



Customer Engagement Forum

Amplify your brand





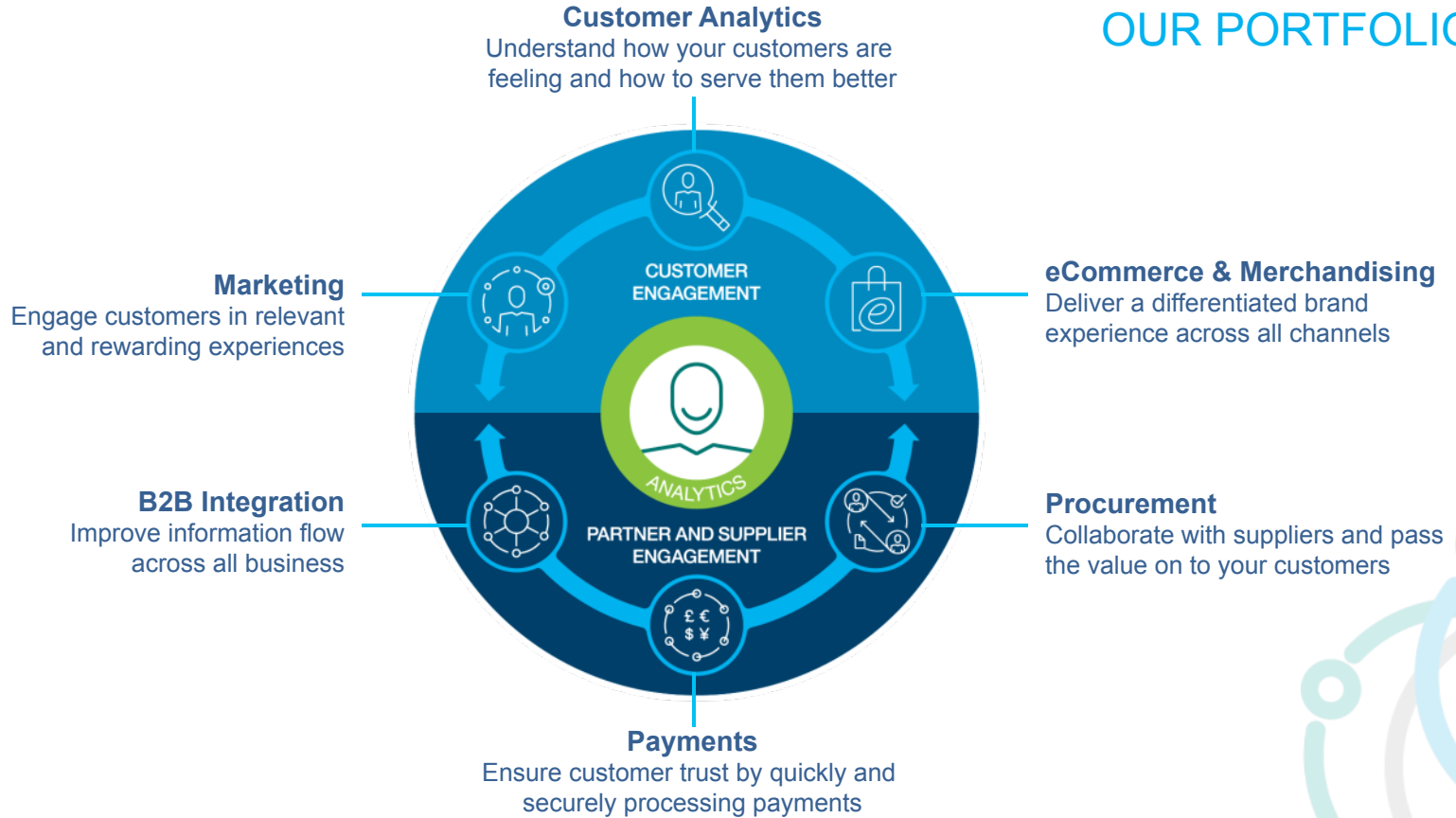
The Future of Customer Engagement Now

*Deepak Advani,
General Manager of IBM Commerce*





OUR PORTFOLIO





What if...

**you could create
unbreakable bonds
with your customers?**





**Create moments...
moments of serendipity,
seemingly by chance.**

**That make the
mundane *magical*.**

**The everyday
memorable.**





Serendipity *can* happen
by design...billions of
time each day.



We help our clients
engineer moments of serendipity
to build loyalty ...
to create unbreakable bonds.

Perfect Timing

The right experience,
delivered at just the
right moment.

Cognitive Power

Ability to see patterns and
make unlikely connections,
beyond human
imagination.

Predictive Capability

Understanding what
individuals really want,
before they even know it.

Infinite Data

Access to an endless
universe of information and
possibilities.



For marketers

...the ability to create personalized, meaningful customer experiences, infused by analytics.



