



El placer de cautivar y crear nuevos mercados

Manejo de Campañas como Herramientas de Productividad

Adrián Púlito
EMM Solution Consultant



Today's "empowered customer" puts businesses to the test



44%

of companies use crowd sourcing from customers

4 in 10

Smart phone users search for an item in a store

80%

of CEOs think they deliver a superior customer experience

8%

of their customers agree

86%

use multiple channels

4-5x

more than average is spent by multi-channel buyers

45%









Check with a friend before buying

78%

of consumers trust peer recommendations

Marketing Interaction Optimization solution supports marketing through “owned” media, channels and touchpoints

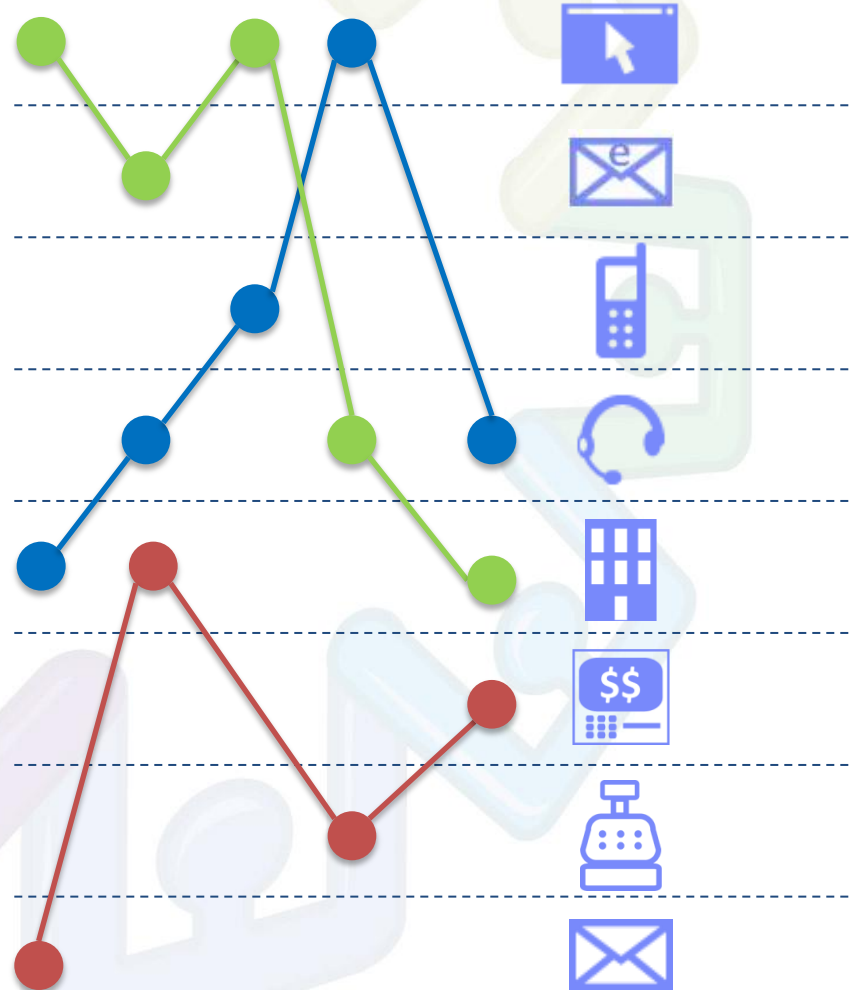


-  Online (Web site, social media page)
-  Email
-  Mobile (SMS, apps, mobile Web)
-  Call center
-  Stores
-  Kiosk, ATM, etc.
-  Point of sale
-  Postal mail

