IBM **Marketing Cloud**

One perfect experience, **a billion times a day**

Unleash the power of mobile in the cognitive era



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Here's what I have planned:

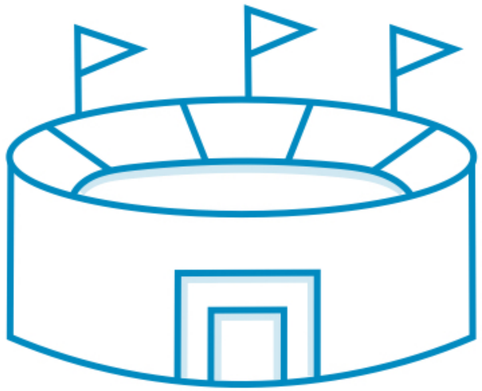
- Changes in mobile
- Changes in consumers
- Our home – the new mobile device
- Customer sentiment
- Empowered consumers
- Looking to the future

Mobile is
not mobile.



We were wrong about mobile for years.

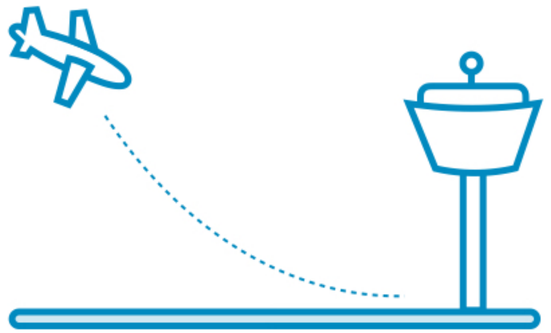
We thought of ‘mobile’ as something you were when you were out and about.



at stadiums



in stores



at airports

Use cases were built on this assumption.

Customers walk down the street, break a geo-fence of a Starbucks, and receive a message.





The truth is much lazier…

You probably interact with mobile devices more at home than you do walking down the street by a Starbucks.



Mobile is just the easiest device to access – anywhere.

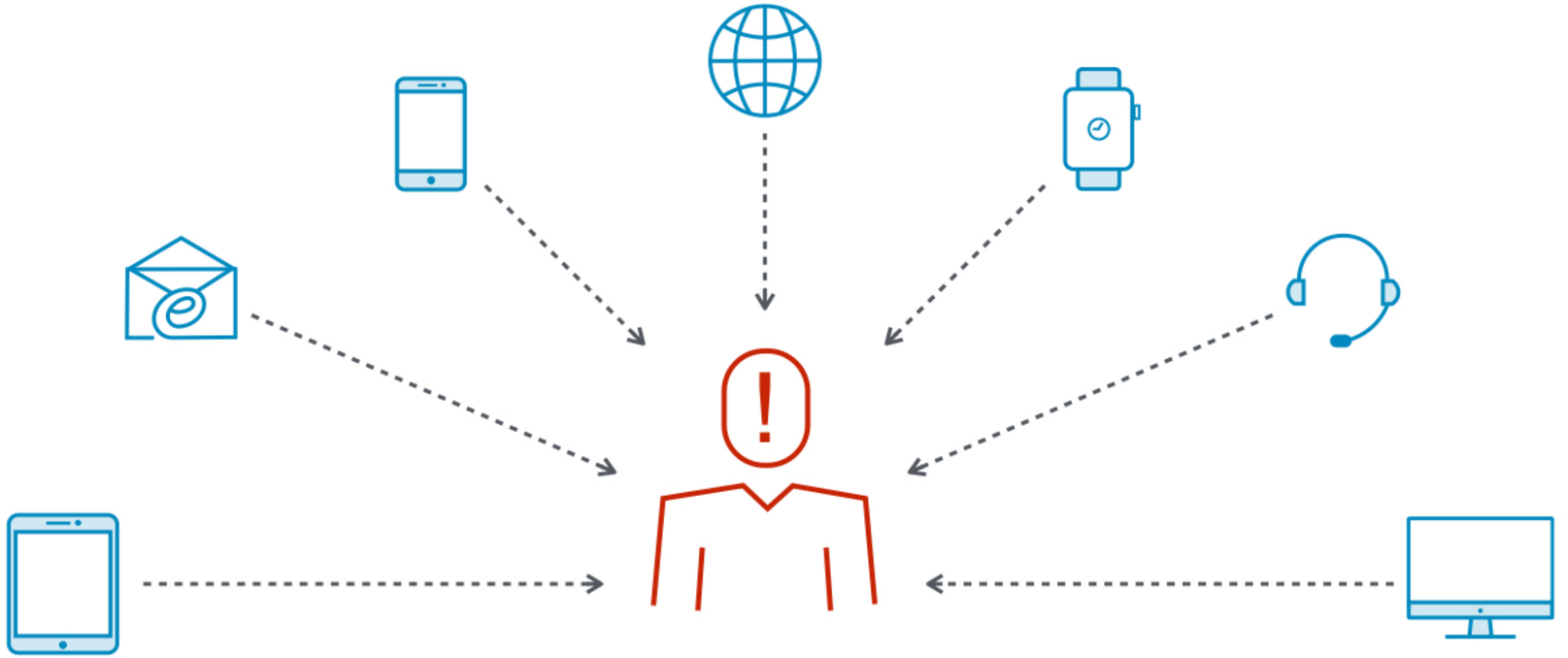
Mobile teams in all parts of the organization should be front and center to a marketing strategy.