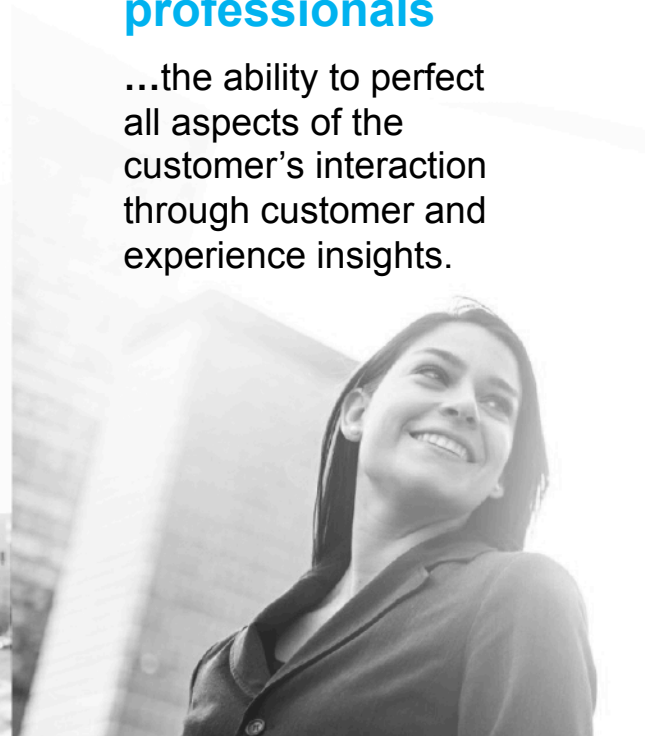
For supply chain leaders

...the ability to orchestrate complex systems, processes and partners, to deliver flawlessly.



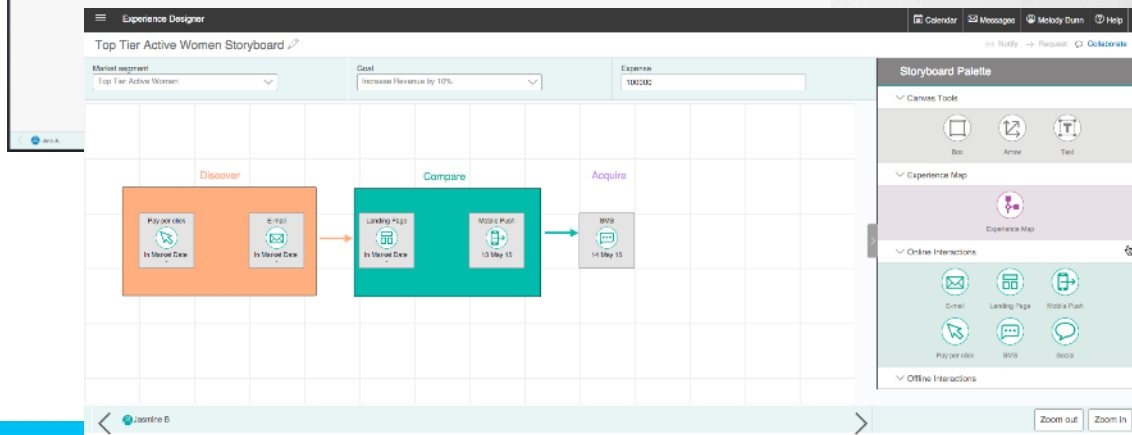
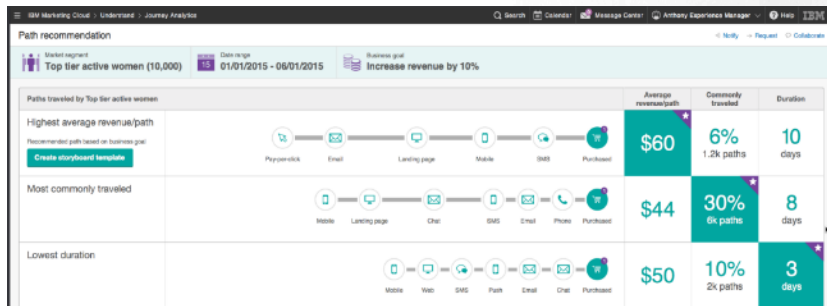
For e-commerce professionals

...the ability to perfect all aspects of the customer's interaction through customer and experience insights.





Let's take a look ...





