



Ajay Bhaga
Technology Lead

Connecting Hadoop + Big Data to IBM Campaign and IBM Interact



An aerial, black and white photograph of the Toronto skyline. The CN Tower is the most prominent feature on the left side of the image. To its left is the Rogers Centre, a large stadium with a distinctive white, retractable roof. The surrounding area is filled with various skyscrapers and urban buildings. The city extends to the horizon under a sky with scattered clouds.

Speaker Introduction: Ajay Bhaga

**Connecting Hadoop + Big Data to
IBM Campaign and IBM Interact**

Ajay Bhaga

- Technology Lead
- 40+ Unica Engagements across 25+ customers
- 9 years of Enterprise Marketing Management (EMM) Experience:
 - Senior Architect
 - EMM Technology Road Map Specialist
 - Agile development team lead for EMM customizations and add-on solutions



Client Spectrum

- Founded in 2005
- Specialize in IBM[®], Adobe[®] and SAS[®] Enterprise Marketing Management (EMM) Solutions
- 50+ full-time IBM[®], Adobe[®] and SAS[®] EMM consultants (350,000+ service hours)
- Offices in Montreal, Toronto, and Calgary

An aerial, black and white photograph of the Toronto skyline. The CN Tower is the most prominent feature on the left side of the image. Below it is the Rogers Centre, a large stadium with a white, retractable roof. The city extends to the horizon under a sky with scattered clouds. A solid blue rectangular box is overlaid on the right side of the image, containing the word 'Agenda' in white text.

Agenda

**Connecting Hadoop + Big Data to
IBM Campaign and IBM Interact**

Agenda

1. Webinar Objectives
2. Common Questions by IBM Campaign & Interact customers
3. Unstructured Data Marketing Opportunities
4. Common Misconceptions
 - Relational Database vs. Hadoop + Big Data
5. Use Case
 - Mapping IBM Campaign & IBM Interact to Hadoop + Big Data

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Webinar Objectives

**Connecting Hadoop + Big Data to
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Webinar Objectives

Today's Webinar

- Understand marketing opportunities for Big Data and Hadoop with your existing investment in IBM Campaign and/or IBM Interact.
- Demystify common Hadoop + Big Data related misconceptions.
- Mapping Hadoop related technologies to a financial industry use case for IBM Campaign and IBM Interact customers.

Webinar Objectives (Upcoming)

Upcoming IT Focused Webinar

- Hadoop: *Under the Hood* architecture review and technical detail.
- Comparison of Hadoop + Big Data ecosystem & concepts.
 - (e.g. Hbase, Hive, MapReduce, Spark, Kafka, etc.)

An aerial photograph of the Toronto skyline, featuring the CN Tower and the Rogers Centre. The image is in black and white, with a blue semi-transparent box overlaid on the right side containing the title text.

Common Questions by IBM Campaign & Interact Customers

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Common Hadoop-related Questions for IBM Campaign & Interact Customers:

