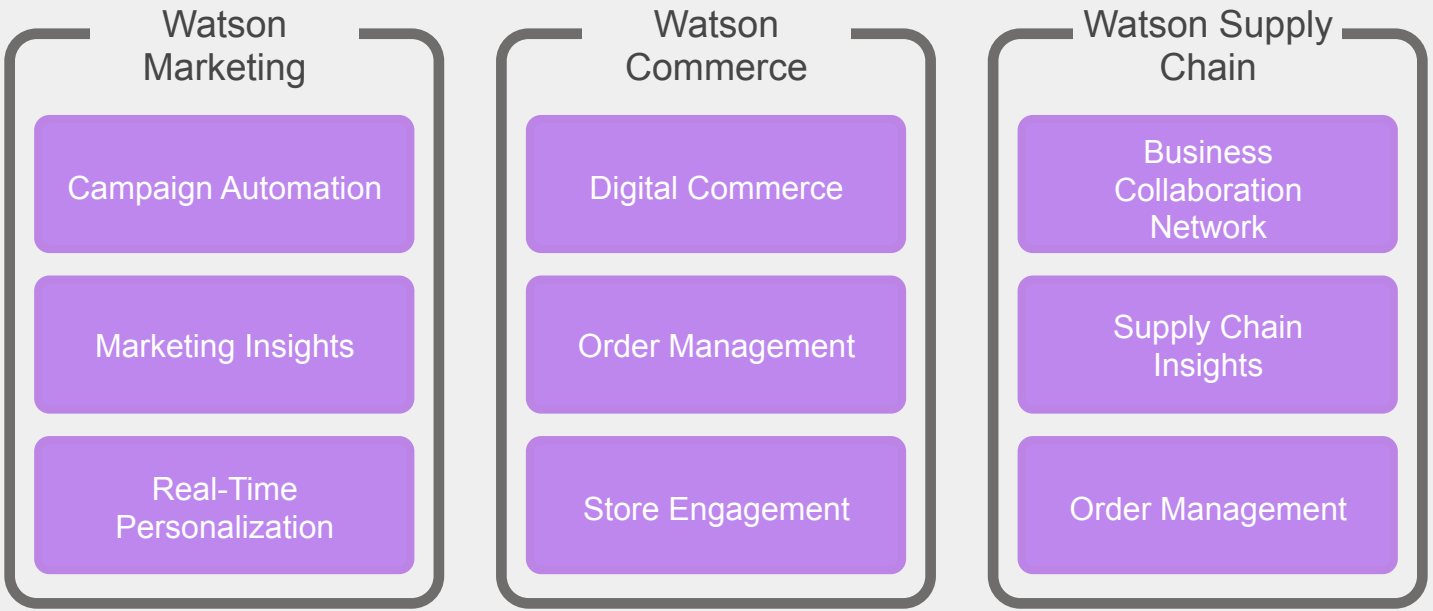
Become a Digital Marketing Rock Star with the IBM Marketing Cloud

