DIGITAL ANALYTICS
ASSOCIATION 15 YEARS

HOST SPONSOR WELCOME

Ana Cardenas
Offering Manager
WCXA, CWA
IBM

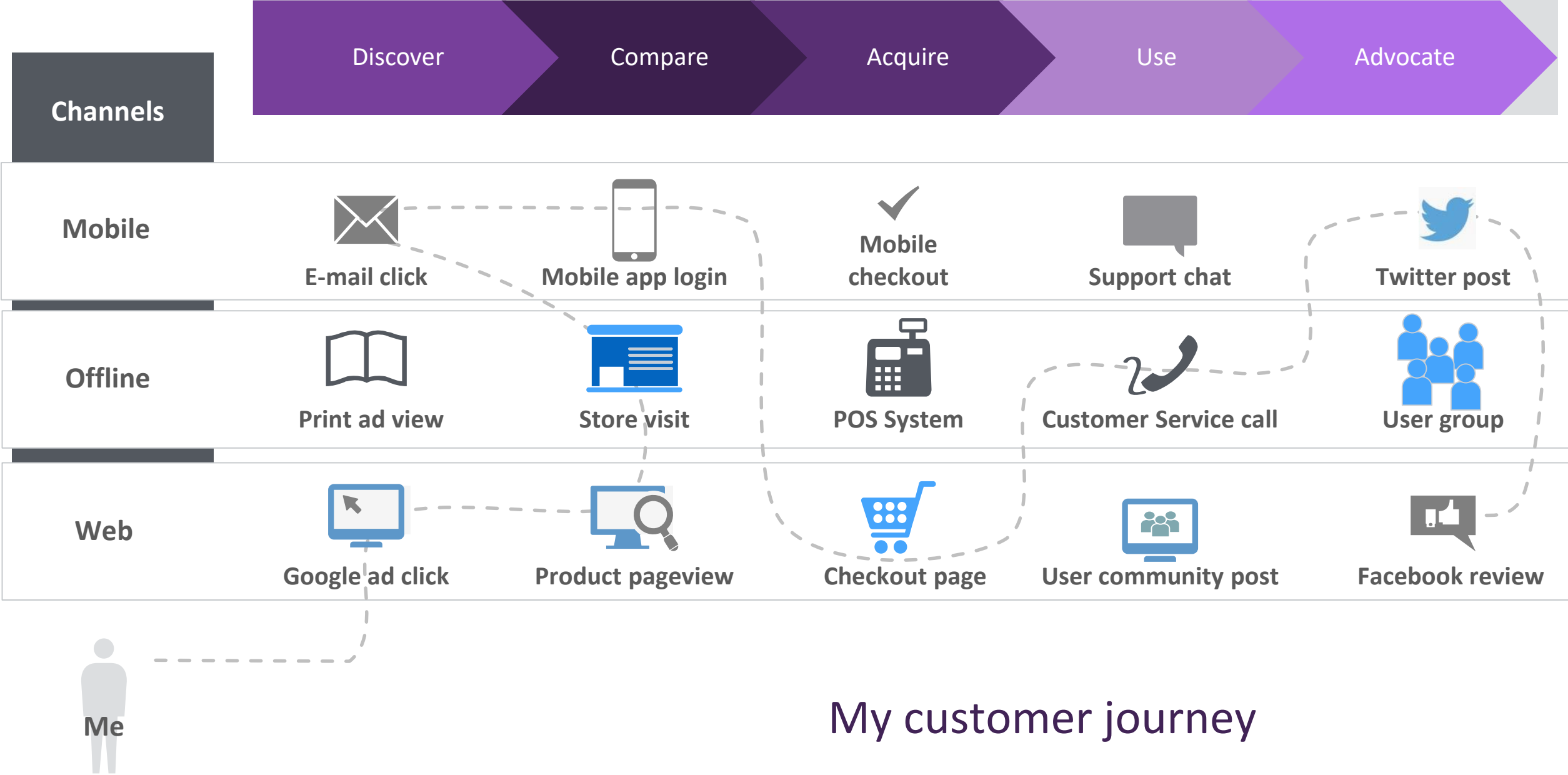# Connecting Customers to Journeys to Experiences

