



Creating and Delivering Client Value

Bienvenue



IBM Smarter Commerce

13 Septembre 2011





| *Creating and Delivering Client Value*

Pilotage de la Relation Digitale avec une solution de Web Analytics et ROI des Réseaux Sociaux.

- IBM Smarter Commerce
- Pourquoi Parler des Réseaux Sociaux ?
- Quelles stratégies mettre en œuvre ?
- Pour quels Genres de Résultats?



BUY

Directeur
des achats

Achats et suivi des
approvisionnements
en produits, compo-
sants et matières
premières



MARKET

Directeur
Marketing

Communications ciblées
et personnalisées sur
tous les points
d'interaction clients



SERVICE

Directeur
Relation
Clients

Apporter le niveau
de service attendu
sur tous les canaux
d'interaction clients



SELL

Directeur
Commercial
& Opérations

Vendre et délivrer
produits et services
au travers de tous les
canaux de vente et
d'approvisionnement

Un dialogue pertinent et cross-canal

- ✓ Centraliser et améliorer la **connaissance client**
- ✓ Des campagnes **marketing cross-canal** personnalisées et temps réel
- ✓ Des offres marketing optimisées et diffusées au **meilleur moment** sur le **meilleur canal**
- ✓ Un **marketing digital** optimisé

Apporter le niveau de service attendu sur tous les canaux d'interaction clients



MARKET
Directeur
Marketing



Communications ciblées et personnalisées sur tous les points d'interaction clients

IBM Unica

- Campaign Mgmt
- Marketing execution
- Performance

IBM Coremetrics

- Analyse du trafic
- Search Optimization
- Mobilité

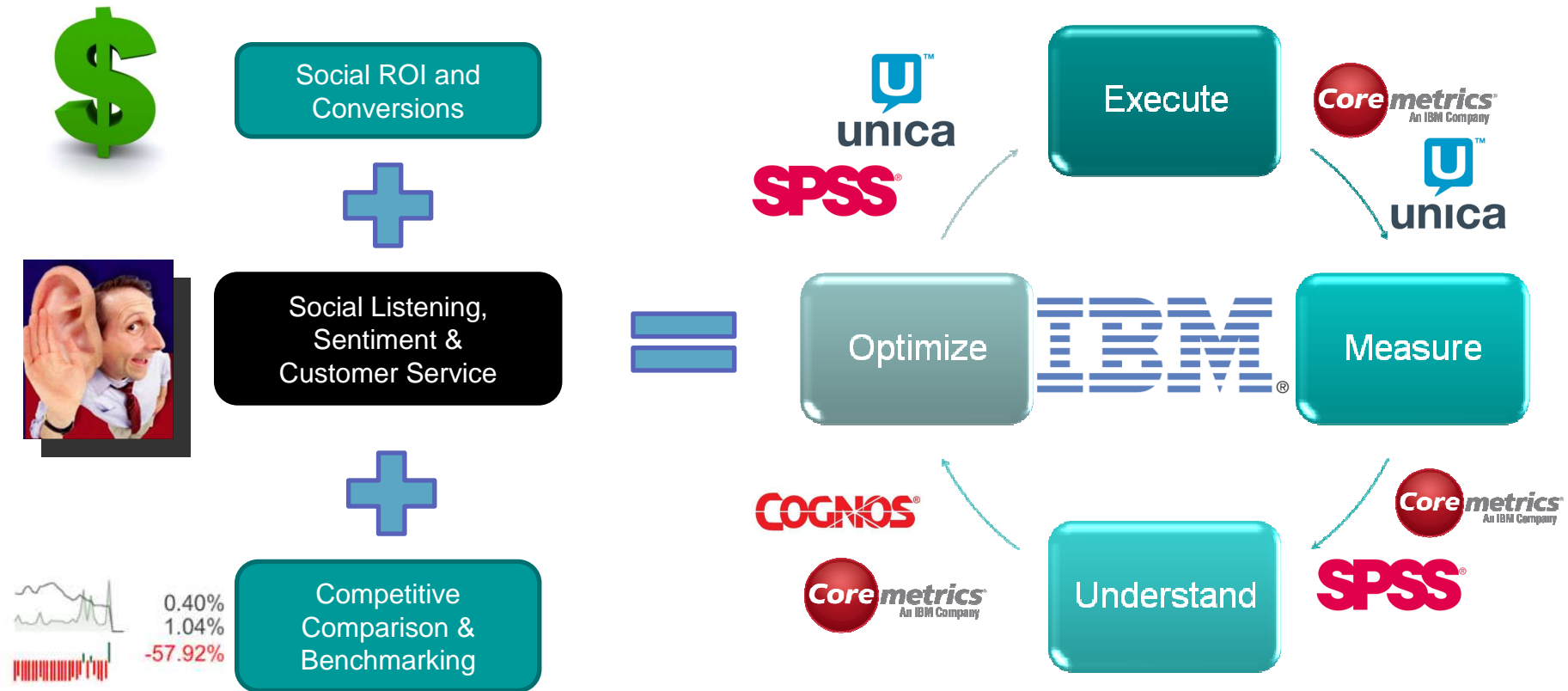
IBM Cognos

- Business Analytics & Optimization

IBM SPSS

- eReputation
- Connaissance clients
- Analyse prédictive

IBM devient un Acteur Majeur du "Social Business"



Animer la Relation Digitale
 Identifier les Véritables Influenceurs
 Comprendre la Valeur des User Generated Contents
 Tester et Péreniser les Initiatives qui Marchent
 Suivre et Analyser la Performance

Le Web devient un Réseau de Personnes ...

J'ai 10,000 fans et
je peux les
convaincre que
votre produit est
génial

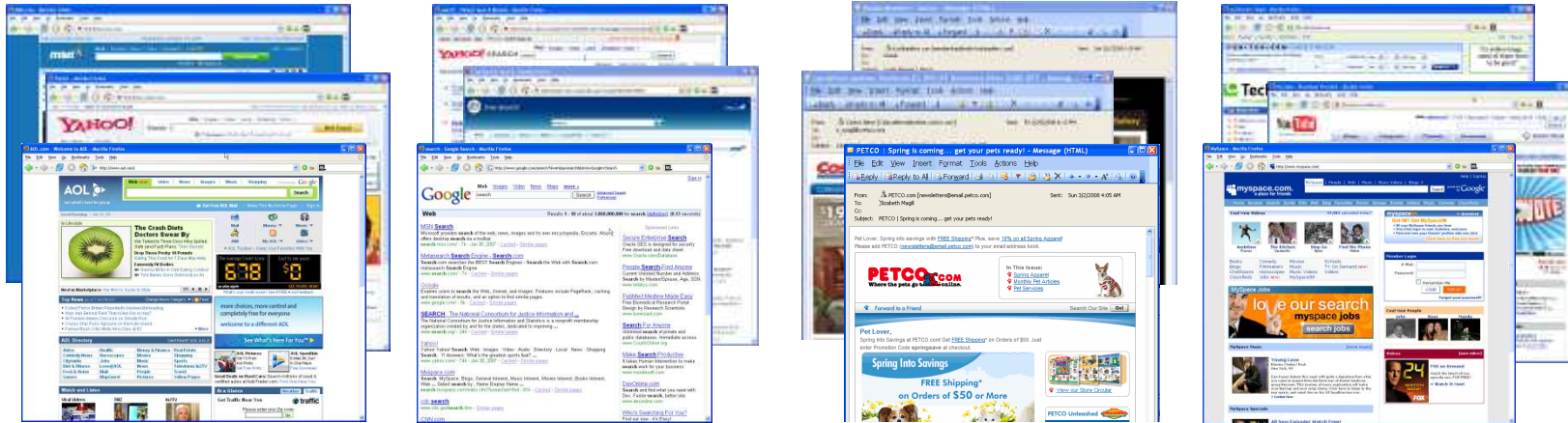
J'ai reçu une
meilleure offre et je
ne vais pas choisir
comme d'habitude

Je mets toujours
des avis positifs
quand je suis
content d'un produit
ou service

J'aime recevoir des
promotions en
rapport avec ce que
j'aime, sinon je
n'achète pas

... plutôt que de Contenus!

