IBM Marketing Cloud:
Change the way you engage

Today's always-connected consumers have higher expectations than ever before. They want brands to acknowledge, understand and respond to them in a consistent manner regardless of how or where they have engaged. For most marketers this presents challenges that are difficult to overcome, including:

▶ **Capturing individual behaviors** across systems and devices and creating a single customer view

▶ **Delivering relevant content**, in real time, through all channels

▶ **Providing a consistent experience** across touchpoints - email, mobile, and social

▶ **Getting access to the necessary data** to drive the right decisions and offers

If you want to attract new customers, keep the ones you have, grow their business and turn them from customers into advocates, you have to deliver an excellent customer experience that speaks directly to their wants and needs.

IBM Marketing Cloud powers the delivery of exceptional experiences for customers across the buyer journey by leveraging customer data, providing analytical insights and automating relevant cross-channel interactions.

IBM Marketing Cloud enables you to:

Quickly design and automate consistent cross-channel experiences

Make better decisions and **deepen customer engagement** with purpose-built analytics

Increase marketing agility with a platform that easily integrates with other customer data sources and applications

Gain faster time to ROI through a comprehensive set of cloud-based marketing solutions built on Silverpop Engage

IBM Marketing Cloud is part of the broader IBM Marketing Solutions portfolio of products and services.

IBM Marketing Solutions make it easier to design meaningful customer experiences across applications, devices and time, accelerating today's results and tomorrow ambitions.

IBM Marketing Cloud features include:

Journey Designer
Collaborate, design and continually improve customer experiences

Journey Analytics
Automatically visualize and quantify the paths that your customers take

Email Marketing
Easily create and edit highly relevant email messages that convert at a higher rate

Lead Management
Interact with customers and prospects through automated campaigns until they are ready to buy; rank customers and prospects based on buying criteria

Mobile Customer Engagement
Drive personalized mobile experiences across devices

Social
Capture social data and interact with customers more effectively across social channels

Analytics
Increase understanding of your contacts and use this knowledge to power smart campaigns

Recommendations
Provide individualized cross-sell and upsell offers

Personalization
Deliver personalized content across digital campaigns and channels

Budgeting and Planning
Achieve better budgeting, planning and ROI

Universal Behavior Exchange (UBX)
Click to connect integration facilitates a frictionless flow of data between internal and external systems

To find out more about Silverpop, an IBM Company, and our solutions, please contact us at 1-866-SILVPOP (745-8767) or +44 207 202 5930 or alternatively, email us at info@silverpop.com.

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