How your customers and prospects behave across owned media



**CUSTOMERS &
PROSPECTS**

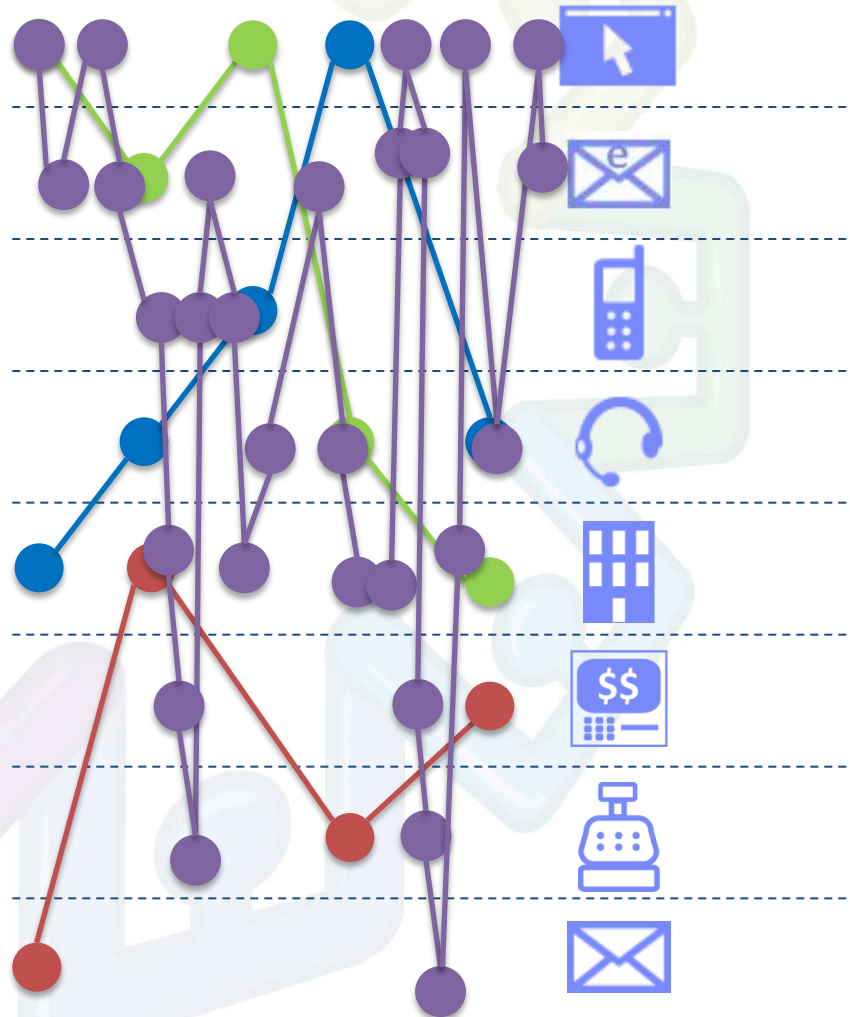


How your customers and prospects behave across owned media

some more like this!



