



Cloud-based digital marketing platform for email marketing, lead management and mobile and social engagement solutions

Highest Rated Marketing Platform

Easily create and edit highly relevant email content. IBM Marketing Cloud helps marketing organizations develop industry-leading email campaigns that deliver relevant and timely communications based on online and offline behaviors. Use it to:

- Personalize multi-channel, automated interactions, allowing you to be relevant in real-time.
- Deliver highly personalized experiences through all channels
- Capture more behaviors from more sources
- Leverage those behaviors to automate highly personalized interactions at scale
- Allow marketers to seamlessly integrate with best-in-breed technology solutions

Mobile, SMS and Social Media

Effectively engage with your always on-the-go audience. Capture mobile insights in real time and drive personalized mobile experiences to each contact through email, SMS, simple/rich push notifications and connected devices. Bring your campaigns to life when you:

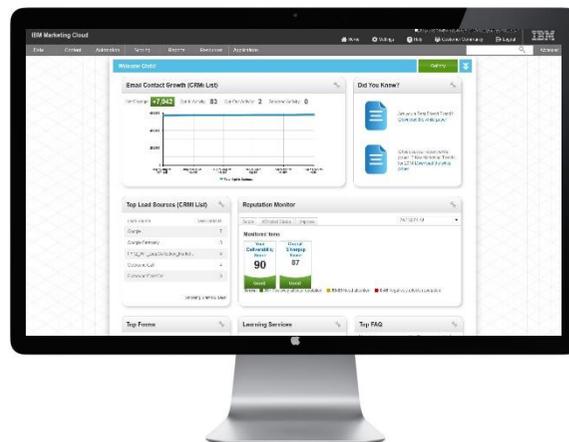
Design and automate customer experiences:

Deliver consistent cross-channel experiences for email, mobile, web and social that convert at a higher rate.

Use embedded analytics for better results:

Understand and report on customer behavior to make better marketing decisions while driving deeper customer engagement.

Gain faster time to ROI: Using a cloud-based digital marketing platform that integrates easier with other customer data sources and applications.



Get Started

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