Elles Interagissent avec Toutes vos Campagnes ...



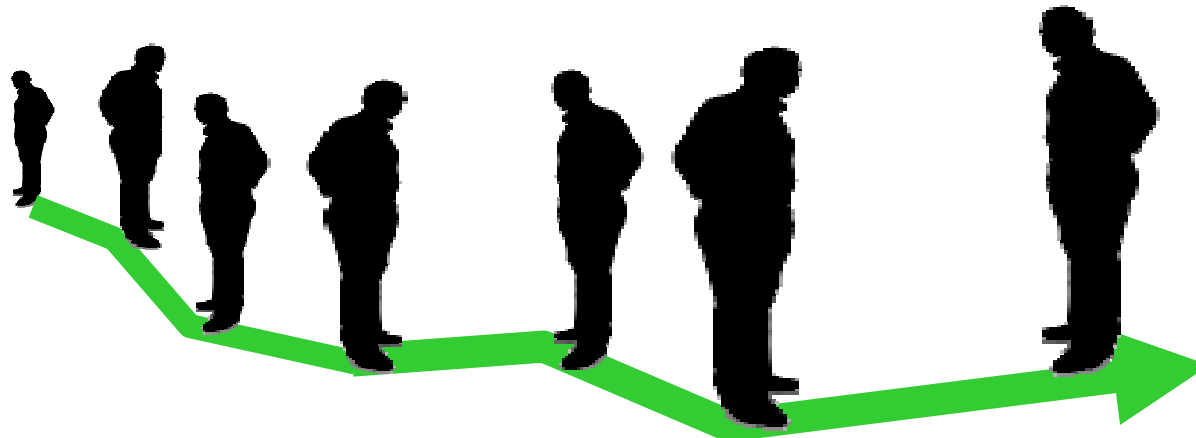
Site

Web

Mobile

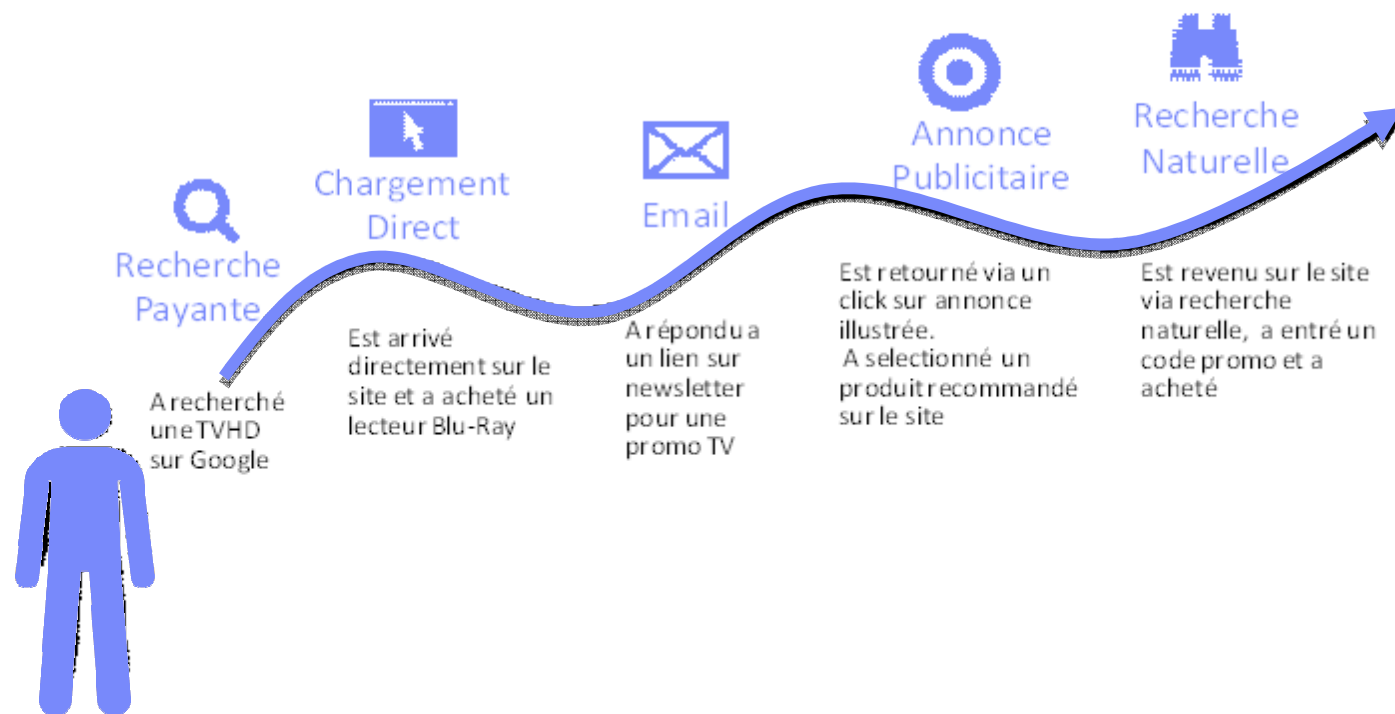
Réseaux
Sociaux

Off line

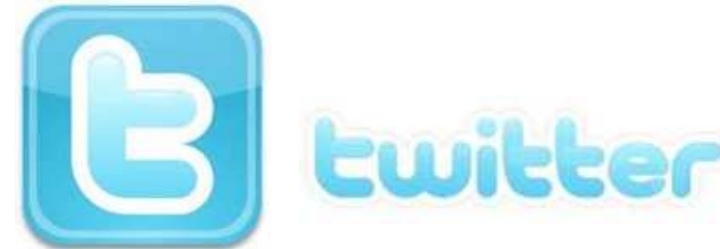


... et Souhaitent être Reconnues et Bien Servies!

Aujourd'hui, les clients s'attendent à une expérience cohérente et pertinente à travers de multiples canaux et différentes sessions



TOUT LE MONDE PARLE DES RÉSEAUX SOCIAUX !!!



- 500M+ Active Users
- 50%+ Login per Day
- 200M access via Mobile
- 40% of users “Like” companies
- 51% of users between 18-34
- 57% Female
- 70% of users are outside of U.S.

- 100M+ Registered Users
- 41% tweet regularly
- 37% tweet via Mobile
- 51% follow companies, brands & products
- 44% of users between 18-34
- 53% Female
- 60% of users are outside of U.S.

Sources:

Facebook.com Press Room

Exact Target/eConsultancy Marketing Survey, 2010

PalatnikFactor.com, Twitter Demographic Report

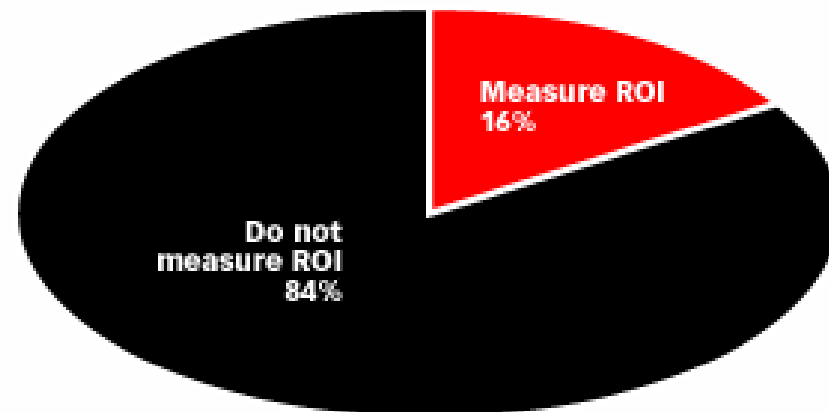
iStrategyLabs, Facebook Demographics & Statistics Report

POURTANT PEU MESURENT LEURS PERFORMANCES !!!