MMI-1511

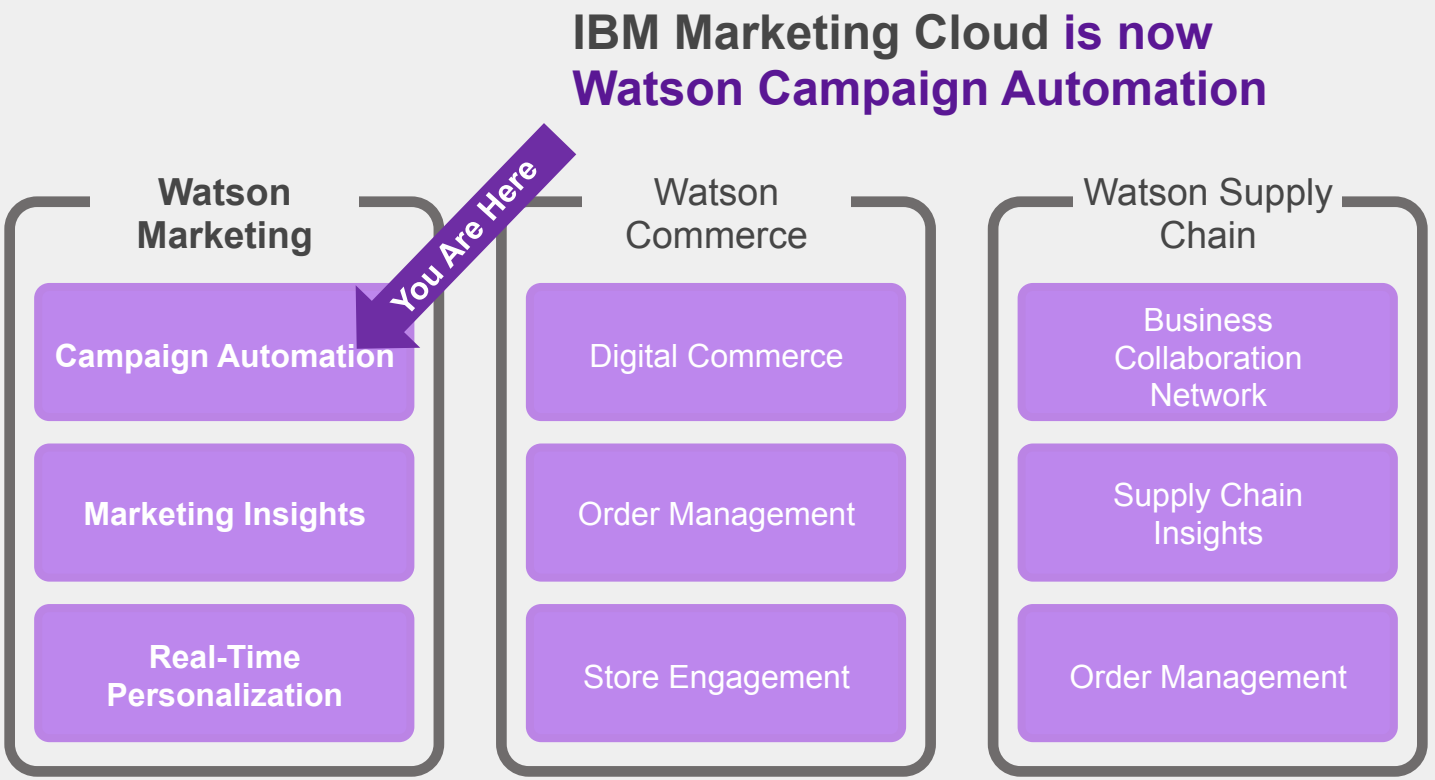
Amplify 2017

IBM

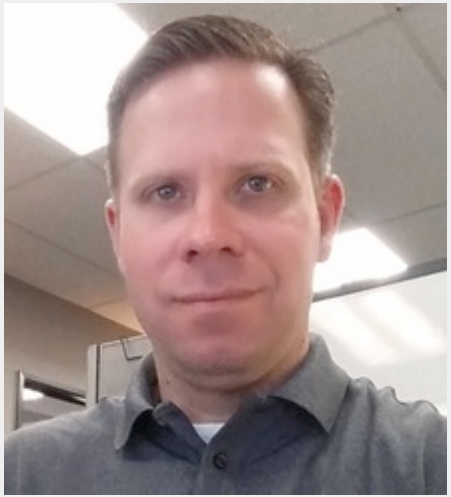
Watson Customer Engagement



Watson Customer Engagement



Amanda Kasilus
Product Analyst Manager
IBM



Marc Zaborny
eMarketing Manager
SiteOne Landscape Supply

Amy Pippin
Sr. Graphic Designer
SiteOne Landscape Supply

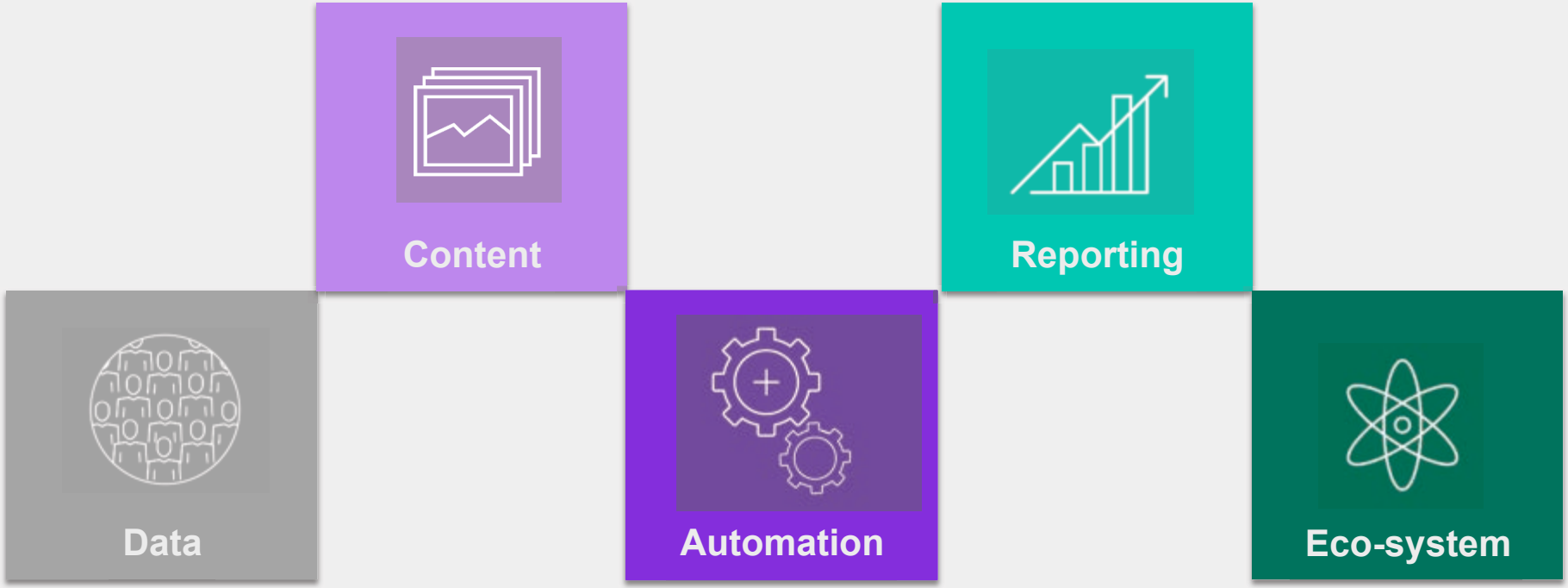
IBM

Amplify2016
outthink ordinary

SiteOne™
LANDSCAPE SUPPLY

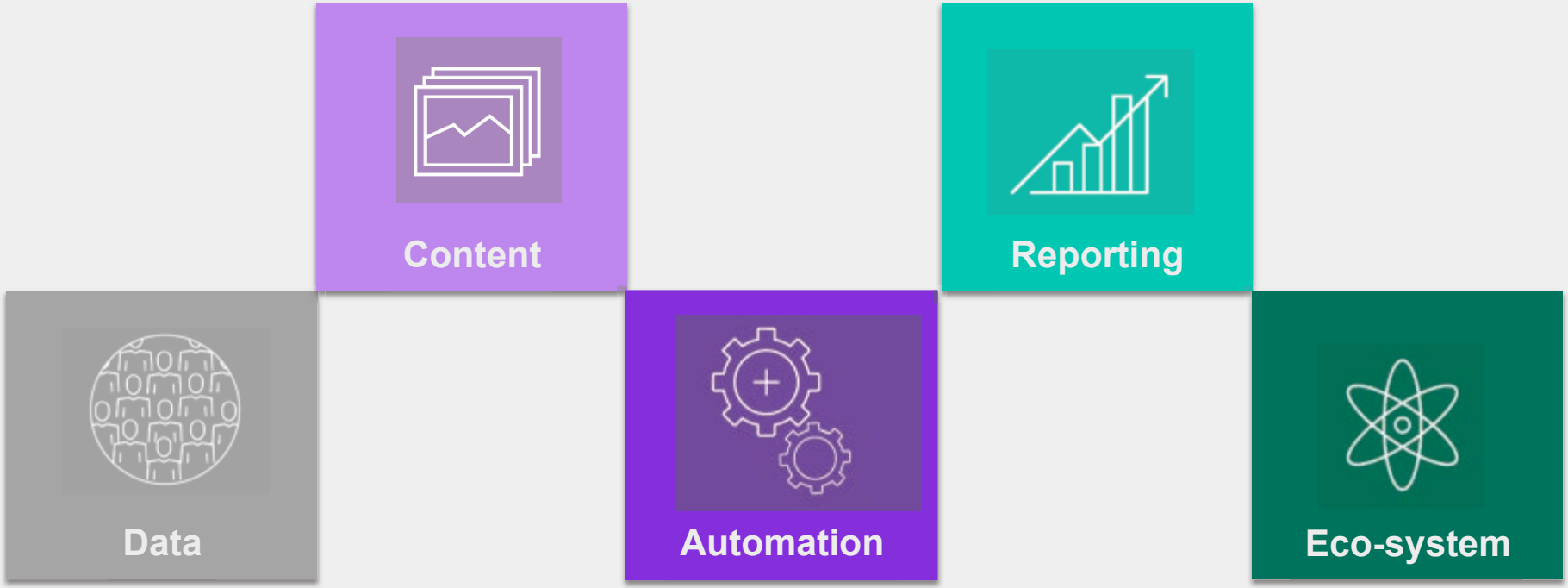
May 16 - 18 | Tampa, Florida | #ibmamplify

IBM Marketing Cloud Platform



~~IBM Marketing Cloud Platform~~

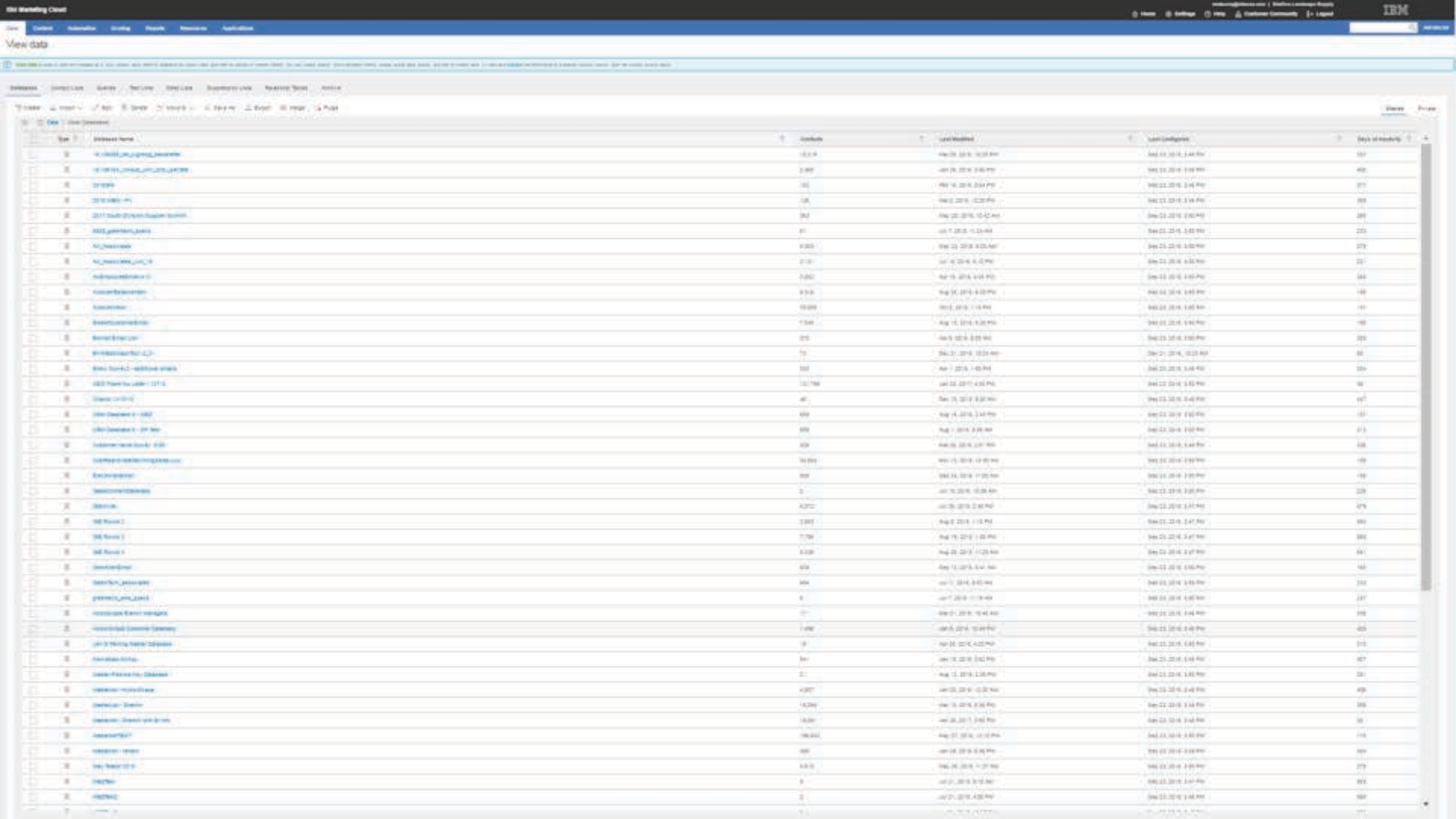
Watson Campaign Automation Platform



Assemble The Band

Writing the Music

Set your beat &
lay your foundation
with clean data.


IBM Marketing Cloud
IBM
View data

Prospect Database

SiteOne™ LANDSCAPE SUPPLY

Customer Database

Supplier Database

Writing the Music

Segmentation

Find Inspiration with Company Reports

Work with your IT Department

Marketing Database

Get personal by easily managing everything you know about each customer.

Data Tips from the Agent

Benefits of a

Single Database

- Simplicity
- Flexibility
- Scalability
- History

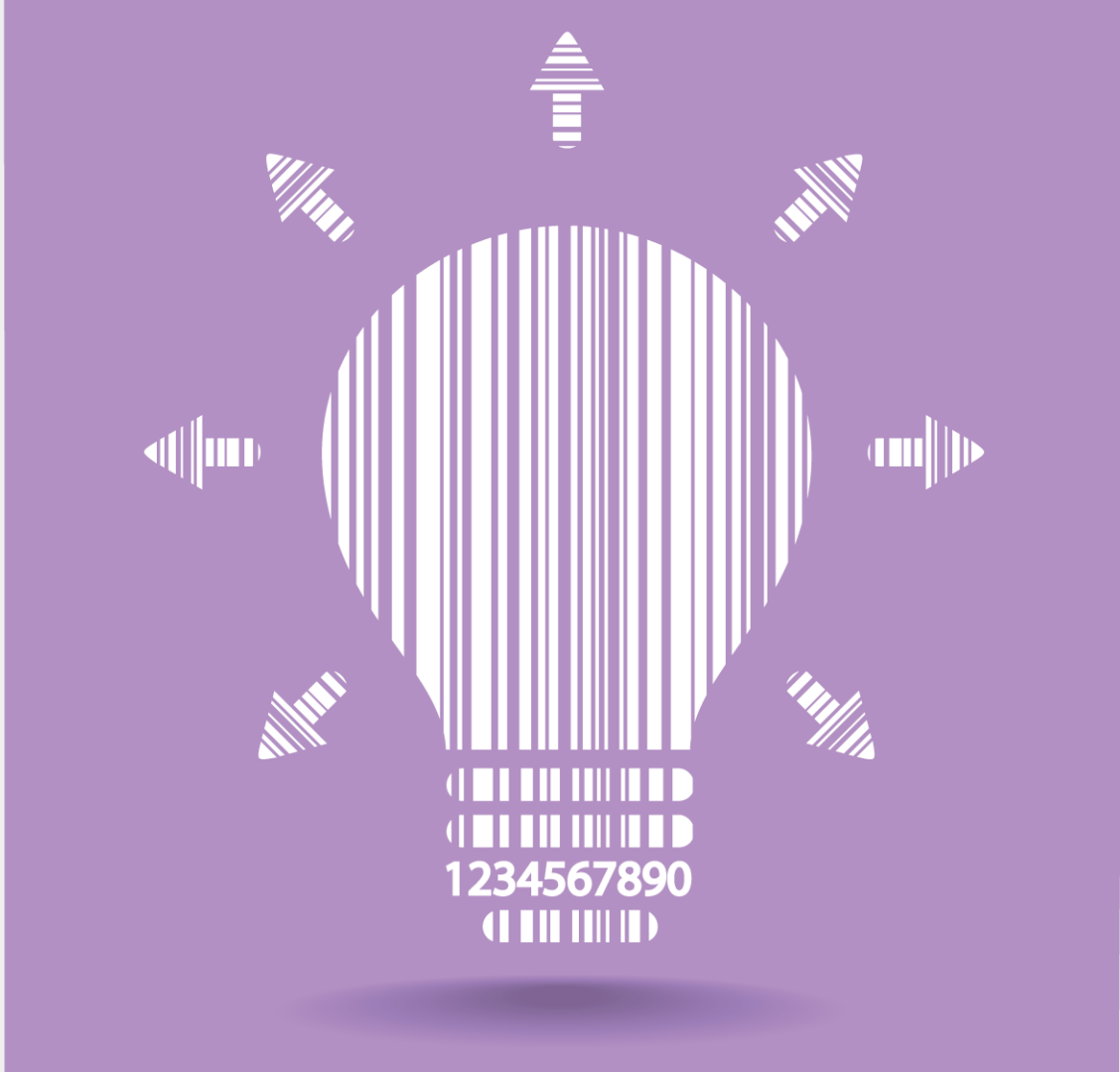
Unique Identifier

Flexible

- Multi-channel
- CRM Sync

Restricted

- Email
- Account ID



Queries vs. Contact Lists

Queries

Dynamic lists

Will change over time as contact data changes

Contact can qualify for multiple queries

Contact Lists

Static lists

Contact must be manually removed

Contact can be added to multiple contact lists

Three Types of Data

Profile Data

Traditional database profile, 1:1 relationship of attributes to contact, updated at varying frequency

Relational Data

Extension of the profile, 1:Many, Many:1, or Many:Many relationship, updated at varying frequency. Integration data
(i.e. inventory, opportunity details)

Behavioral Data

Record of something that occurs, and that does not change.
Email behaviors, web behaviors and Universal Behaviors
for SMS and Mobile Push

Populating Behavioral Data

Captured Behavior: IBM Marketing Cloud Web Events

Visited Website

Viewed Webpage

Clicked Link on Webpage

Custom Events

Downloaded File

Played Media File

Form View/ Submit

Use Marketing Cloud to Identify your Visitors' Unique Activities

I clicked on a link and shopped online.

I downloaded a file.

I visited a landing page and downloaded a file.

I registered for a webinar, but didn't make it.

TIP

Get Help From Your IT Department and the IBM Marketing Cloud Support Team To Set Up Web Tracking.

