



Rocket Fuel + IBM Universal Behavior Exchange (UBX)

Target, Engage, and Convert Your IBM Marketing Audiences with Rocket Fuel

IBM and Rocket Fuel have partnered together to provide marketers with the ability to activate their IBM Universal Behavior Exchange (UBX) syndicated audiences in the digital ecosystem – including paid media, web site personalization, email, and offline channels - through the Rocket Fuel Predictive Marketing Platform. Any solution that can publish an audience to IBM UBX – Watson Campaign Automation, IBM Campaign, Watson Customer Experience Analytics – can syndicate audiences directly to Rocket Fuel.

Rocket Fuel is a full Predictive Marketing Platform designed to go beyond 1:1 marketing by learning to predict what marketing actions to take with a particular person at a particular moment of time. Rocket Fuel’s marketing optimization technology – called Moment Scoring™ – leverages artificial intelligence (AI) to study patterns in audiences, environments, and messages. It then applies those learnings in real time, at the impression level, to deliver optimal moments of influence for any performance metric.

The core components of the Rocket Fuel platform include a Data Management Platform (DMP), Demand Side Platform (DSP), and Creative Decisioning Optimization that support both Direct Response and Brand campaigns across paid media and web personalization. Customers have the flexibility to use each component individually – for example, to syndicate audiences from Rocket Fuel to another DSP. However, by utilizing all components together, clients can apply the Moment Scoring™ AI to drive some of the most impactful marketing results available in the market today.

And with the integration of IBM UBX and Rocket Fuel’s Predictive Marketing Platform, marketers can execute coordinated, relevant marketing tactics across paid, email and direct mail channels. These cross-channel campaigns drive a consistent user experience and stronger ROI.

For more information, please visit: <https://info.rocketfuel.com/IBM>

Benefits

- **ACTIVATE** customer data in digital channels by syndicating audiences from UBX to the Rocket Fuel platform.
- **DISCOVER** audience insights to inform targeting, messaging and creative tactics.
- **TARGET** prospects and customers across paid media and owned site channels with relevant marketing messages.
- **COORDINATE** brand experience across various touchpoints and channels.

Ways to Optimize

- **RETARGET** IBM-UBX Email/ Direct Mail audiences (e.g. not opened, opened, click through) on paid media and site.
- **INFORM** targeting, messaging and creative strategies by comparing and contrasting high-indexing first and third-party attributes across audiences
- **PERSONALIZE** the customer experience through media, site, email or call center interactions via real-time creative decisioning
- **PROSPECT** new customers using Moment Scoring™ Artificial Intelligence in the Rocket Fuel Platform and/or lookalike models.
- **UPSELL & CROSS SELL** existing customers by onboarding CRM data and modeling audiences with high propensity to engage.
- **SYNDICATE** high value audiences to ecosystem partners to create efficiencies across the marketing stack