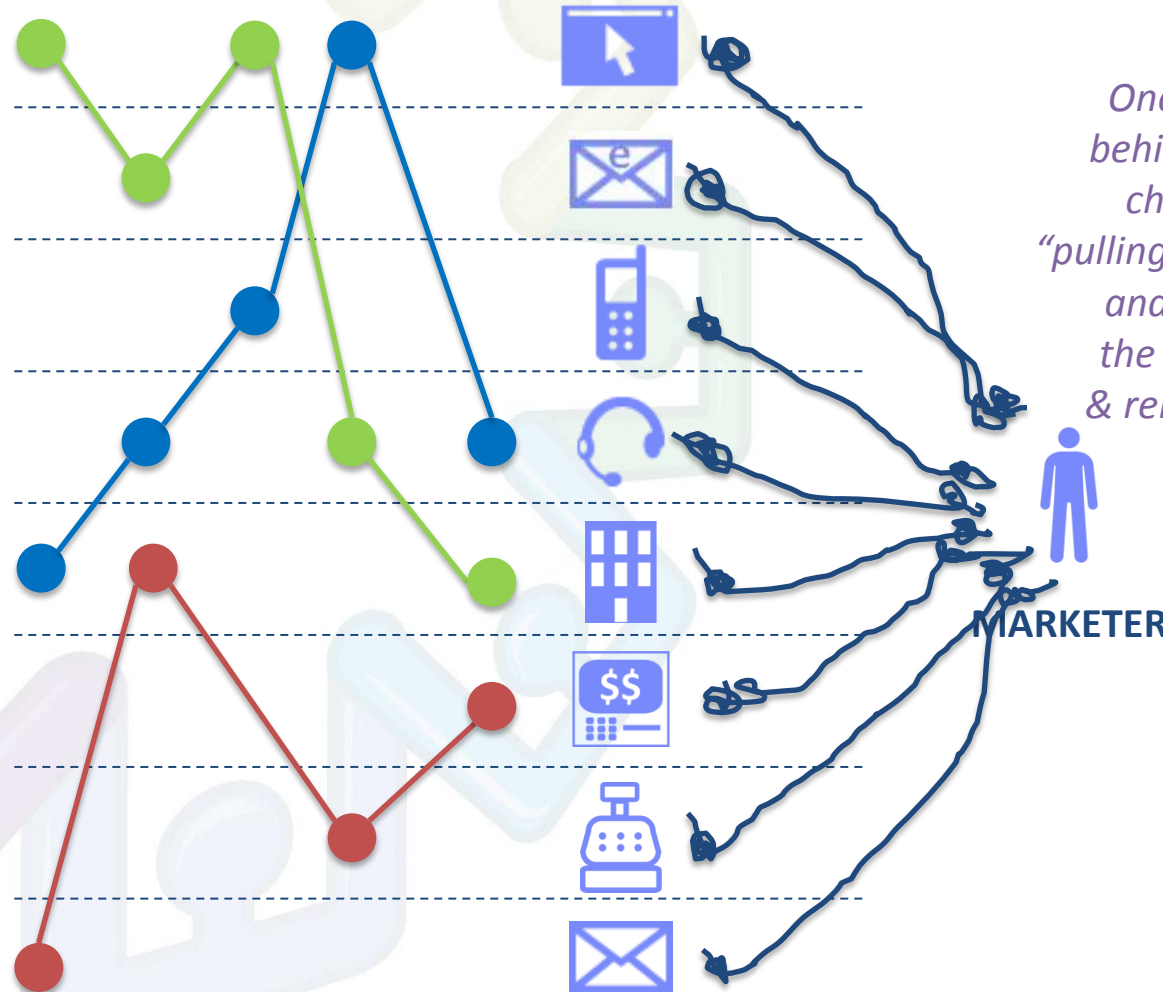
CUSTOMERS & PROSPECTS



What your customers and prospects expect



CUSTOMERS & PROSPECTS



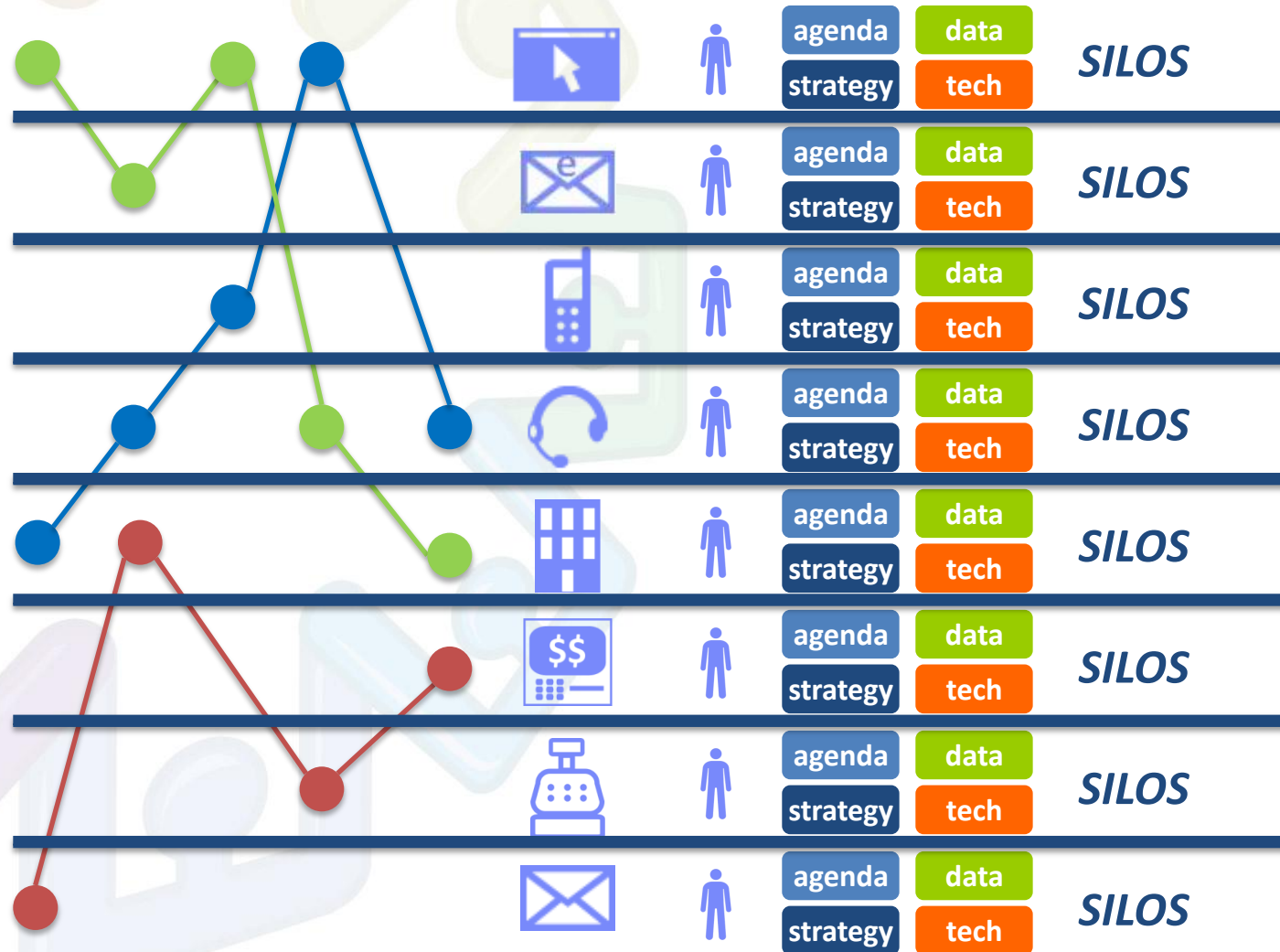
One person behind all the channels, "pulling the strings" and guiding the dialogue & relationship

MARKETER

What your customers and prospects actually experience



CUSTOMERS & PROSPECTS



Marketing Interaction Optimization,
defined

MARKETING INTERACTION OPTIMIZATION



Engaging each customer and prospect in
a cross-channel dialogue that builds
upon their past and current behavior

dialogues, not silos!

Survey question: is your company doing “interaction optimization?”

Most marketers are trying to do it, but few have fully accomplished it



source: IBM's The State of Marketing: Annual Survey of Marketers, 2012

How can technology help?

Optimizing one-to-one interactions is like having a good conversation.

Marketers need to:



LISTEN AND UNDERSTAND



DECIDE WHAT TO SAY NEXT



(only then) SPEAK

How can technology help?

Optimizing one-to-one interactions is like having a good conversation.

