

# Advancing Tomorrow's Journey Analytics and CX with AI

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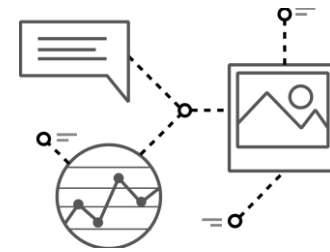
#WatsonMarketing



Let's start with a primer on  
AI...

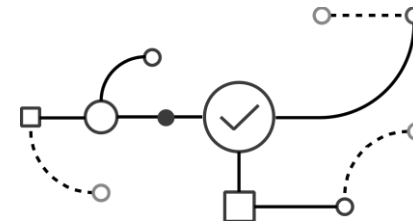
# cog·ni·tive

/'kægnədɪv/



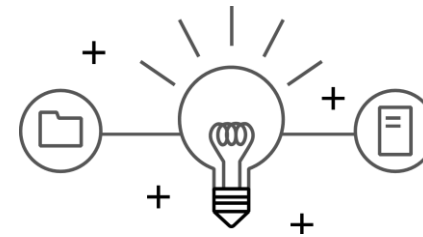
## Understand

Like humans do



## Reason

to extract ideas



## Learn

From past results



## Interact

In a natural way



# AI-powered Journey Analytics and CX



# AI-powered Journey Analytics and CX is smarter marketing



Journey Analytics and  
CX

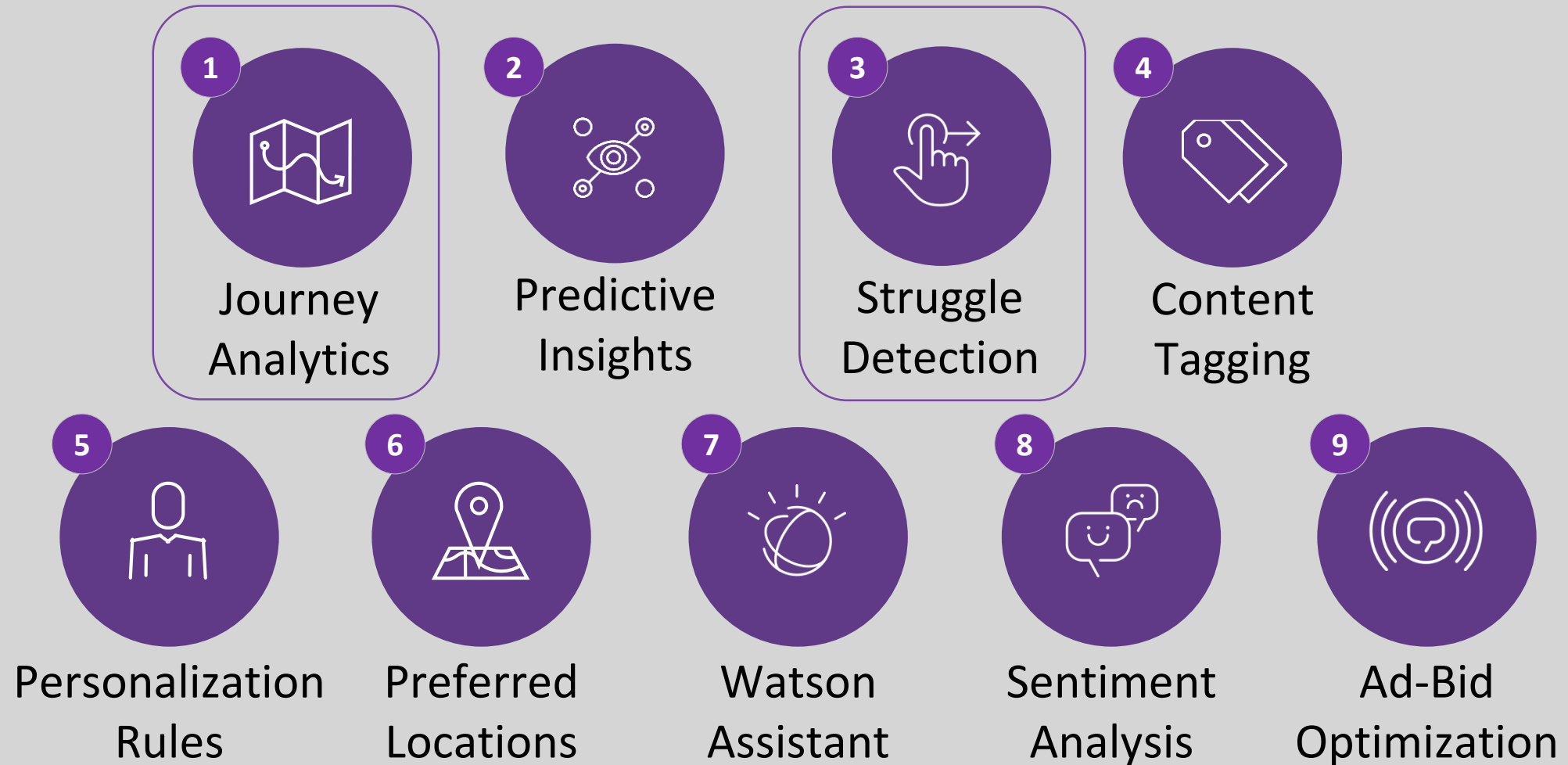
+



Marketer  
Experience



# AI-Powered Marketing is abundant

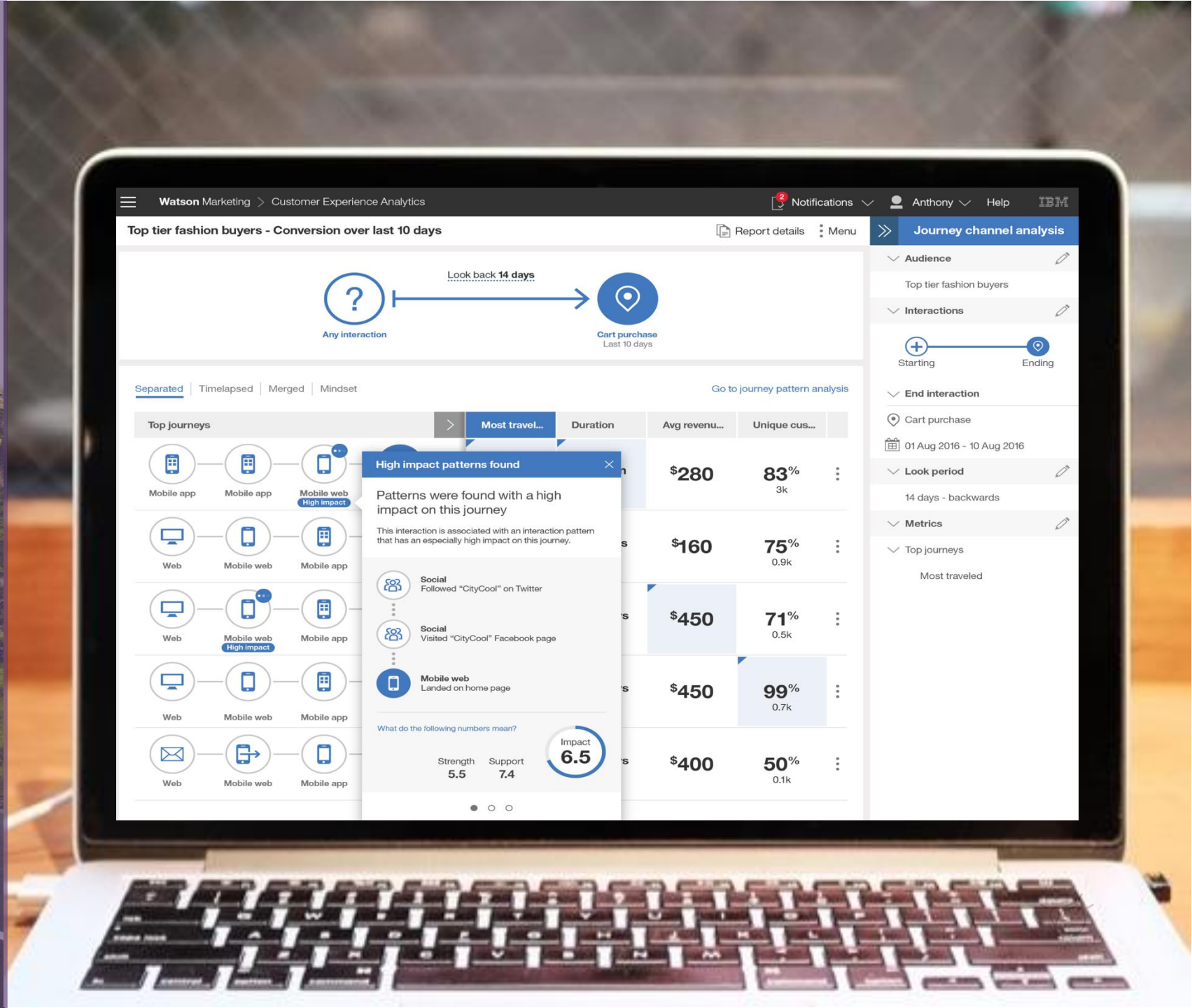


1

# Journey Analytics

Quickly rank all journey paths based on frequency traveled, speed and purchase size.

