IBM Digital Analytics Certified Technology Partners

The IBM® Digital Analytics Certified Technology Partner Program brings together best-of-breed marketing services providers, technology companies, and thousands of global IBM Digital Analytics customers that span a range of industries. By utilizing existing, fully integrated partner solutions, brands can begin seamlessly working with IBM Certified Technology Partners without the hassle of IT involvement.

AdTarget

IBM AdTarget syndicates granular visitor activities captured by IBM Digital Analytics to Certified Partners, enabling the delivery of highly relevant display ads. Partner integrations eliminate typical site tagging obstacles, and IBM Digital Analytics provides powerful attribution capabilities to track how well ads drive website conversions. The results are increased visitor reacquisition rates and greater display advertising ROI.

AdTarget Certified Business Partners:

x+1	Chango	Dotomi	mediaFORGE	Steelhouse
Acerno	Choicestream	eXelate	MediaMath	Think Realtime
Advertising.com	Core Audience	FetchBack	MyBuys	Tumri
AdGENIE	Crimtan	Liquidus	MyThings	ValueClick
AudienceScience	Criteo	Media Innovation Group	Netmining	
Buysight	Datalogix	Media6Degrees	OpenX	

LIVEmail

IBM LIVEmail provides a closed loop email marketing system that links online profiles of visitor and customer activity with Certified ESP Partners. Automatically connect IBM Digital Analytics and Certified ESP Partners to recapture web site visitors and shopping cart abandoners with personalized email.

LIVEmail Certified Business Partners:

Adestra	ExactTarget	Responsys	SubscriberMail
eCircle	Experian-CheetahMail	SARE	Transcosmos-ClickM@iler
eDialog	Experian-Mail Publisher	SilverPop	VerticalResponse
EmailDirect	Profusion	StrongMail	

DDX

IBM Digital Data Exchange (DDX) provides multiple ways for companies to take advantage of IBM and Certified Partner services. Through the IBM Digital Analytics tag management solution, Certified Partners can authorize their tags with IBM Digital Analytics allowing joint customers to place and run tags through a single interface—all without IT involvement. Furthermore, Certified Partners can elect to receive IBM Digital Analytics data through custom-built APIs. Audience data passed through APIs in near real time can be leveraged against intraday remarketing programs.

DDX Certified Business Partners:

33Across	Aggregate Knowledge	Chango	ForeSee	SeeWhy
Accenture Interactive	Bizo	ClickTale	PubMatic	The Trade Desk
AdRoll	Blue Triangle Technologies	Evidon	Reevoo	TrendSpottr

Please email Erik Holt, ewholt@us.ibm.com, to learn more about IBM Digital Analytics Certified Technology Partnerships.

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