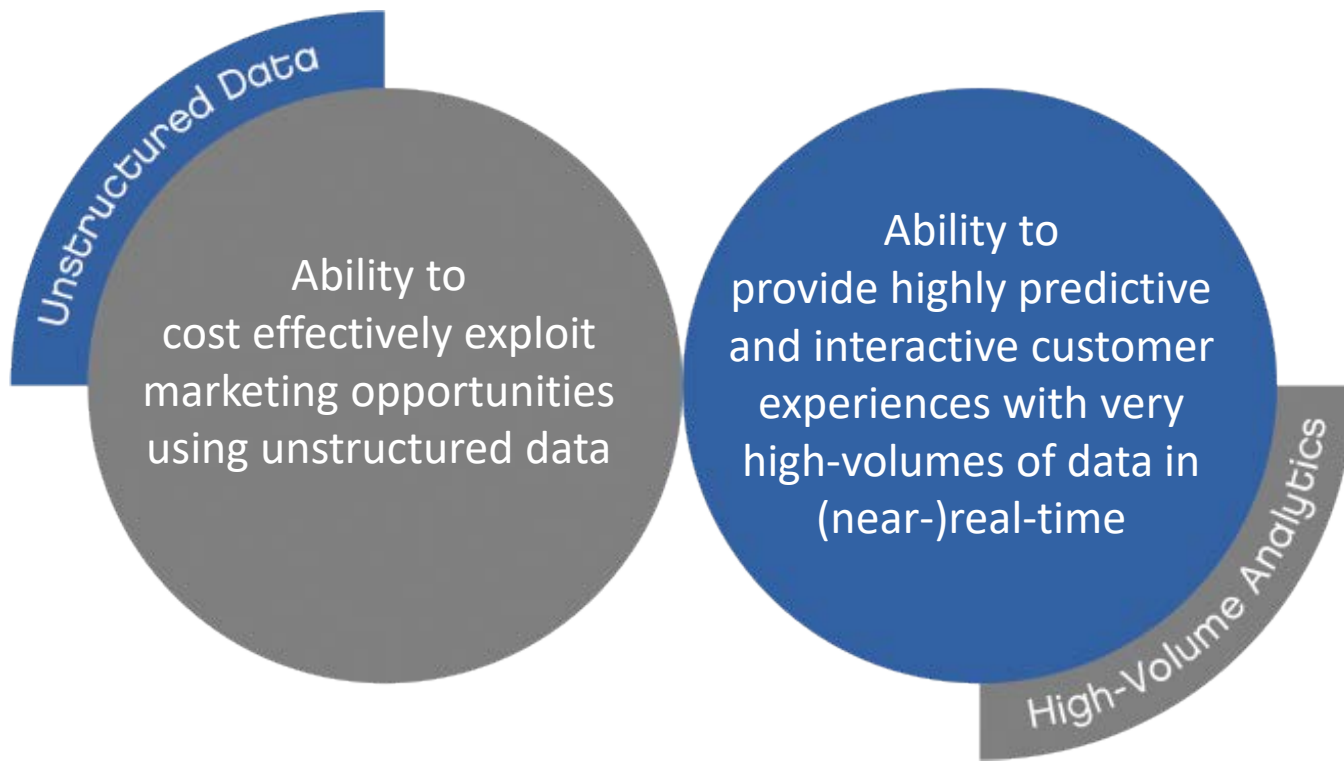
What types of new marketing campaigns does Hadoop + Big Data enable?

What's the difference between a Traditional Relational