrics' Continuous Optimization Platform to drive effective marketing that lead to smarter decisions and better business results.

Extending the Customer Experience Suite for Targeted Customer Advertising

Today's organizations expect websites to be an extension and pertinent channel for their advertising campaigns. To measure how effectively online ad campaigns influence web site visitor reacquisition, conversion and retention, advertisers must tag their web pages with code specific to each ad network they intend to use. By leveraging the Coremetrics tags already in place for IBM Customer Experience Suite, clients do not need to maintain multiple site tags, thereby minimizing implementation complexity and IT dependency.

Additionally, the personalization engine in the IBM Customer Experience Suites can be used to present content on a rule-based/conditional basis - utilizing both user supplied information, group attributes, inferred data, transactional records and other variables (e.g. time, browser).

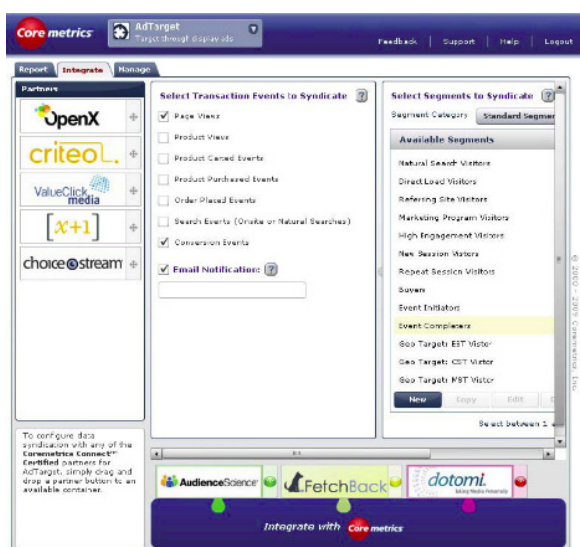
Since IBM Customer Experience Suite is already instrumented to gather visitor specific behavior information, this can be integrated with the Coremetrics' LIVE Profile™. Coremetrics stores all visitor behavior and profile information in a unified data repository that is shared across the Coremetrics

Continuous Optimization Platform™. Every Coremetrics solution further enriches LIVE Profile™ while maintaining a single source of truth for marketers and advertisers—thereby turning LIVE Profiles, in time, into a strategic asset for the entire organization.

Also, to understand the role that display ad campaigns play in the marketing mix, Coremetrics offers Coremetrics Impression Attribution™—a unique attribution solution

that demonstrates the interplay between display ads and subsequent web site behaviors and conversions. Clients can identify their best reacquisition and conversion campaigns and optimize their marketing mix accordingly.

Figure 2: AdTarget allows creation of user segments and syndication of data to specific partners



Ad-Hoc Reporting Based on User Profiles and Site Interaction

Complete, actionable knowledge of site visitor behavior and campaign performance is crucial for businesses that strive to market effectively. Coremetrics Explore™, the ad hoc reporting and analysis application of the Continuous

Optimization Platform, takes your insight to the next level, allowing you to build, distribute, and analyze tailored reporting through advanced column, metric, filter, and segment selections. You can easily and visually dive deeply into visitor behavior, gaining actionable insight into the performance of your online and offline marketing initiatives.

With Explore, you can create custom reports, segment cross-session behaviors, drill into mobile data, attribute conversions to ad impressions, measure multichannel performance, and easily share insights with stakeholders. With Explore, you can rapidly move from siloed analysis to cross-functional action.

The IBM Customer Experience Suite leverages out of the box reporting from Coremetrics and below are some examples of how customers can use them:

- Dashboards for Merchandising View
- Reports for Top Line Metrics
- Marketing Program Insights
- Marketing – Visitor Activity/Purchase Funnel
- Content Usage Reports
- Profile Segmentation

