IBM Watson Marketing Insights

Cognitive audiences for the marketer

Highlights

- Deepen your understanding of customers and predict behaviors to increase the success of targeted interactions

- Accelerate time to insight with prepackaged models that draw on extensive investments in cognitive analytics

- Simplify production and incorporation of new insights with an intuitive, visually appealing interface purpose-built for marketers

- Create target audience lists in just a few clicks and export directly to IBM Watson Campaign Automation

To better attract and retain customers, many marketing teams strive to create more targeted interactions. Using customer data to drive those interactions is essential. Yet marketing professionals often struggle to make the most of the customer data they collect.

Importantly, many marketing teams also depend on data scientists to generate customer insights. That reliance can slow innovation and make it difficult to fine-tune efforts on the fly. Marketers need ways to achieve a deeper understanding of customers, improve segmentation, anticipate behaviors and use new insights to prioritize their next moves—all without requiring deep, technical expertise.

High-impact customer insights— right at your fingertips

Combining prepackaged analytics with an intuitive, easy-to-use interface, IBM® Watson Marketing Insights allows you to generate actionable insights quickly and simply so you can answer key questions about customers, such as:

- Which customers have the highest predicted lifetime value?
- Which customers are most likely to leave, and why?
- Which customers are most engaged with the brand, and which might become disengaged?
- What are the common attributes of the audience we are targeting?
- To which segments are customers likely to move?

Prepackaged cognitive analytics: Watson Marketing Insights includes prepackaged models that continuously refresh the insights marketers care about most. Easily uncover drivers for attrition, assess customer lifetime value and evaluate customer segment behavior. Start producing answers without complex data modeling and configuration.

Recommended targeted audiences: The IBM solution uncovers and examines relationships between key predictors and recommends audiences of interest. Quickly identify the most impactful audiences or create meaningful custom segments from scratch, benefiting from the cognitive insights.

Easy-to-use visual interface: An intuitive interface makes it simple for marketers to consume data without specialized analytics skills. Access recommended customer lists and predictive analytics starting points. Dig deeper and explore insights through interactive visualizations.

Exportable target audience lists: Deliver new insights to the systems and people who need them. With just a few clicks, create, export and share target audience lists for marketing outreach. Watson Campaign Automation users can export information directly to Watson Campaign Automation to accelerate campaign execution.

Cloud agility: The cloud-based solution enables you to get up and running quickly, avoiding the time and costs of extensive implementation. Eliminate ongoing solution management and capitalize on continuous updates effortlessly.

Start your data-driven transformation

Watson Marketing Insights lets users draw on rich customer analytics to drive swift, precise decisions. Those decisions can transform marketing and help you deliver a stronger customer experience.

For more information

To learn more about IBM Watson Marketing Insights, contact your IBM representative or IBM Business Partner, or visit: **ibm.com/**marketplace/cloud/predictivecustomer-analytics-on-cloud