



# Transforming digital assets into an iconic brand experience

## Highlights

- IBM Watson Content Hub, with cognitive capabilities, helps marketers use their growing repositories of content more strategically to solidify consumer relationships.
- Marketers can create strategic and impactful offers that outmaneuver competitors, increasing sales, and boosting brand value and market share.
- The solution will provide recommendations for new content needed to fill emerging gaps based on changing customer behaviors.
- The cloud-based system enables global teams to build a consistent and iconic brand experience through continuous, coordinated improvements.

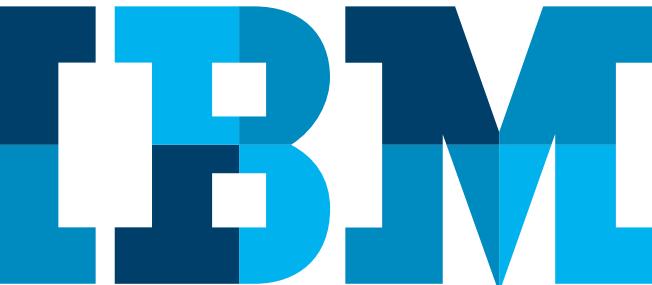
IBM® Watson Content Hub leverages the cognitive power of IBM Watson™ to transform volumes of disorderly brand assets into a comprehensive library of content, assets, and intelligence that can be easily searched and applied to create compelling digital experiences that establish and solidify consumer relationships and advocacy.

## The essentials

It's a noisy, cluttered marketplace where marketers and merchandisers fiercely compete to capture consumer mindshare, often using outdated systems and limited tools. To create the iconic brand that will propel their organization to success, they need to better understand the depth and breadth of the content they have on hand, learn how it's performing for them, and determine how to optimize their content to succeed in the marketplace.

What if organizations had content systems that actually understood the content that was stored within them? What if those systems could use that understanding to learn which content and assets performed best—and in what customer context—so marketing and merchandising professionals could be more confident they are creating the most attractive and relevant offers and experiences? And what if those systems could interact naturally with marketing professionals and through reason, assist in continually improving and optimizing the effectiveness of digital experiences?

This is how cognitive content management from IBM will transform digitized assets into engines of customer commitment: by understanding content, learning how that content performs, and offering recommendations for content—and brand—optimization.



## Speed to market is no longer enough.

Every day, customers and prospects are inundated with information. Most of it they're ignoring. Why? Because it isn't precisely what they want. It isn't relevant to the current moment; it doesn't capture their attention, so they aren't compelled to take the next step to invest in products and services. Marketers fully understand the cluttered and competitive environment they're in. What they need are the new cognitive capabilities to find ways to better utilize their content: to categorize it, organize it, and deliver it promptly and precisely where it will drive the desired action from customers and do the most good for their bottom line.

With most existing systems of asset (mis)management, it takes extraordinary effort to search through a sea of disorganized assets to find the content most relevant to the occasion. And by the time the perfect image and message have been found, the perfect opportunity may be lost.

## Cognitive computing + content management = game changing advantage

Cognitive computing is the ability for a system to quickly analyze large amounts of data, and to continually learn and reason from changes identified in that data over time. It's the capacity for a machine to interact naturally with humans to gather and analyze massive quantities of information, then present patterns and insights so people can make better decisions: better than they would have made on their own. By combining these intelligent capabilities with powerful asset and content management, IBM Watson Content Hub enables marketers and merchandisers to understand content better, to analyze content quality and performance, and to more effectively harness the power of their brand assets. Using this information, they can create strategic and impactful offers that outmaneuver competitors, increasing sales, and boosting brand value and market share.

What makes it a cognitive content system is its ability to understand, learn, and reason.

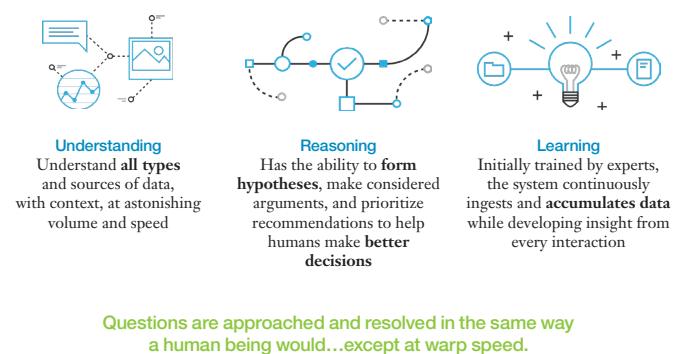


Figure 1: What is Cognitive Computing?

## Understanding the content it stores

IBM Watson analyzes and automatically tags digital content as it is uploaded to the system. This tagging process analyzes each asset individually and provides a wealth of information about each item to be stored in the repository. Later, when it comes time to create a message, authors are able to more quickly and easily filter through massive quantities of content to find the specific piece most suited to their needs. Consider the tremendous time savings this capability delivers at both the point of upload and at retrieval. Then ask yourself, are your assets adequately tagged today for fast and accurate retrieval? And can you easily access them throughout the globe?

Because it's on the cloud, the IBM cognitive content system enables the consolidation and access of assets from locations around the world. As your organization grows, it can be scaled to meet your expanding requirements. And, very importantly, you pay based upon your specific content storage and delivery needs.