Marketers need to:



**LISTEN AND UNDERSTAND
DECIDE WHAT TO SAY NEXT
(only then) SPEAK**

...and repeat this over and over again across many channels and even more customer relationships.

This is hard to do without help from technology!



Mapping to the Enterprise Marketing Management (EMM) framework

**LISTEN
DECIDE**

UNDERSTAND

SPEAK

Mapping to the Enterprise Marketing Management (EMM) framework

Collect

Analyze

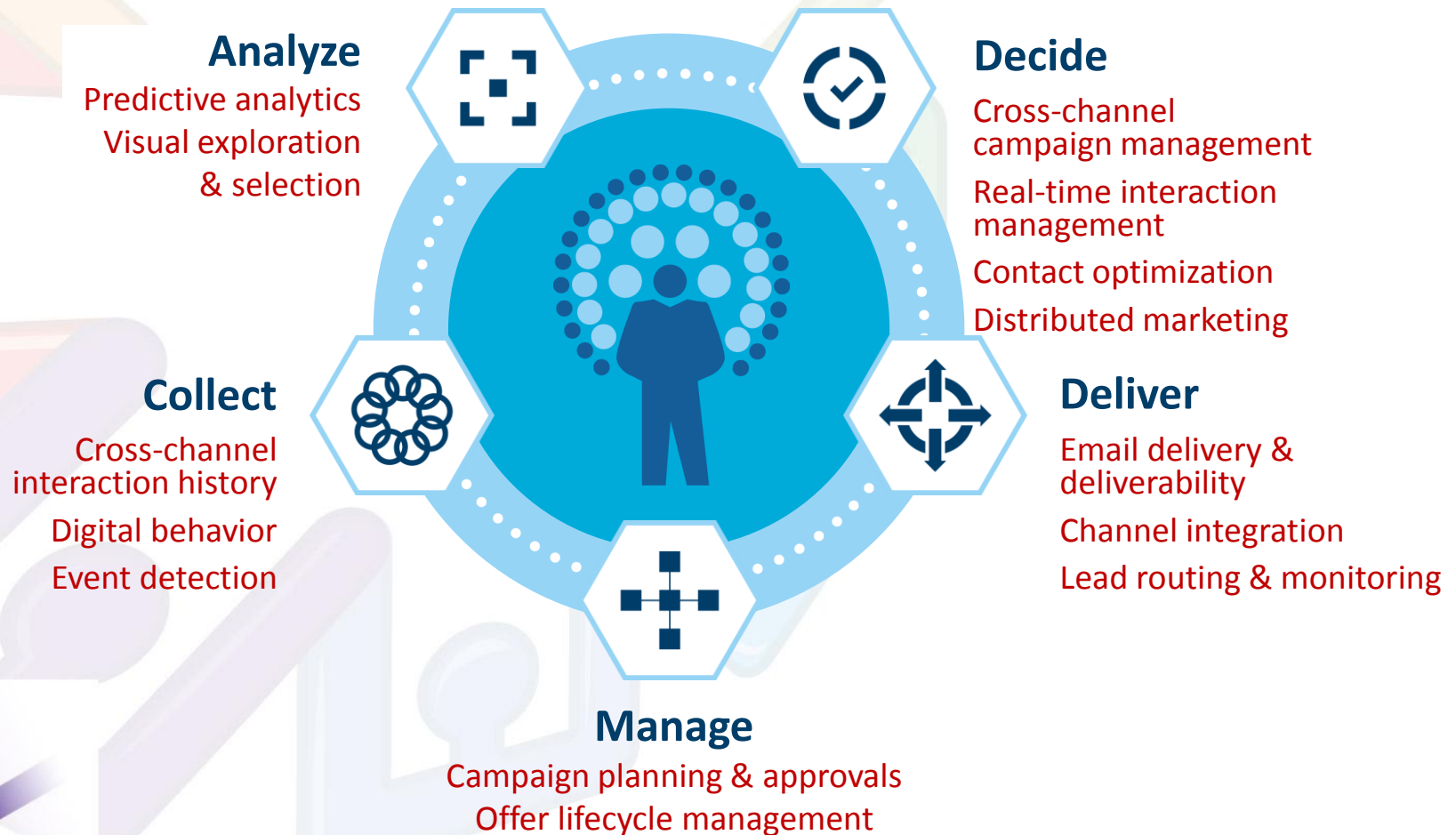
Decide

Deliver

Manage

Mapping to the Enterprise Marketing Management (EMM) framework

**Engages each customer and prospect
in a one-to-one dialogue across communication channels**



Topics about Marketing Campaign Management

- Business Challenges
- What is Campaign Management?
- Features and Benefits
- Customer Case Studies

Topics about Marketing Campaign Management

- **Business Challenges**
- What is Campaign Management?
- Features and Benefits
- Customer Case Studies

