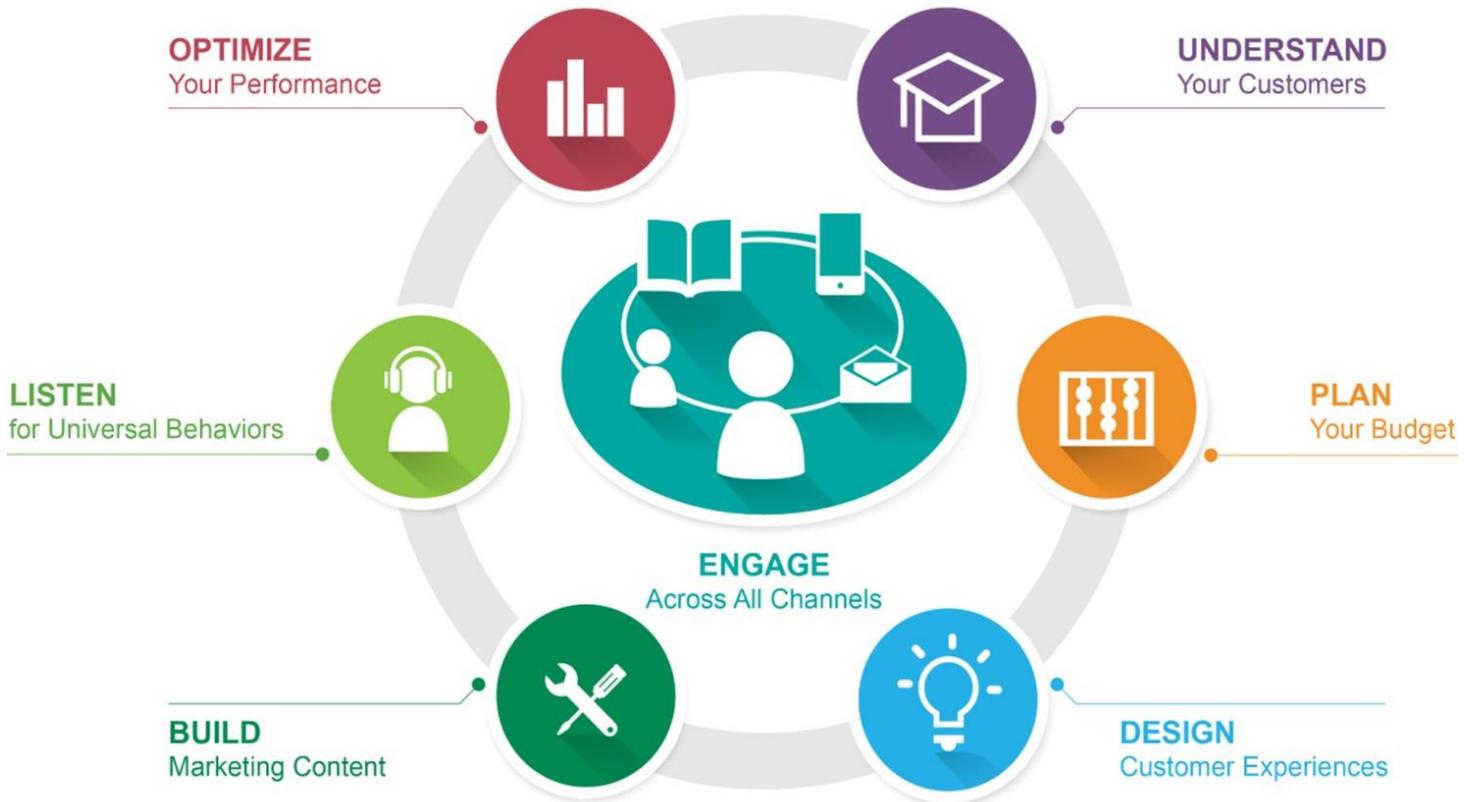*Marketers have an increasingly complicated job, with access to an unprecedented amount of customer insights and analytics tools. Successful organizations use marketing analytics tools to develop relevant customer experiences.*

We are an award winning Premier IBM Business Partner that offers cloud based solutions that use customer data and individual behaviors, collected from a variety of sources, to inform and drive personalized interactions in real-time. We deploy analytics to power the delivery of exceptional experiences for customers across the buyer journey by leveraging key data, providing analytical insights and automating relevant cross-channel interactions.