Writing the Songs People Want to Hear

Purpose

(brands/customer bases)

Mobile/Responsive

Call to Actions (CTA)

Landing Pages

Scannable content

Design with Purpose

Call to Actions (CTA)
Big Buttons
Subject Lines
Landing Pages

Responsive Emails

Content Tips from the Agent

Content Types in the IBM Marketing Cloud

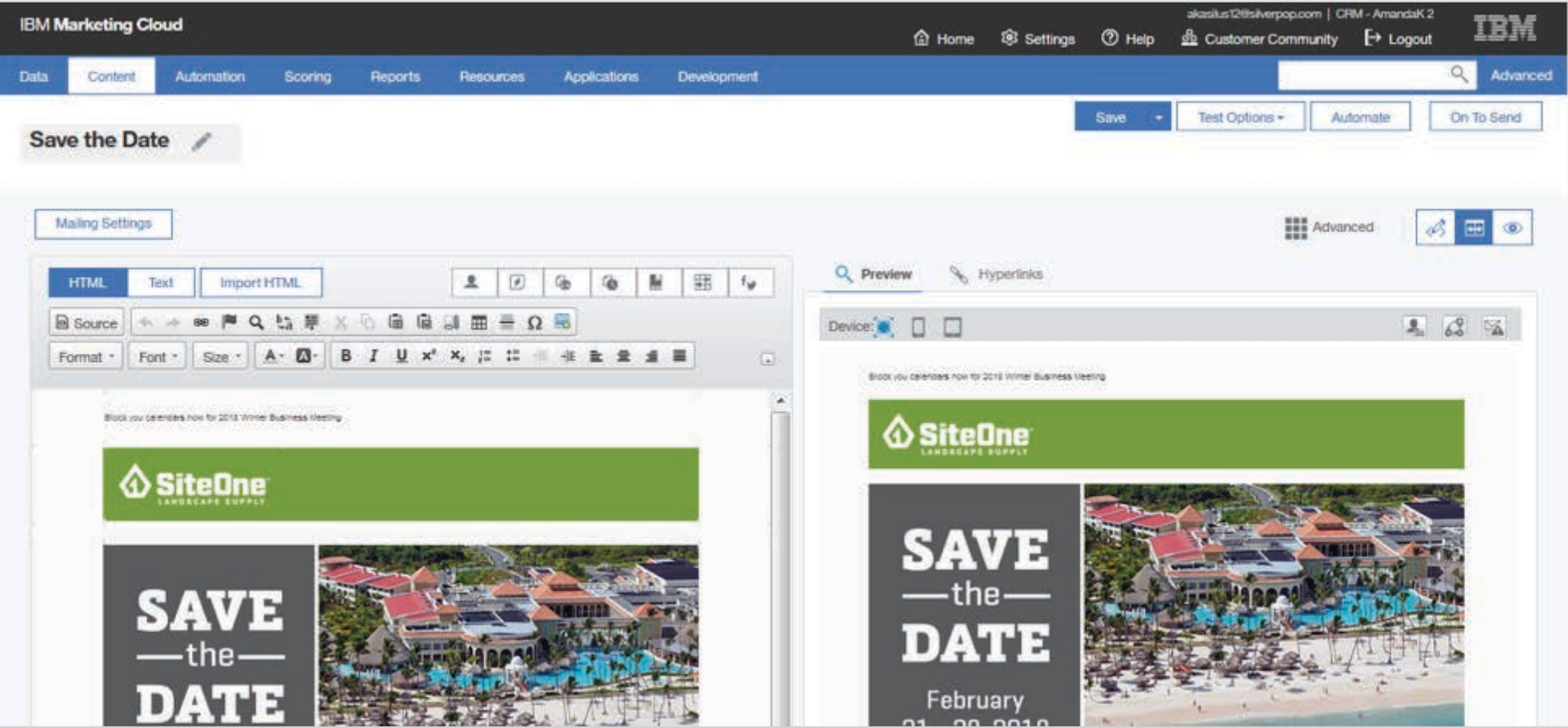
Email

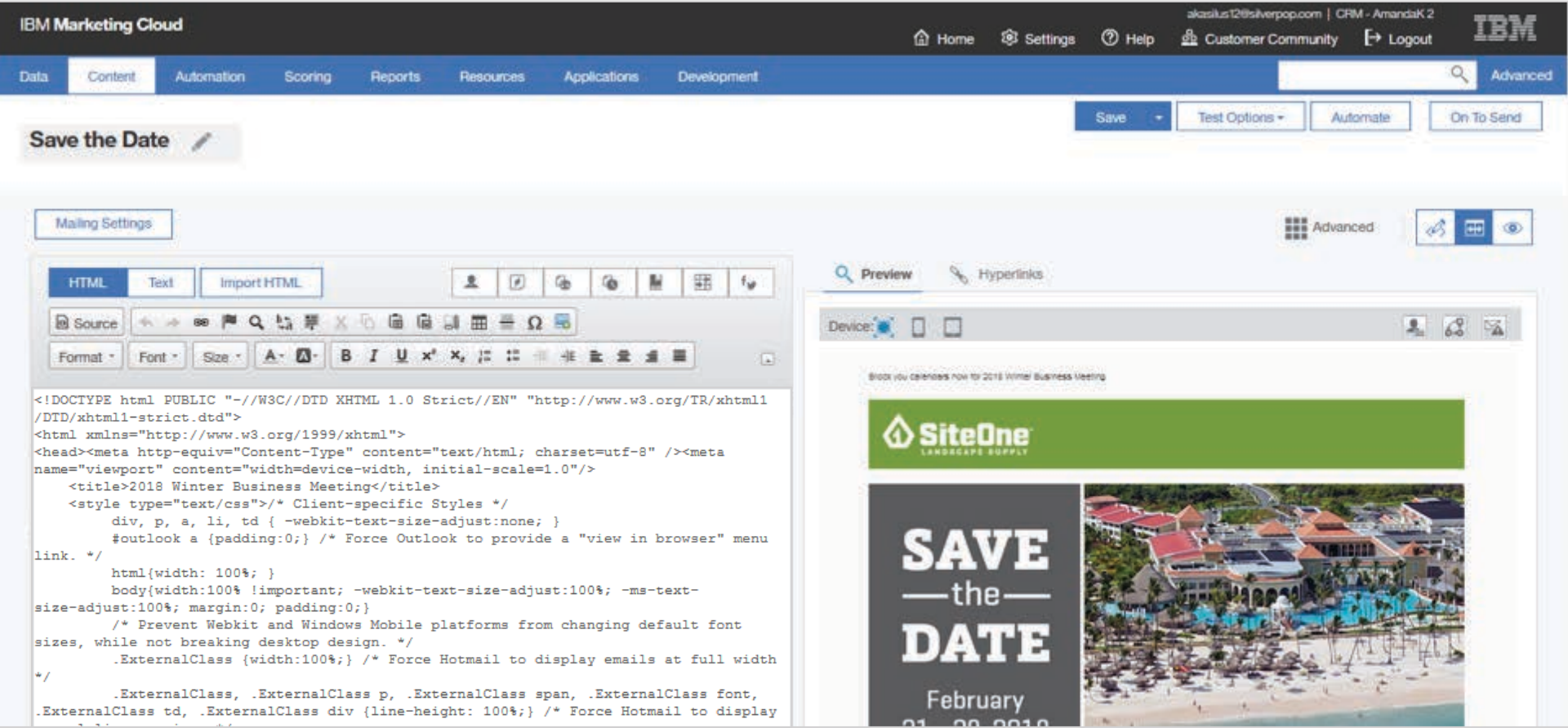
Landing Pages

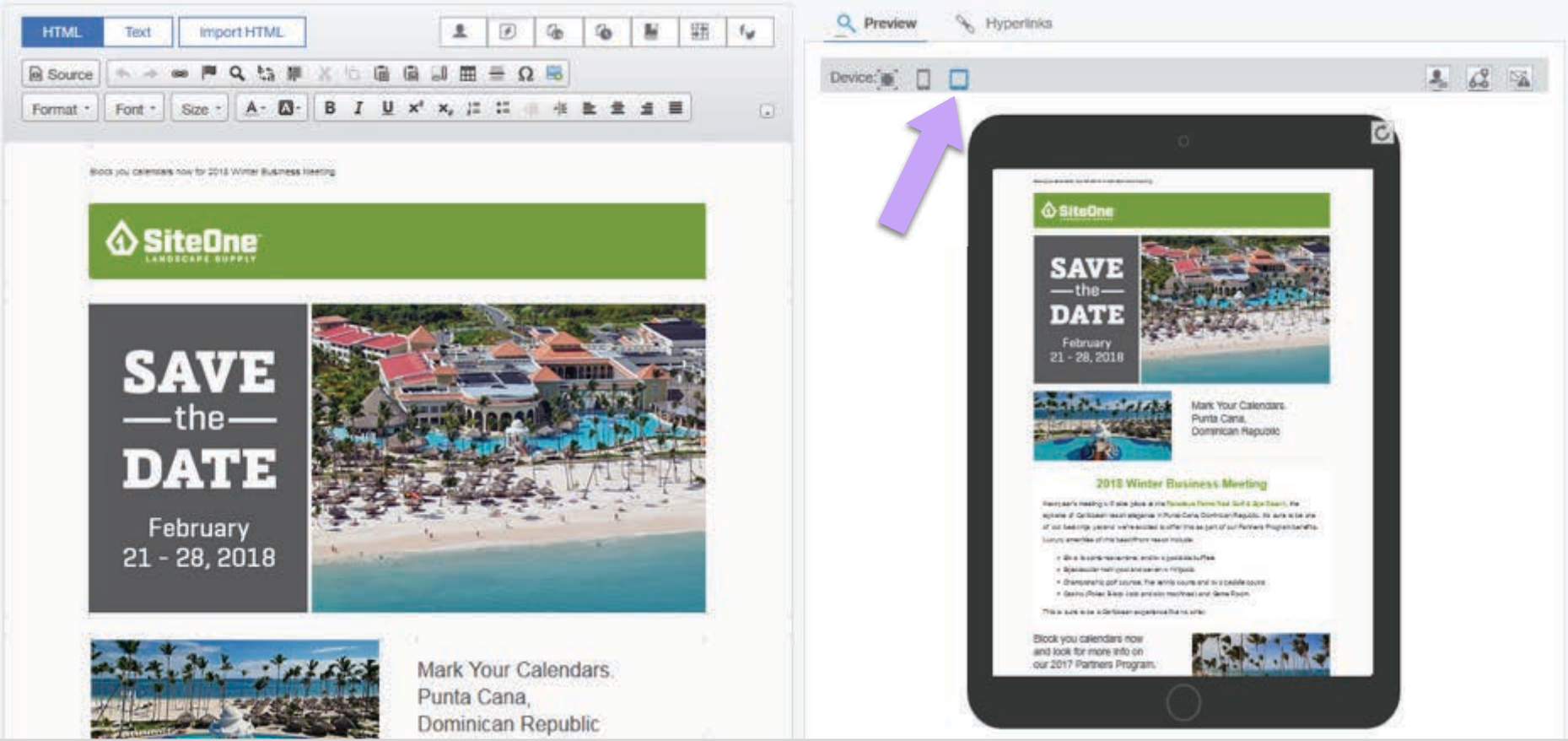
Push Notifications

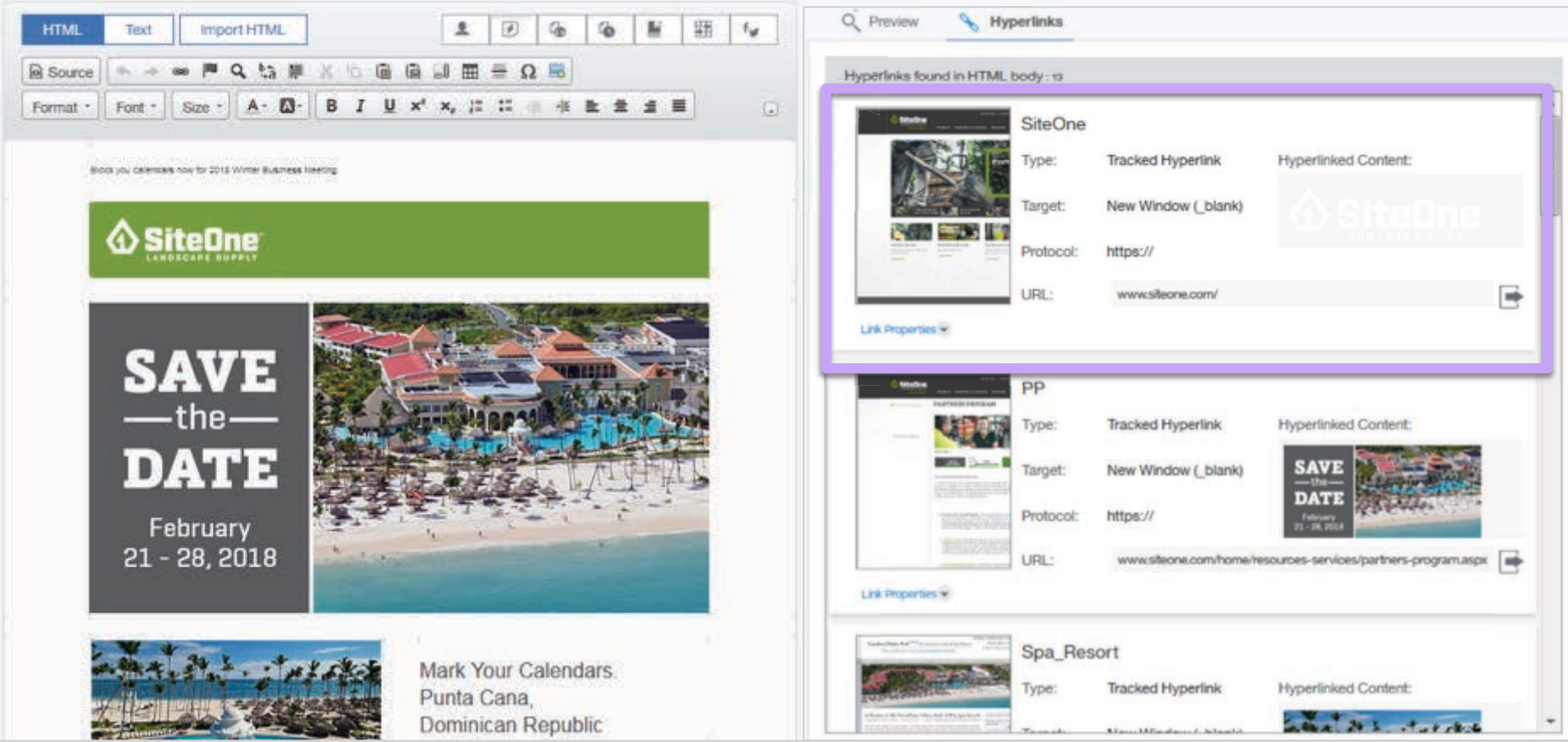
SMS Messages

Email


IBM Marketing Cloud
akasilus12@silverpop.com | CRM - AmandaK 2
Home
Settings
Help
Customer Community
Logout
IBM
Data
Content
Automation
Scoring
Reports
Resources
Applications
Development
Advanced
Save
Test Options
Automate
On To Send
Save the Date
Mailing Settings
Advanced
HTML
Text
Import HTML
Source
Format
Font
Size
Preview
Hyperlinks
Device:
Block you calendars now for 2018 Winter Business Meeting
SiteOne
LANDSCAPE SUPPLY
SAVE
the
DATE
February


IBM Marketing Cloud
akasilus12@silverpop.com | CRM - AmandaK 2
Home
Settings
Help
Customer Community
Logout
IBM
Data
Content
Automation
Scoring
Reports
Resources
Applications
Development
Advanced
Save
Test Options
Automate
On To Send
Save the Date
Mailing Settings
Advanced
HTML
Text
Import HTML
Source
Format
Font
Size
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN" "http://www.w3.org/TR/xhtml1
/DTD/xhtml1-strict.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head><meta http-equiv="Content-Type" content="text/html; charset=utf-8" /><meta
name="viewport" content="width=device-width, initial-scale=1.0"/>
<title>2018 Winter Business Meeting</title>
<style type="text/css">/* Client-specific Styles */
div, p, a, li, td { -webkit-text-size-adjust:none; }
#outlook a {padding:0;} /* Force Outlook to provide a "view in browser" menu
link. */
html{width: 100%; }
body{width:100% !important; -webkit-text-size-adjust:100%; -ms-text-
size-adjust:100%; margin:0; padding:0;}
/* Prevent Webkit and Windows Mobile platforms from changing default font
sizes, while not breaking desktop design. */
.ExternalClass {width:100%;} /* Force Hotmail to display emails at full width
*/
.ExternalClass, .ExternalClass p, .ExternalClass span, .ExternalClass font,
.ExternalClass td, .ExternalClass div {line-height: 100%;} /* Force Hotmail to display
Preview
Hyperlinks
Device:
Block you calendars now for 2018 Winter Business Meeting
SiteOne
LANDSCAPE SUPPLY
SAVE
the
DATE
February


HTML
Text
Import HTML
Source
Format
Font
Size
Block you calendars now for 2018 Winter Business Meeting
SiteOne
LANDSCAPE SUPPLY
SAVE
the
DATE
February
21 - 28, 2018
Mark Your Calendars.
Punta Cana,
Dominican Republic
Preview
Hyperlinks
Device:
SiteOne
SAVE
the
DATE
February
21 - 28, 2018
Mark Your Calendars.
Punta Cana,
Dominican Republic
2018 Winter Business Meeting
Block you calendars now
and look for more info on
our 2017 Partners Program.


HTML
Text
Import HTML
Source
Format
Font
Size
Block you calendars now for 2018 Winter Business Meeting
SiteOne
LANDSCAPE SUPPLY
SAVE
the
DATE
February
21 - 28, 2018
Mark Your Calendars.
Punta Cana,
Dominican Republic
Preview
Hyperlinks
Hyperlinks found in HTML body : 13
SiteOne
Type:
Tracked Hyperlink
Hyperlinked Content:
Target:
New Window (_blank)
Protocol:
https://
URL:
www.siteone.com/
Link Properties
PP
Type:
Tracked Hyperlink
Hyperlinked Content:
Target:
New Window (_blank)
Protocol:
https://
URL:
www.siteone.com/home/resources-services/partners-program.aspx
Link Properties
Spa_Resort
Type:
Tracked Hyperlink
Hyperlinked Content:

IBM Marketing Cloud

tkimville@silverpop.com | TKIMville

Home | Settings | Help | Customer Community | Logout

IBM

Data | Content | Automation | Reports | Resources | Applications

Advanced

Browse Layouts

Blank Layout

Newsletter - Moderate

Newsletter - Complex

Newsletter - Moderate

With its focus on longer copy and image-free content areas, this is an ideal layout for B2B companies and their weekly or monthly round-ups of news, information and content. Also great for B2B lead nurture campaigns and B2C content-heavy newsletters.

Open

HTML | Text | Import HTML

Source | Format | Font | Size

First Name
Last
Retail_Behavior
Retail_Rank
Retail_Score
Wholesale_Behavior
Wholesale_Rank