Business Challenges

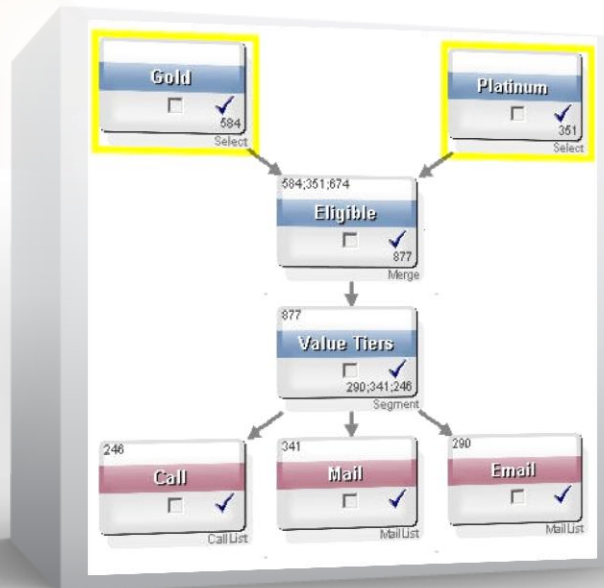
- Effectiveness of campaigns declining – need to **INCREASE PRECISION** of targeting and better track what's working and what's not
- Volume of campaigns growing – requires greater **OPERATIONAL EFFICIENCY** and best practice standardization
- **COMPLEXITY** of campaigns increasing (multi-wave, cross-channel, highly personalized) – harder to manage
- Need to leverage data **STORED IN MANY PLACES**
- Need to **REDUCE DEPENDENCE ON I.T.** to execute campaigns

Topics about Marketing Campaign Management

- Business Challenges
- **What is Campaign Management?**
- Features and Benefits
- Customer Case Studies

Marketing Campaign Management?

CAMPAIGN MANAGEMENT software:



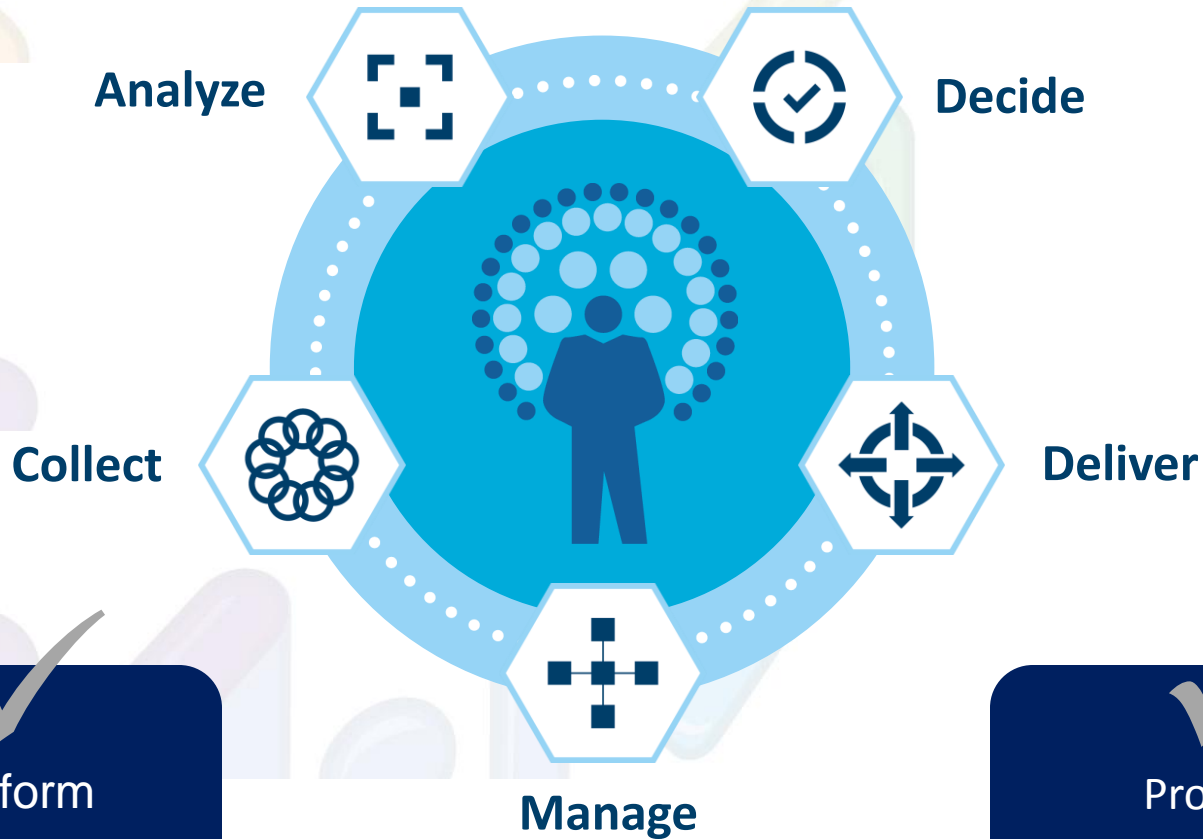
- Used to plan, design, execute, measure and analyze personalized marketing campaigns
- Capable of managing all types of large-scale, multi-wave and cross-channel campaigns
- Creates a “marketing system of record” for offers, segments and interaction history
- Recognized best-of-breed functionality, scalability and record of customer success
- Serves as integration hub for add-on modules:
 - Email marketing
 - Contact optimization
 - Real-time interactions
 - Distributed marketing