The consumer is overloaded.



Everyone can now reach the consumer – and it's driving them crazy.

Marketing maturity has made it easier to reach customers in more places, but too many messages are crowding yours out.

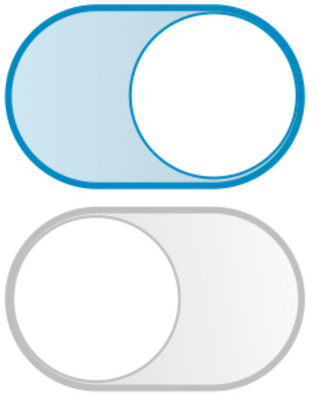


Consumers are fighting back against ‘over-monetization.’

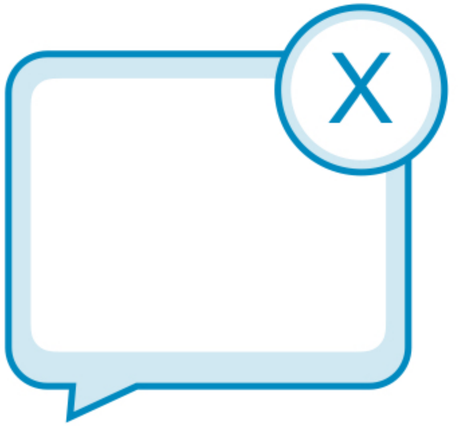
Ad blocking, opting out, and just plain ignoring the constant barrage of messages.



