



Highlights

- Transform data into marketing insights
 - Sharpen marketing efforts and investments
 - Turn customer interactions into relationships
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Marketing analytics for electronics

Unlock your marketing power

The electronics industry is experiencing foundational change. Widespread adoption of integrated and connected devices is increasing the availability of real-time data. That data can transform customer interactions from transaction management to relationship management, leading to opportunities for new service offerings and enhanced customer loyalty. But taking advantage of these opportunities requires you to analyze that real-time data—and extract the patterns and insights that reveal what your customers really want and need.

The marketing analytics solution for electronics from IBM helps you see those patterns and insights—and use them to make data-driven, strategic-level decisions. From aligning marketing activities with your overall business strategy, to optimizing your investments in marketing initiatives, analytics can help your business not only survive but thrive. The marketing analytics solution does this by turning the data your systems collect and generate into marketing insights, facilitating enterprise-wide marketing efforts and transforming customer interactions.

Transform data into market insights

The explosive growth in global data sources provides the opportunity to know—with more certainty—what your customers desire. But extracting those opportunities from an ocean of data can challenge even the most experienced marketing experts and their systems. The marketing analytics solution helps you overcome the challenges by:

- Aggregating traditional data into a cohesive resource.
- Integrating non-traditional data such as social media and email.
- Performing automated, intelligent analysis to reveal customer trends hidden in that data.



Sharpen marketing efforts and investments

While possessing data and insights can be beneficial, the true value is only realized when those benefits are translated into bottom line results. This requires combining data and marketing insights with the planning, evaluation and budgeting of your marketing efforts. The marketing analytics solution does this by:

- Optimizing campaign creation and execution using cross-channel campaign management tools.
- Providing a comprehensive analytics model that includes channel preference indicators, customer behavioral profiles and marketing performance statistics.
- Measuring marketing campaign performance against campaign costs, then comparing against historical campaign performance to improve marketing ROI.

Turn customer interactions into relationships

Competition for customers is more challenging than ever. And when acquiring a new customer can cost six to seven times more than retaining an existing customer¹, converting a customer transaction into a customer relationship can drive your business to the next level. The marketing analytics solution helps strengthen your customer retention efforts by:

- Tracking consumer actions and behaviors against targeted promotions and offers.
- Integrating follow-on recommendations for potential up-sell and cross-sell opportunities.
- Establishing a seamless, holistic marketing framework that revolves around customers' preferences and their buying behaviors.

Why IBM?

IBM delivers the tools, expertise and services you need to translate data into marketing insights and bottom-line results. The marketing analytics solution for electronics provides the power to help you understand customer wants and needs, and target your efforts to better fulfill those customer expectations. That is because IBM pairs a rich portfolio of capabilities with industry-leading services delivered by over 9,000 dedicated analytics consultants with experience using these better marketing results to generate increased sales and elevated ROI. Take advantage of the same solution that IBM and numerous electronics companies use everyday to maximize the value generated by their marketing efforts.

For more information

To learn more about marketing analytics for electronics from IBM, please contact your IBM representative or IBM Business Partner, or visit: ibm.com/electronics



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¹ Small Business Marketing Strategies. *Customer Retention Vs Customer Acquisition* [article]. July 29, 2009. Accessed at <http://www.businessfast4ward.com/small-business-marketing-strategies-customer-retention-vs-customer-acquisition>



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