



“ IBM Watson is a cloud-based digital marketing provider that offers email marketing, lead-to-revenue management and mobile engagement solutions. ”

Marketing Objectives

IBM Watson began expanding into new regions outside of the United Kingdom. As a result of this growth, they needed a trustworthy partner who would help them reach new audiences, whilst also continuing to target their established legacy territories.

The ultimate marketing objective was to raise awareness, generate new leads and influence existing ones to grow into healthy sales opportunities across all regions.

Campaign Outline

Inbox Insight provided a platform for IBM Marketing to generate marketing qualified leads across the UK, DACH, Nordics, Benelux and the Middle East.

We were given access to selected assets from the IBM Watson content library that were syndicated across a range of marketing titles published by Inbox Insight. These assets were sent via email in local language bulletins to senior marketing decision makers across relevant regions within EMEA. IBM Watson gained access to this unique subscriber eco-system on a cost per lead basis, generating hundreds of downloads each week.

Campaign Performance

Andreea Văduva, EMEA Digital Marketing Strategist at IBM Watson commented:

“By working on a pay per lead model, Inbox Insight works as a strong pillar in the marketing mix, as we can easily forecast our upcoming leads and sales discussions, based on the test campaign conversion rate. The weekly leads lists and reports are very helpful in tracking the campaign development.

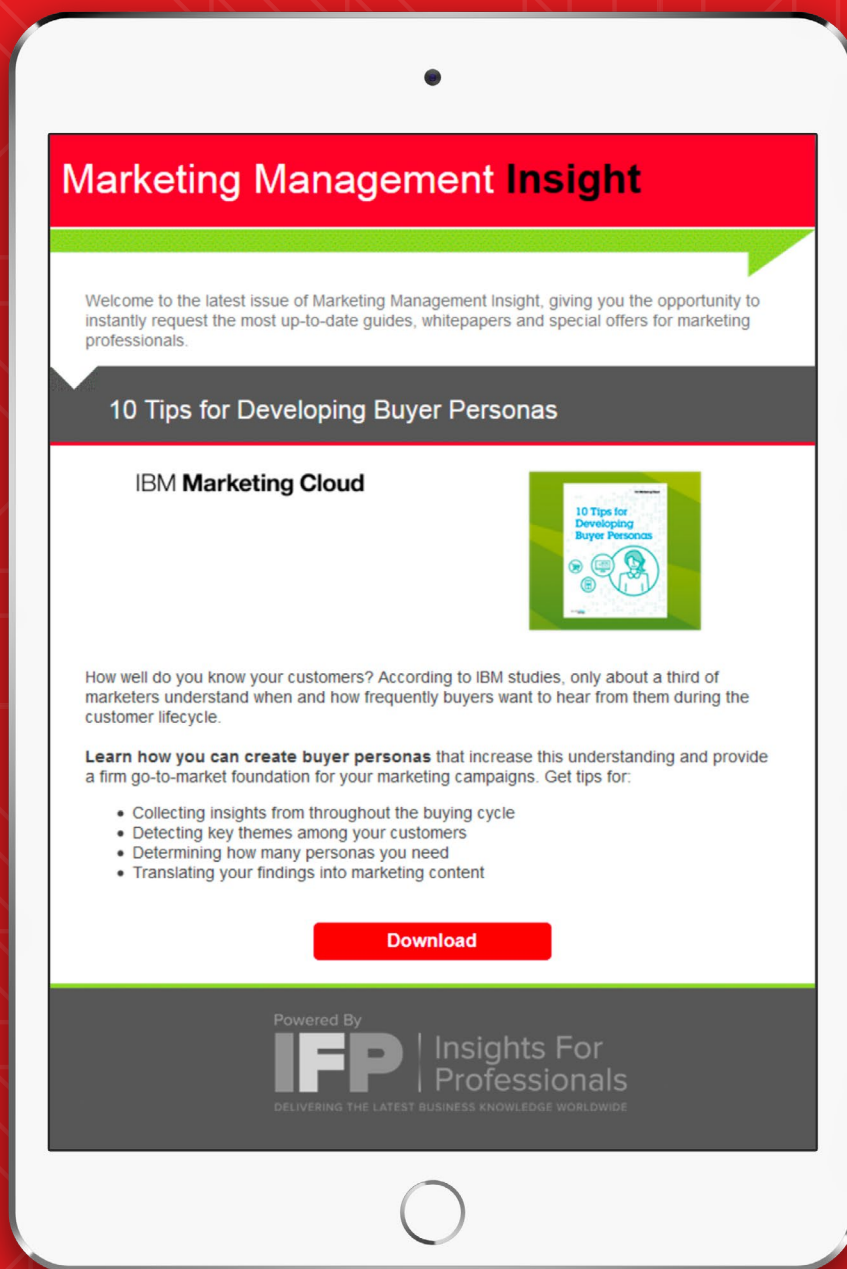
After two quarters of collaboration we were already able to see several opportunities influenced by the campaigns we ran with Inbox Insight, especially in the established UK market.

I would strongly recommend having Inbox Insight as a trustworthy partner in the marketing mix to any company that's measured on high quality generated leads and on the opportunities generated or influenced by content syndication...”

IBM Watson uses customer data and individual behaviours, collected from a variety of sources, to inform and drive personalised interactions in real time.

IBM Watson powers the delivery of exceptional experiences for customers across the buyer journey by leveraging key data, providing analytical insights and automating relevant cross-channel interactions.

As part of IBM's integrated portfolio, IBM Watson will help convert prospects into loyal customers through more relevant one-to-one interactions. The IBM Watson is trusted by more than 5,000 brands around the globe.



- For more information, or to try out their latest product demonstration visit -
www.ibm.com/watson