- *En 2009, 16% des équipes Marketing mesuraient le ROI¹*
- *56% des sociétés disaient vouloir augmenter les ventes grace aux réseaux sociaux mais seulement 24% suivaient réellement cette métrique²*

Rapide,
Pas cher,
Pouvant rapporter gros...
Mais déconnectées!

Professionals Worldwide Who Measure the ROI of Their Social Media* Programs, August 2009 (% of respondents)



Note: *includes blogs, chat, discussion boards, microblogs, podcasts, ratings, social networks, video-sharing, wikis, etc.
Source: Mzinga and Babson Executive Education, "Social Software in Business," September 8, 2009

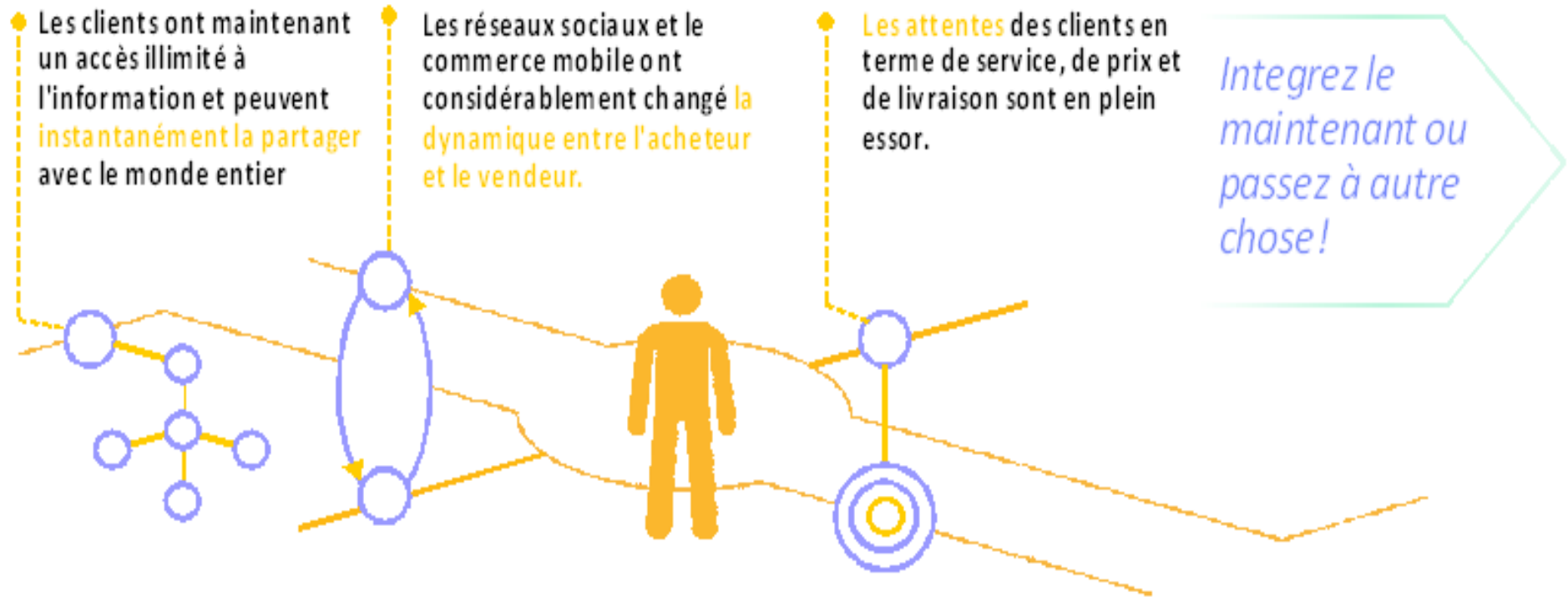
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www.eMarketer.com

Source: eMarketer

1. Mzinga and Babson Executive Education, "Social Software in Business," September 8, 2009
2. Chris Pirillo, "Social Media Statistics," Feb 2010

Nous Sommes dans l'Ere du Client Roi ...



155 millions

Nombre de tweets envoyés via Twitter chaque jour

75%

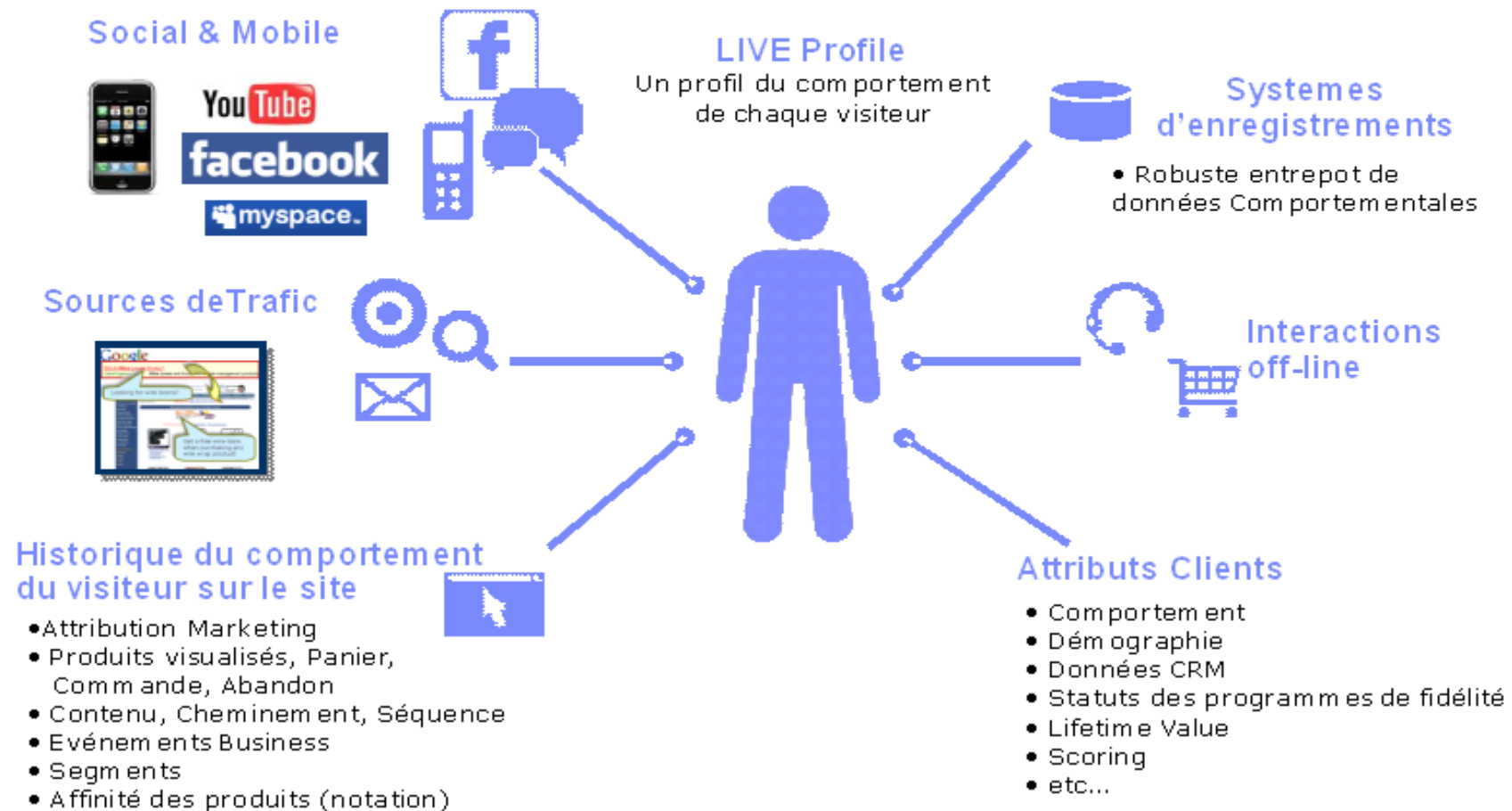
Pourcentage de personnes qui pensent que les entreprises ne disent pas la vérité dans les publicités

93 milliards de \$

Montant des ventes manquées due aux ruptures de stocks dans les inventaires

... Avec le Pouvoir de Convertir ou de Nuire.

