

The Value of Personalized Marketing with IBM

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Solution Overview and Demo

<https://www.youtube.com/watch?v=FJSS6Zivt9E&t=6s>



<https://cognitoy.com/pages/videos>



Customer Engagement

Using Cognitive Insights to Deliver Travel Personalization

June 2, 2016 | Written by: [Steve Peterson](#)

Categorized: [Customer Engagement](#)

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Later this year, the IBM Institute for Business Value will publish a report that helps Travel and Transportation companies understand the tactics of implementing cognitive computing solutions. This study will explore what

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Learn how @VAUDE_sport created a central collaboration hub for employees based on #IBMConnections Engagement Center: spr.ly/6018D8iEp



Personalized Marketing – Business Value Impact

• Customer Engagement Opportunities and Challenges

- Omnichannel shoppers spend 50% to 300% more than single channel shoppers
- 86% of consumers say that personalization impacts what they purchase

• The Right Solution: IBM Personalized Marketing

- Leverage customer insight based on current and predicted engagement levels as well as their stated and habitual patterns
- Design a series of engagements optimized for their profile and the objectives and deliver real time personalization across websites, mobile, call centers, POS & more
- Real time customer personalization across websites, call centers, POS & more
- Connect inbound & outbound messaging to create dialogues over time
- Continuously improve omni-channel profitability and performance

Personalized Marketing Benefit Estimates

Increase engagement	20% to 200%
Increase new customer acquisition	5% to 10%
Increase in conversion rate	10% to 15%
Increase profit per customer order or reduce CoA	5% to 20%
Increase active customer retention	5% to 10%

Key Capabilities

Inbound (Digital) Personalization



Real Time Interactive Offers



Multi-channel Inbound and Outbound Message Orchestration