DAA Austin Symposium 2019

- Ana Cardenas, Offering Manager WCXA, CWA

- Watson Customer Experience Analytics and IBM Tealeaf

#WatsonMarketing

IBM

My customer journey

CRM

Web
Analytics

Customer
Service

Campaign
Analytics

Social Media

POS

VOC

Mobile

DSP

But where has the data gone?
Different silos for different systems

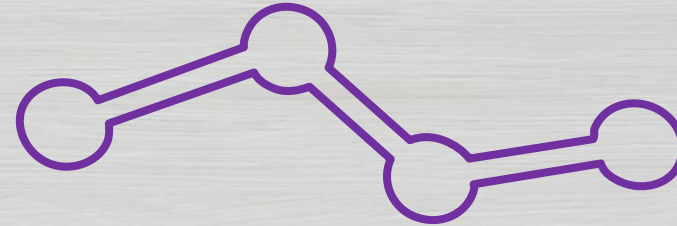# Our Customer Experience Analytics Vision

A **vendor agnostic** approach to data collection allows you to integrate our best with your best.

What

...is happening in my digital world

Customers can leverage data from their current **web analytics tool** (Adobe or Google, for example) or **IBM Digital Analytics**

How

...are visitors becoming customers

UBX connects data from other sources to **IBM Journey Analytics** for the same end-to-end cross-channel view

Why

...are customers engaging or abandoning

Tealeaf continues to develop as a standalone product, and can also integrate with **Journey Analytics** to allow for drilling into individual sessions
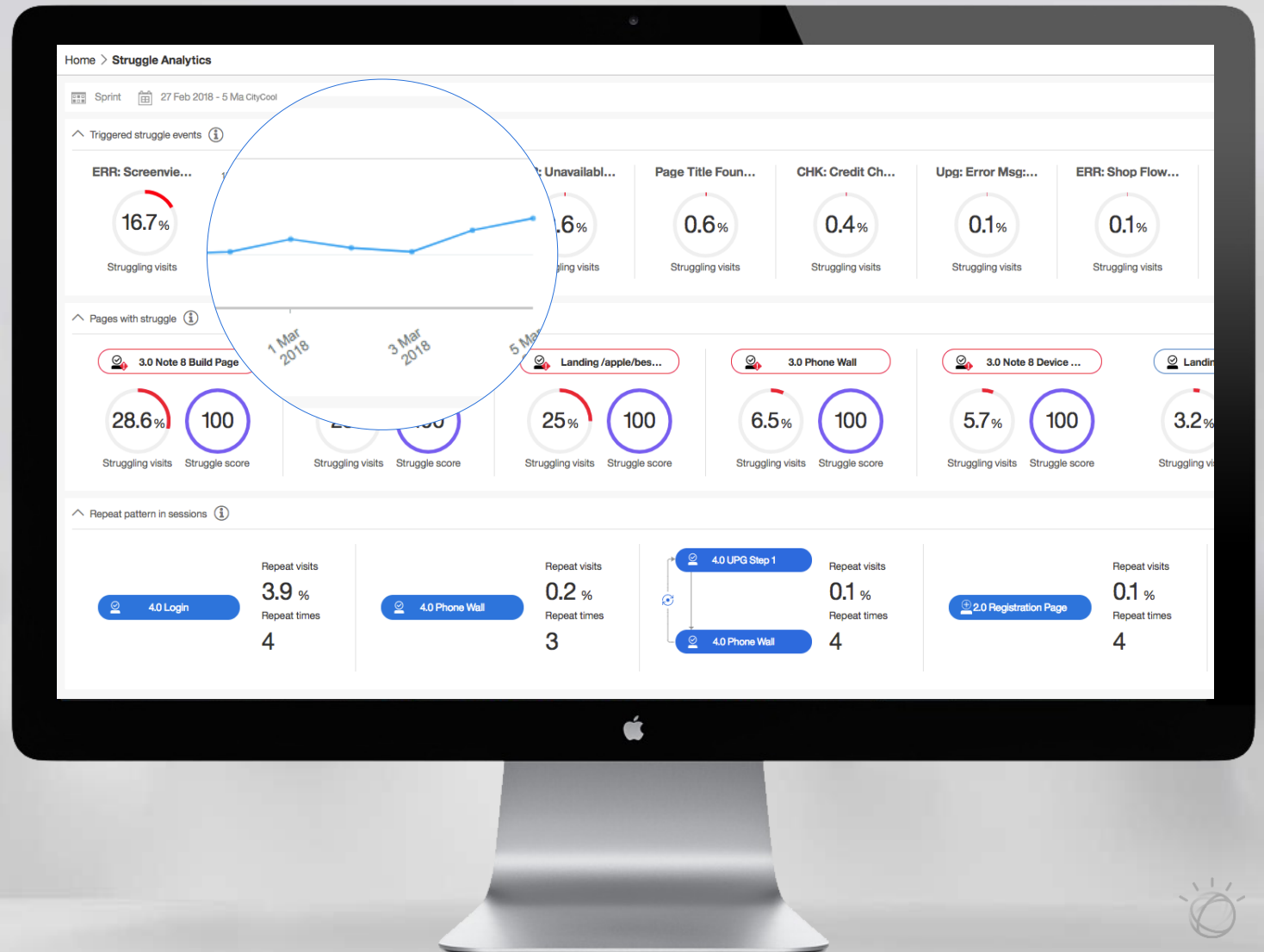
#WatsonMarketing

