

IBM climbed to the #3 spot on Interbrand's Best Global Brands, no small accomplishment for a B2B enterprise in a list dominated by consumer brands.

The Science

Applied automation and analytics for smarter demand generation. Partnering with the CIO team, IBM marketing moved from a "spray and pray" marketing approach that took some 7M emails to deliver a message to prospective clients to just over 500,000 emails using automated marketing.



7M



500,000

The result: a response rate 14x greater with the new approach. In one major market, lead conversion has doubled.

The Discipline

Created IBM's Program Framework to align marketing investments to client needs, instead of IBM products. In year one, consolidated 80+ marketing programs into 12.

Created Global Centers of Excellence for marketing operations and market insights to improve performance and productivity.

