

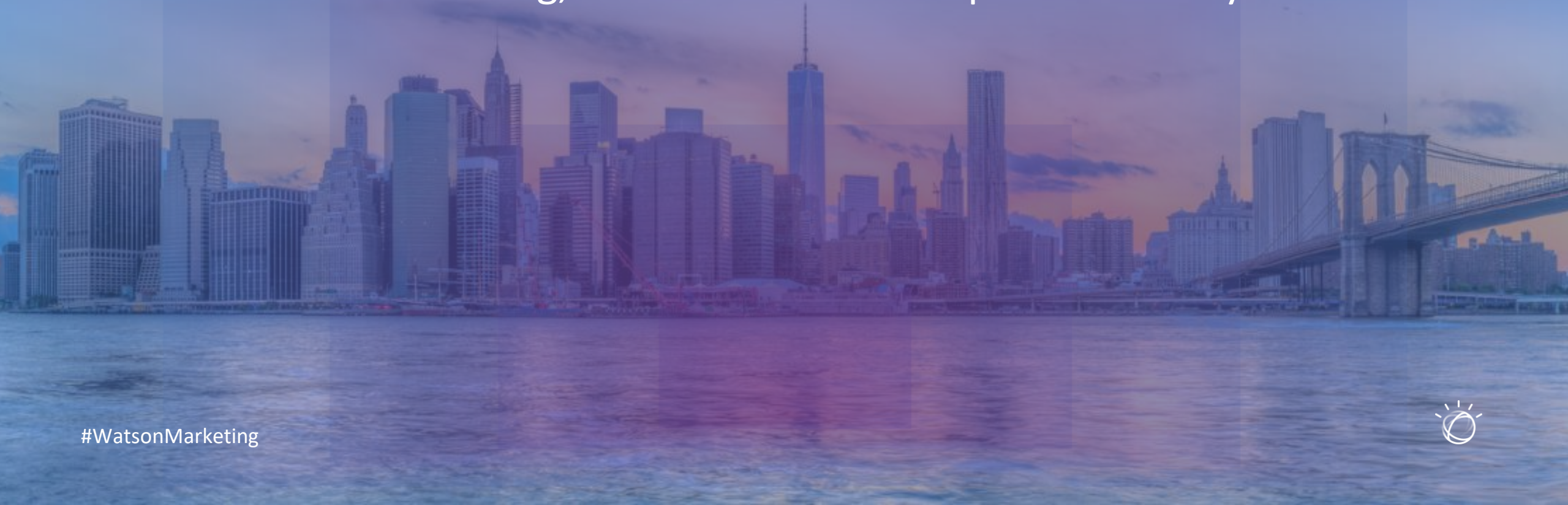
# AI-powered Customer Insights



DAA NY Symposium - May 15, 2018

Brian Donnelly, CWA

Global Product Marketing, Watson Customer Experience Analytics



#WatsonMarketing







Photo: Pedro Cruz







**A wave is coming.**

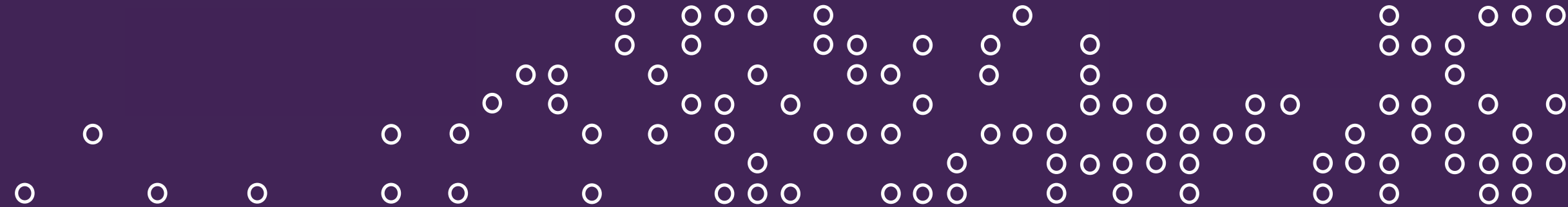
Photo: Jeff Rowley





# 90%

Of the world's data was created in  
the last twelve months.