Connect all your data

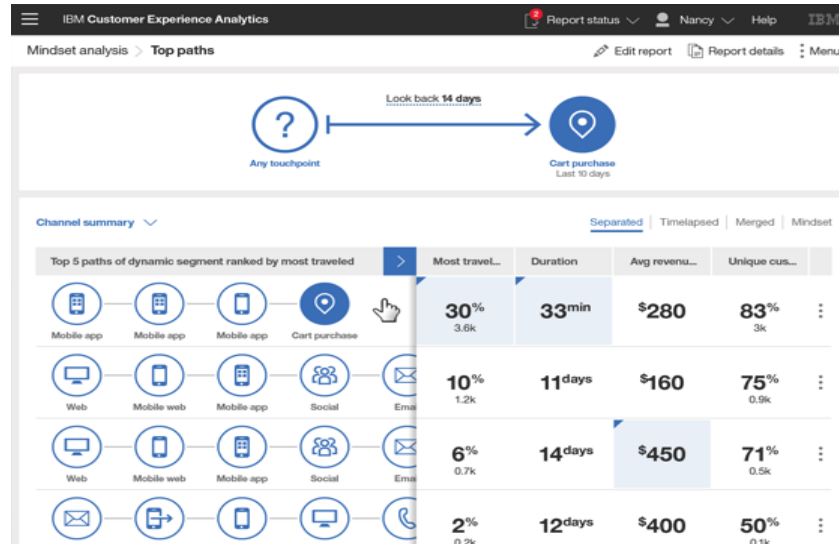Get an open ecosystem, exchange data across channels and touchpoints to visualize journeys and customers profiles.