ad blockers

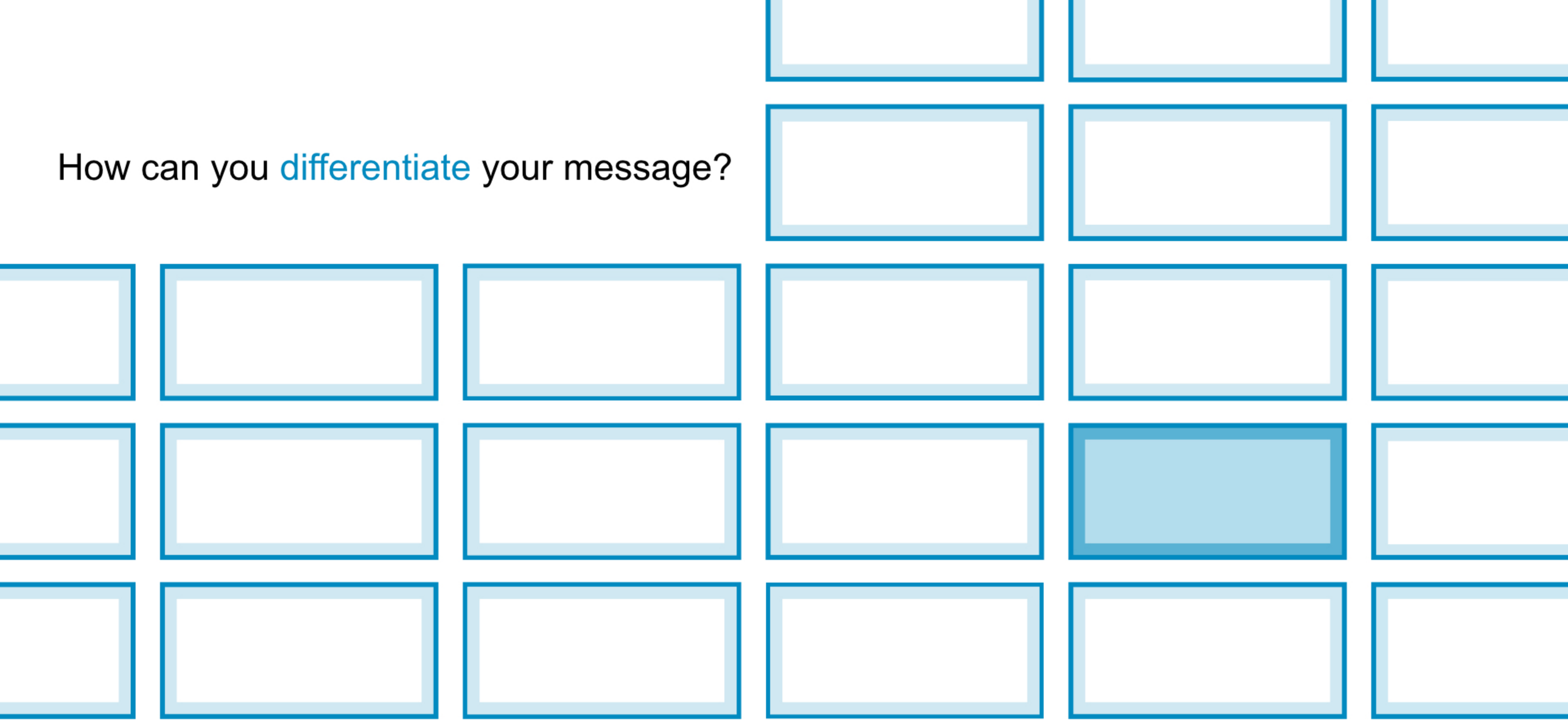


opt outs



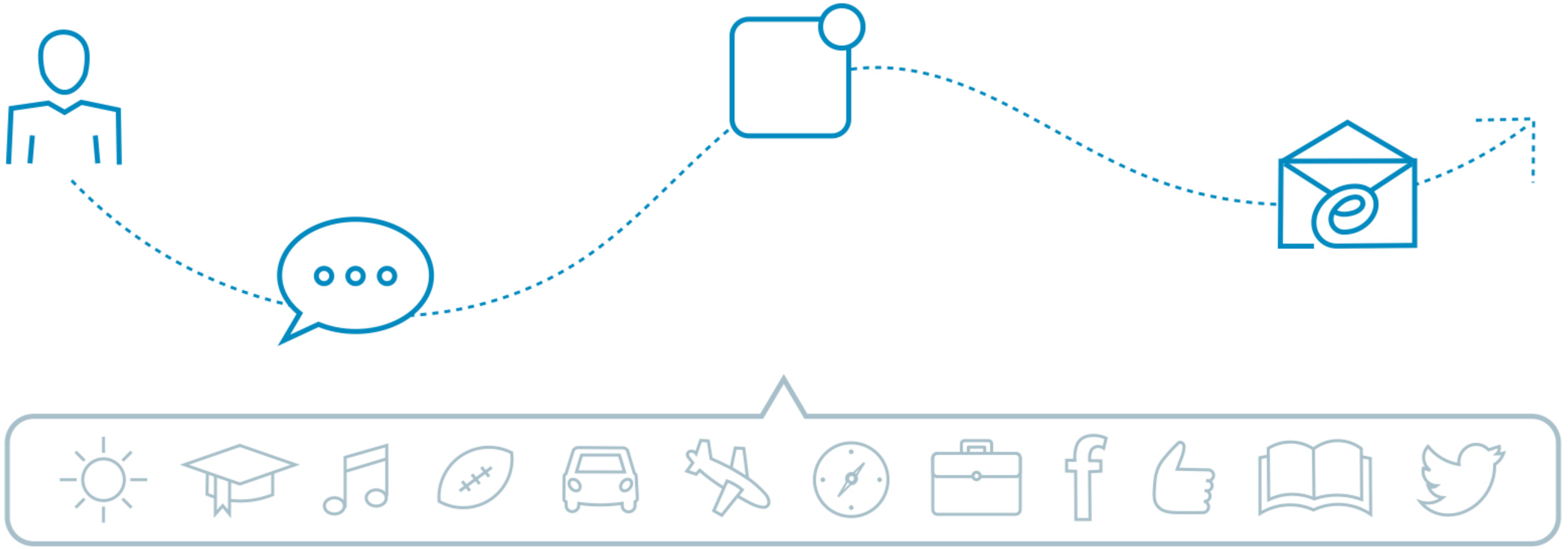
ignoring

How can you differentiate your message?



