Top 3 marketing challenges for your organization and how a 360 degree customer view can help

Problem: Marketing challenges with managing customer data

According to the 2018 Global CMO Study, one of the top priorities for CMOs is to increase their investment in marketing operations functions, especially in measurement and analytics. Currently marketing leaders struggle with understanding who their customers really are, how to make efficient use of their campaign budgets to target specific customer segments and an over reliance on their IT departments to consolidate and clean the customer data which resides in multiple systems.

Marketing Use Case Overview:

Join us for this webcast on **October 17 at 10AM CST** to learn how IBM addresses these challenges and reduces the cost of merging data while building a 360 degree view of customers. Watch a live demo of IBM Master Data Management Express, which users can easily install with minimal IT dependency, and de-duplicates and consolidates customer data from multiple sources within minutes. Also get a preview of it's capabilities including an intuitive UI to manage customer data, machine learning-assisted capabilities to speed up the import process, rules-based segmentation and embedded consent management to support your GDPR readiness. These capabilities allow business users to consolidate their customer data and drive insights from it.

So, come join our experts to experience this webinar and learn how:
- Improve the ROI of your marketing campaigns while targeting specific customer segments
- Reduce duplicate emails and mailings to your customers and
- Reduce your dependence on IT when it comes to managing customer data

Register here

Solution: Visit the MDM Express **webpage**

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