

## IBM et Facebook s'associent pour offrir une expérience client hyper personnalisée

Facebook rejoint IBM Commerce THINKLab pour accélérer l'innovation collaborative à destination des clients

**Paris - 06 mai 2015:** Facebook et IBM Commerce (NYSE: IBM) annoncent aujourd'hui leur collaboration pour offrir aux enseignes des fonctionnalités marketing hautement personnalisées dans le but de délivrer des contenus uniques mais aussi de cibler la bonne personne, avec le bon message, au bon moment.

Dès aujourd'hui, IBM et Facebook vont aider les marques à mieux comprendre les désirs et les besoins des consommateurs, pour leur permettre de mener des campagnes très ciblées, construites sur leurs préférences. Avec les solutions marketing d'IBM sur le Cloud, les clients peuvent désormais utiliser les fonctionnalités publicitaires de Facebook telles que *Custom Audiences* pour obtenir une compréhension plus pointue des intérêts, opinions et attentes de leurs clients vis à vis des marques, et ce de manière agrégée.

Les solutions marketing d'IBM sur le Cloud offrent des fonctionnalités de conception et d'analyse puissantes qui permettent aux marques de créer des expériences clients uniques quel que soit l'application ou le terminal utilisé en tous lieux et à tout moment . En utilisant *IBM Journey Designer*, les marques peuvent créer des expériences client sur-mesure à travers tous les points d'engagement et utiliser *Journey Analytics* pour mieux comprendre la façon dont le client a réagi ainsi que son comportement lors de chaque interaction.

En combinant les technologies publicitaires de Facebook avec *Journey Analytics* d'IBM, les enseignes peuvent identifier de façon plus précise qui sont leurs clients parmi les 1,44 milliards d'utilisateurs Facebook. Ces informations peuvent ensuite être exploitées grâce à *JourneyDesigner* d'IBM, pour aider les marques à délivrer des messages plus pertinents sur Facebook.

IBM annonce également que Facebook sera le premier partenaire à rejoindre le nouveau IBM Commerce THINKLab, un environnement de recherche et de collaboration dans lequel les entreprises pourront travailler directement avec les marques pour accélérer le développement de nouvelles technologies destinées à personnaliser l'expérience client.

\*\*\*\*\*

## IBM and Facebook Team Up to Deliver Personalized Brand Experiences Through People-Based Marketing

### Facebook Joins IBM Commerce THINKLab to Accelerate Collaborative Innovation for Clients

ARMONK, NY, May 6, 2015 — Facebook and IBM Commerce (NYSE: IBM) today announced that they will collaborate to provide the world's leading brands with tailored marketing capabilities that reach the right people at the right time with the right message.

Starting today, IBM's marketing cloud clients can now utilize Facebook's powerful ad capabilities such as Custom Audiences, along with IBM's deep analytics and design features, to create meaningful experiences for their customers across applications, devices and time. Using IBM's new Journey Designer, brands can create personalized customer experiences across all engagement touch points and then use Journey Analytics to gain an understanding, at an aggregate level, of how customers responded.

By combining Facebook's ad technologies with IBM's Journey Analytics, brands can more accurately determine which groups of customers are among the 1.44 billion people active on Facebook and establish correlations in aggregate between their interests and interactions across multiple channels. These insights can then be brought to life through IBM's Journey Designer solution, guiding brands to deliver more compelling messages on Facebook and other mediums.

IBM also announced that Facebook will be the first company to join the new IBM Commerce THINKLab, a research and collaboration environment in which companies will work directly with brands to accelerate development of new technologies designed to personalize customer experiences. IBM researchers, Facebook experts, domain experts, designers and other partners will be available to work side by side with clients to identify specific areas of need and generate new solutions.

"Our partnership with IBM will help top brands achieve personalization at scale by using IBM's marketing cloud to find and engage their target audiences on Facebook, as well as solve their vexing challenges by consulting with IBM Commerce THINKLab," said Blake Chandlee, VP of Partnerships for Facebook. "We will also be working closely with IBM Commerce THINKLab to help deliver people-based marketing that's optimized to achieve each brand's business goals."

IBM will use deep analytics, on top of Facebook's anonymized and aggregate audience insights with additional information from IBM's marketing cloud so marketers have a clearer picture of their target

audiences. Marketers can also replicate proven campaigns beyond Facebook to other brand channels including their stores, websites and through mobile apps to reach the customer wherever they most prefer to connect with the brand. All of this means better ads for people.

For example, a retailer launching a new line of running gear can use Facebook's Custom Audiences and targeting solutions to segment its customer groups that are interested in long-distance running. The retailer can then glean aggregated insights into the audience's preferences in running gear and, based on location, offer deals on apparel that fit the appropriate training climate.

"Brands understand the increasing need to provide customers with powerful and personalized experiences to nurture loyalty," said Deepak Advani, General Manager, IBM Commerce. "Through this collaboration, consumer product companies and retailers will be able to quickly and easily gain deeper insight into what their customers expect and provide them with compelling experiences that bridge the physical and virtual divide."

#### Facebook Joins IBM Commerce THINKLab

IBM Commerce THINKLab unites IBM researchers, designers, domain experts and now Facebook, the first company to join this collaborative environment. THINKLab's unique methodology is designed to accelerate innovations that address specific client needs – such as price optimization or inventory analytics – and quickly put them into practice to advance customer service excellence. Cross-functional teams work side by side to analyze data sets, conduct user research, map out approaches and test them in the marketplace. Real-time market feedback allows the teams to explore and combine new technologies into a single integrated solution that addresses a client's unique challenge and delivers immediate value to their business.

IBM Commerce helps more than 35,000 clients across the globe deliver personalized experiences at every touch point to drive consumer trust and brand advocacy. The IBM Commerce portfolio marries a \$24B investment in analytics, the deep industry insight of 8,000 consultants and 100+ SaaS offerings that integrate capabilities from IBM Research, analytics, security and cloud. IBM currently holds 1,500 active Commerce related patents to drive innovation in the space. For more information on IBM Commerce, please click here.

Editors' Note: Photos are available via the Associated Press Photo Network and on the Internet at Feature Photo Service's link through <http://www.newscom.com>

Images: IBM and Facebook Team Up to Deliver Personalized Brand Experiences Through People-Based Marketing [ibm.biz/BdXj9s](http://ibm.biz/BdXj9s)

To join the conversation, follow [facebook.com/IBM](https://facebook.com/IBM).

Facebook® is a registered trademark of Facebook Inc.

---