CRM



Web  
Analytics



Customer  
Service



Campaign  
Analytics



Social Media



POS



VOC



Mobile



DSP

## But where has it gone?

## Different silos for different systems



# AI can sift through an ocean of data

#WatsonMarketing

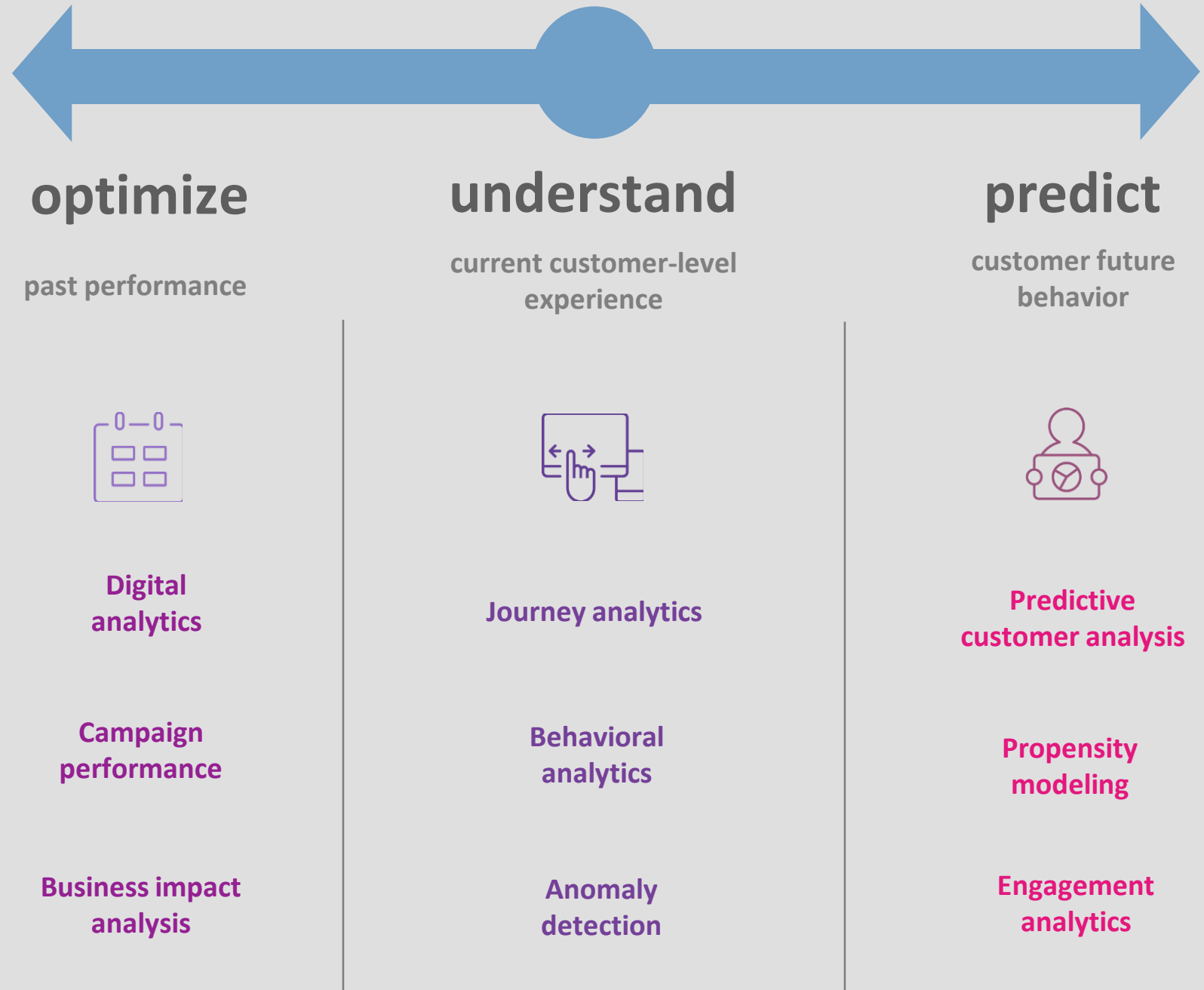
# And prescribe the best way forward

#WatsonMarketing

# AI-powered Marketing Insights

End-to-end  
prescriptive analytics  
with Watson

#WatsonMarketing