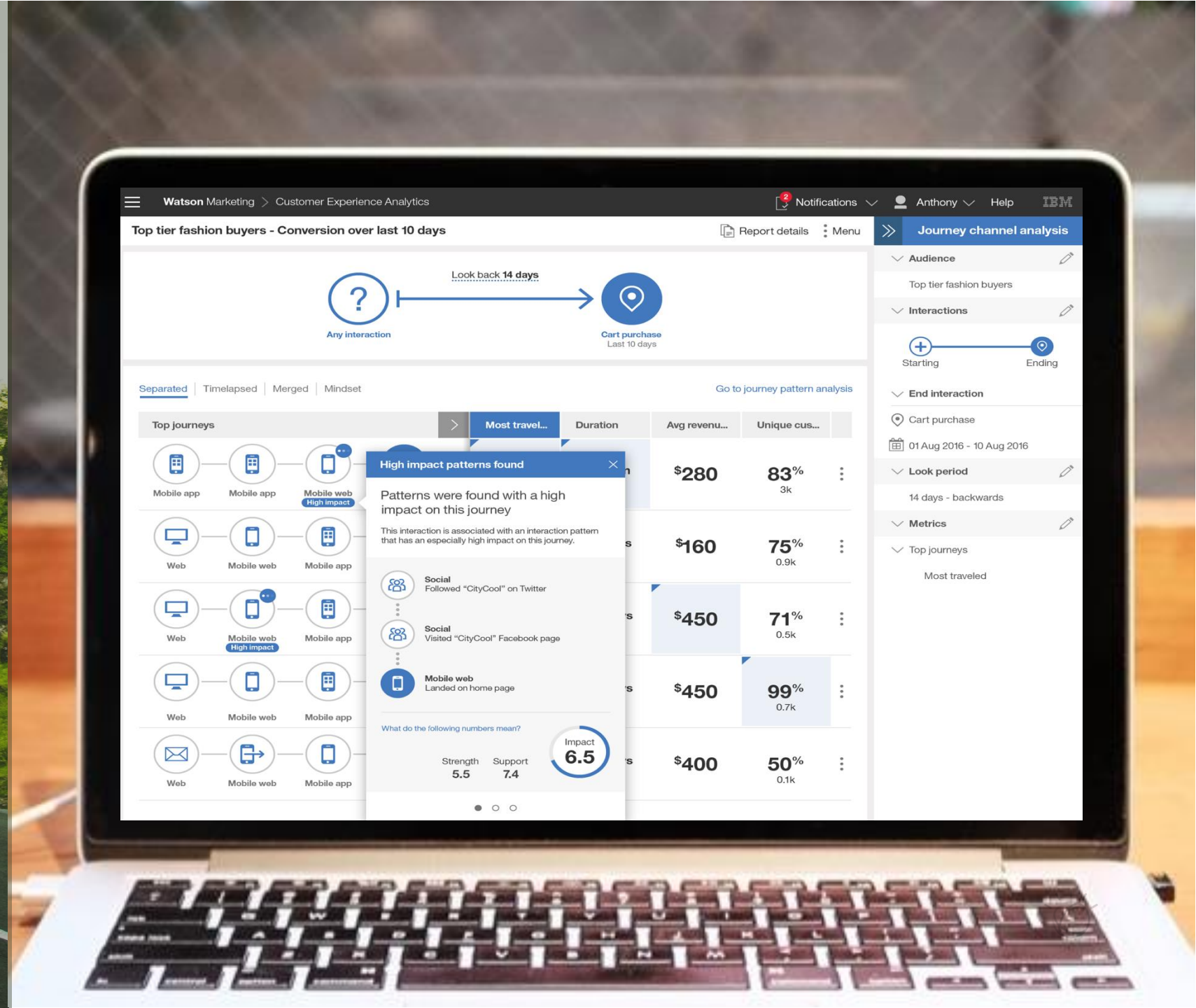
#Watson Marketing





Performance  
Bike identifies  
the best  
performing  