Topics about Marketing Campaign Topics Management

- Business Challenges Addressed by Campaign
- What is Campaign Management?
- **Features and Benefits**
- Customer Case Studies

EMM empowers marketers

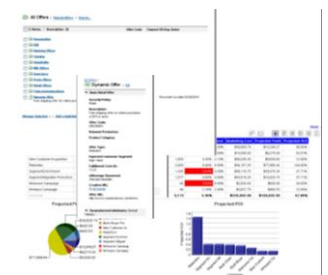
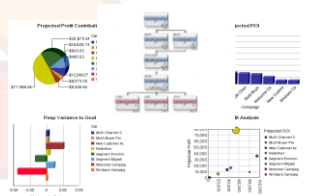
With EMM, marketers get:



✓
Platform

✓
Profile

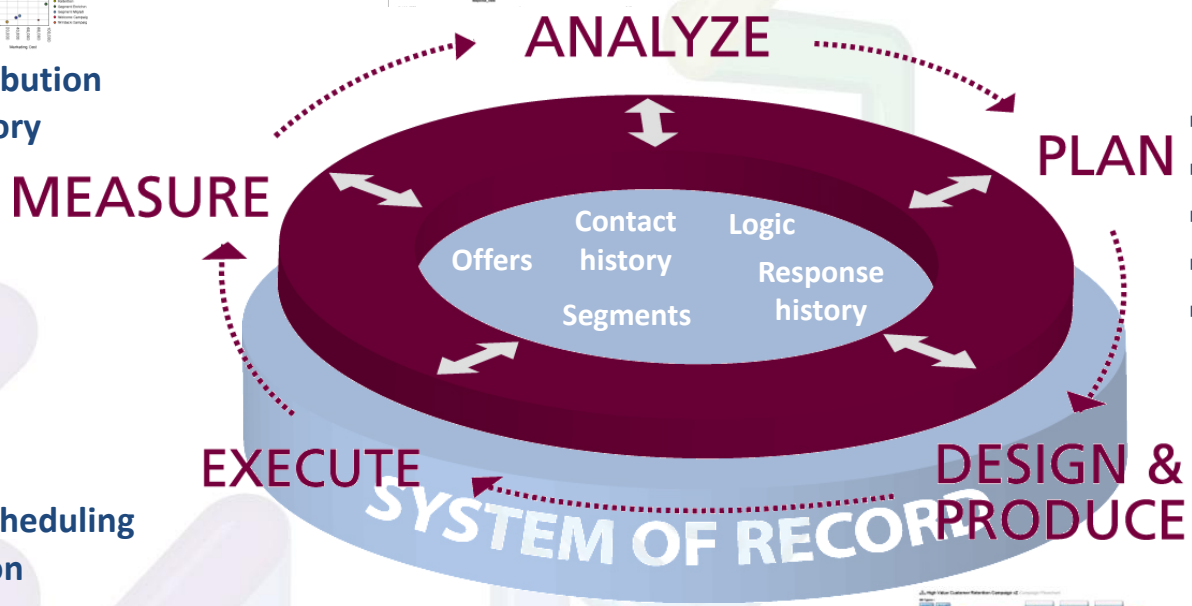
End-to-End Campaign Management Cycle



Campaign performance
Offer performance
ROI analysis

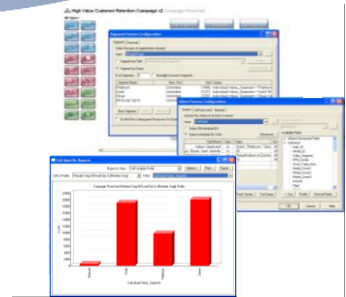
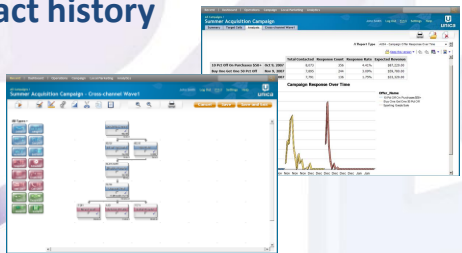
- Response attribution
- Response history

- Offer management
- Strategic segments
- Target cell spreadsheet
- Sizing
- Suppressions