Database Data and Hadoop + Big Data?

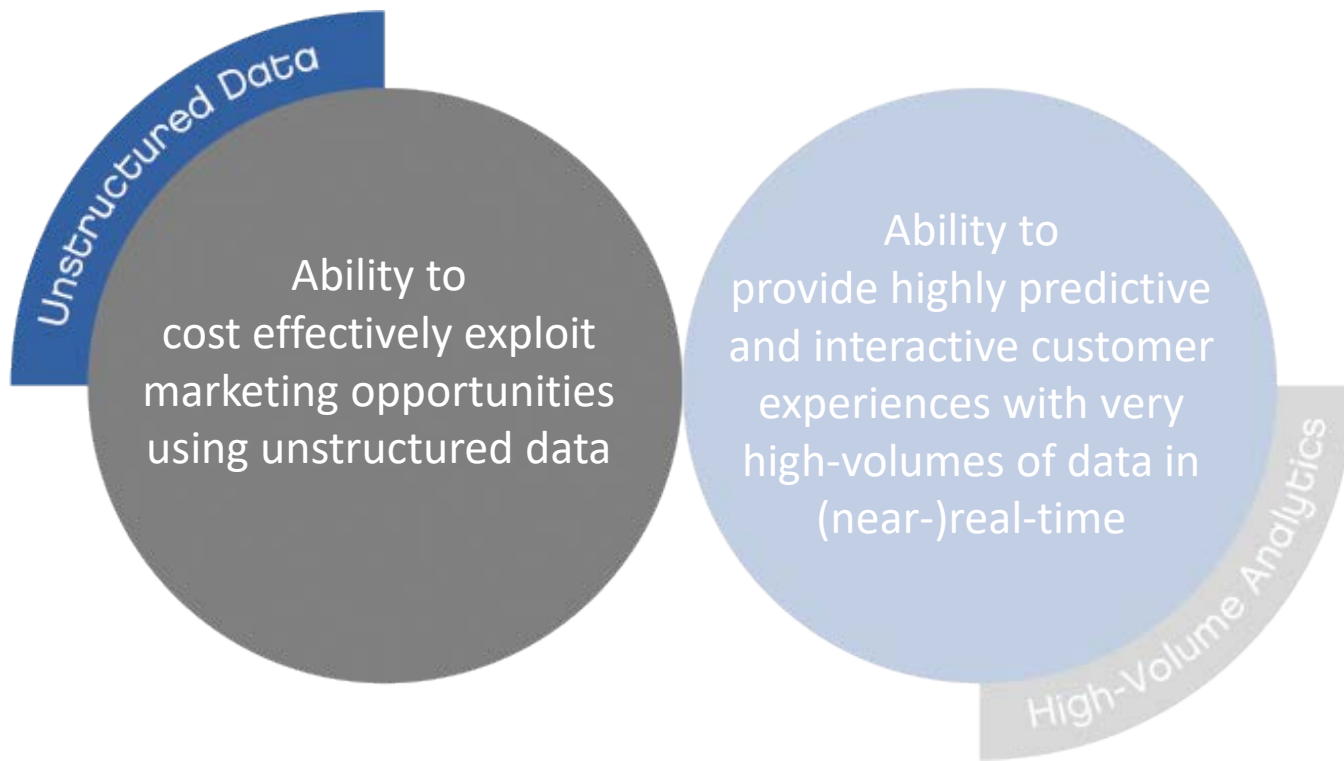
How are my industry peers using Hadoop + Big Data with IBM Campaign and IBM Interact?

