

The Big Datastillery

Results from
Aberdeen's
**Big Data
Research**

Best-in-Class Strategies to Accelerate the Return on Digital Data

Presenting the Big Datastillery, a revolutionary new appliance to condense terabyte scale torrents of customer, transactional, campaign, clickstream and social media data down to meaningful and actionable insights that boost response rates, conversions, and customer value. We've included Best-in-Class (BIC) practices in modern marketing data distillation and analytics from Aberdeen's Big Data for Marketing research* for your thoughtful consumption.

CUSTOMER SENTIMENT

EMAIL METRICS

CRM

CLICKSTREAM DATA

PPC

SEO DATA

SOCIAL MEDIA

MARKETING HISTORY

AD IMPRESSIONS

TRANSACTIONAL DATA

CAMPAIGN METRICS

Improve targeting of marketing offers to deliver the right offer to the right person at the right time via the right channel is the top strategy by Best-in-Class companies cited in Aberdeen Group's Big Data research

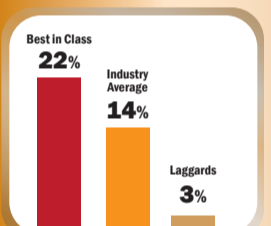
2.8x

- Best-in-Class companies are 2.8 times more likely than Laggards to incorporate unstructured data into analytical models

48%

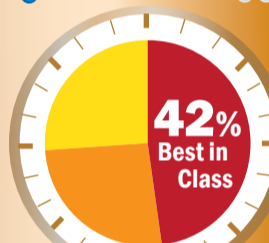
Addressing shifting buyer behavior is the top pressure driving adoption of data analytics for marketing

Process to model cross-channel media across paid, earned, and owned channels (BIC 22% vs. All Others 10%)



38%

Ability to apply behavior scoring to customer data (BIC 38% vs. All Others 34%)

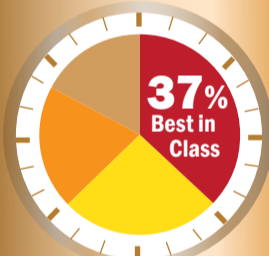


Ability to optimize marketing offers/web experience based on buyer's social profile (BIC 42% vs. Laggards 22%)

30%

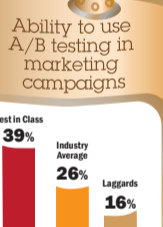
of BIC merge customer data from CRM with online behavioral data to optimize digital experience (vs. 15% of All Others)

Ability to generate customer behavioral profile based on real-time click-stream analysis (BIC 37% vs. All Others 19%)



39%

of Best-in-Class companies say gaining insight about effectiveness of specific campaigns and channels is a top data analytics strategy



MARKETING OPTIMIZATION

137%

Higher average marketing response rate for Best-in-Class (6.2%) vs. All Others (2.6%)

48%

of BIC can deliver outbound offers customized to individuals (vs. 26% of All Others)

CUSTOMER INTERACTION OPTIMIZATION

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AKLHF
KHADKFi
LAKLJURPOIQUR
GJKLJKOROTUYIOP
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52%

Higher uplift rate from targeted marketing campaigns for Best-in-Class (3.1%) vs. All Others (2.0%)

13%

Year-over-year increase in return on marketing investment (ROMI) for Best-in-Class vs. 0% for All Others

Right Person

Right Offer

Right Channel

Right Time

As Marketing embraces dynamic, real-time targeting, and incorporates new sources of data both from within the enterprise and externally, volumes, variety, and velocity are expected to grow rapidly. Sixty-seven percent (67%) of companies say Big Data is on their radar and they understand its value, compared with 10% who say it's just "buzz," and 98% of companies in Aberdeen's research say they plan to increase their use of data analytics for marketing over the next 12 months.

Build your own big datastillery, discover the value beyond the buzz, and learn how accelerating digital analytics can transform your marketing and your business at IBM.com/AnalyticsAccelerator.

*Source: Aberdeen Group, Big Data for Marketing: Targeting Success, January 2013