Avoir une image complète des interactions de chaque personne avec vos produits et services



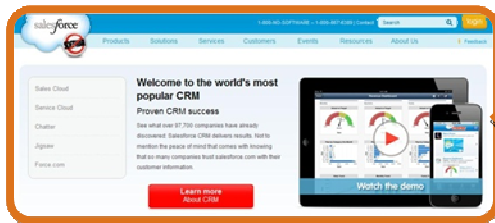
Dès lors, la Stratégie Devient plus Simple ...



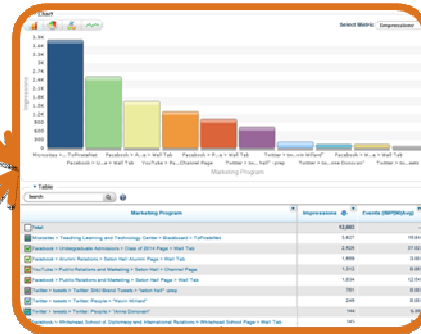
Une expérience **précise et pertinente** tout au long du cycle de vie digital de chaque client.

... En Combinant les Différents Silos Marketing!

Link offline with online behavior



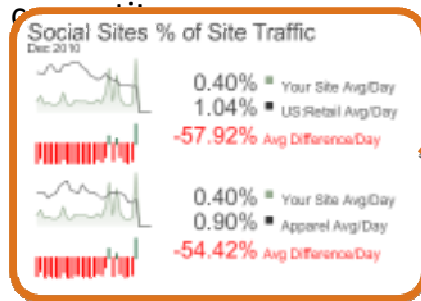
Understand web site and marketing program performance to build customer profiles



Measure social ROI relative to other digital marketing efforts

Term / Tweet	Count	Feed Name
furniture	17	-
ashley	2	-
chocolate	2	-
didn	2	-
#busyday	1	-
tt	1	-
allergic	1	-

Benchmark performance against peers and



Track and segment customer behavior over time

Shoppers	1x Buyers	2x Buyers
Unique Visitors	Unique Visitors	Unique Visitors
34,215 (22.0%)	17,034 (11.0%)	6,375 (4.1%)
Days to Reach	Days to Reach	Days to Reach
32.4	43.9	111.2
Sessions to Reach	Sessions to Reach	Sessions to Reach
3.8	5.9	13.8
More Metrics	More Metrics	More Metrics



Gain a more complete understanding of the downstream impact of marketing efforts

Pour Maitriser Enfin et Partout la Relation Digitale.

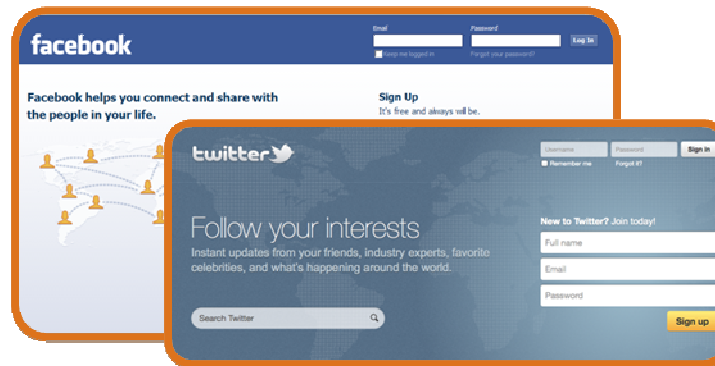
Measure and track interactions from social channels

Term / Tweet	Count	Feed Name
furniture	17	-
ashley	2	-
chocolate	2	-
didn	2	-
#busyday	1	-
11	1	-
allergic	1	-

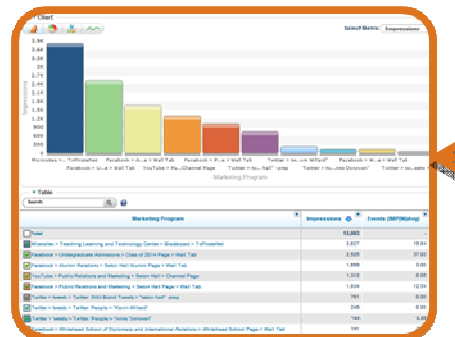
Track online behaviors for visitors from social sites



Optimize social presence & Corporate communication



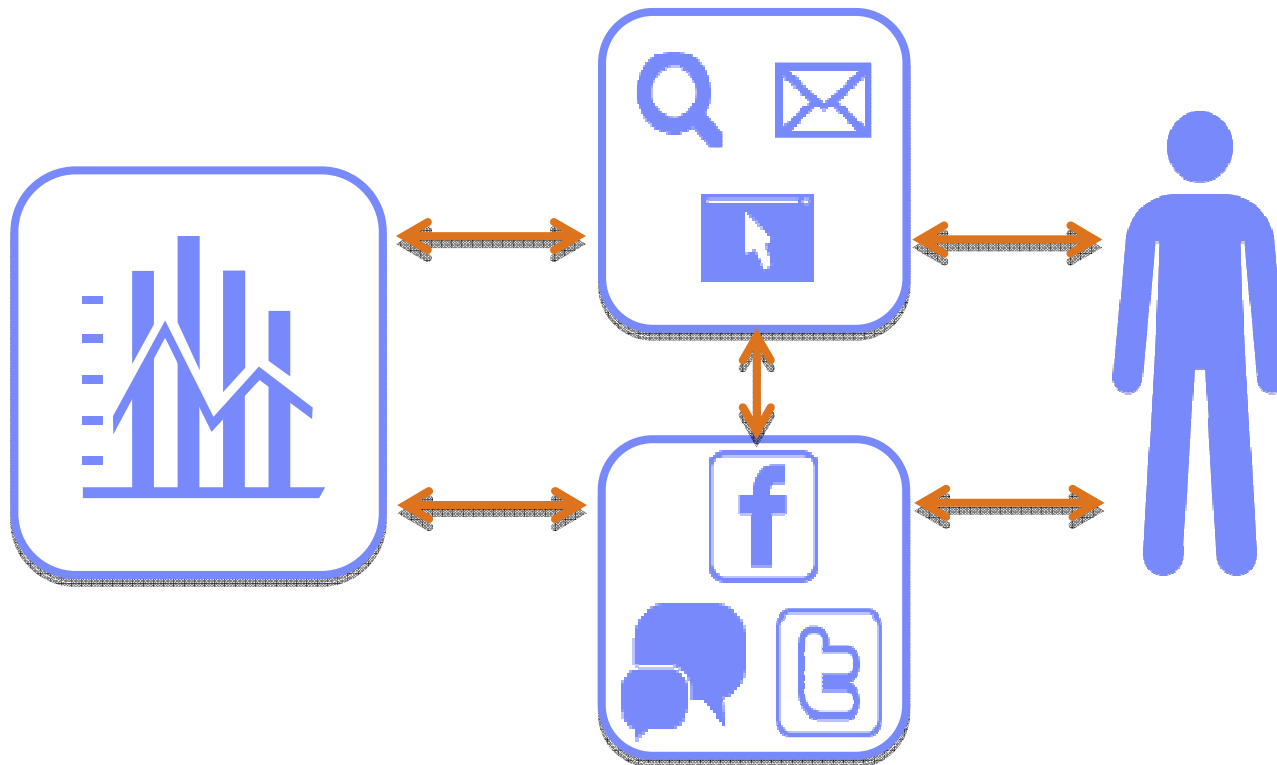
Analyze the downstream impact of social media impressions