Block you calendars now for 2018 Winter Business Meeting

SiteOne
LANDSCAPE SUPPLY

SAVE
the
DATE

February
21 - 28, 2018

HTML | Text | Import HTML

Source | Format | Font | Size

Create New Ruleset

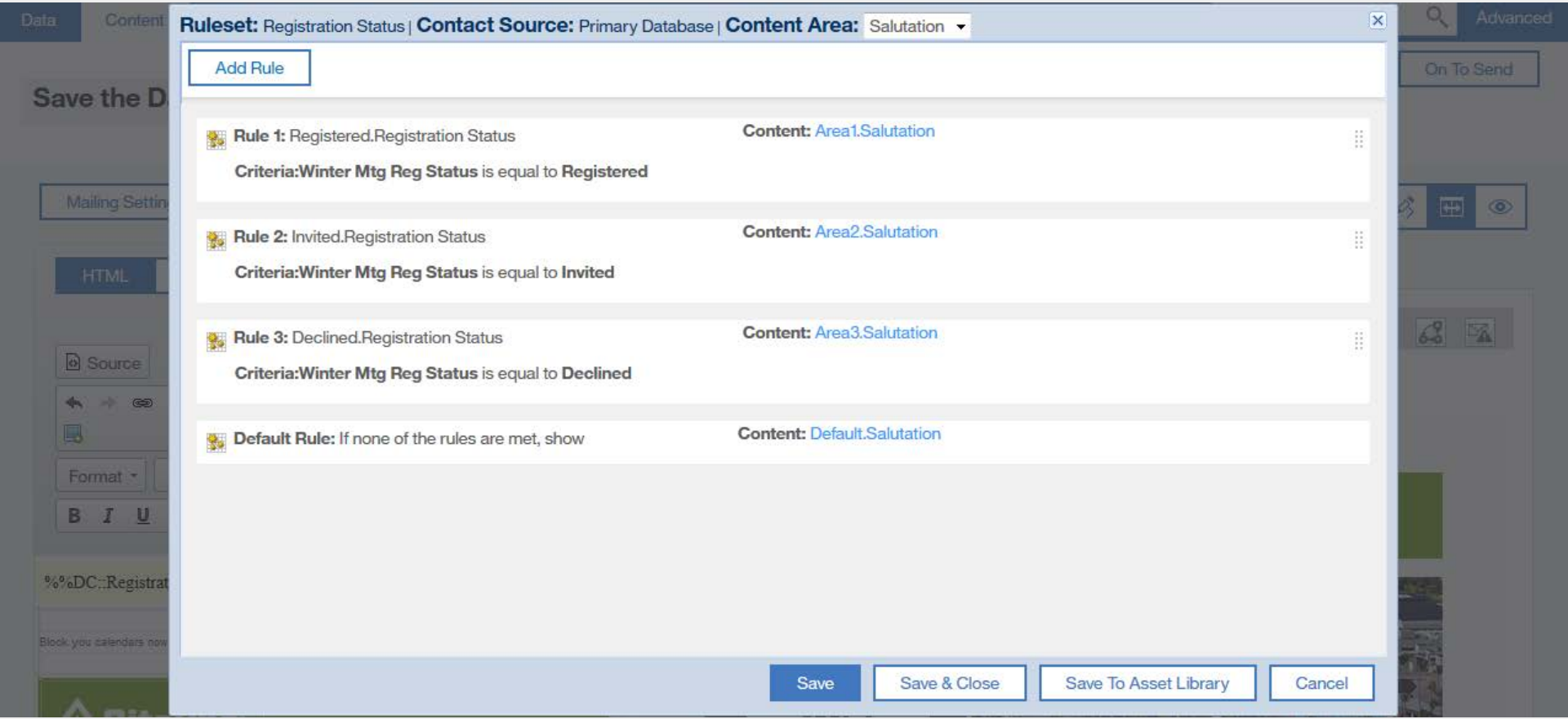
Reuse Ruleset

Load Ruleset from Library

Import XML Ruleset

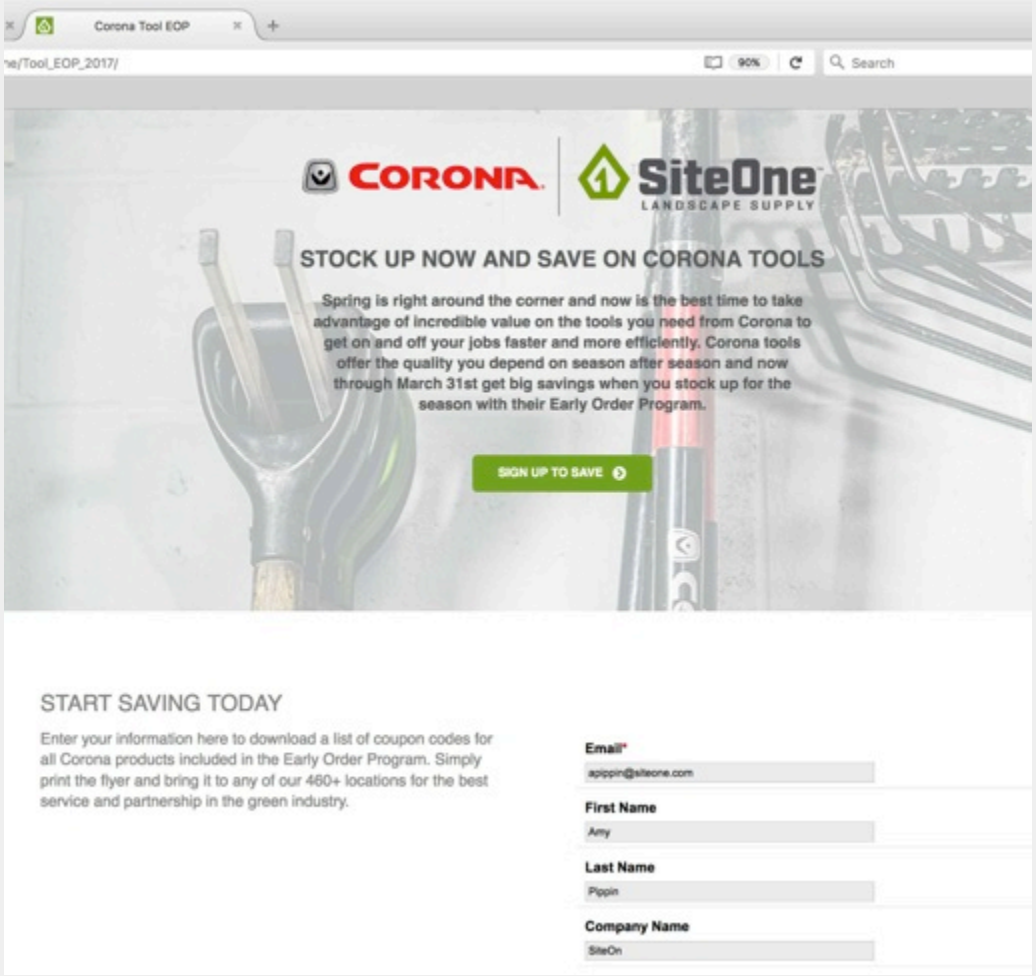
Block you calendars now for 2018 Winter Business Meeting

SiteOne LANDSCAPE SUPPLY

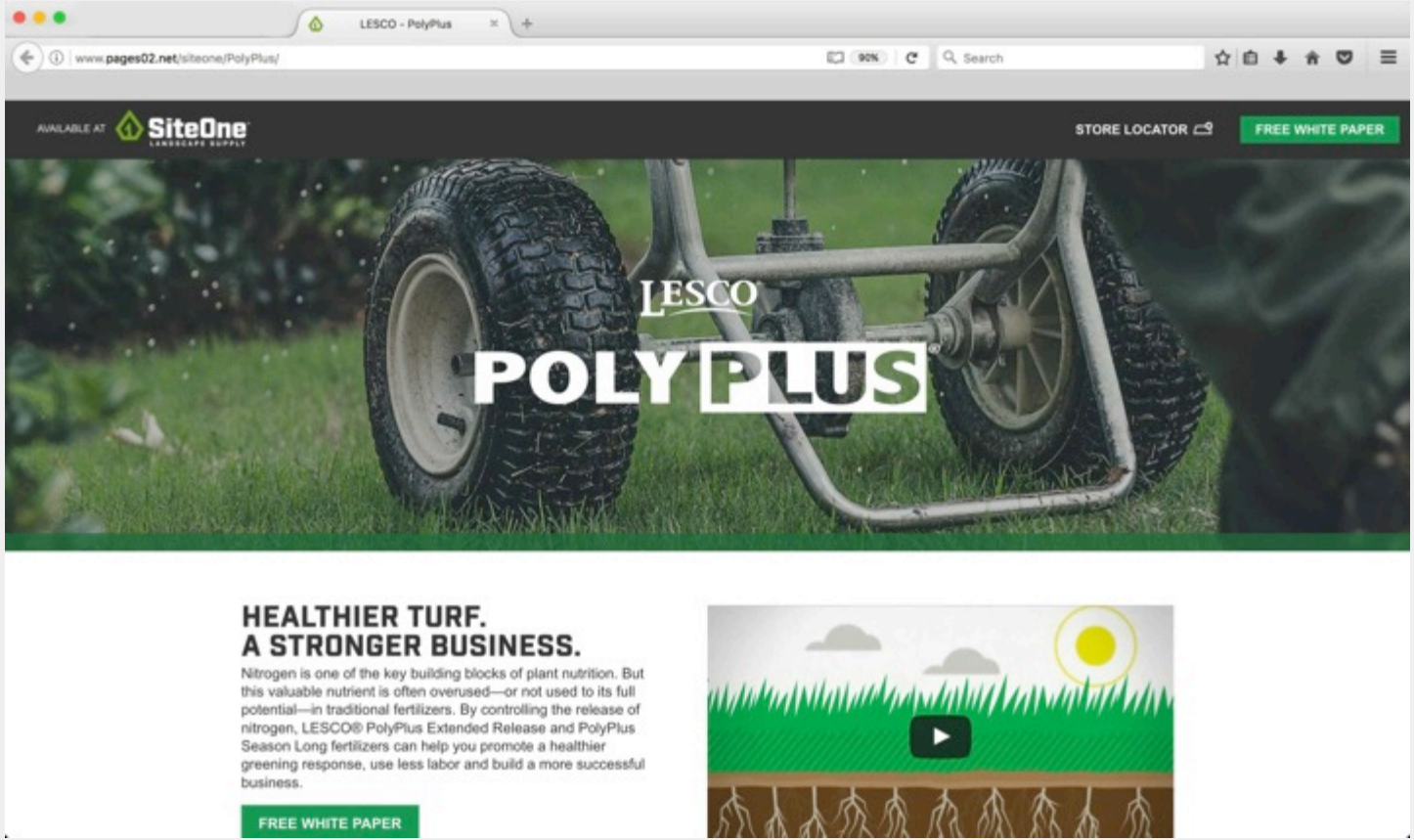

Ruleset: Registration Status | Contact Source: Primary Database | Content Area: Salutation
Add Rule
Rule 1: Registered.Registration Status
Criteria:Winter Mtg Reg Status is equal to Registered
Content: Area1.Salutation
Rule 2: Invited.Registration Status
Criteria:Winter Mtg Reg Status is equal to Invited
Content: Area2.Salutation
Rule 3: Declined.Registration Status
Criteria:Winter Mtg Reg Status is equal to Declined
Content: Area3.Salutation
Default Rule: If none of the rules are met, show
Content: Default.Salutation
Save
Save & Close
Save To Asset Library
Cancel

Landing Pages

Tool Program



Product


LESCO - PolyPlus
www.pages02.net/siteone/PolyPlus/
Search
AVAILABLE AT SiteOne LANDSCAPE SUPPLY
STORE LOCATOR
FREE WHITE PAPER
LESCO
POLY PLUS
HEALTHIER TURF.
A STRONGER BUSINESS.
Nitrogen is one of the key building blocks of plant nutrition. But this valuable nutrient is often overused—or not used to its full potential—in traditional fertilizers. By controlling the release of nitrogen, LESCO® PolyPlus Extended Release and PolyPlus Season Long fertilizers can help you promote a healthier greening response, use less labor and build a more successful business.
FREE WHITE PAPER

Confirmation Page

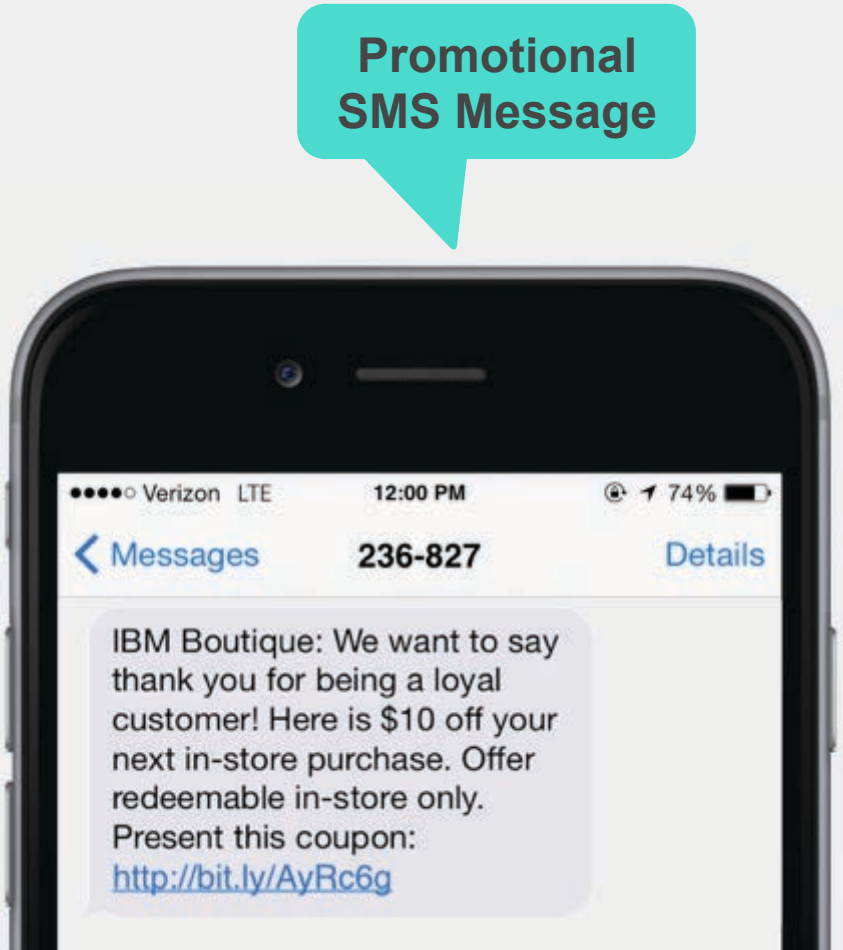
Do not forget to design your confirmation page.

Mobile

SMS Usage Types

Transactional SMS Message

SMS Usage Types



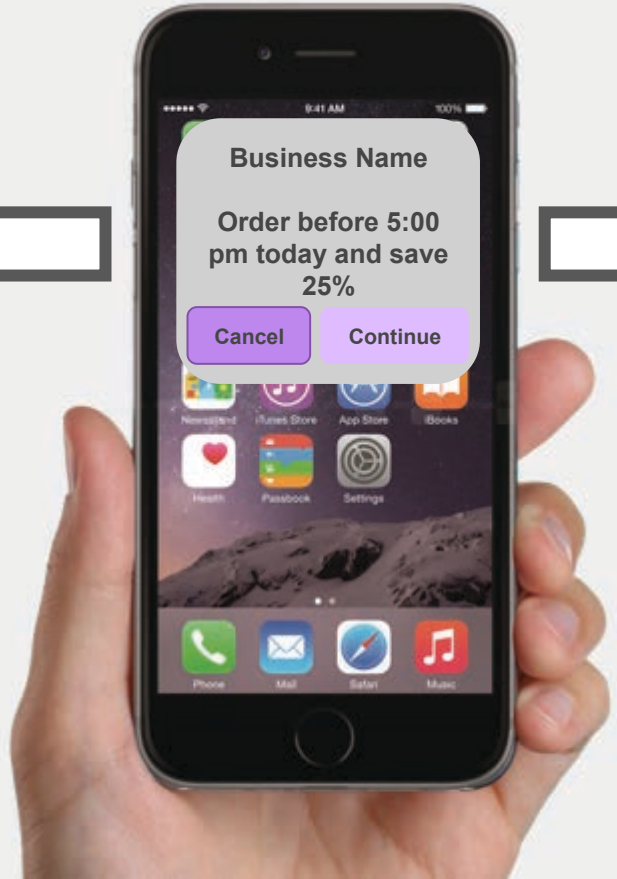
SMS Usage Types

SMS Reminders

Incorporate mobile app messages as part of single or Omni channel campaign.