Differentiate through experience.

Truly personalize, beyond just including someone's name.



Mobile must interact with the real world.



We have been doing this, to an extent, for some time now.

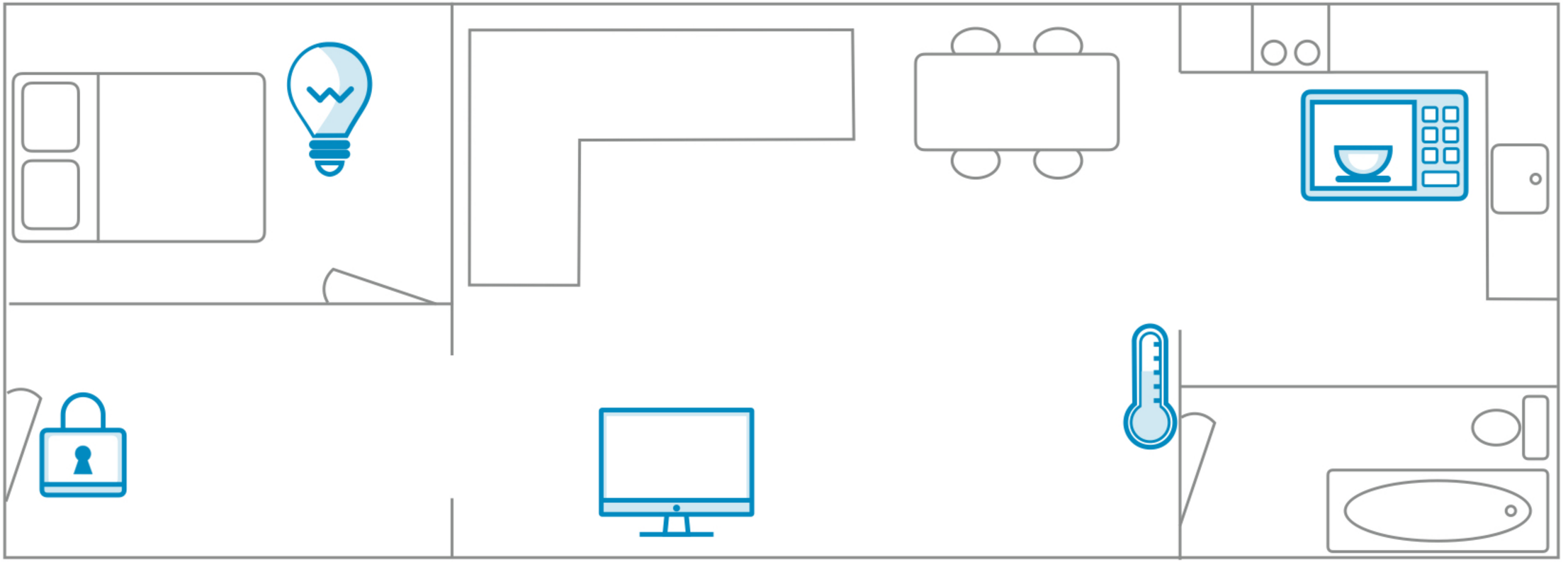
Location-based messaging has been bridging the gap up until this point.



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Internet of Things has taken this to a new level

Mobile devices are acting as an orchestrator for smart appliances, lights, locks and more.



