

IBM Introduces New Cognitive-Powered Cloud Offering for Marketers Watson Marketing Insights Helps Marketing Professionals Drive Customer Loyalty

ARMONK, N.Y., April 23, 2017 /PRNewswire/ -- IBM (NYSE: [IBM](#)) today announced [IBM Watson Marketing Insights](#). Available on the cloud, Watson Marketing Insights has cognitive capabilities that can study the behavior of customers and reason how they might impact the success of the business. With this insight, marketers can launch targeted campaigns designed to cultivate customer advocates and enable long-term business success.

IBM Watson Marketing features proven cognitive capabilities that can uncover key predictors in customers by examining their interactions with the company, whether it's in the store or on email, digital and social media. By continuously updating this data, Watson Marketing Insights reveals new audience profiles and customer segments as the relative importance of their behavior predictors changes.

With Watson Marketing Insights, marketers can predict a customer's potential response to a new campaign, based on their previous behavior. For example, the cognitive capabilities may show that customers who regularly abandon their shopping cart are more likely to defect from a brand than those who frequently return products. To make it easy for marketers, the new offering features a visual dashboard that includes details on the context and reasoning behind the findings. Marketers can then leverage this information to target campaigns designed specifically to engage this group with a personalized offer.

"While every customer journey is different, each involves multiple touch points before the purchase is made. It's up to the brands to make every one of these journeys is seamless and end with a satisfied customer," said Maria Winans, Chief Marketing Officer, IBM Watson Customer Engagement. "With these new cognitive capabilities, marketers can now get the audience insights needed to strengthen customer engagement and deliver campaigns that resonate with every single customer."

Unlike other solutions, Watson Marketing Insights ensures that teams don't have to settle for static segments that traditionally don't consider variables such as how customers have interacted with the brand over time. In addition, marketers no longer need to rely on analysis from data scientists because these insights are automatically presented to them and updated automatically over time to ensure they are always acting on the most up-to-date details.

Watson Customer Engagement portfolio, combines Watson cognitive capabilities with deep expertise in marketing, commerce and supply chain to create an end-to-end digital experience for businesses across industries and size. Deliver via the cloud, the IBM Watson Customer Engagement capabilities, are individual features that companies can introduce over a period of time, based on where and when there is a business need.

IBM currently is working with more 17,000 companies around the world including [Amadori Group](#), [American Eagle Outfitters](#), [Boots](#), [Ermes](#), [Moosejaw Mountaineering](#), [Office Brands](#), [Performance Bicycle](#) and REI.

For more information follow us at #WatsonCE or visit <https://www.ibm.com/us-en/marketplace/predictive-customer-analytics-on-cloud>

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