customer  
journeys

#Watson Marketing



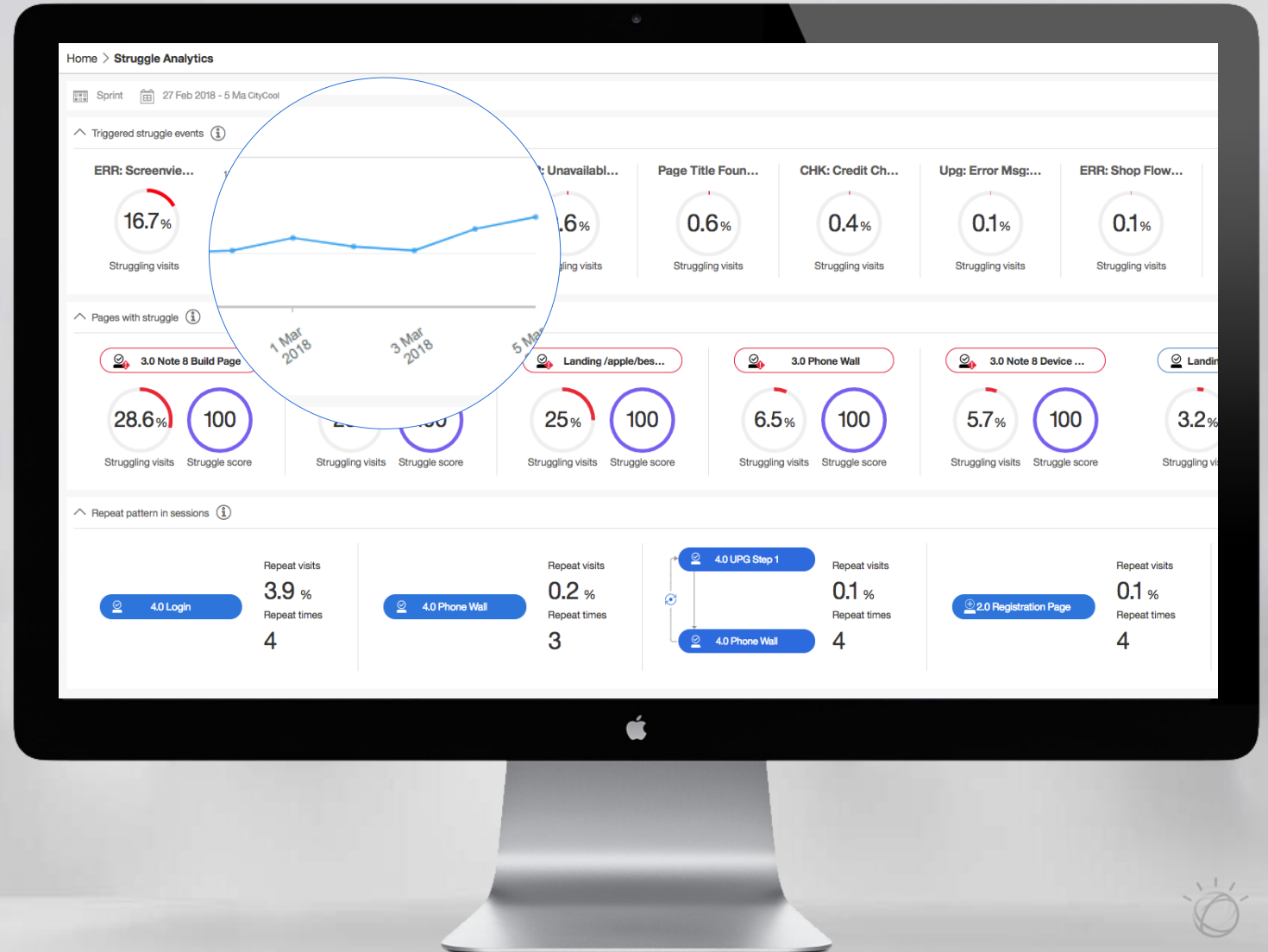


3

# Struggle Detection