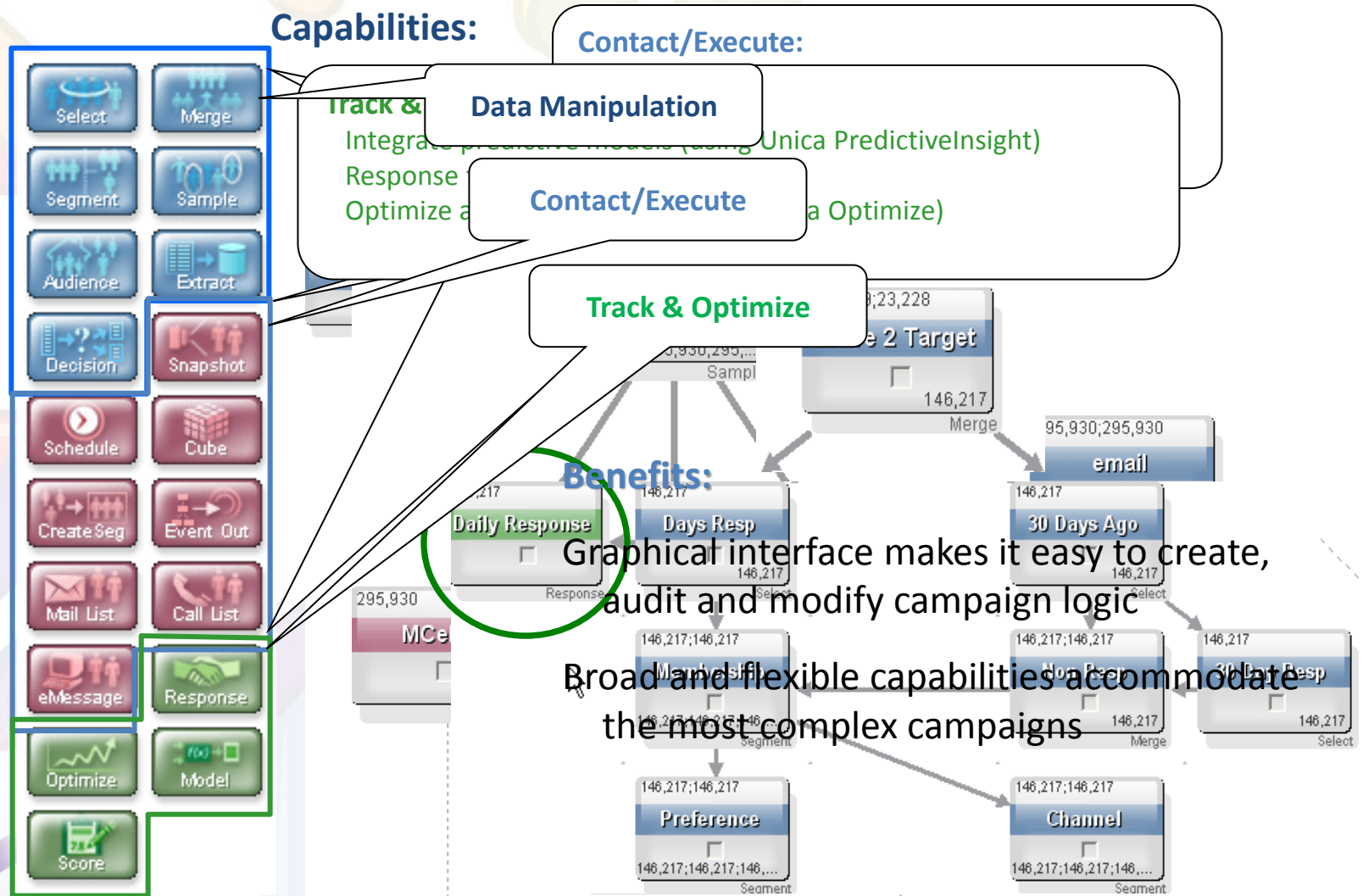


- Multiwave scheduling
- List generation
- Contact history

- Segmentation & targeting
- Offer & channel assignment
- Output formatting
- Campaign validation



