



Highlights:

- Tap into social media to collect additional profile attributes about customers
 - Analyze brand sentiment and disposition, and emerging topics
 - Match customers to offers and marketing messages for any and all channels
 - Improve cross-channel marketing by using centralized decisioning
 - Deliver messages into traditional channels based on social attributes or personalized offers in social channels
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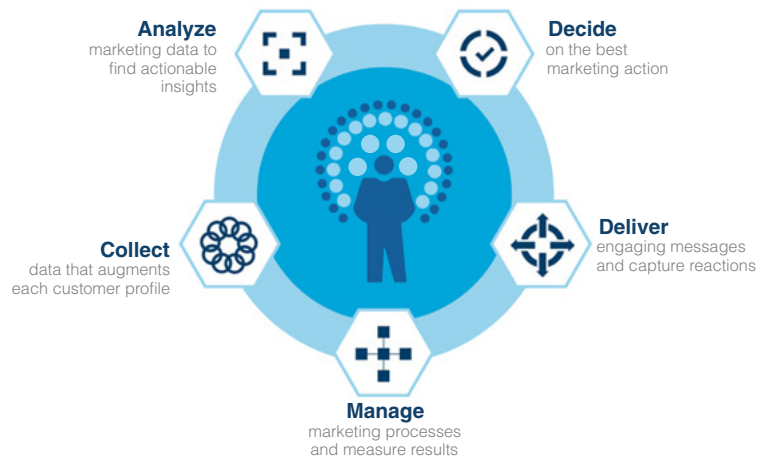
Solutions for social marketing from IBM

Learn new customer social dimensions to enrich your marketing messages

Creating personalized customer dialogues in social networks

The social media marketing solutions from IBM® Enterprise Marketing Management (EMM) are designed to engage and connect with customers in interactive dialogs. These solutions can help you deliver more relevant messages across social and other digital media. The broad range of IBM offerings includes software solutions from IBM Cognos®, IBM Coremetrics® and IBM Unica®. EMM enables marketers by supporting five key marketing processes: collect, analyze, decide, deliver, manage.

EMM: a comprehensive suite integrating five critical marketing processes



Collect helps you build richer customer profiles

Cross-channel customer profile data is at the heart of all EMM solutions. This is a virtual profile of your customers consisting of your existing data, captured data from external sources or data generated during analysis. This profile data is leveraged by EMM solutions to optimize your analysis, decision and ultimately delivery of your marketing messages.

Social media data is a key component in this cross-channel profile. Within EMM solutions, you can capture key social media profiles from Facebook and Twitter to create social attributes. Incorporating this data

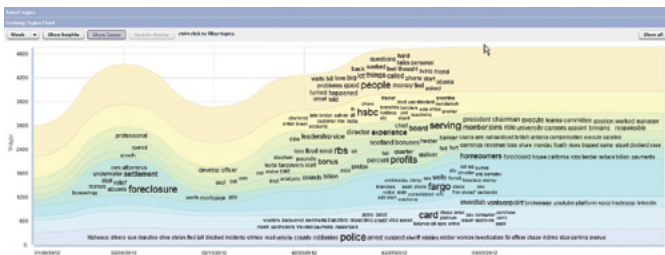


enables you to analyze information such as number of friends/followers and this can help you identify which customers could be influencers for your brands. Additionally, you can capture information about likes and interests which can help you create more relevant messages and offers.

Combining your customer social media profile data with existing customer segment definitions builds out a complete, 360 degree view that will empower all of your marketing activities.

Analytics solutions help you understand customers' interests, needs, wants, intentions and desires

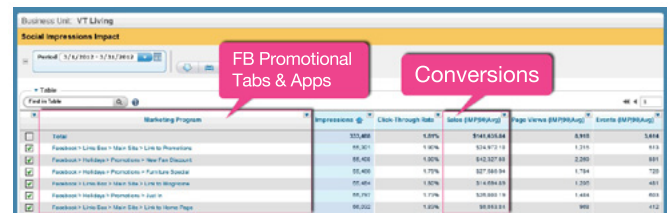
Unlike yesterday's mass-marketed, one-channel, one-way, company-driven campaigns, today's marketing has to deliver multichannel, measurable, interaction-driven campaigns. To obtain the maximum results, you should begin with better customer insights. IBM has the tools to help you uncover and explore who your customers are, what they want and how you can best reach them.



Gain insight into consumer perceptions with social sentiment analysis.

IBM Cognos Consumer Insight—Cognos Consumer Insight is a social analytics solution that makes it simple and easy to analyze social channels, brand sentiment, and emerging topics. By evaluating billions of blog post and hundreds of thousands of forums and discussion groups on publicly available websites in near real time, you can start to see the trends of your customer sentiment. Based on sophisticated natural language processing algorithms, this solution can help you identify sentiment as positive, negative, neutral or ambivalent consumer feedback.

IBM Coremetrics Digital Analytics—This web and digital analytics solution has a dedicated social module called Coremetrics Social. It's designed to measure social media content that you own or created on your own domains or digital outposts like Facebook, YouTube and others — the ROI of social marketing. Adding the IBM Coremetrics Social module lets you automatically identify referrals from social sites across the web. It helps you understand not only the



Measure and track results from your owned social content.