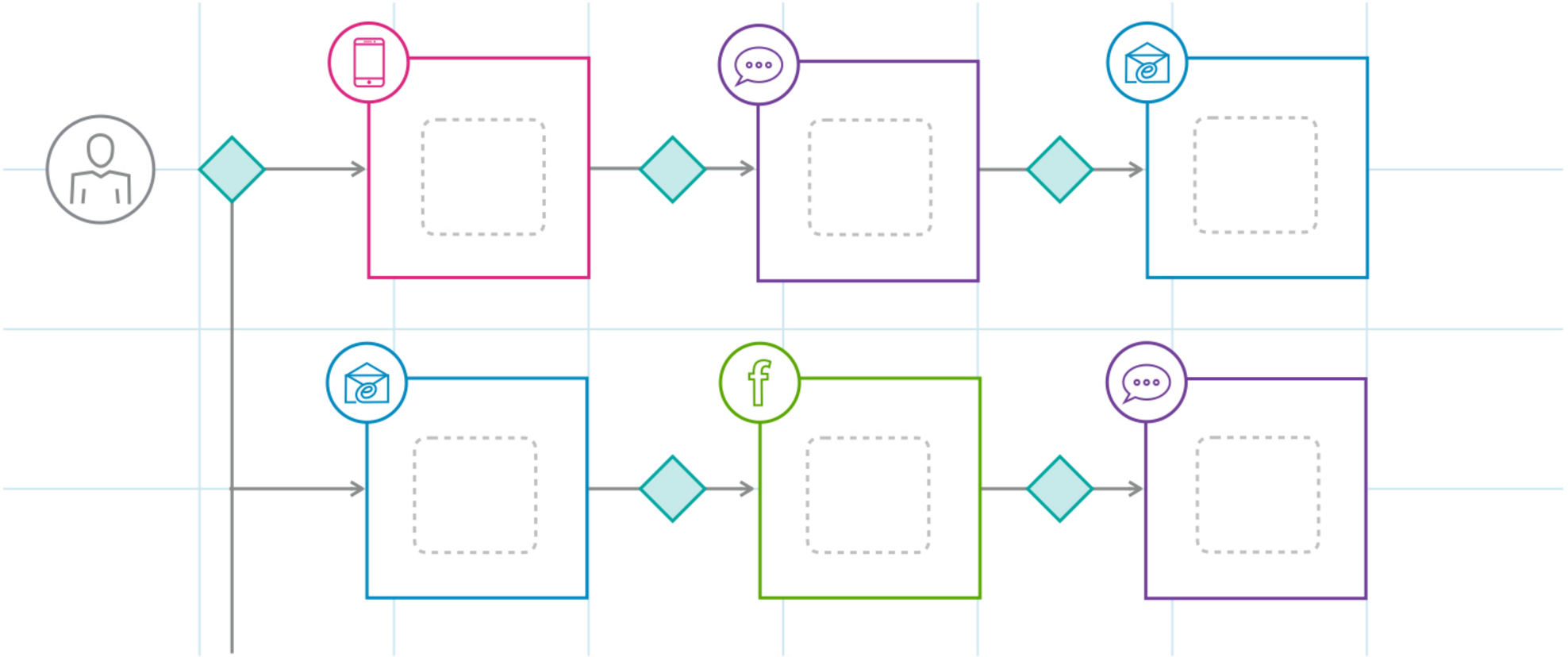
Our new friend, Alexa.



We must understand customer sentiment.

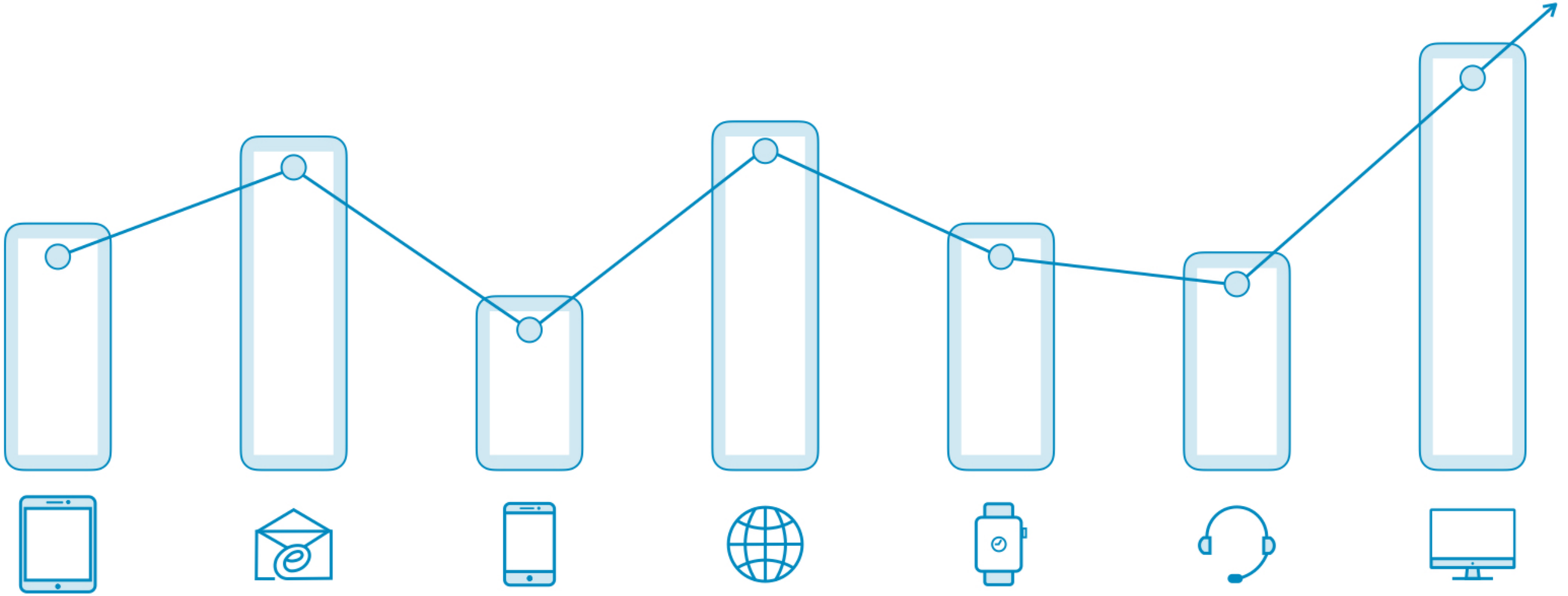
The first challenge – executing on multi-channel.

