

IBM Named a Leader in Gartner Magic Quadrant for Multichannel Campaign Management

IBM Recognized for Completeness of Vision and Ability to Execute for IBM Watson Marketing

ARMONK, N.Y., June 9, 2017 /PRNewswire/ -- IBM (NYSE: [IBM](#)) today announced that for the seventh consecutive year, Gartner, Inc. has named IBM as a leader in the April 2017 Gartner Magic Quadrant for Multichannel Campaign Management.

IBM offers holistic visualizations of complex campaigns, exceptional support before and after implementations, and advanced analytics functions, as evidence of its completeness of vision and ability to execute. According to Gartner, "leaders consistently do considerably better in overall campaign management performance for basic and advanced campaigns, and for integration with digital marketing. They have high market visibility, high market penetration, strong market momentum and a strategic vision for growing the campaign management business."

"We believe that being named a leader in the Gartner Magic Quadrant for Multichannel Campaign Management for seven consecutive years truly validates our enormous effort to equip marketers with the tools they need to stay competitive," said Maria Winans, CMO IBM Watson Customer Engagement. "Marketers are tasked with adapting to a rapidly evolving marketplace and creating brand interactions that are consistently memorable and personalized. IBM's deep cognitive capabilities give marketers the insights they need to turn every touchpoint into an opportunity to deliver the right experience at the right place and time."

According to Gartner, "digital marketing budgets continue to rise, now representing 12% of company revenue... Marketing leaders are investing in software and services that support more relevant, personalized digital commerce and digital advertising efforts. They seek MCCM vendors with analytics capabilities to improve the measurement, targeting and performance of their digital marketing strategy."

IBM Watson Marketing cloud-based tools enable marketers to improve customer experiences by developing more personalized messaging, in order to improve engagement along with revenue. With [IBM Watson Campaign Automation](#), marketers can automate email marketing, lead management and mobile engagement to produce consistent cross-channel experiences and use embedded analytics to drive higher conversion rates. [IBM Watson Real-Time Personalization](#) uses cognitive technologies to deliver personalized content to every website visitor, based on real-time interactions, continuously learning and improving with each one.

IBM's MCCM offerings are part of the Watson Customer Engagement portfolio, which 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. Delivered 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](#), [Ermenegildo Zegna](#), [Luxottica](#), [Moosejaw Mountaineering](#), [Office Brands](#), [Performance Bicycle](#) and REI.

To download the full report, visit: https://www-01.ibm.com/marketing/iwm/dre/signup?source=urx-14919&S_PKG=ov58131

Gartner Disclaimer

Gartner does not endorse any vendor, product, or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

Media Contact:

Doug Frain

IBM Media Relations

dfraim@us.ibm.com

617-501-6376

SOURCE IBM