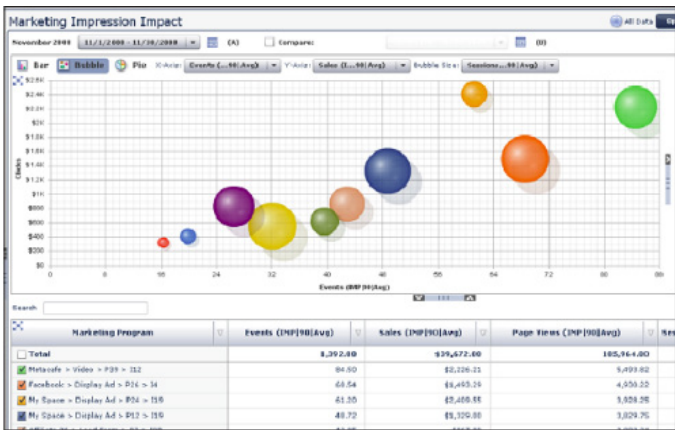
Enabling Multi-Channel Marketing Campaigns such as Email or Facebook

Coremetrics provides an aggregator to collect both meta data and visitor-specific information. This data can be tracked in a single or a collection of LIVE Profile™ datasets for a specific user, at a specific moment in time, or as a collection of repeat visits.

You can get immediate insight from pre-built best-practice reports. Or, you can create ad hoc custom reports to drill into any area that you want to better understand.

While user behavior can provide useful information, additional data is required to analyze user impressions and clicks. Using a combination of Simplified Tagging and Impression Attribution you can collect and analyze not only the visitor behavior in real time. You can comprehensively track visitor impressions to identify success of the different marketing campaigns.

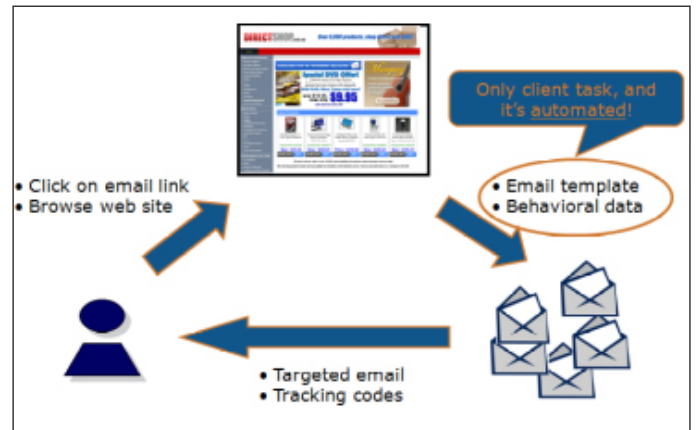
Figure 3: Impression Attribution to track effectiveness of your marketing campaigns



You may want to create a targeted email campaign based on the web analytics behavioral data that you are collecting for your website. Coremetrics LIVEmail enables email marketers to deliver the right content at the best time. By seamlessly combining data collected by Simplified Tagging and LIVE Profile™, LIVEmail can export behavioral data to leading Email Service Providers (ESPs) partnered with Coremetrics. LIVEmail's ESP interface enables you to view

certified partners or easily request new partner certification. You can then simply click a button and LIVEmail will export the data to your ESP in a pre-defined, digestible format. This straightforward interface enables you to quickly connect your data to the appropriate ESP and optimize your email marketing initiatives.

Figure 4: LIVEmail makes it easy to create campaigns



Summary

Built specifically to provide deep insight into your website effectiveness, Coremetrics for IBM Customer Experience Suite answers fundamental questions about your visitors' behavior and preferences, enabling you to take actions that will improve your website design and raise user satisfaction. Customers will benefit from:

- **Continuous optimization** - LIVE Profile™ capture every click from every visitor so that you can continually optimize your website based on your users' browsing behavior.
- **Personalized visitor experience** - Create a unique user experience based on the website user's job role, security needs, device settings, organizational permissions, or simply the individual's personal preferences.
- **Actionable intelligence** - Intuitive, out-of-the-box reports point you to specific actions that drive immediate Return of Investment (ROI). Highly visual reports reveal insight into your pages, tabs, portlets, intra-page elements and conversion events.
- **A proven technology** – Coremetrics and IBM jointly developed and tested solutions that are supported by IBM Customer Experience Suite and Coremetrics' Continuous Optimization Platform.



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