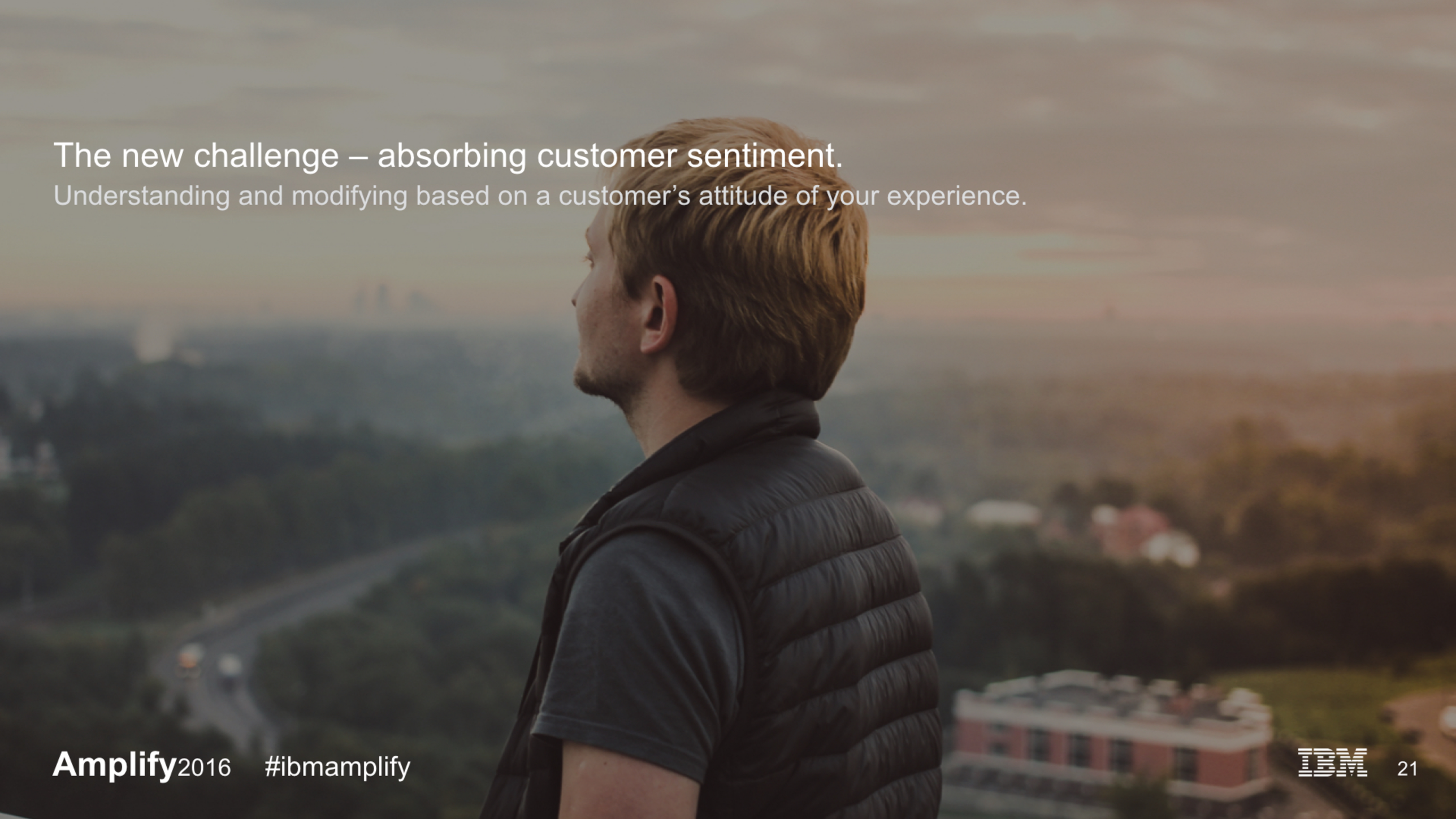
Reaching your customers regardless of where they are was a difficult problem to solve, but we are there.