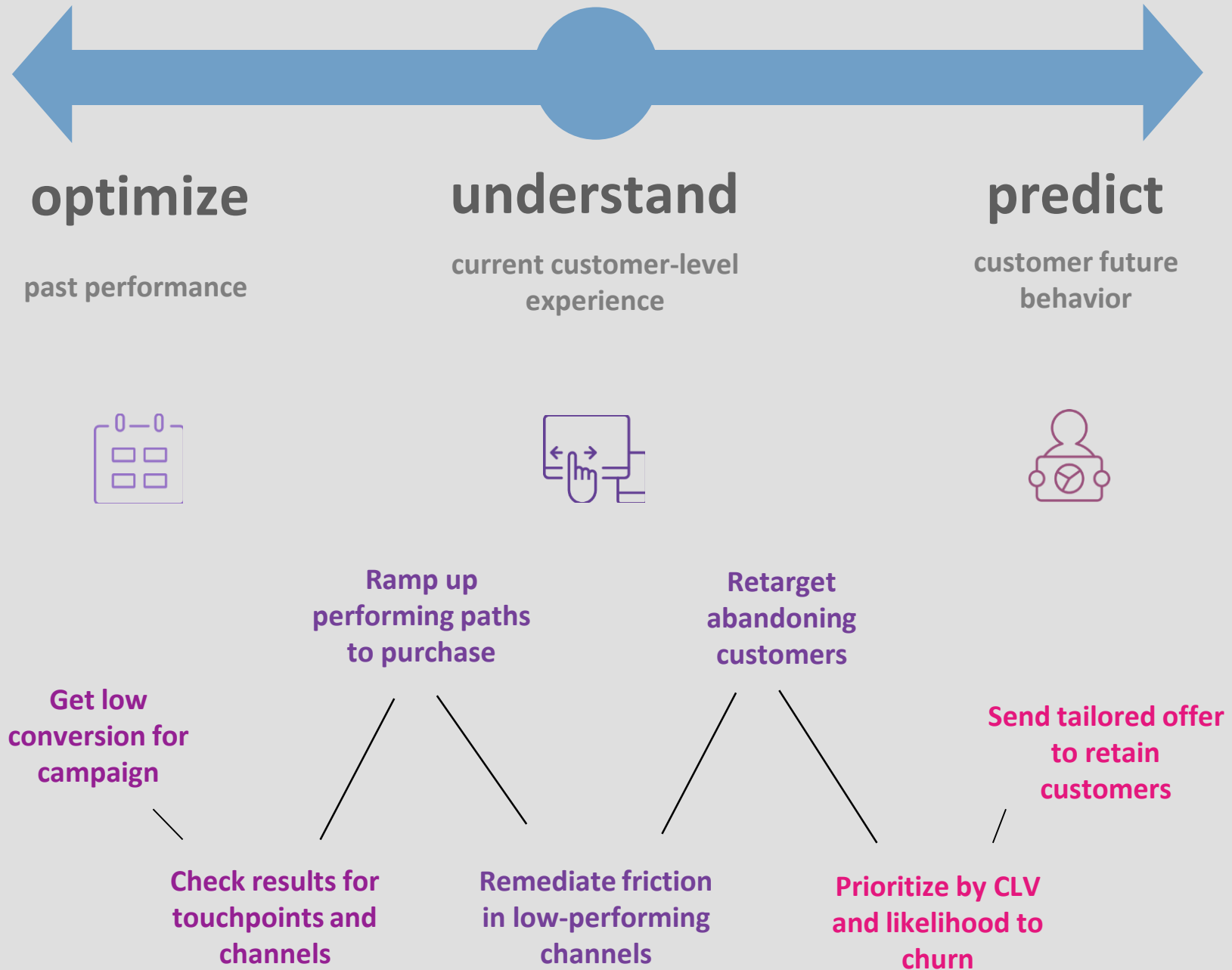




# AI-powered Marketing Insights

Empowering analysts to drive business outcomes

#WatsonMarketing



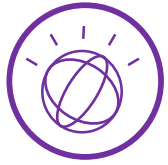


Get on the wave.

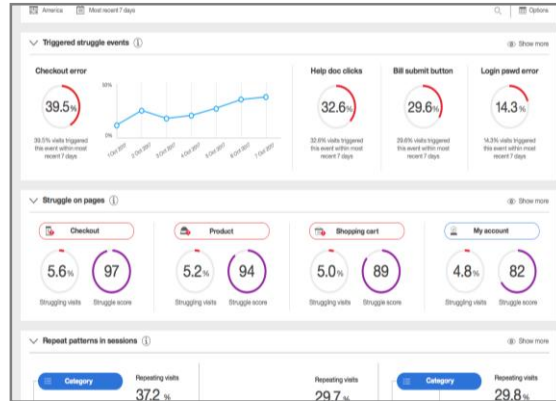
Photo: Jeff Rowley







# Watson Customer Experience Analytics

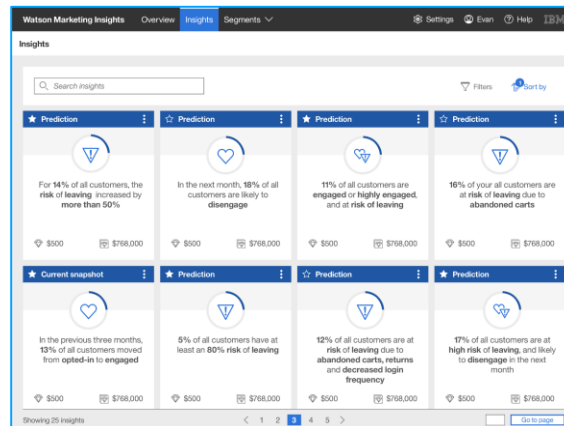


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Talk to an expert

# Watson Marketing Insights



Get a demo

#WatsonMarketing