What has changed?

What Has Changed?



What Has Changed?



An aerial photograph of the Toronto skyline, featuring the CN Tower and the Rogers Centre. The image is in black and white, with a blue rectangular overlay on the right side containing the title text.

Unstructured Data Marketing Opportunities

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IBM Campaign and IBM Interact**

Unstructured Data Examples for Retail

Shopping Cart

Basket analysis and product recommendations, shopping cart abandonment campaigns

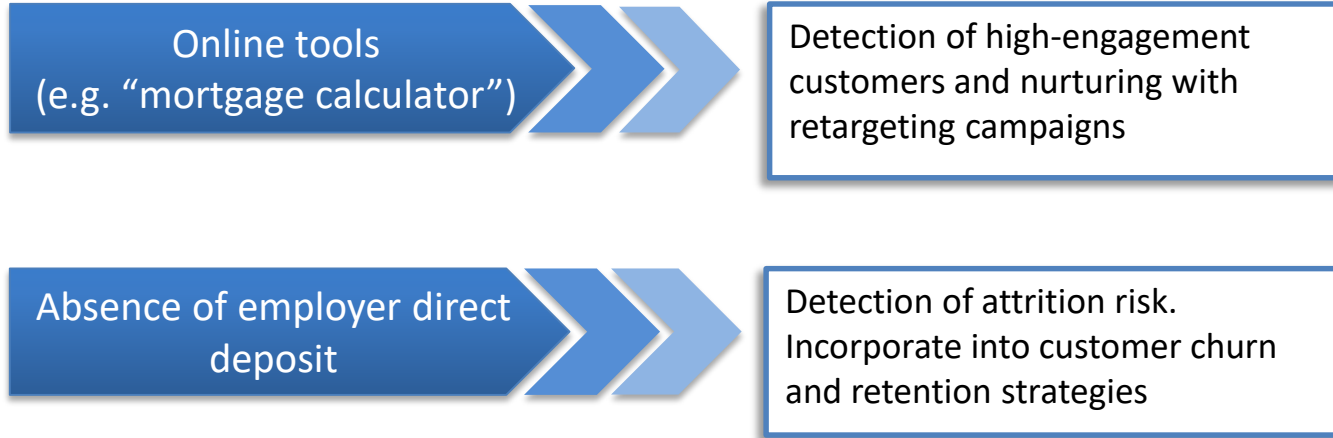
Geolocation history

Detect customer shopping in competitor store and provide incentives for win-back

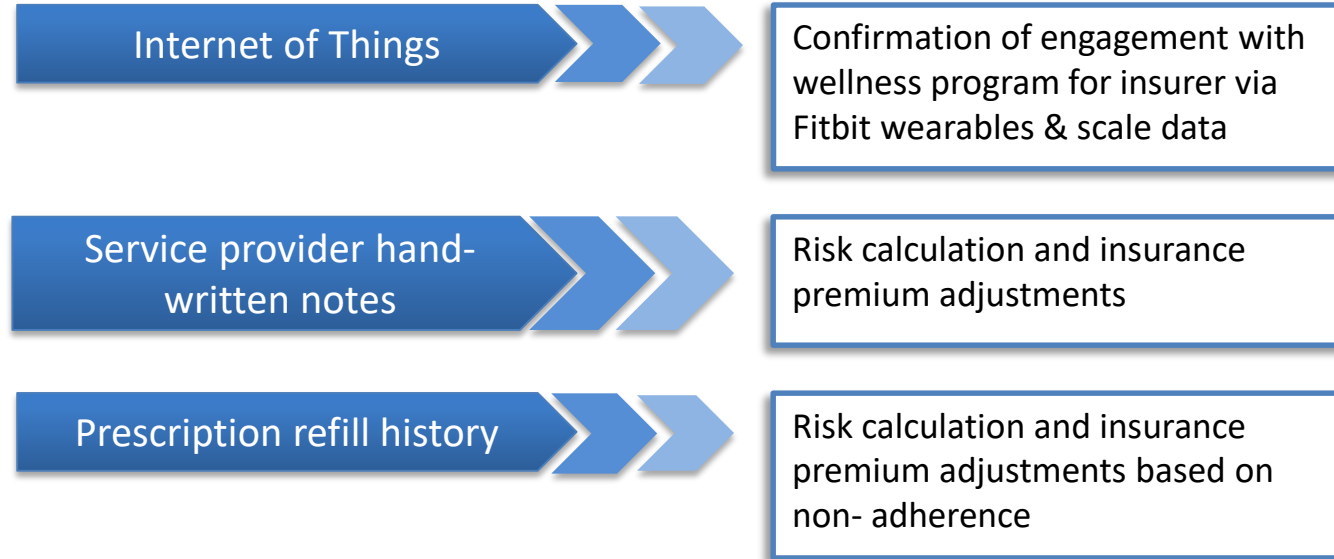
Clickstream & web body language

Cross-sell based on interests, engagement level and explicit search terms to next best product category