Execute social campaigns and measure ROI relative to other digital marketing efforts

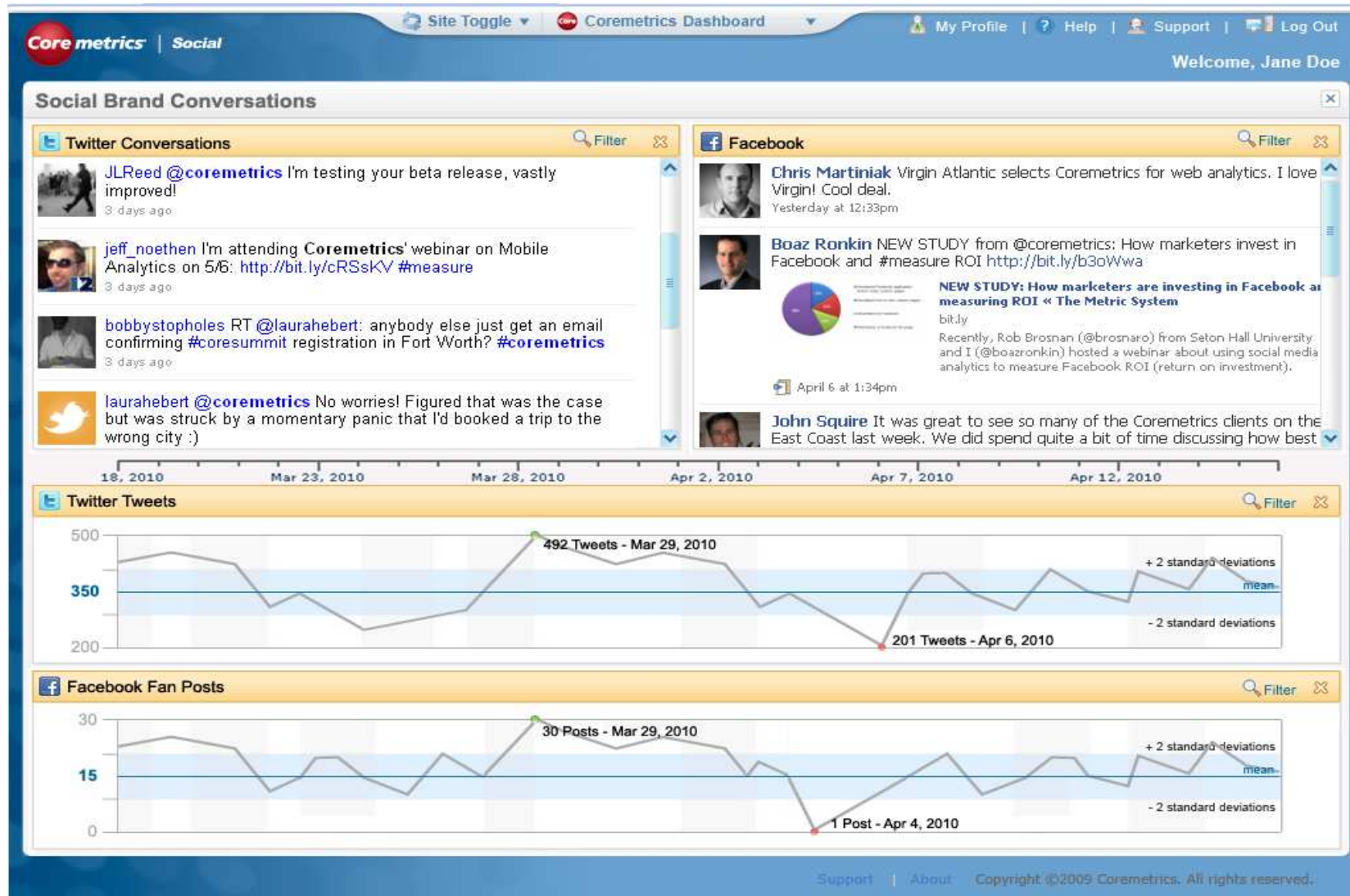
Social Site	Product Name
Facebook	14K WHITE GOLD RING AQUAMARINE (1-1/2 CT. T.W.) AND DIAMOND ACCENT
Facebook	MICHAEL MICHAEL KORS HANDBAG LARGE HAMILTON CHAIN TOTE WITH SILVER HARDWARE
ShopStyle	KENNETH COLE REACTION COAT LONG SLEEVE WITH FAUX FUR HOOD
Facebook	LE VIAN 14K GOLD RING CHOCOLATE DIAMOND (1/4 CT. T.W.) AND WHITE DIAMOND PAVE (1/5
Facebook	KENNETH COLE REACTION COAT LONG SLEEVE WITH FAUX FUR HOOD

Les Réseaux Sociaux ne sont pas qu'une Source de Traffic, mais une Source de Connaissance et de Revenu!