#WatsonMarketing
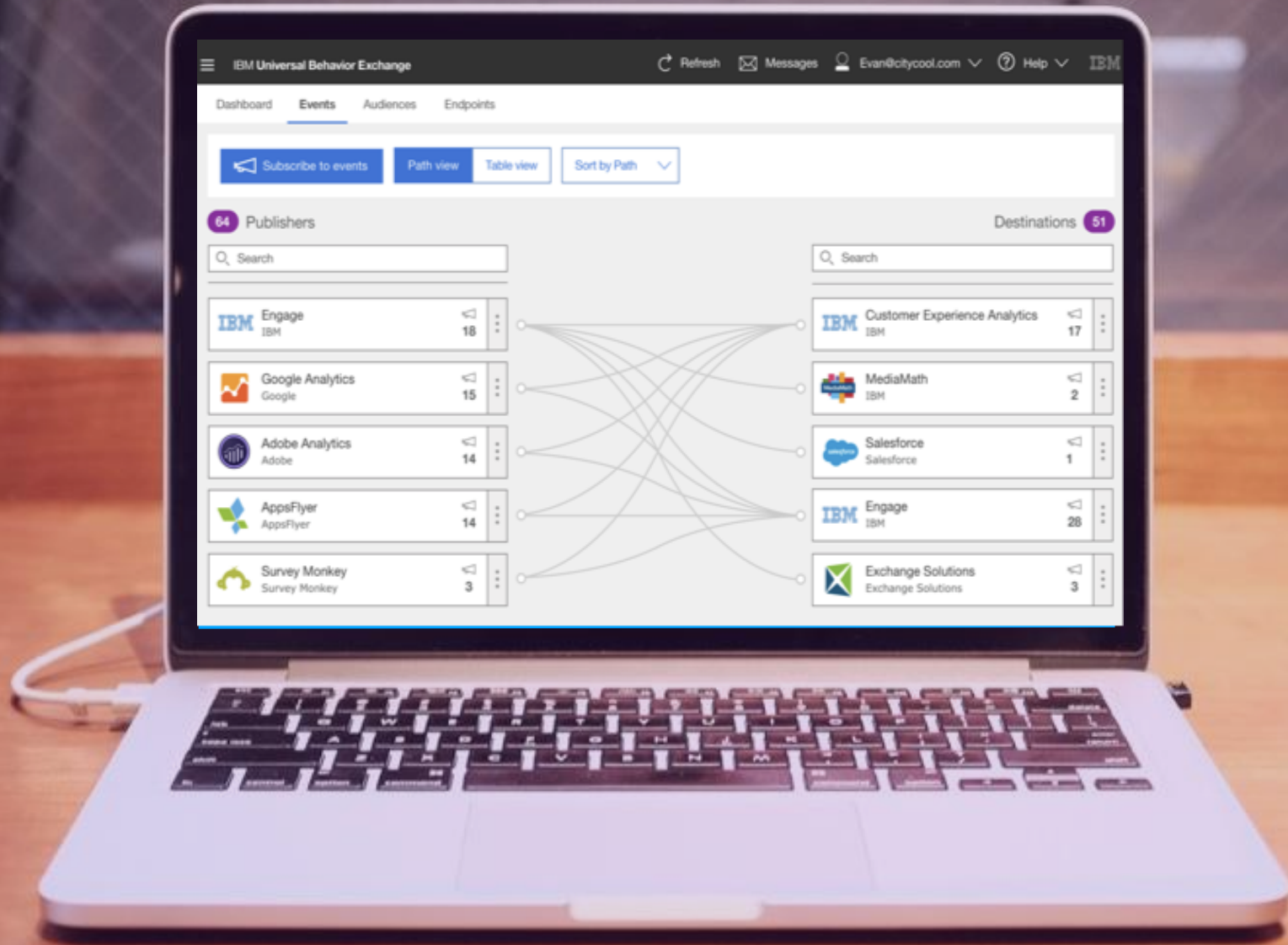
PayPal detects user struggles, quantifies impact, prioritizes fixes, and recreates issues with **IBM Tealeaf**
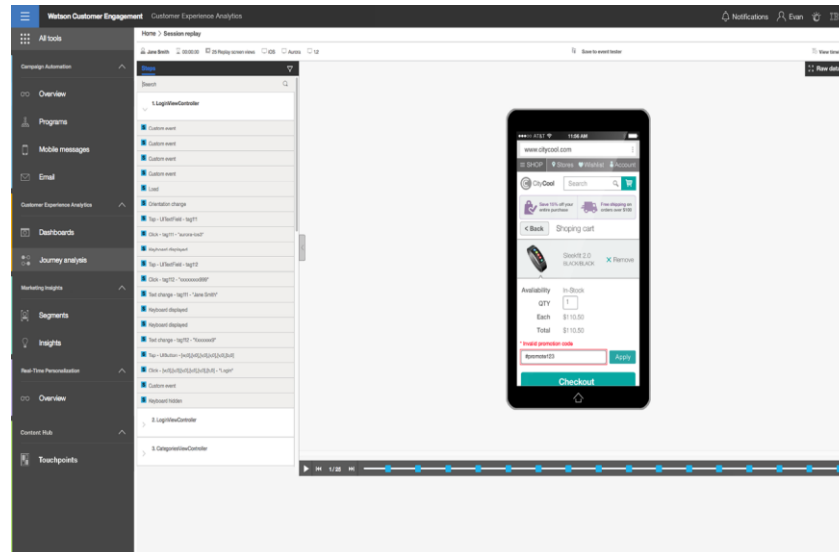
Watson Customer Experience Analytics

IBM Tealeaf

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Talk to an expert

Get a demo