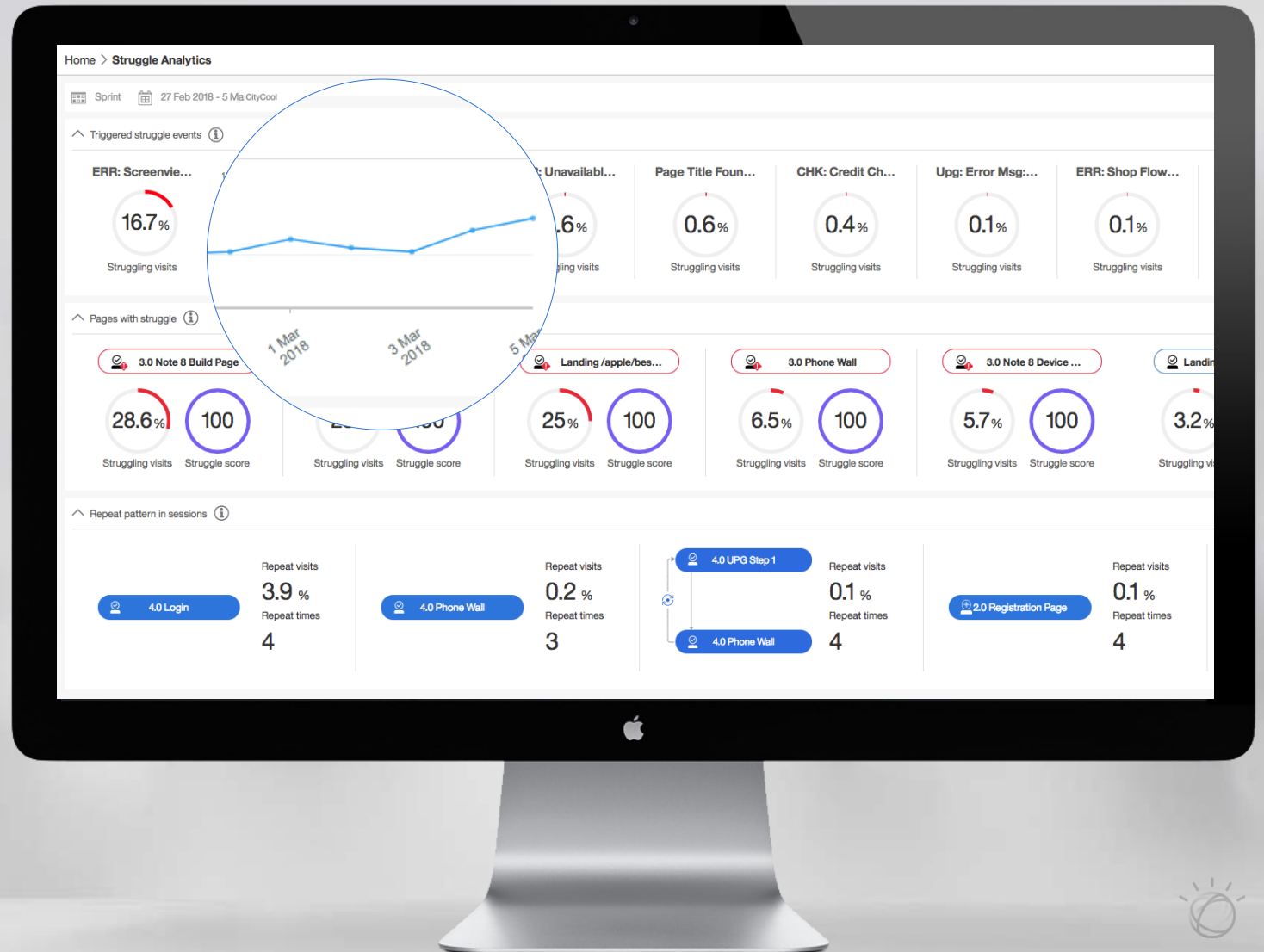
Identify “moments of struggle” in the customer experience – and alert marketers as they are happening.

