

The IBM Marketing Cloud is here!

– a demo

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The IBM Marketing Cloud is based on IBM Silverpop



Lead Scoring



Lead Nurturing



Analytics



Recommendations



Personalization



Social



Email



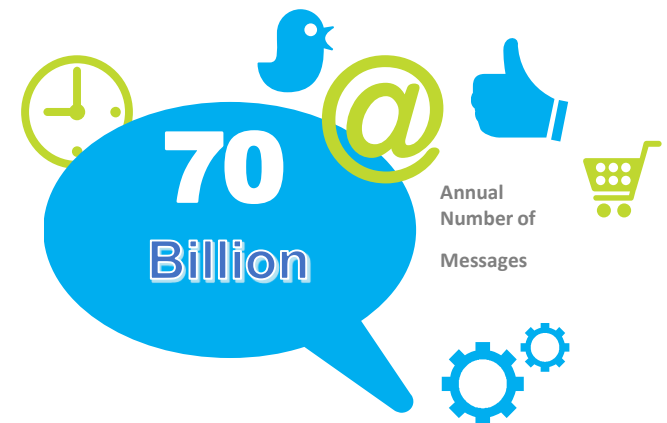
Mobile



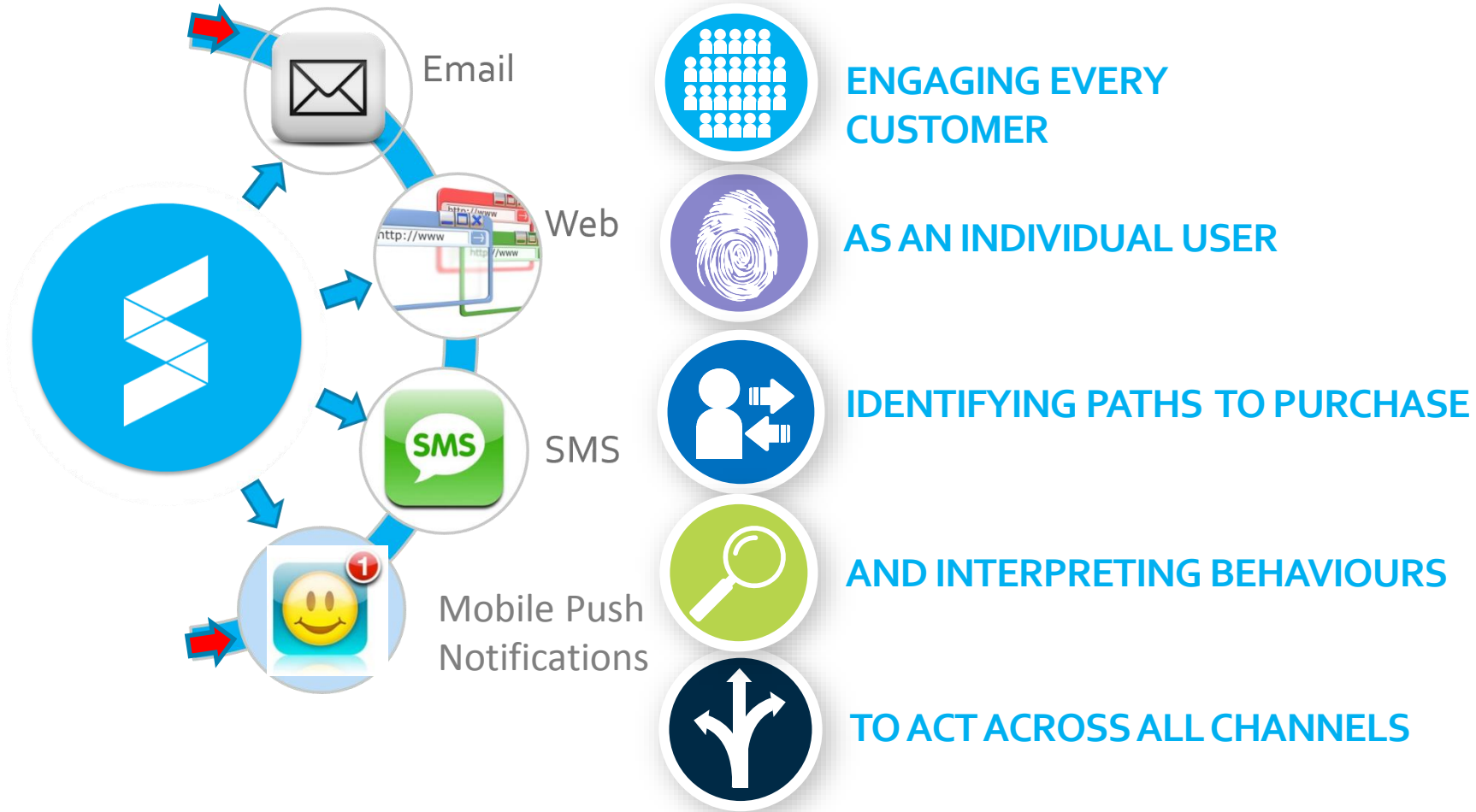
Budget & Planning

Who and what is IBM Silverpop?

- **Multi-Channel Digital** marketing platform (SAAS)
- **16+ years** of market-leading innovation experience
- **Integrated B2C and B2B** marketing capabilities
- **Over 2000 clients**; 97% retention rate, various industries and sizes
- **Professional Services Team**: providing full services
- **Scale: 70+ billion** annual messages sent



Optimizing engagement across all purchase lifecycles



IBM Silverpop captures digital footprint of the customer



Demo:



IBM Marketing Cloud