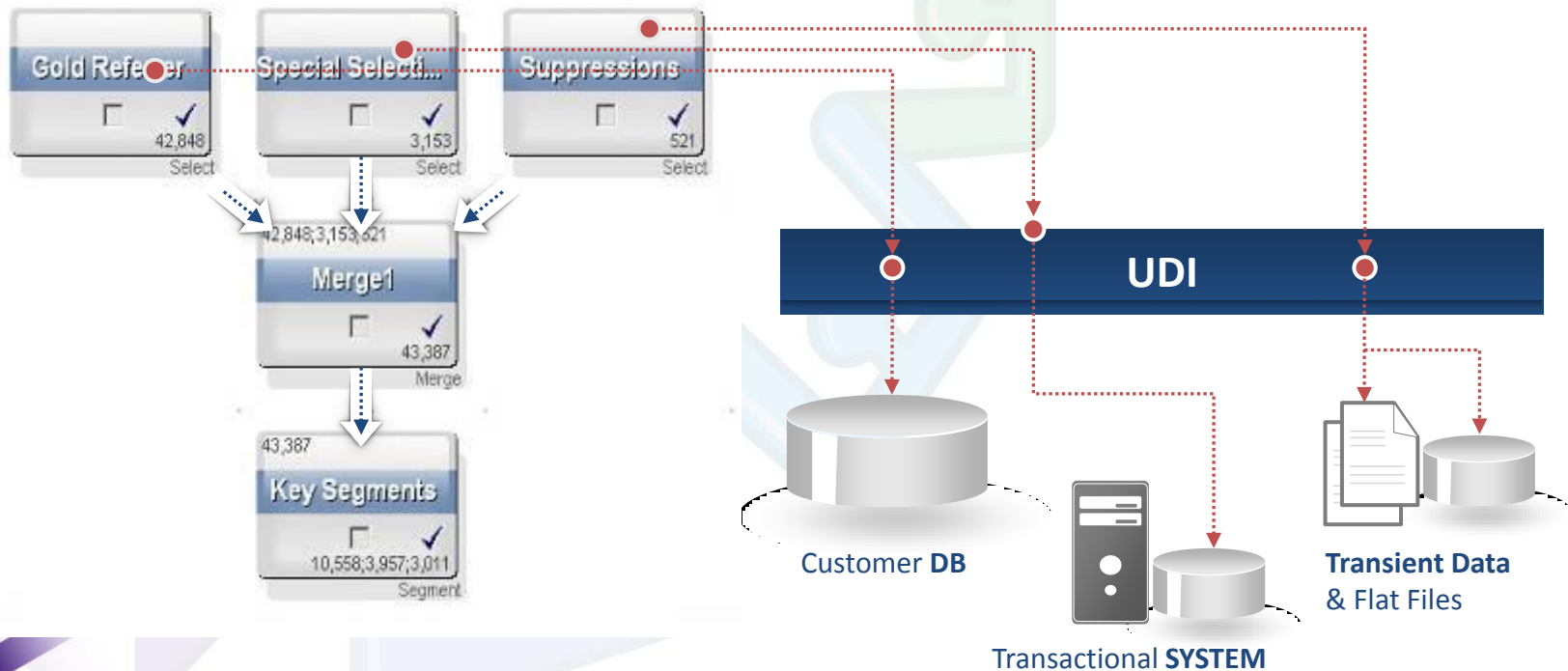
Campaign Logic as Flowcharts



Universal Dynamic Interconnect (“UDI”)

Capability: Enables simultaneous access to multiple data sources located in various locations throughout the company

Benefit: Provides the flexibility to leverage all available marketing data reducing required IT support



Reporting

Capabilities:

- Many standard reports included
 - By campaign, channel, cell, offer and segment performance
 - Over time (day, week, month, qtr, yr), relative days, weeks, months
- Allows report customization and new report creation
 - With existing/extended system tables
 - With Unica customer database
- Supports bursting and non-bursting, scheduling and notification



Benefits:

- Improves campaign understanding and accurately reflects customer measurement methods
- Provides base for marketing accountability
- Improves overall marketing decision making through report sharing

Typical business results reported by EMM users

More *effective* marketing:

Improved customer value, loyalty & retention

5-15% increase is typical

Higher online marketing ROI

15x-25x increase is typical

Higher campaign ROI

15-30% increase is typical

Increased response rates

10-50% increase is typical

Increased order value

15-20% increase is typical

More *efficient* marketing:

More campaigns with the same resources

2-5x increase is typical

Reduced cycle time for marketing efforts

40%-80% reduction is typical

Reduced marketing costs

20-40% reduction is typical

Lower customer acquisition costs

25%-75% reduction is typical

Other business metrics

revenue, profit, others vary by industry (assets under management, ARPU, #products owned, etc.)

Leads the market for marketing technology solutions

Gartner®

IBM: Leader

Magic Quadrant: **Integrated Marketing Management**, Oct 26, 2011

IBM: Leader

Magic Quadrant: **Multi-channel Campaign Management**, May 20, 2011

IBM: Leader

Magic Quadrant: **Marketing Resource Management**, Feb 1, 2011

FORRESTER®

IBM: Leader

The Forrester Wave™: **Web Analytics**, Q4 '11

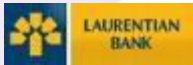
IBM: Leader

The Forrester Wave™: **Cross-Channel Campaign Management**, Q1 '12

Topics about Marketing Campaign Management

- Where Does Campaign Fit in?
- Business Challenges Addressed by Campaign
- What is Campaign?
- Features and Benefits
- **Customer Case Studies**

Strong Portfolio of Banking Customers



Strong Portfolio of Retail Customers More than 150 and Growing

Sur la table

PETSMART

KOHL'S

Ward's

Guitar Center

Boots

Wehkamp

L.L.Bean

Burlington
coat factory

ORVIS
SPORTING TRADITIONS
Since 1856

freshdirect

JCPenney

RadioShack

Talbots

BEST BUY

Sears

Crate&Barrel

buch.de
einfach | schnell

Corporate Express
A Bulfinch Company

NORDSTROM

Neiman Marcus

DELUXE
CORP

LOWE'S

Payless
SHOESOURCE

TOYS R US

macy's

WearGuard
An ARAMARK Company

Apple

BURBERRY

CVS/pharmacy

DICK'S
SPORTING GOODS

IKEA

T.J.maxx

ebay

SHOP DIRECT

LOEHMANN'S

Marshalls

URBAN OUTFITTERS

School Specialty

HomeGoods

BJ's
WHOLESALE CLUB

JJill

LANDS' END
DIRECT MERCHANTS

REI

Littlewoods

Hastings
Discover Your Entertainment

STAGE

KOLON

VICTORIA'S SECRET

Littlewoods

BEALLS • PEEBLES
PALAIS ROYAL • STAGE

Bath & Body Works

WALMART

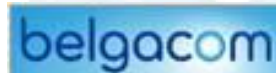
Walgreens
The Pharmacy America Trusts

IBM

Unica is the Proven Solution for Telecommunications Companies



Dozens of clients in wireless, wireline, cable, and satellite including...



IBM®