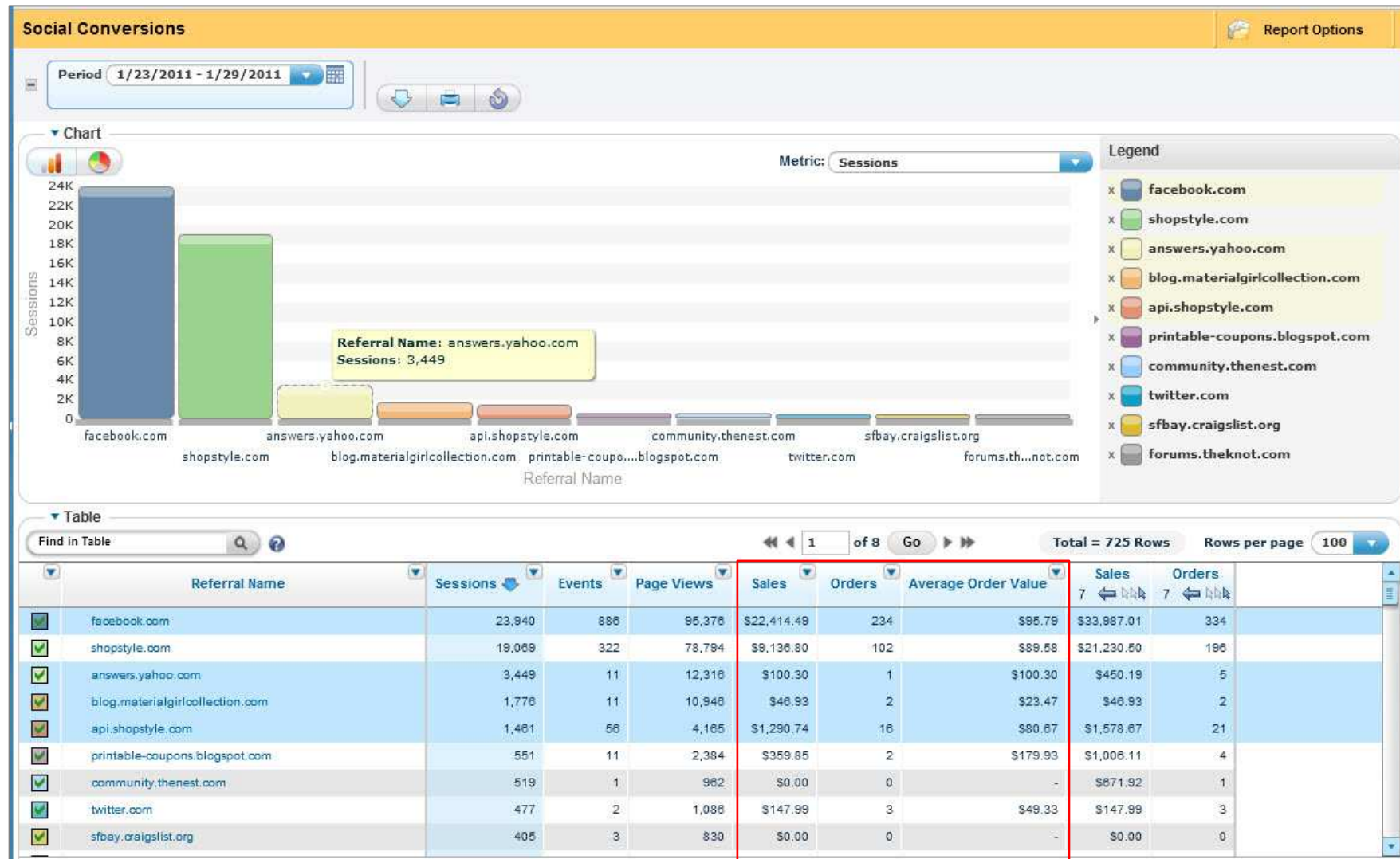


Les visiteurs provenant des réseaux sociaux sont plus prompts à convertir que les visiteurs des autres canaux Marketing.

Il Faut Etre Capable d'Ecouter et de Comprendre ...



Pour Mesurer l'Efficacité des Réseaux Sociaux ...



Ainsi Que Celle des Campagnes Publicitaires.

Core metrics | Coremetrics Social™ | Coremetrics Social | Help | Feedback | Support | Logout | Welcome, btomz@coremetrics.com

Business Unit: []

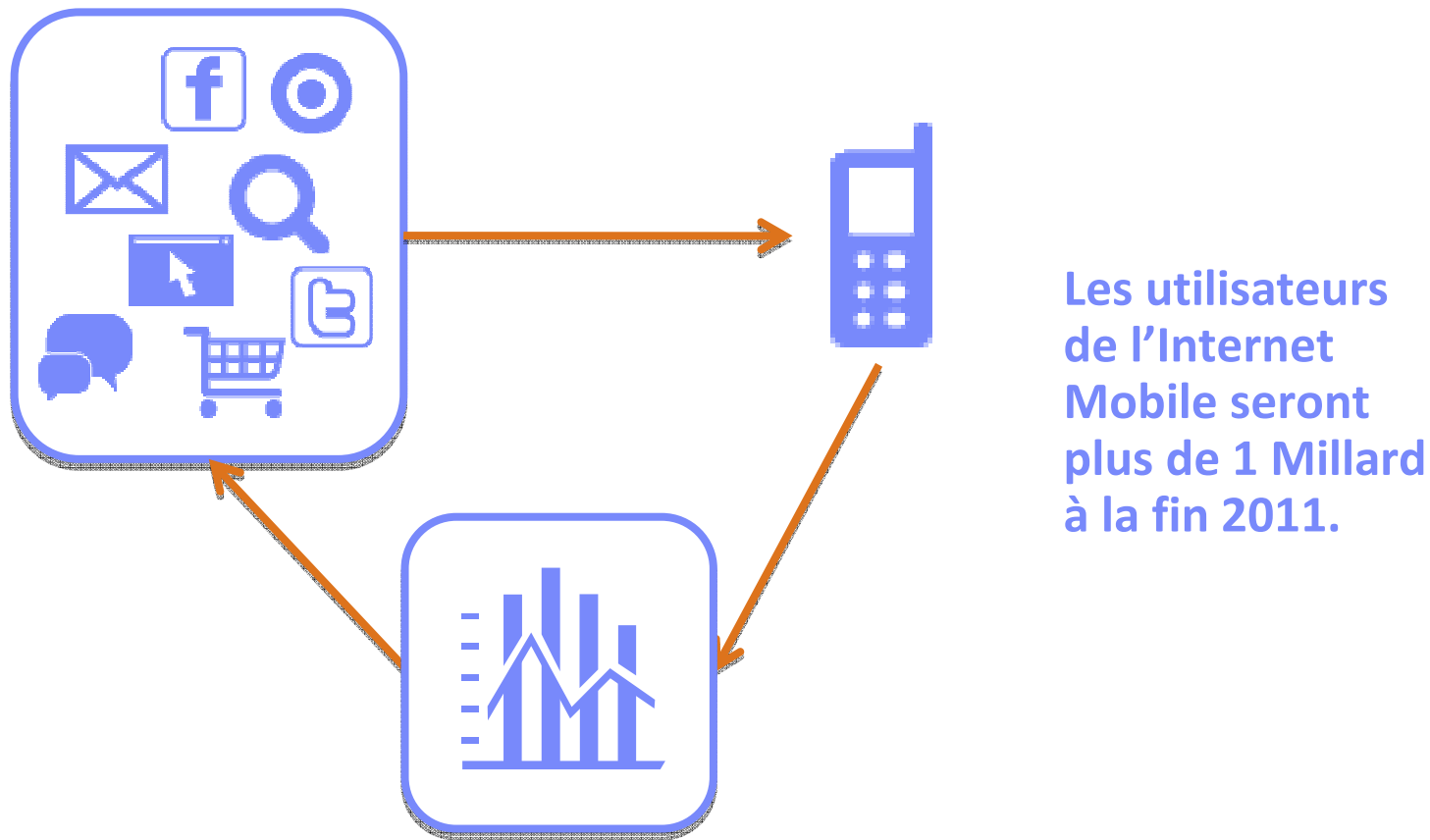
Social Impressions Impact Report Options