OPTIMIZE Your Performance

UNDERSTAND Your Customers

LISTEN for Universal Behaviors

PLAN Your Budget

ENGAGE Across All Channels

BUILD Marketing Content

DESIGN Customer Experiences

According to Forrester, marketers that implement complete marketing analytics platforms see an increase in performance. Sophisticated marketers who deploy a complete marketing analytics stack of five or more tools are 39% more likely to see improvement in the overall performance of their marketing programs.

We can help you bring together all of your data and content into a single place, so you can deliver the ideal experience to every customer, every time. It's as easy as 1,2,3,4...

1 Effective digital marketing is about individuals and the actions they are taking every day, and it's about recognizing and acting on their behaviors to create positive customer experiences. Our solution gives marketers the ability to finally start building customer relationships one customer at a time - at scale.

2 Your buyers are more connected than ever, and interacting "in the moment" is critical if you want to be able to capture their attention. We collect a stream of real-time behaviors that you can easily understand and instantly integrate into highly relevant individualized campaigns.

3 Through Watson Analytics, we help companies measure and improve the effectiveness of online marketing programs, directly improving their bottom line. We can boost response /revenue /return by 30% because of its intuitive insights across your:

- integrated marketing applications
- search engine bid management
- email marketing
- ad impression attribution
- cross sell recommendations
- social media

With these solutions, businesses get the insight and tools they need to target their customers with compelling content or products and significantly improve and measure their results.

4 Being everywhere your customers are and communicating with them on their terms has never been more important. Marketers must understand that each customer is different, not only in their product likes and dislikes but also in the way they choose to consume marketing messages.

Our multi-channel capabilities give marketers the ability to easily connect with customers and prospects in their preferred channel while with greater effectiveness while not increasing spend.

"In one particular test, we saw users with points had 125% higher open rates, 168% higher click rates, and our conversion rate was up a whopping 461%, showing us that engaged users who buy into our brand, even a little bit, can provide a huge boost to our bottom line."

The Company: Moosejaw Mountaineering offers products from leading outdoor manufacturers including The North Face, Arc'teryx, Patagonia, Mountain Hardwear, and Black Diamond as well as under its own Moosejaw brand. The company serves a diverse customer base including serious outdoor enthusiasts, active individuals pursuing an outdoor lifestyle, and high school and college students who are passionate about the Moosejaw brand. Moosejaw engages its customers through its leading ecommerce site, ten retail stores, wacky print catalogs, mobile commerce site, and extensive social media presence. The company was founded in 1992 and is headquartered in Madison Heights, Michigan.

The Challenge: Moosejaw underwent an extensive review of top integrated marketing solutions, intent on finding a solution that would allow them to grow the revenue from their email program and utilize ADTECH to increase engagement with their customers. With an already engaged user base, Moosejaw needed a solution that would give them the flexibility to be creative and to engage with their communications and test various aspects of their emails, search and ADTECH without being overly complex or time intensive.

The Solution: Moosejaw selected IBM Marketing Cloud and Watson Analytics to optimize programs, optimize reporting and to integrate a human element to their marketing campaigns, both with the tone and style of their emails as well as through AdTech and social media channels. Moosejaw uses Dynamic Content to make their mailings relevant to both in-store and online shoppers, and segmentation to test subject lines and offers to various portions of their database. Building on their Moosejaw Rewards loyalty program, the company tested programs with loyalty rewards against those without, and tried a variety of subject lines that best fit the company's persona versus more traditional product and brand oriented messages.
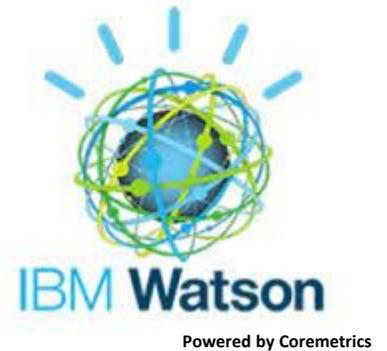
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