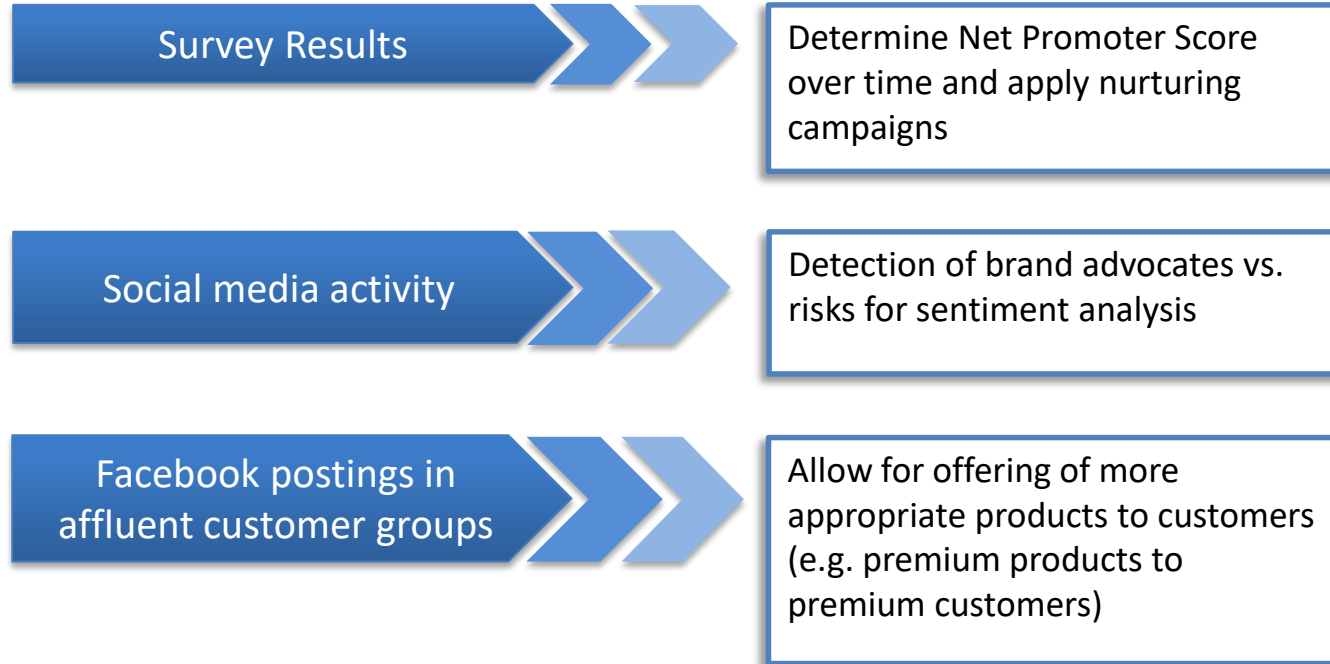
Unstructured Data Examples for Finance



Unstructured Data Examples for Health



Unstructured Data Examples for Travel/Loyalty



Unstructured Data Examples for Insurance

Video content & viewing
statistics

Detection of high-engagement customers and nurturing with retargeting campaigns. E.g. watched full educational video on life insurance product

Inbound call center
recordings

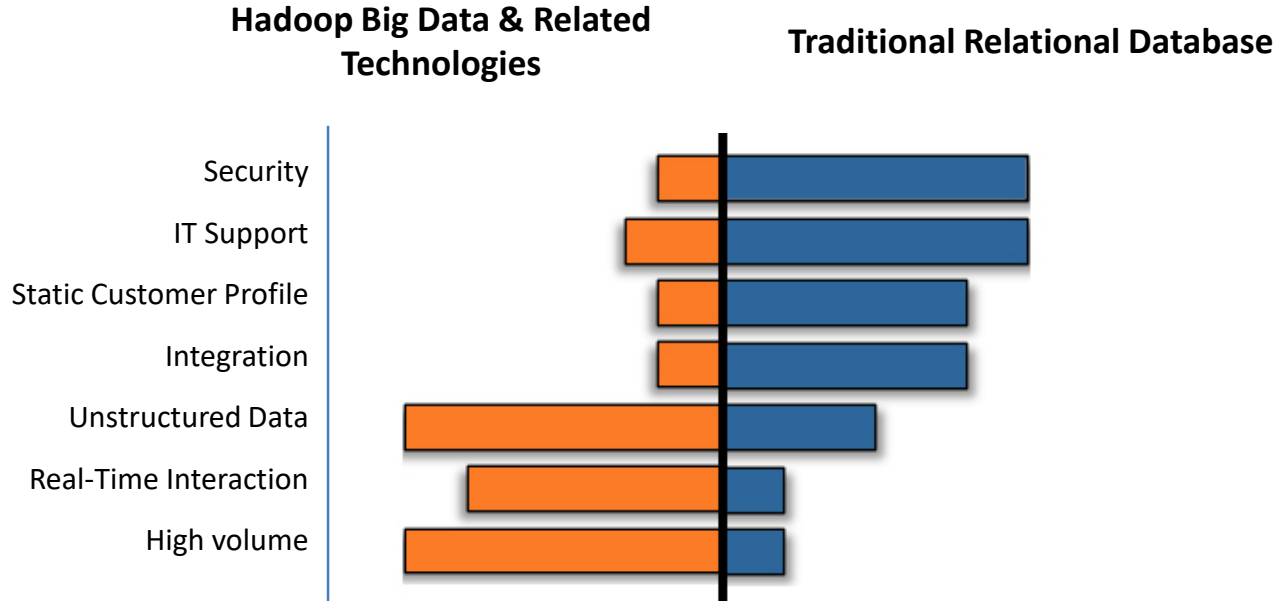
Assess customer mood and apply retention or win-back strategies. For example, customer who is upset during their first claim experience

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Common Misconceptions

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Big Data vs. Relational Database



Examples of challenging questions for Hadoop

“Does the customer have a credit card?”