Joel White, IBM



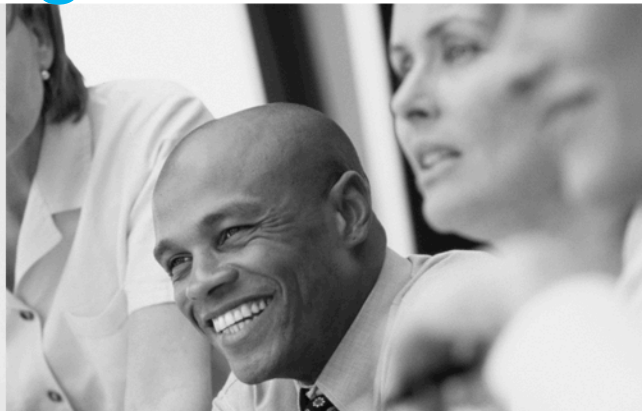


Embracing the power of Cognitive Commerce



**For Marketers &
Merchandisers**

Analyze Trends



For Marketers

**Real-time
Personalization**



For Merchandisers

**Commerce
Insights**

Store Performance

Sleek Fit 2.0



Aurora (US)

Last updated at 13:30pm

\$1,420,900

sales

24,000

orders

\$59.20

average order value

34018

items ordered

5.0%

conversion rate

102,104

views

Category performance



05/03/2015 - 05/11/2015

	Sales	Forecast	Variance	Sold	Forecast	Variance
Aurora (US)	\$1,420,900	\$1,224,900	16.0%	34,649	31,850	8.8%
Womens	\$800,900	\$609,900	31.3%	13,009	10,000	30.1%
Girls	\$235,000	\$210,000	11.9%	8,000	7,800	2.6%
Activewear	\$220,000	\$210,000	4.8%	8,000	7,800	2.6%
Complete Sleekfit	\$165,000	\$195,000	-15.4%	5,640	6,250	-9.8%

Category product rankings



Top performers

05/03/2015 - 05/11/2015

Sales \$7,950
Forecast \$5,500
Variance 45.0%

Sales \$5,720
Forecast \$4,000
Variance 43.0%

Sales \$4,600
Forecast \$3,690
Variance 24.0%

Sales \$4,189
Forecast \$3,676
Variance 14.0%

Sales \$4,165
Forecast \$3,700
Variance 13.0%

Sales \$3,956
Forecast \$3,500
Variance 13.0%

Sales \$3,855
Forecast \$3,450
Variance 12.0%



IBM Commerce THINKLab

- In Melbourne – Client – Lucan Creamer is invited to talk about the Melbourne Spring Fashion Week
 - Video of MSFW Video intro of the Melbourne Spring Fashion Week prior
- In Sydney – Client reference will be a slide
 - Deepak is talking about the story



Lucan Creamer, Commercial and Marketing Executive, City of Melbourne



CITY OF MELBOURNE



MELBOURNE SPRING FASHION WEEK

28 AUG - 4 SEPT 2015

MSFW
Company

Sign Up Like Message

MELBOURNE SPRING FASHION WEEK

TWEETS 4,250 FOLLOWING 855 FOLLOWERS 5,941 FAVORITES 1,577 LISTS 3

Discover the best moments of #MSFW 2015, beautifully bundled together by

MSFW added 30 new photos to the album: **MSFW: Backstage.**
September 24 at 1:35am

A selection of images that capture the hard work, excitement and beauty backstage at #MSFW.

Photography credit - Helen Vo

CONNECTING WITH CUSTOMERS ACROSS THEIR ENTIRE #MSFW EVENT JOURNEY

Social Media Dashboard | Post-event Social Media Report
 IBM Marketing Cloud including social media audiences | MSFW Influencer Analysis using IBM Watson technology

Customer Connection

Increase audience engagement levels, grow MSFW online communities and increase the reach of #MSFW



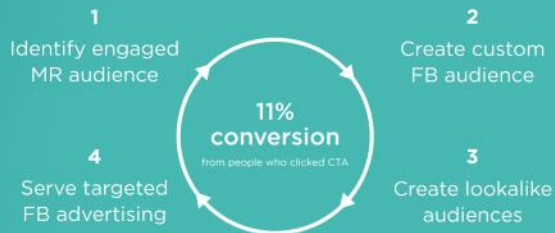
IBM identified top MSFW 2014 Influencers and the top 50 Influencers from similar events



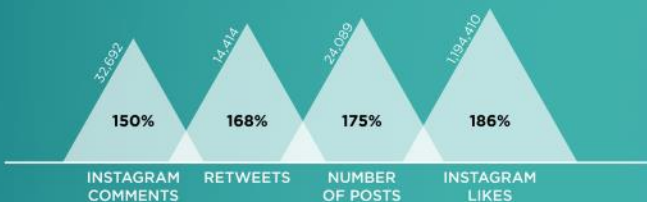
Social Media Dashboard

Customisation and Personalisation

Foster personal, 1-to-1 relationships with MSFW customers and deliver tailored, relevant content based on user behaviour



#MSFW 2015 GROWTH



TOTAL REACH > 150,513,060 > **602% INCREASE**

MELBOURNE
SPRING FASHION WEEK
 28 AUG - 4 SEPT 2015





For leaders and practitioners to master the art of the possible...

To deliver personalized messages and offers through intuitive always on engagement

Delivered at the just right moment seamlessly across all channels

Driven by insights to pivot between aggregate trends and individual behaviors

*...Deeper human
engagement*





What's your
moment of serendipity?



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