Connect with consumers through AI-powered conversational marketing

Ali Gwin
Senior Manager, Product Marketing
IBM Watson Advertising

Monica Fogg
Watson Ads Product Director
IBM Watson Advertising

Marketers’ understanding of consumer behavior has been disrupted

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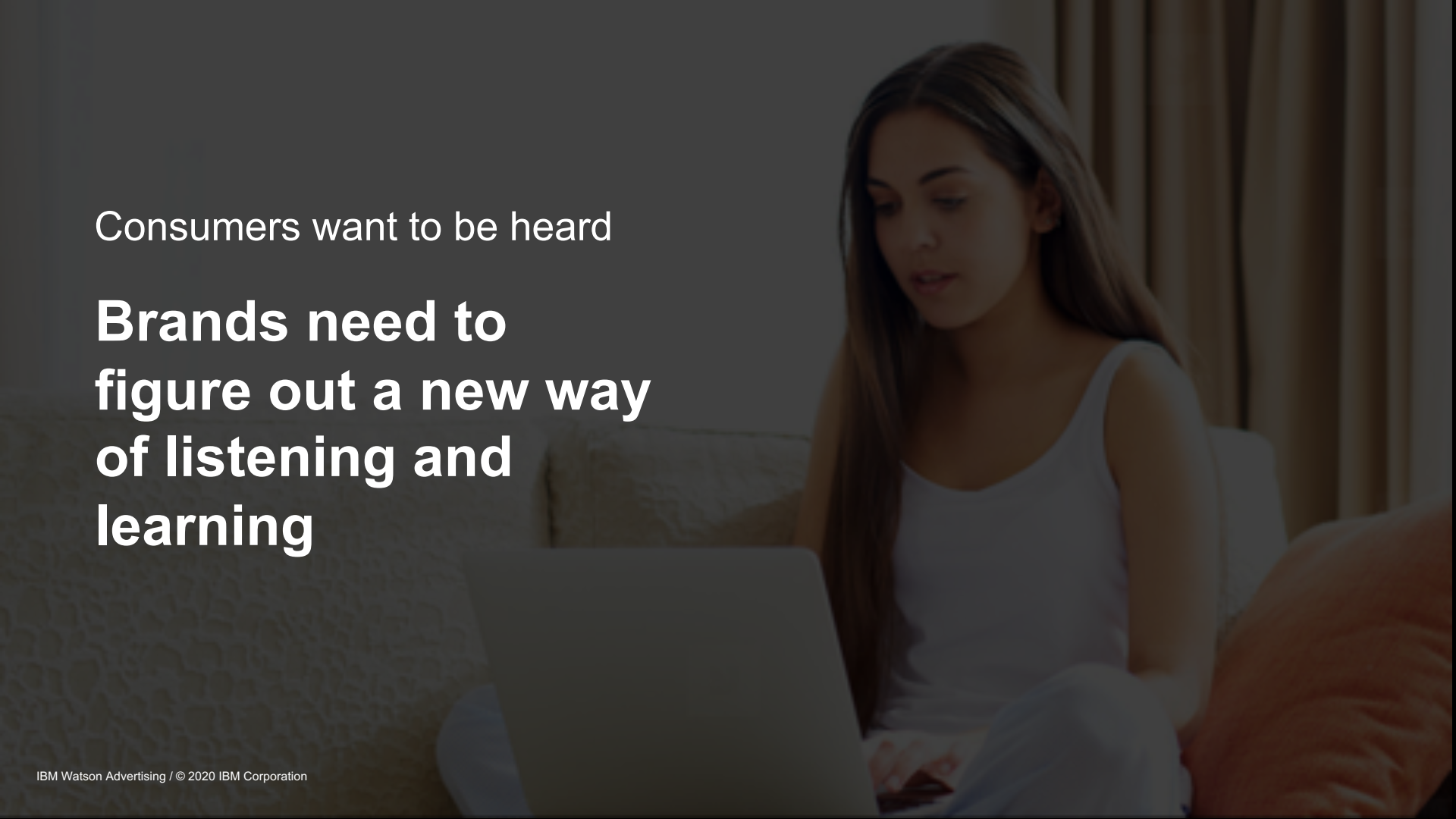

Consumers want to be heard

Brands need to figure out a new way of listening and learning

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Marketers must adapt to emerging technology to solve new problems

Conversational marketing is a method that engages consumers in dialogue-driven, personalized experiences at a 1:1 level

Benefits of Conversational Marketing

- **Showcase brand empathy and voice**
- **Deepen consumer engagement, confidence & loyalty**
- **Quantify impact with consumer feedback**
- **Evaluate messaging resonance**
- **Improve user satisfaction**

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Conversational Marketing Solution: IBM Watson Ads

Personalized, engaging ads and digital experiences are now possible with IBM Watson Ads portfolio of solutions, with a variety of applications for your brand

How it works:

- Train Watson
- Design Your Experience
- Chat with Consumers
- Garner Actionable Insights

Conversational Marketing in Practice: BEHR Paint

- Goal: Engage with consumers on a 1:1 level to personalize and ease the interior paint color selection process
- Results that matter
  - 2.3x higher time spent than Google benchmark
  - 17% lift in purchase consideration with target audience
  - 8.5% incremental lift to retailer locations