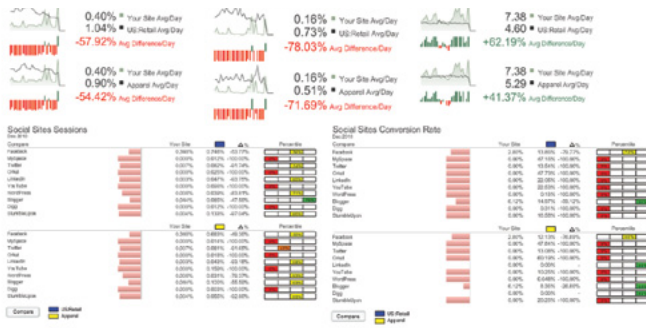
amount of traffic generated from each of these channels, but also the downstream activity of these visitors; did they convert, download, register, buy or take the desired action? Coremetrics Social can also automatically deliver a feed of Facebook posts for your fan pages and Tweets about hashtags that you specify.



Monitor the social influence of your email campaigns.

IBM Unica Social Email Optimization—Unica Social Email Optimization offers unique social capabilities to help you measure and track links shared across social networks that appear within your emails. Social Email Optimization helps marketers understand the value of viral sharing of their email content across social networks. By leveraging this insight in conjunction with reporting on the platforms and devices customers use to share content from email, marketers can optimize content to be shared across social networks. In

In addition to reporting Social Email Analytics provides marketers with tools to preview how their links and content will look when shared to a particular social network and verify that their emails contain links to drive traffic across channels.



Compare your results against industry metrics.

IBM Coremetrics Benchmark—Coremetrics Benchmark makes it simple to compare your social efforts against industry leaders and peers. As part of the IBM digital marketing optimization offering, this solution delivers aggregated and anonymous competitive data for industry-specific, best practice key performance indicators, so you can easily see how your site performs compared to industry leaders and peers. Included are social media benchmarks like total sessions from Coremetrics Social referrals, page views, conversion rates from social visitors and much more.

Decide can enable more personalized communications, including social channels

All EMM solutions are designed for cross-channel centralized decisioning to help match customers to offers or marketing messages for any and all channels. Adding in social media data to your marketing analysis help you identify which customers you want to reach with specific messages.

Centralized decisioning is about matching customers to the best offer so you can drive more effective, personalized communications. Unica Campaign helps you understand your customers across any channel and leverages any customer attribute, including any social data and channel preference in order to make the best decision for that individual. Your customers may be very active in social channels but still prefer email communications for your offers. Unica Campaign empowers you to make the right decision of what to offer, when to send it and how to deliver it.

IBM Unica Campaign—Unica Campaign provides the platform to execute targeted multi-wave cross-channel campaigns including both one-to-one and broadcast social media campaigns. For broadcast style campaigns, you can post directly to your brand's wall or Tweet from your brand's Twitter handles. When used for one-to-one campaigns, Unica Campaign can direct-message Twitter followers and post directly on the wall of Facebook fans. This same approach can be used to integrate with dedicated social marketing solutions like Lithium, HootSuite Enterprise, Awareness Networks all the while managing your segments and refining your targeting through a wealth of response, demographic and online behavioral data.



Broadcast Messages



Personalized Direct Messages



Expand your customer communications into social channels.

IBM Unica Interact— Unica Interact provides real-time marketing for inbound channels. You can extend the reach of offers made on your website with social sharing links to specific social media sites. This not only extends the reach of your campaigns but also amplifies your marketing message. Unica Interact is also ideal for quickly delivering offers inside

of social media widgets and applications like those you can create in Facebook. Using its near real-time decisioning, Unica Interact can immediately serve up personalized offers in Facebook applications (as well as on other social media sites such as LinkedIn). The interaction can provide more precisely target offers by relying on the context of the current interaction and attributes available at the social site such as hometown, gender, interests and more.

IBM Unica eMessage—eMessage is the IBM solution for targeted delivery of email messaging. It can be combined with either Unica Campaign or Unica Interact (described above). Social sharing links can be inserted into eMessage emails, and with the Unica eMessage design time tools you can analyze how your messages display if they are shared. This can help you create message content that is optimized for both email and social channels.

About IBM Enterprise Marketing Management

The IBM Enterprise Marketing Management (EMM) suite of software solutions delivers an integrated set of capabilities designed exclusively for the needs of marketing organizations. Integrating and streamlining all aspects of online and offline marketing, these solutions help organizations and individuals to turn their passion for marketing into valuable customer relationships and more profitable, timely and measurable business outcomes.

IBM EMM solutions can provide robust web and customer analytics, event detection, campaign management, and real-time interaction management and recommendations. These solutions also offer lead management, digital marketing optimization, email marketing, targeted advertising, search engine marketing, and marketing resource management capabilities.

Over 2,500 organizations around the world use IBM EMM time-tested and comprehensive offerings to help manage the pressures they face from increasing marketing complexity while delivering improved revenue and measurable results.

Smarter Commerce: An integrated approach

IBM EMM products are part of the IBM Smarter Commerce™ initiative. Smarter Commerce is a unique approach that increases the value companies generate for their customers, partners and shareholders in a rapidly changing digital world. To learn more about Smarter Commerce, visit: ibm.com/smarterplanet/commerce.

For more information

To learn more about IBM Enterprise Marketing Management solutions, contact your IBM marketing representative or IBM Business Partner, or visit the following website: ibm.com/software/marketing-solutions.



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Software Group
Route 100
Somers, NY 10589

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