On sale now. Get tickets . . .

Limited stock. Order now!



25% off before 5pm!

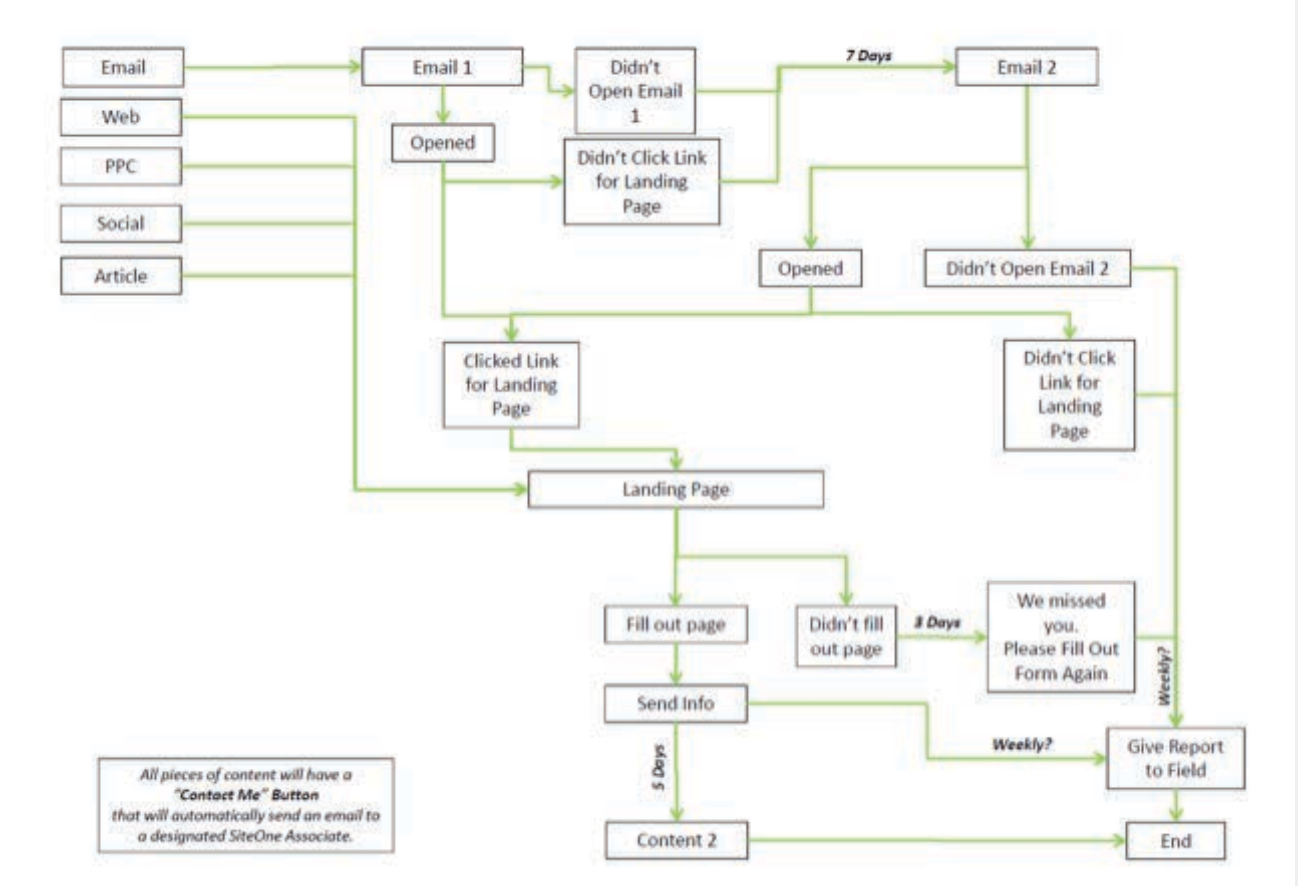
Don’t forget…

Road work begins

Build the Set List

Start Simple
Welcome Message
Nurture Program
Opt-In
Opt-Out

Great Start – Poor Execution



Data | Content | Automation | Scoring | Reports | Resources | Applications | Development | Advanced

Create a Program

More on Blueprints

Blank Program

Create your own specialized program.

Preview | Create

Autoresponder

A single step program that responds to an event trigger.

Preview | Create

Automated Message Series

A series of automated messages with time interval suggestions based on a sales cycle or schedule.

Preview | Create

Simple Welcome

A basic two step program with decision capability that can be used to segment audiences for any channel, welcome new customers and introduce them to your brand.

Preview | Create

Welcome

A series of messages starting with an immediate send following opt-in to stimulate engagement and familiarize the customer with various aspects of your business.

Preview | Create

Event

Promote a marketing or customer event.

Preview | Create

Nurture

A drip campaign, that builds awareness and brand affinity. Warm a cold lead, encourage customers to engage in a valuable opportunity or lifecycle.

Preview | Create

Simple Nurture

A simple series of messages that can be used with any channel to engage customers further or used to send subscription-based messages on a specific timeline.

Preview | Create

Advanced Nurture

For Advanced Users: Use this blueprint as a timesaver when creating large, complex programs with multiple tracks and steps. Copy or delete tracks as needed for a fast start to a complex

Abandonment

Recapture the attention of customers who have left unpurchased items in an online shopping cart or have left a goal incomplete for a period of time.

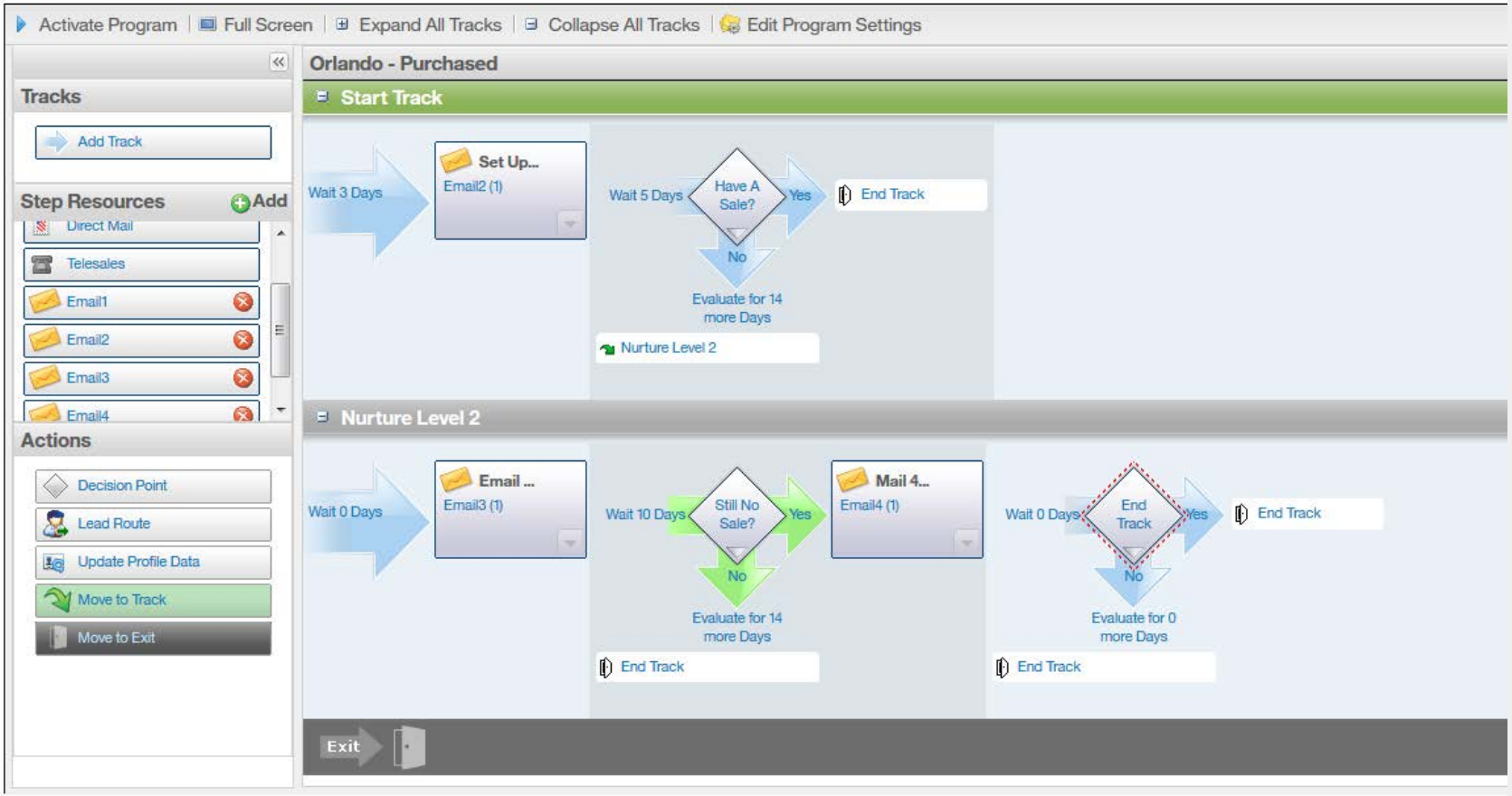
Engagement or Usage

Encourage customers to increase product or resource usage and engagement.

Birthday or Anniversary

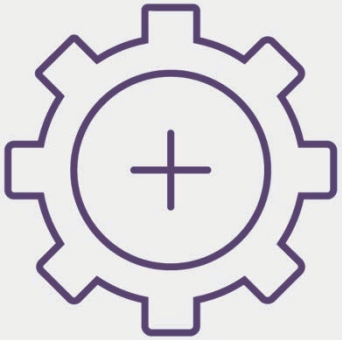
Use a special date to send your customers a unique message or reminder. Leverage this interaction to deepen engagement with your brand.

Blueprints


Activate Program
Full Screen
Expand All Tracks
Collapse All Tracks
Edit Program Settings
Tracks
Add Track
Step Resources
Add
Direct Mail
Telesales
Email1
Email2
Email3
Email4
Actions
Decision Point
Lead Route
Update Profile Data
Move to Track
Move to Exit
Orlando - Purchased
Start Track
Wait 3 Days
Set Up...
Email2 (1)
Wait 5 Days
Have A Sale?
Yes
End Track
No
Evaluate for 14 more Days
Nurture Level 2
Nurture Level 2
Wait 0 Days
Email ...
Email3 (1)
Wait 10 Days
Still No Sale?
Yes
No
Evaluate for 14 more Days
End Track
Mail 4...
Email4 (1)
Wait 0 Days
End Track
Yes
End Track
No
Evaluate for 0 more Days
End Track
Exit

Automation Tips from the Agent

Why use it?