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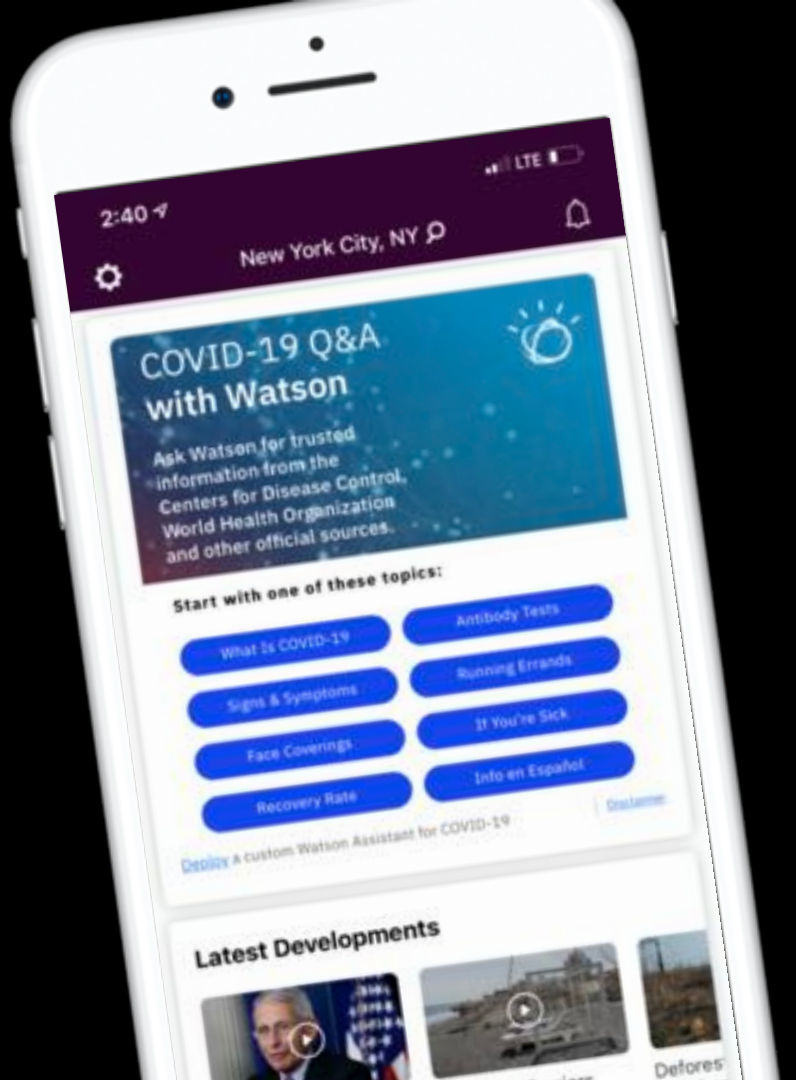
Source: IBM Watson Advertising internal campaign results

Conversational Marketing in Practice: COVID-19 Q&A with Watson

- Goal: To provide a trusted resource that easily addresses consumers' questions and concerns about COVID-19 quickly and accurately
- Powered by IBM Watson, the chatbot provides access to reliable content from the CDC and WHO



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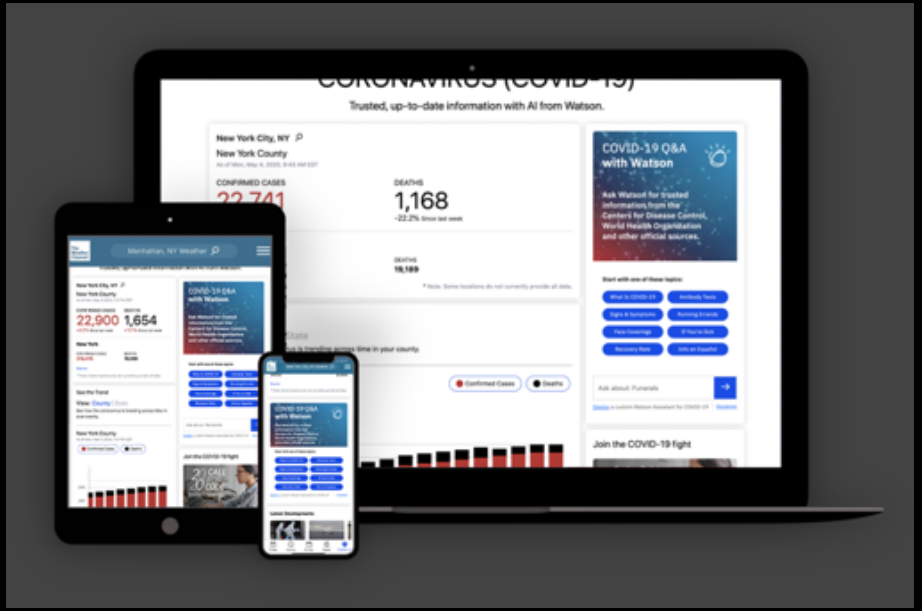

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Getting Started

What problem are you trying to solve for your business?

What do you want to communicate to your consumers?

What content do you have to leverage?

What are you hoping to learn from your consumers?

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Listen to your customers and let your brand’s voice be heard

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watsonadvertising@us.ibm.com

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