The second challenge – reporting on multi-channel.

Keeping your response data together from all channels was even more difficult, but we are here too.





The new challenge – absorbing customer sentiment.

Understanding and modifying based on a customer's attitude of your experience.

The empowered consumer needs the empowered marketer.

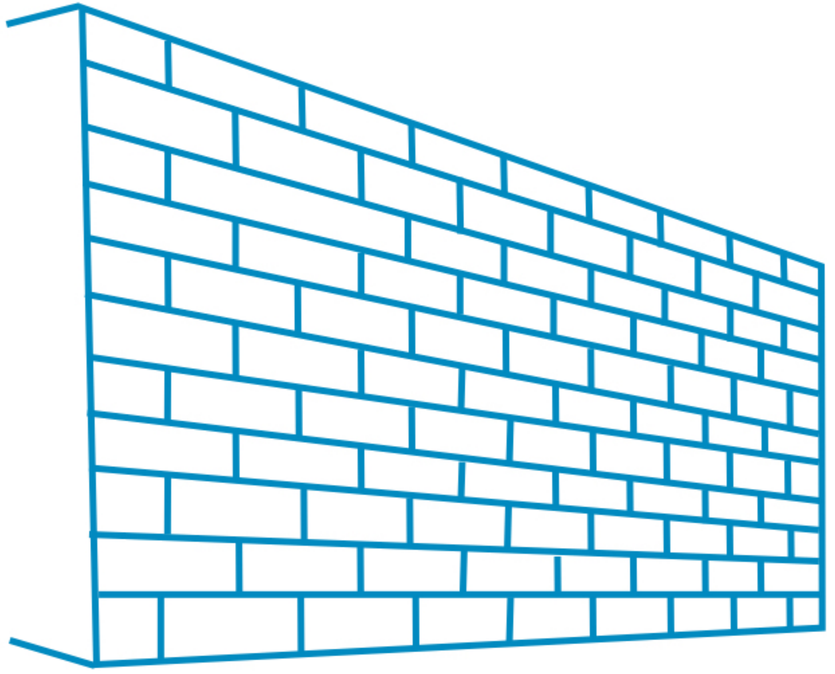


Disruptors – AirBnB, Uber.

Incumbent competitors were positioned to win, but didn't embrace the technology fast enough.

Disruptors are coming to your business as well.

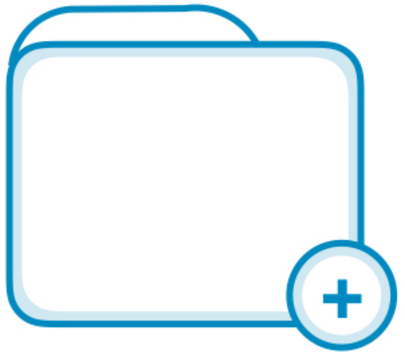
Learn from the mistakes of others – most new trends can be applied to your business in some way.





With every new technology trend, think of how it can apply to your business.

Use-cases, understand demand, ROI, and testing.



new use cases



understand demand and ROI



test with a small budget

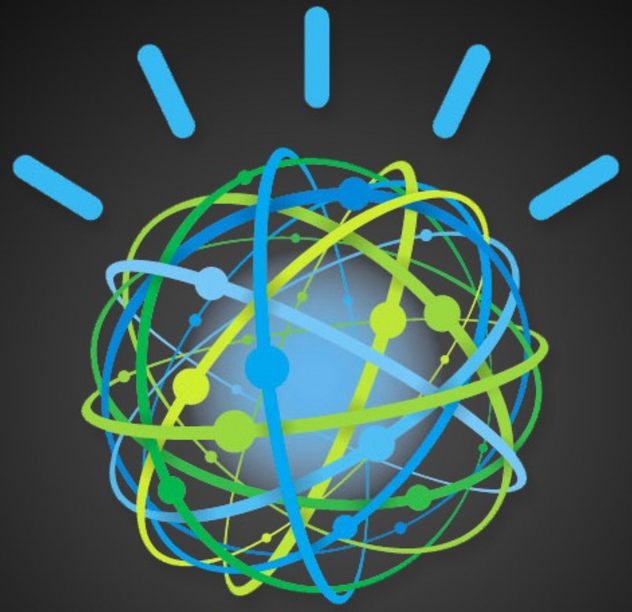
Looking to the future.