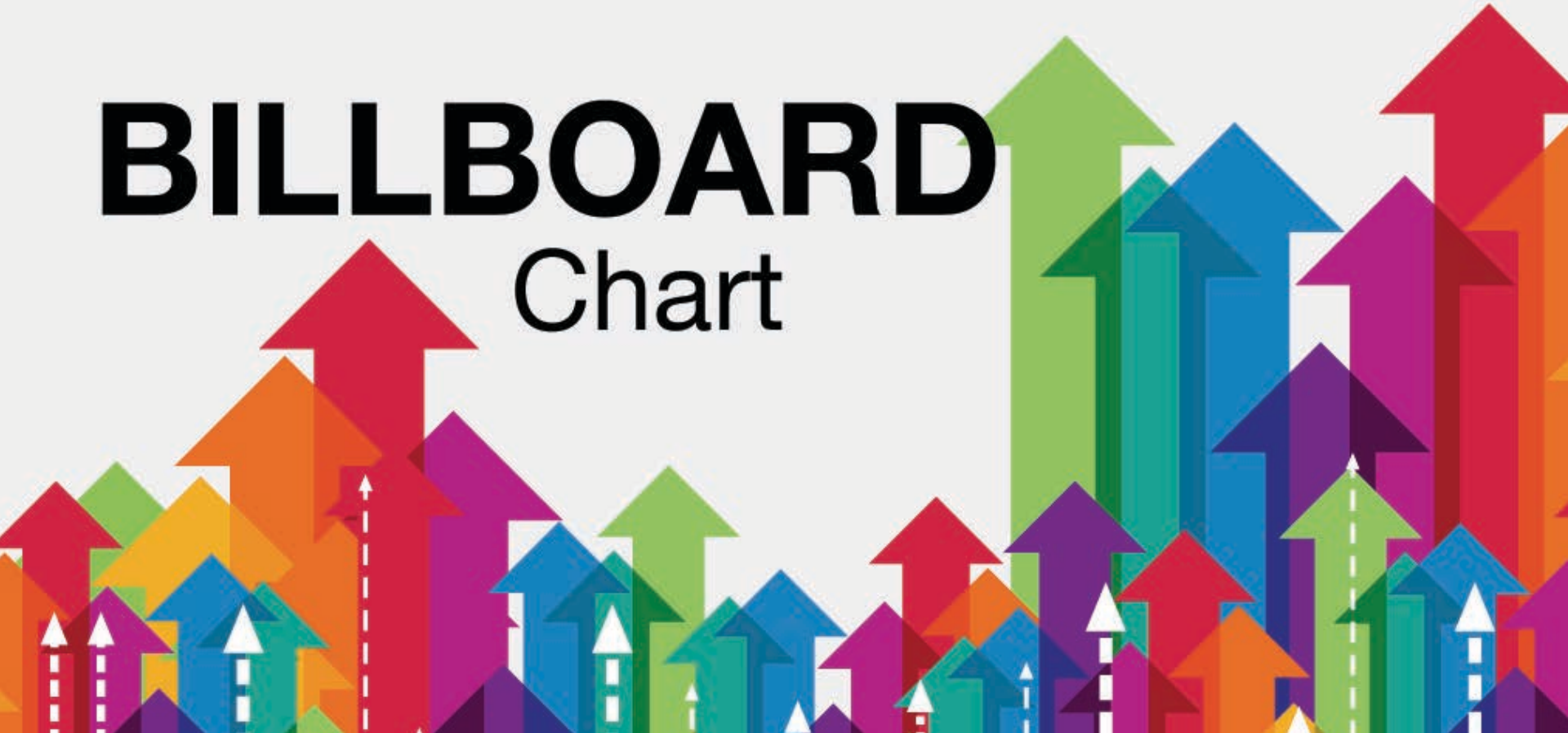
Automated Messages

- Wake up, Query and Send
- No Context Required
- Don’t care who has been sent to before or who is sent to later

Programs

- Having a Conversation
- Series of Coordinated Messages
- Need to know what you’ve sent before and what you plan to send

BILLBOARD
Chart



Widgets

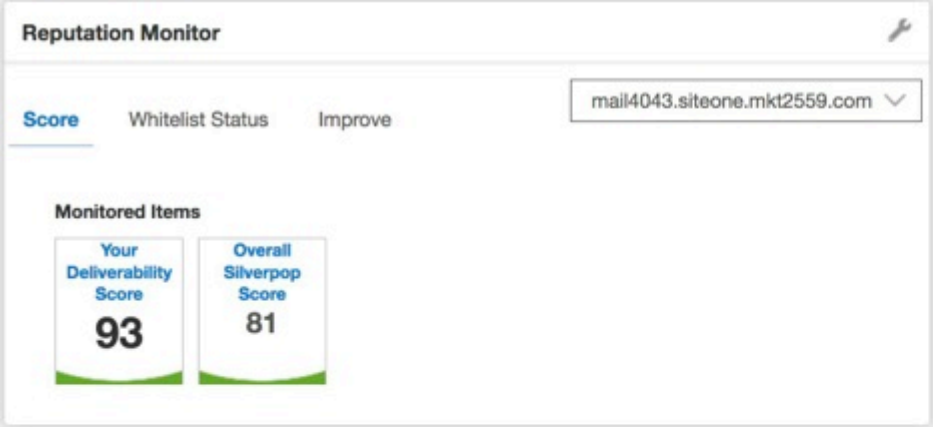
Recent Mailings

Reputation Monitor

Top Lead Source

Email Contact Growth

Top Forms

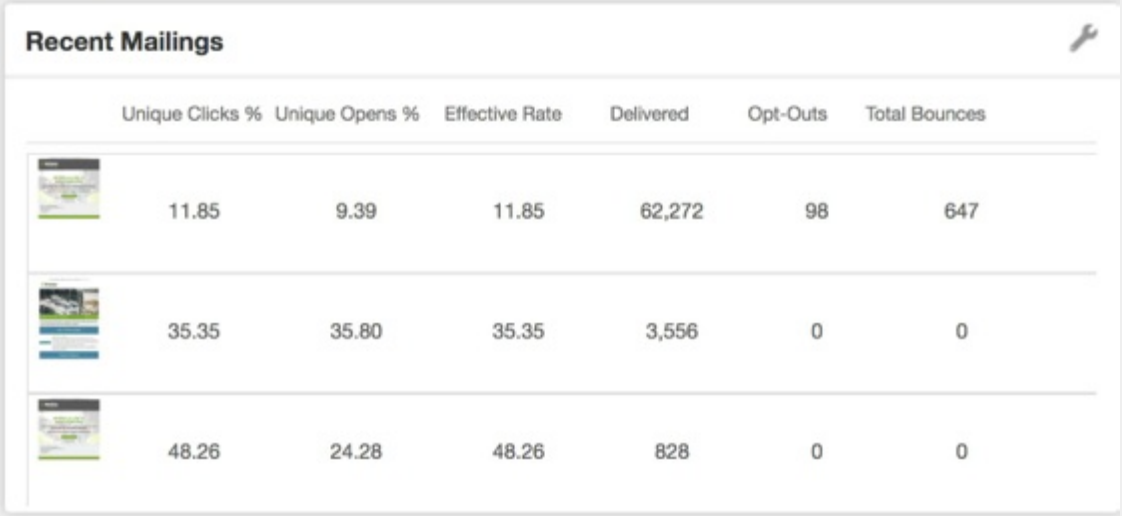


Reports at a Glance

Clicks
Opens
Effective Rate

Why Watch

Opt-Outs & Bounces



Recent Mailings

	Unique Clicks %	Unique Opens %	Effective Rate	Delivered	Opt-Outs	Total Bounces
	11.85	9.39	11.85	62,272	98	647
	35.35	35.80	35.35	3,556	0	0
	48.26	24.28	48.26	828	0	0

IBM **Marketing Cloud**

Home

Data | Content | Automation | Scoring | Reports | Resources | Applications

Report Types

- Dashboard
- Trend Reports
  - Summary
  - Tracking
  - Deliverability
  - Top Domains
  - Share to Social
  - Link Reports
    - Link History
- Single Mailing Reports
  - Summary
  - Share to Social
  - Clickthrough
  - Dynamic Content
- Comparison Reports
  - Performance
- Programs
  - Mailing Performance
- Automated Messages Re
  - Summary
- Data Reports
  - Growth
- Scoring Reports
  - Summary
- Web Sites
  - All Sites
    - Summary
  - Landing Pages Report
    - Site Summary
    - Page Detail Reports
      - Clickthrough
      - Share To Social
      - Dynamic Conten

Home

Click a Reporting Type to begin.

New to Reports?
Click here to take a tour.

Reports Defined

Trend Reports - Summary

A Trend Report is a combined report of all data from several mailings in the organization. "Trend Reports - Summary" provides at-a-glance performance trends and key metrics (for example, unique opens, clicks, and effective rates) for a series of selected mailings over a specific period of time. Using the provided filters, you can select as many

Metrics Explained

AOL Gross Clicks

The number of times contacts clicked a tracked hyperlink in an AOL mailing. Includes multiple clicks made by the same contact.

Introducing New Reports

Interactive Platform

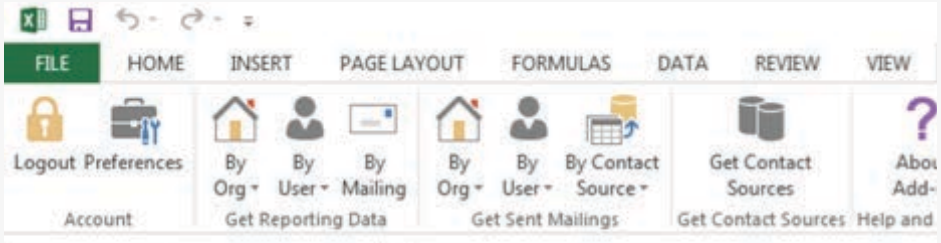
Our new reports give you the unprecedented ability to interact with your data. With the new framework, you can now modify charts and data, choose metrics, and save your favorite views for future use. Better metrics means your performance reports are easier to understand. The new reports are available alongside your existing reports, so you still have all the great reports you're used to, and new reports, too!

Look What's New!

Create PDF

You can now convert any report to a PDF file, allowing easier viewing, printing, and saving.

Excel Add-in



Sent Date	Sent Day of Week	Mailing Name	Subject	Number Sent	Number Received
04/15/2016	Friday	RMCAD Nurture 4_Social LIVE	We're social	2506	2430
04/16/2016	Saturday	RMCAD Nurture 4_Social LIVE	We're social	129	129
04/17/2016	Sunday	RMCAD Nurture 4_Social LIVE	We're social	38	38
04/18/2016	Monday	RMCAD Nurture 4_Social LIVE	We're social	24	24
04/19/2016	Tuesday	RMCAD Nurture 4_Social LIVE	We're social	3	3
04/22/2016	Friday	RMCAD Nurture 4_Social LIVE	We're social	64	64
				2764	**2688**

Gross Click	Gross Click as %	Unique Clicks	Unique Clicks as %	Unique Opens	Unique Opens as %	Effective Rate as %
12	0.48%	3	0.12%	59	2.43%	5.08%
5	3.88%	2	1.55%	45	34.88%	4.44%
0	0.00%	0	0.00%	3	7.89%	0.00%
3	12.50%	1	4.17%	3	12.50%	33.33%
0	0.00%	0	0.00%	2	66.67%	0.00%
2	3.13%	1	1.56%	1	1.56%	100.00%
22	**3.33%**	**7**	**1.23%**	**113**	**20.99%**	**23.81%**

