

CoreMedia LiveContext for the IBM® Marketing Cloud

Improve Efficiency, Accelerate Time-to-Market with Deep “One-Click” Integration

IBM and CoreMedia: A Powerful Partnership

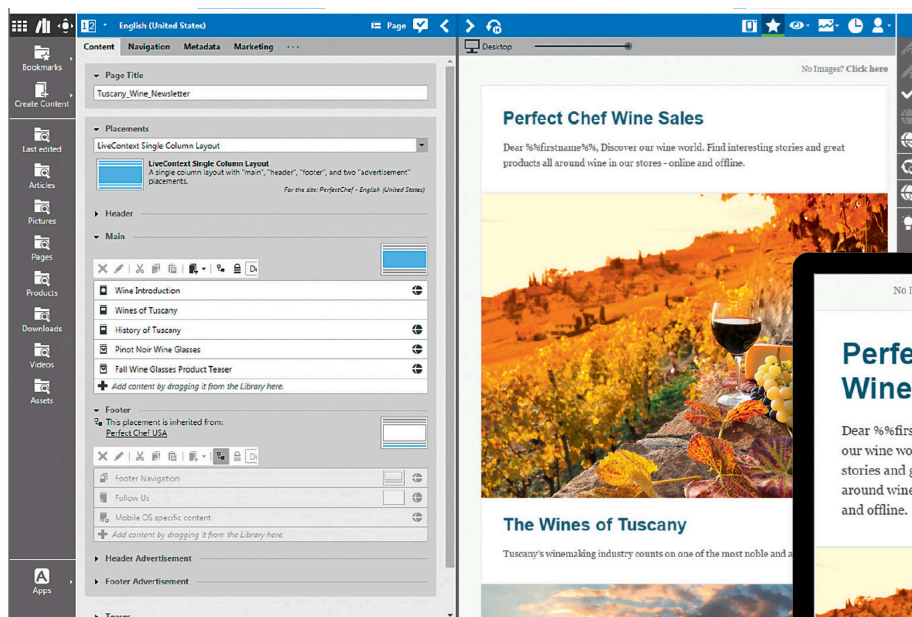
CoreMedia LiveContext provides marketers with an easy to use, yet powerful Content and Asset Management solution that features a deep integration with both IBM WebSphere® Commerce (WCS) and the IBM Marketing Cloud. It supports real-time access to existing product catalogues, seamless integration with e-Marketing and personalization capabilities, and the ability to publish content directly to the IBM Marketing cloud with a single click.

CoreMedia LiveContext augments the capabilities of both IBM WebSphere Commerce and the IBM Marketing Cloud with support for adaptive and responsive image handling, flexible text overlays, “drag and drop” image maps, flexible navigation management, real-time multi-channel previews, mobile-first site templates, fully reusable content assets, and advanced personalization of both content and commerce elements.

Design Compelling Experiences

The creative heart of CoreMedia LiveContext is its CoreMedia Studio web-based user interface. CoreMedia Studio coordinates the activities of multiple online authors and provides them with an intuitive environment for designing, previewing, scheduling and publishing engaging omni-channel customer experiences—including targeted emails, promotions, and product-driven micro-sites.

- **Create Microsites and Landing Pages in CoreMedia**
 - Flexible, responsive layout templates
 - Blend product data and marketing content
 - Create banners, slideshows and image maps
 - Real-time integration with IBM product catalog
- **Assemble Targeted Marketing Emails in CoreMedia**
 - Leverage CoreMedia’s flexible layout features
 - Reuse existing website content for mailings
 - Product and category teasers, buy now buttons and other calls to action
- **Publish Content Directly to IBM Marketing Cloud**
 - Instantly preview mailings for different devices
 - Pre-built publication and translation workflows
 - “One-Click” Publication to Marketing Cloud
- **Personalize the Landing Page Based on IBM Data**
 - Integrate score behavior from the IBM Marketing Cloud and segmentation data from IBM WCS
 - Create personalized variations based on user score percentage, frequent buyer rating, etc.
 - Instant previews all page variants



With CoreMedia LiveContext, you can create beautiful, engaging online experiences that seamlessly blend marketing content and real-time product data—they instantly publish them via the IBM Marketing Cloud to any channel or device.

Deliver the Right Content at the Right Time

CoreMedia LiveContext leverages data from a range of IBM and third-party systems including user scoring, profile data, browsing behavior, social media activity, buying history and content preferences to deliver highly personalized experiences that drive relevance and lead to higher satisfaction levels and conversion rates.

How it Works

This validated integration is the result of extensive collaboration with the IBM product teams. The three systems are linked by a common set of APIs, sophisticated session handling and an efficient publishing model that blends real-time product data with branded content. Each system is utilized for its strengths. IBM WebSphere Commerce provides a powerful customer interaction platform for cross-channel commerce. IBM Marketing Cloud provides email marketing, lead management and mobile engagement tools. And CoreMedia is an expert at delivering engaging, contextual customer experiences across all touchpoints.

A Sustainable Foundation for Growth

CoreMedia and IBM provide a complete solution to drive brand building, enrich product catalogues, and publish personalized marketing content across all channels. Joint customers can leverage the Express Deployment Solution, a fixed-scope deployment offering that is designed to deliver results in as little as 10 weeks.

AT A GLANCE

- Create Microsites and Landing Pages in CoreMedia
- Seamless, real-time integration with IBM WebSphere Commerce
- “One-Click” publishing to IBM Marketing Cloud
- Utilize stunning design elements and flexible, modular layouts
- Efficient reuse of content
- Advanced personalization that leverages your existing customer data
- Evolutionary approach means no need to rip and replace
- Increased creative potential for marketers and e-Commerce professionals—less reliance on IT
- Increased relevance and impact of emails and landing pages
- Higher conversion rates, increased revenue, and improved customer loyalty

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