Period: 11/28/2010 - 1/1/2011

Table: Find in Table [] Total = 10000 Rows Rows per page 100

Marketing Program	Impressions	Click-Through Rate	Sales (IMP[90]Avg)	Page Views (IMP[90]Avg)	Events (IMP[90]Avg)
<input checked="" type="checkbox"/> MEDIAEDGE > B3 > Retargeting > Women's Fragrance	4,072,087	0.00%	\$1,553,168.15	6,433,989	92,148
<input checked="" type="checkbox"/> MEDIAEDGE > MSytleLab > Continuity > B3	3,965,247	0.06%	\$1,231,987.07	3,199,855	65,142
<input checked="" type="checkbox"/> MEDIAEDGE > CorporateGift > B3 > Yahoo	6,603,761	0.04%	\$487,856.58	1,355,583	24,282
<input checked="" type="checkbox"/> MEDIAEDGE > B3 > Retargeting > Men's Fragrance	27,977,389	0.00%	\$458,957.09	1,788,730	24,604
<input checked="" type="checkbox"/> MEDIAEDGE > MSytleLab > Continuity > Glam	8,119,854	0.02%	\$159,291.03	724,623	9,314
<input type="checkbox"/> MEDIAEDGE > B3 > Retargeting > Women'sCoats	1,929,114	0.01%	\$97,311.64	393,840	5,319
<input type="checkbox"/> MEDIAEDGE > B3 > Retargeting > MensCoats	1,887,908	0.03%	\$92,822.13	368,350	4,581
<input type="checkbox"/> MEDIAEDGE > B3 > Retargeting > All Jewelry	1,927,027	0.00%	\$92,354.42	377,465	4,877
<input type="checkbox"/> MEDIAEDGE > B3 > Retargeting > All Watches	1,907,219	0.02%	\$82,673.04	347,108	4,197
<input type="checkbox"/> MEDIAEDGE > MSytleLab > Continuity > Conde	1,792,631	0.13%	\$73,432.61	375,630	4,389
<input type="checkbox"/> MEDIAEDGE > MSytleLab > Continuity > Alloy	3,451,650	0.08%	\$58,792.85	338,332	3,412
<input type="checkbox"/> MEDIAEDGE > B3 > Retargeting > ChildrensCoats	897,077	0.00%	\$54,470.33	225,792	2,942
<input type="checkbox"/> MEDIAEDGE > MSytleLab > Continuity > Gaia	3,192,257	0.39%	\$12,128.84	64,724	653
<input type="checkbox"/> MEDIAEDGE > CorporateGift > B3 > Workforce	68,369	0.08%	\$8,031.75	22,294	472
<input type="checkbox"/> MEDIAEDGE > MSytleLab > Continuity > AOL	44,376	4.70%	\$4,380.63	21,094	238
<input type="checkbox"/> MEDIAEDGE > CorporateGift > B3 > Salesforce	26,708	0.32%	\$848.96	2,539	37
<input type="checkbox"/> MEDIAEDGE > CorporateGift > B3 > Incentive	1,144	2.62%	\$466.99	439	39
<input type="checkbox"/> MEDIAEDGE > Veterans > Google > Washington	1,856	0.13%	\$286.94	489	31

Il Faut Suivre Les Tendances Mobile et Favoriser les Interactions Souhaitées par les Mobinautes

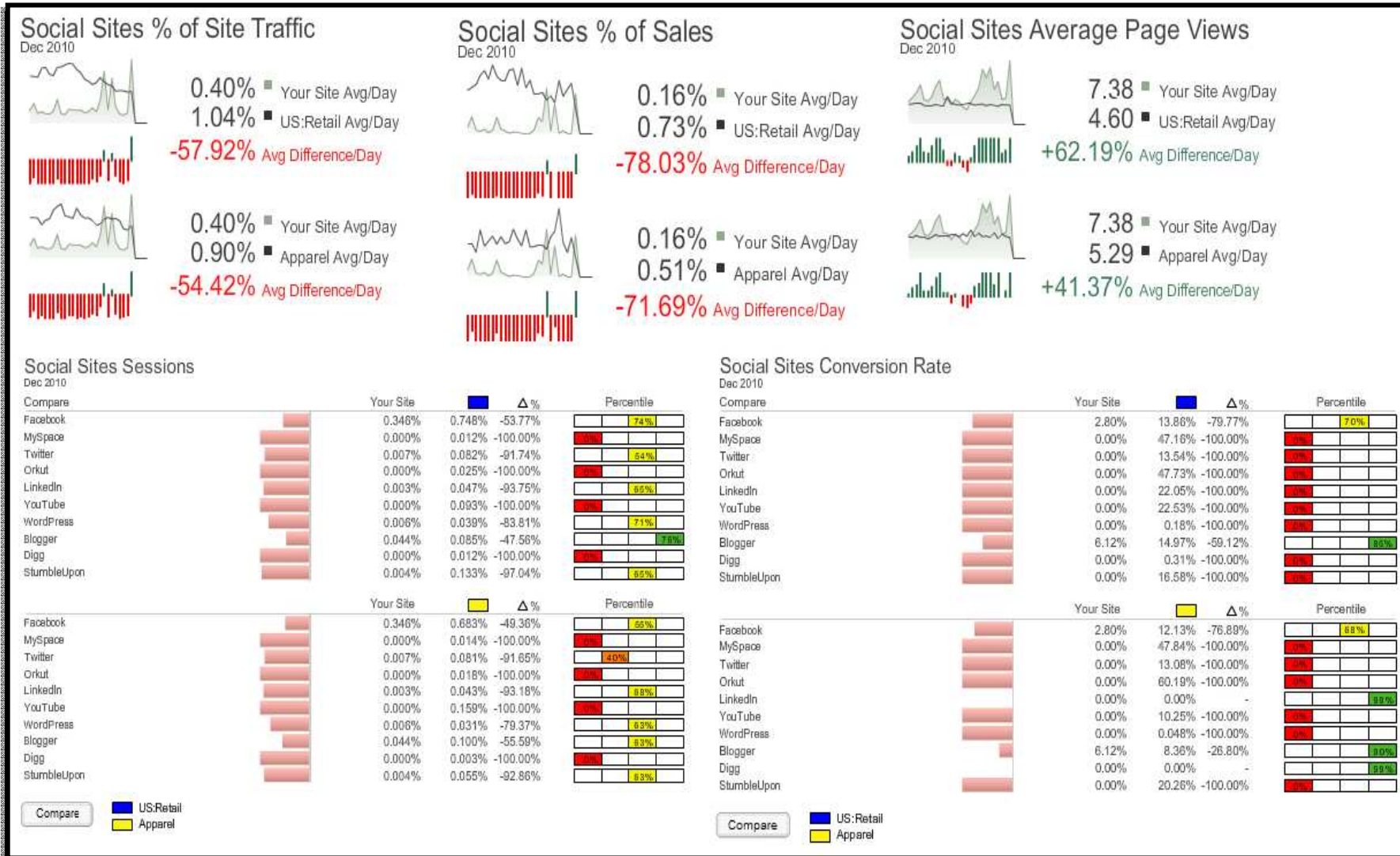


Comprendre Quel Couple Réseau Social / Mobile est le Plus Efficace ...

The screenshot displays the Coremetrics Social dashboard. On the left is a navigation menu with categories like Social Metrics, Facebook, Twitter, and Social Site Referrals. The main area is titled 'Social Mobile Devices' and shows a table of data for the period 11/28/2010 - 1/1/2011. The table includes columns for Social Site, Event Name, Unique Visitors, Sales, and Average Order Value. The data shows that ShopStyle and Facebook are the most effective social/mobile combinations, with ShopStyle's APPLE IPAD event having the highest unique visitors (1,972) and sales (\$3,763.48).

	Social Site	Event Name	Unique Visitors	Sales	Average Order Value
<input checked="" type="checkbox"/>	ShopStyle	APPLE IPAD	1,972	\$3,763.48	\$134.41
<input checked="" type="checkbox"/>	Facebook	ANDROID	1,376	\$369.98	\$369.98
<input checked="" type="checkbox"/>	ShopStyle	APPLE IPOD TOUCH	666	\$144.19	\$48.06
<input checked="" type="checkbox"/>	ShopStyle	APPLE IPHONE	591	\$754.47	\$150.89
<input checked="" type="checkbox"/>	Facebook	APPLE IPAD	575	\$542.91	\$108.58
<input type="checkbox"/>	Facebook	APPLE IPHONE	529	\$214.98	\$214.98
<input type="checkbox"/>	Facebook	APPLE IPOD TOUCH	425	\$0.00	-
<input type="checkbox"/>	Answers.Yahoo	APPLE IPOD TOUCH	321	\$0.00	-
<input type="checkbox"/>	Facebook	HTC 9292	304	\$146.97	\$73.49
<input type="checkbox"/>	Facebook	HTC ADR6300	212	\$0.00	-
<input type="checkbox"/>	ShopStyle	ANDROID	210	\$501.98	\$100.40
<input type="checkbox"/>	Answers.Yahoo	APPLE IPHONE	195	\$0.00	-
<input type="checkbox"/>	Craigslist	APPLE IPHONE	185	\$0.00	-
<input type="checkbox"/>	Craigslist	APPLE IPAD	153	\$0.00	-
<input type="checkbox"/>	Facebook	SAMSUNG SGH-T959	149	\$0.00	-
<input type="checkbox"/>	Facebook	RIM BLACKBERRY	144	\$0.00	-
<input type="checkbox"/>	Facebook	HTC ESPRESSO	118	\$0.00	-

Idéalement Benchmarker Son "Social Business"



Exemple L'Occitane en Provence

CASE STUDY / EMAIL MARKETING

Targeted, Relevant Email Boosts Revenue by 2500% at L'OCCITANE EN PROVENCE

For retailers who market both online and through brick-and-mortar outlets, email is vital to customer retention and loyalty. Online marketers at L'OCCITANE EN PROVENCE have used email for years to help build excitement about campaigns and entice customers with free shipping and gift-with-purchase offers.