XML API - RawRecipientDataExport

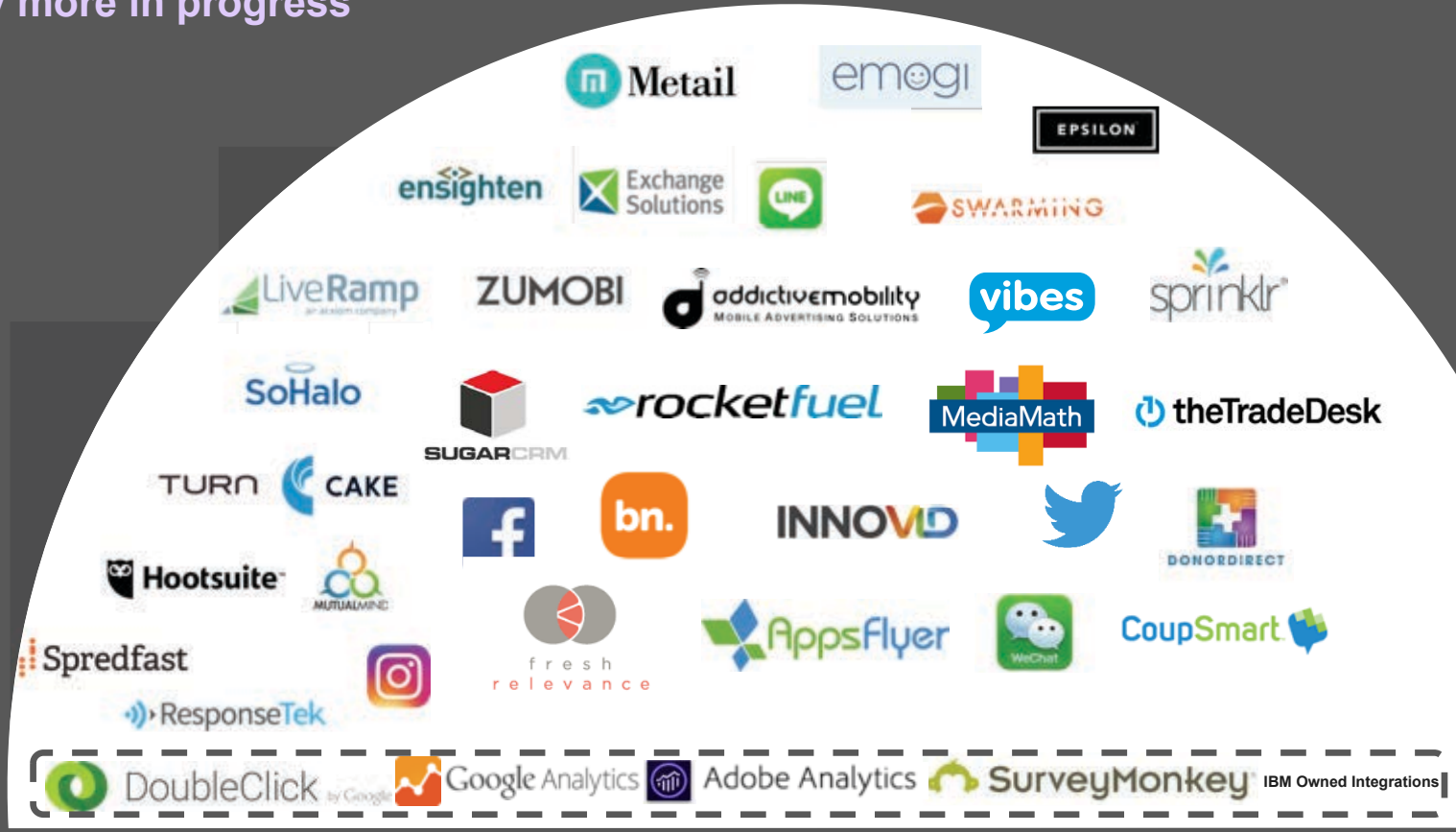
```
<Envelope>
   <Body>
      <RawRecipientDataExport>
         <EVENT_DATE_START>12/01/2011 00:00:00</EVENT_DATE_START>
         <EVENT_DATE_END>12/02/2011 23:59:00</EVENT_DATE_END>
         <MOVE_TO_FTP/>
         <EXPORT_FORMAT>0</EXPORT_FORMAT>
         <EMAIL>admin@yourorg.com</EMAIL>
         <ALL_EVENT_TYPES/>
         <INCLUDE_INBOX_MONITORING/>
         <COLUMNS>
            <COLUMN>
               <NAME>CustomerID</NAME>
            </COLUMN>
            <COLUMN>
               <NAME>YourDatabaseFields</NAME>
            </COLUMN>
         </COLUMNS>
      </RawRecipientDataExport>
   </Body>
</Envelope>
```

Being the Opening Act

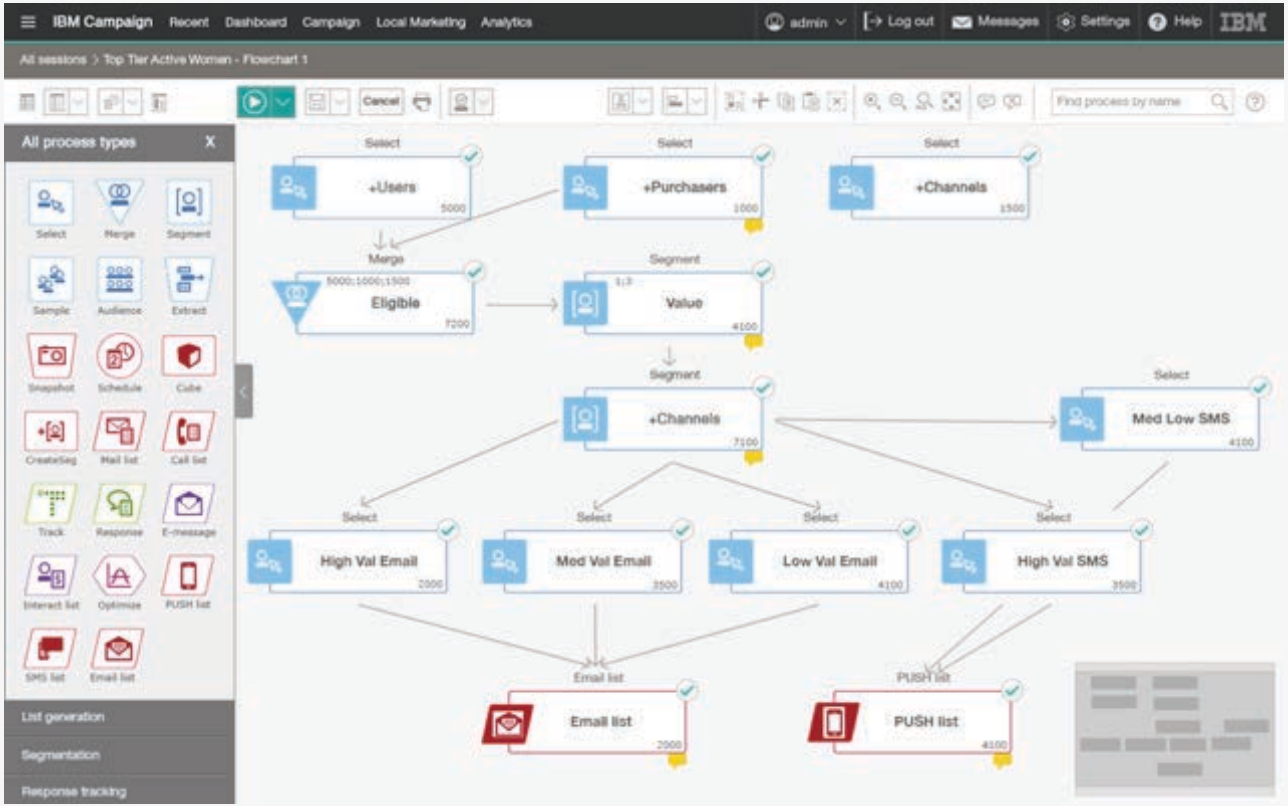
Eco-System Tips from the Agent

UBX Integrations

… and many more in progress



IBM Campaign Integration



Encore

Community Forums
Search this for answer

Support
You pay for it, use it

Certifications
Offers free training

Webinars
Keeps you up to date on IBM MC

Concert Schwag

Concert Schwag

Concert Schwag

Concert Schwag

Concert Schwag

Notices and Disclaimers

Copyright © 2017 by International Business Machines Corporation (IBM). No part of this document may be reproduced or transmitted in any form without written permission from IBM.

U.S. Government Users Restricted Rights - Use, duplication or disclosure restricted by GSA ADP Schedule Contract with IBM.

Information in these presentations (including information relating to products that have not yet been announced by IBM) has been reviewed for accuracy as of the date of initial publication and could include unintentional technical or typographical errors. IBM shall have no responsibility to update this information. THIS DOCUMENT IS DISTRIBUTED "AS IS" WITHOUT ANY WARRANTY, EITHER EXPRESS OR IMPLIED. IN NO EVENT SHALL IBM BE LIABLE FOR ANY DAMAGE ARISING FROM THE USE OF THIS INFORMATION, INCLUDING BUT NOT LIMITED TO, LOSS OF DATA, BUSINESS INTERRUPTION, LOSS OF PROFIT OR LOSS OF OPPORTUNITY. IBM products and services are warranted according to the terms and conditions of the agreements under which they are provided.

Any statements regarding IBM's future direction, intent or product plans are subject to change or withdrawal without notice.

Performance data contained herein was generally obtained in a controlled, isolated environments. Customer examples are presented as illustrations of how those customers have used IBM products and the results they may have achieved. Actual performance, cost, savings or other results in other operating environments may vary.

References in this document to IBM products, programs, or services does not imply that IBM intends to make such products, programs or services available in all countries in which IBM operates or does business.

Workshops, sessions and associated materials may have been prepared by independent session speakers, and do not necessarily reflect the views of IBM. All materials and discussions are provided for informational purposes only, and are neither intended to, nor shall constitute legal or other guidance or advice to any individual participant or their specific situation.

Notices and Disclaimers Con't.

It is the customer's responsibility to insure its own compliance with legal requirements and to obtain advice of competent legal counsel as to the identification and interpretation of any relevant laws and regulatory requirements that may affect the customer's business and any actions the customer may need to take to comply with such laws. IBM does not provide legal advice or represent or warrant that its services or products will ensure that the customer is in compliance with any law

Information concerning non-IBM products was obtained from the suppliers of those products, their published announcements or other publicly available sources. IBM has not tested those products in connection with this publication and cannot confirm the accuracy of performance, compatibility or any other claims related to non-IBM products. Questions on the capabilities of non-IBM products should be addressed to the suppliers of those products. IBM does not warrant the quality of any third-party products, or the ability of any such third-party products to interoperate with IBM's products. IBM EXPRESSLY DISCLAIMS ALL WARRANTIES, EXPRESSED OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE.

The provision of the information contained herein is not intended to, and does not, grant any right or license under any IBM patents, copyrights, trademarks or other intellectual property right.

IBM, the IBM logo, ibm.com, Aspera®, Bluemix, Blueworks Live, CICS, Clearcase, Cognos®, DOORS®, Emptoris®, Enterprise Document Management System™, FASP®, FileNet®, Global Business Services ®, Global Technology Services ®, IBM ExperienceOne™, IBM SmartCloud®, IBM Social Business®, Information on Demand, ILOG, Maximo®, MQIntegrator®, MQSeries®, Netcool®, OMEGAMON, OpenPower, PureAnalytics™, PureApplication®, pureCluster™, PureCoverage®, PureData®, PureExperience®, PureFlex®, pureQuery®, pureScale®, PureSystems®, QRadar®, Rational®, Rhapsody®, Smarter Commerce®, SoDA, SPSS, Sterling Commerce®, StoredIQ, Tealeaf®, Tivoli®, Trusteer®, Unica®, urban{code} ®, Watson, WebSphere®, Worklight®, X-Force® and System z® Z/OS, are trademarks of International Business Machines Corporation, registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at: www.ibm.com/legal/copytrade.shtml.

Thank you!

Amplify
2017

IBM