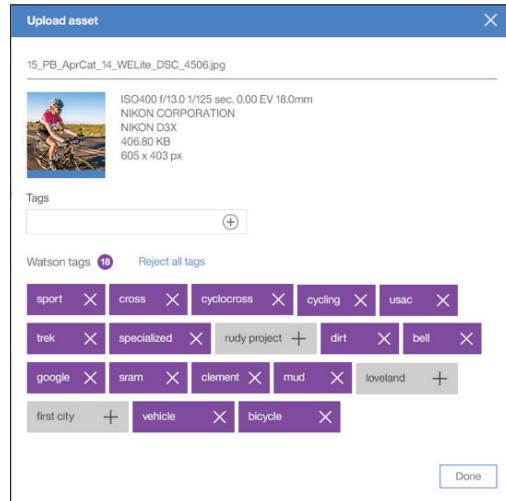


Figure 2: The integrated Watson service analyzes and tags images, text or other content.

Enhancements will provide capabilities such as a tone analyzer, whereby authors are provided immediate feedback on the tone and sentiment of the text they create. Given the feedback from Watson, they can easily make adjustments to ensure their message aligns with their purpose. Authors will be able to work with confidence, knowing that the promotions they're creating will achieve the results they intend.

## Learning what content works best

Once the system begins to understand what is stored within it, imagine if it could learn—and then inform you—which content has been most successful in moving customers through the buying cycle. IBM Watson Content Hub will make that possible. With its capabilities, it will be able to indicate successful combinations of content, or indicate where there are gaps in the types and subject of content in your repository. In this way, the system will use analytics to provide actionable insights that marketing and merchandising professionals can use to continually optimize the digital customer experience and stay one step ahead of the competition.

## Reasoning and interacting to optimize content

Just as exciting will be the potential for the cognitive content system to reason and interact with line-of-business professionals, making recommendations about what content would work with a new targeted buyer segment. The system will also be able to provide recommendations around new content needed to fill emerging gaps in content and assets as it discovers changing customer behaviors around existing offers and content.

## You can create an iconic brand.

Changes in consumer attitudes have given advantage to those organizations that create an omni-channel experience that is emotionally, culturally, and intellectually satisfying. This is how you develop an iconic brand—through relevancy of message, appropriate tone, and a consistent experience across all touch points. Whether the consumer is a student in Oxford, a business person in Brisbane, or a gamer in Seattle, marketers and merchandisers need to provide personalized promotions that are delivered at precisely the right time. When you do that effectively, time after time, you establish strong and lasting relationships and brand advocates. Cognitive content management enables you to do that. The capabilities it brings to organizations are unlike any you've seen before.

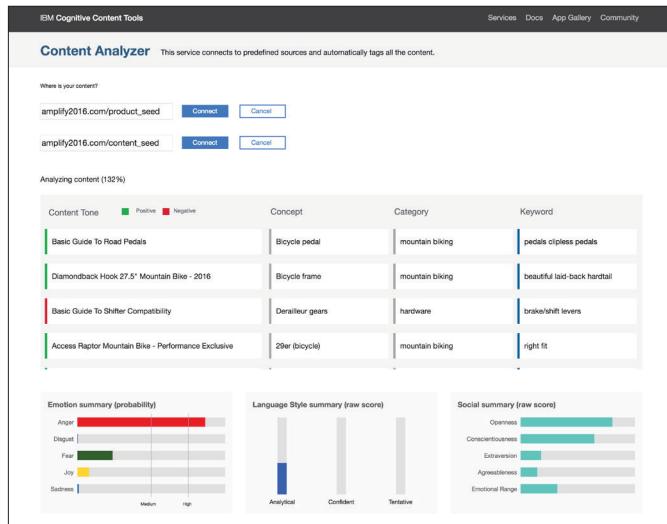


Figure 3: Analysis of the tone of the copy and images helps ensure the right experience has been designed.

At launch, IBM Watson Content Hub capabilities will provide:

- Cognitive tagging and categorization of contents at upload provided by IBM Watson, saving tremendous time and effort, and allowing the system to understand what is stored within it
- Content search and selection tools and templates to quickly create competitive and attractive experiences that leverage the best content and assets
- A cloud-based system that enables global teams to build a consistent and iconic brand experience through continuous, coordinated improvements

Because IBM Watson Content Hub is a cloud-based service, new capabilities will be added continuously and seamlessly. Look for Watson-based features to come online quickly after launch, such as Tone Analysis, whereby the system evaluates the sentiment of content and assets to help create the desired experience. IBM Watson Content Hub's content search and selection tools will also be available in IBM Marketing Cloud and IBM Commerce on Cloud services soon after launch. These are just the first of many exciting capabilities that will go beyond intelligent tagging into new cognitive content management areas where the system demonstrates it can learn and reason around the content it stores.

The cognitive computing capabilities IBM Watson Content Hub empower marketers and merchandisers with a unique competitive advantage: time-saving and innovative management capabilities that enable them to strategically leverage their vast repository of internal assets to outperform the competition and win market share.

## For more information

To learn more about cognitive content management and the strategic marketing and merchandising advantages of intelligent IBM Watson Content Hub, contact your IBM representative. Or visit: [ibm.com/watson-content-hub](http://ibm.com/watson-content-hub).



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