A True Story. L'OCCITANE EN PROVENCE

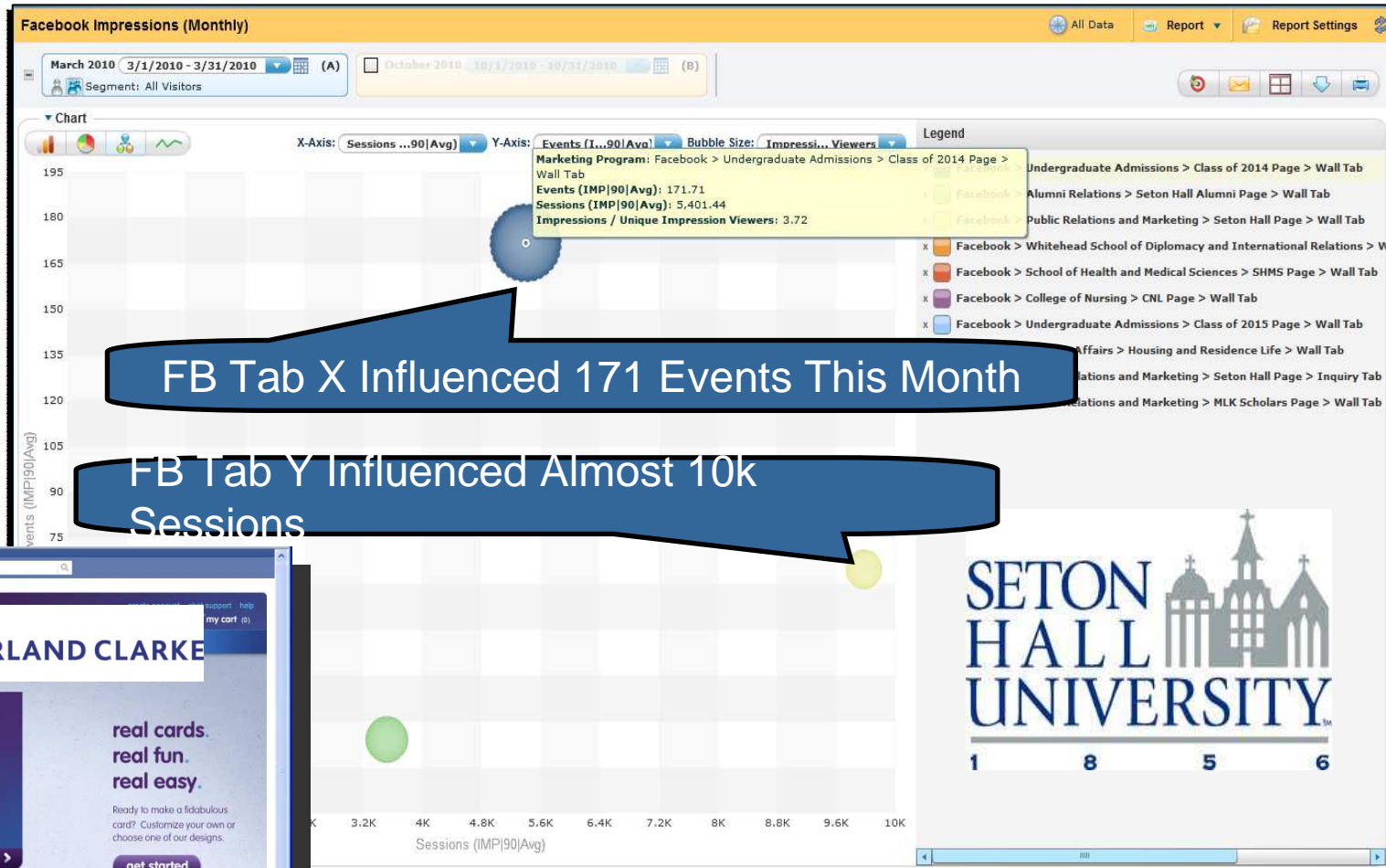
In addition to this challenge, the staff recognized that many consumers today suffer from email overload. Increasing email frequency was reaching the point of diminishing returns. Customer engagement through email was declining. To counter these trends, marketers sought to increase the relevance of email through smarter, more effective segmentation and thorough testing of content and offers.

Les campagnes eMail personnalisées génèrent des résultats immédiats...

	After	Before
Open rate	43.10%	26.10%
Unique click rate	19.50%	3.00%
Conversion rate	2.43%	0.14%
Revenue per email	\$2.84	\$0.11

control group using a message containing the same creative

Exemple Seton Hall University



facebook

fidipidi HARLAND CLARKE

what is fidipidi?

real cards. real fun. real easy.

Ready to make a fidibus card? Customize your own or choose one of our designs.

get started

create a free account

Use fidipidi to its fullest.

- Use Facebook photos to create a card or choose one of our designs
- Sign in and sync with your Facebook events
- We print and mail it

my upcoming events

- Deniz Kursunoglu Birthday
- Zheng Wang Birthday
- Boris Ludewig Birthday
- Hans-Henning Bluhm Birthday

click the "get started" button. yes, that one.

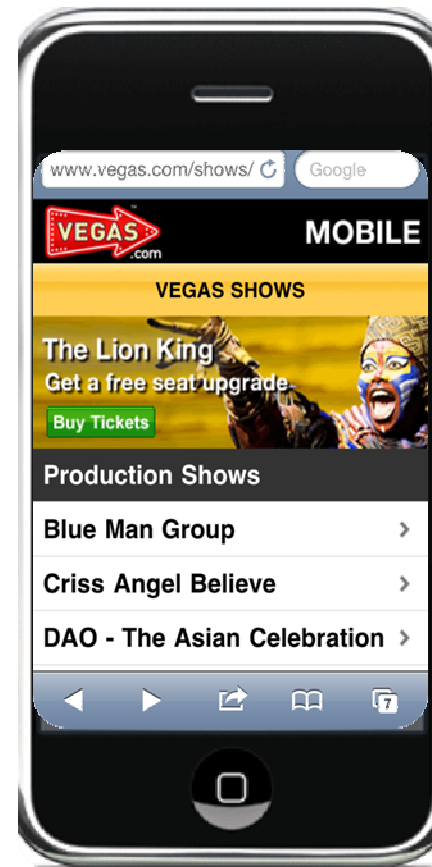
With fidipidi, you can build your very own custom greeting card in facebook and we'll print and mail it in real life!

Chat (4)

Exemple Vegas.com



- 22% reduction in bounce rate
- 16% increase in page views
- 14% increase in hotel searches
- Significant increase in overall conversion on Mobile and Web





Merci et Venez Nous Voir Sur le Stand **F14**
Contact : despres@fr.ibm.com