#Watson Marketing



PayPal detects  
user struggles,  
quantifies  
impact,  
prioritizes fixes,  
and recreates  
issues with IBM  
Tealeaf

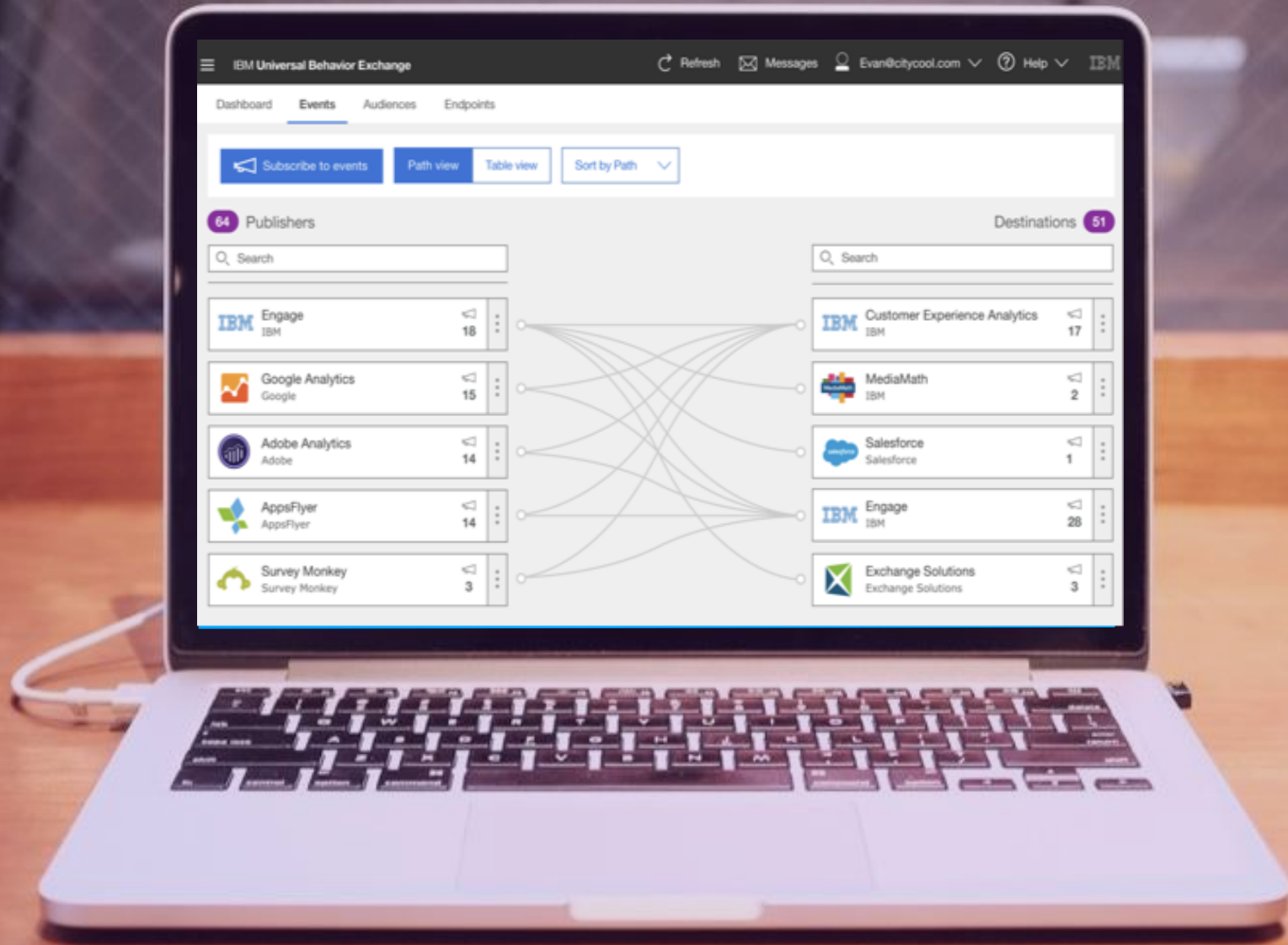
#Watson Marketing



# Connect all your data

Get an open ecosystem,  
exchange data across  
channels and  
touchpoints to visualize  
journeys and customers  
profiles.

#WatsonMarketing





## Share customer data: integrations across 44 partners and counting break down data silos



Thank you!

Come see us at the IBM Watson  
Marketing Table or visit us at  
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Also check out  
**[ibm.com/gdpr4marketers](https://ibm.com/gdpr4marketers)**