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Messaging Apps

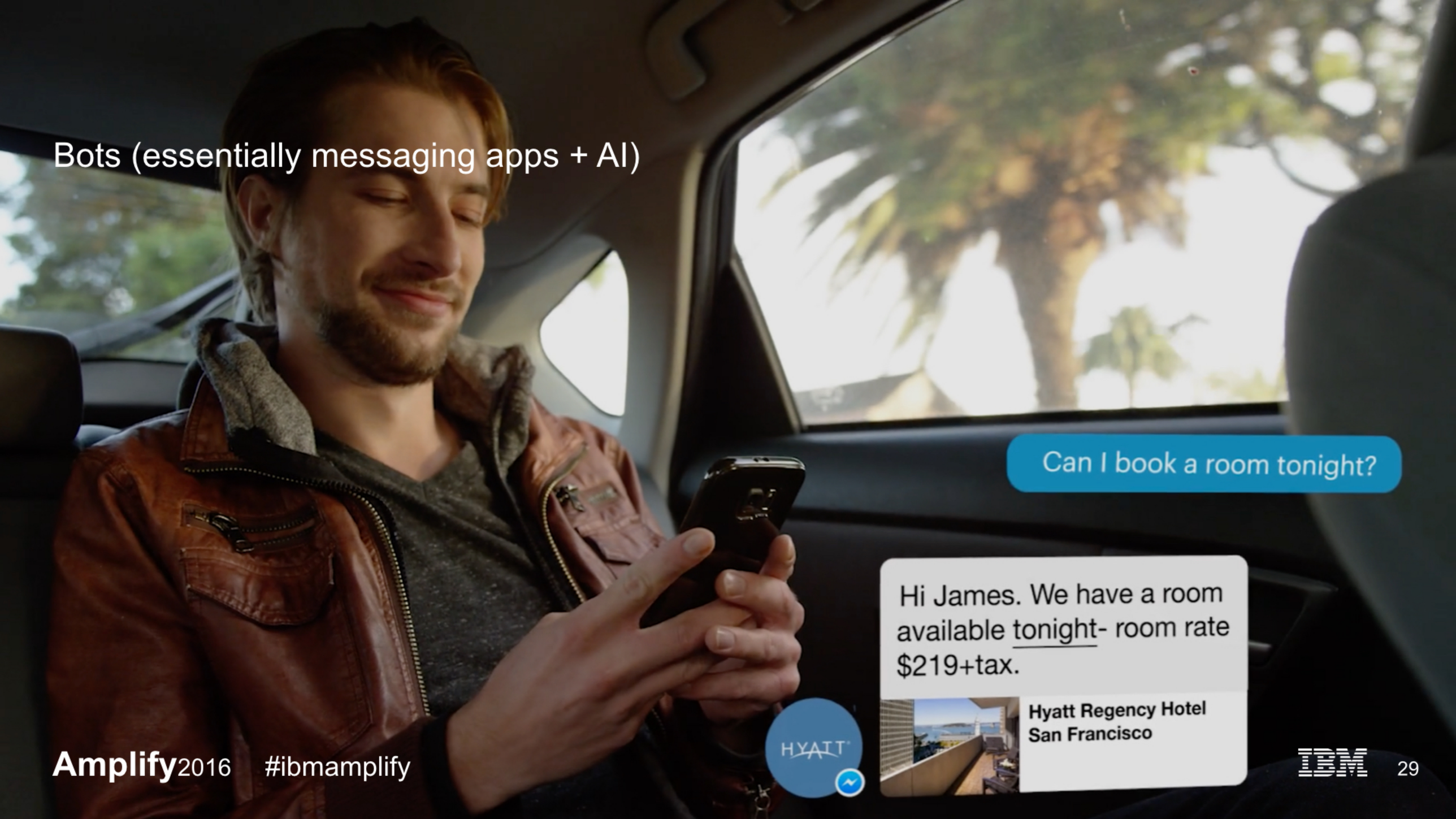


Artificial Intelligence



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Bots (essentially messaging apps + AI)



Wearables




Virtual Reality

One perfect experience – a billion times a day.

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