“Can I market to this customer?”

“I see the customer has two debits and one credit on their account. What is the customer’s current balance?”

“Should I send my communication in English, French or Spanish?”

“What products or services does this customer currently have with us?”

Schema “On Read” vs. Schema “On Write”

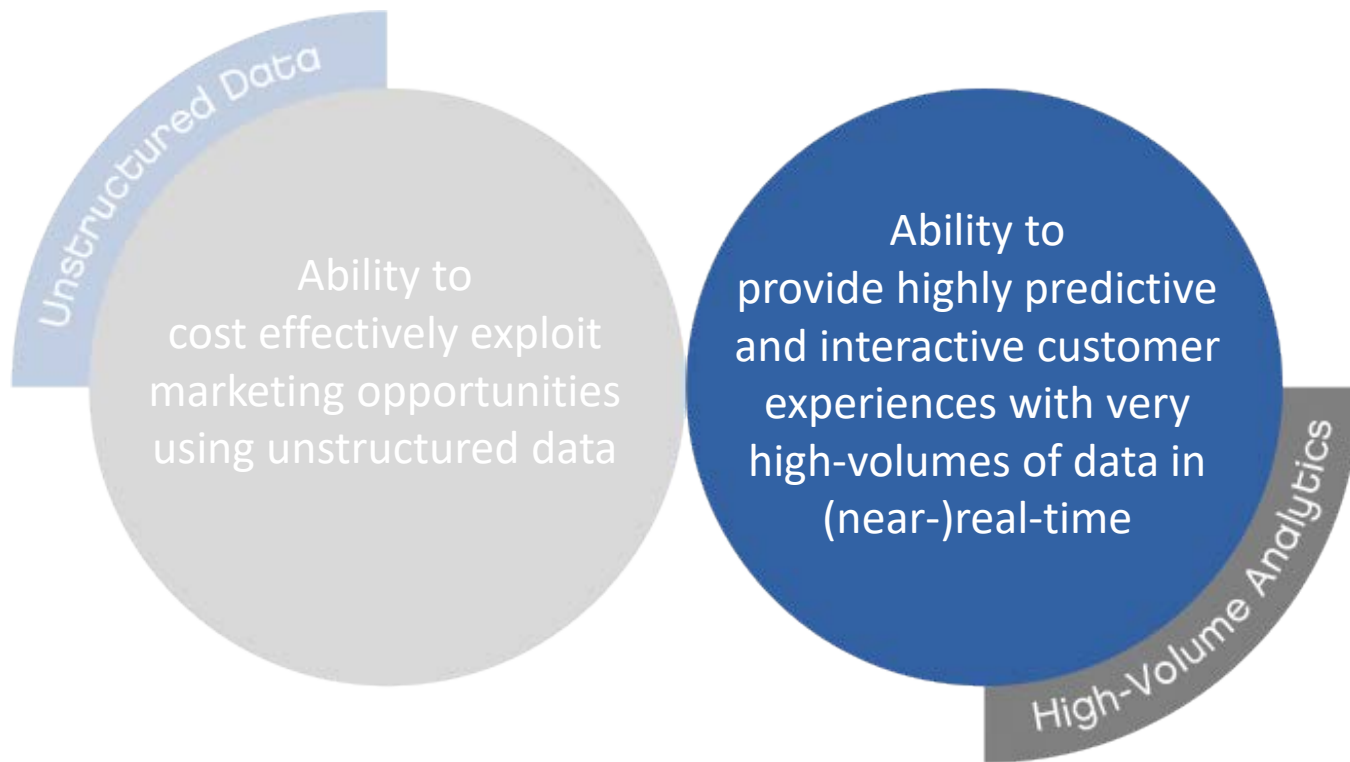
Relational Database

- Schema “On Write”
- Rules, constraints & cleansing done by DBAs and modelers

Hadoop + Big Data

- Schema “On Read”
- Rules, constraints & cleansing done by diverse users

What Has Changed?



An aerial photograph of a city skyline, featuring numerous skyscrapers and buildings. A large blue rectangular box is overlaid on the right side of the image, containing white text. The background shows a mix of modern high-rise buildings and older, lower structures, with some greenery visible at the bottom.

Use Case:

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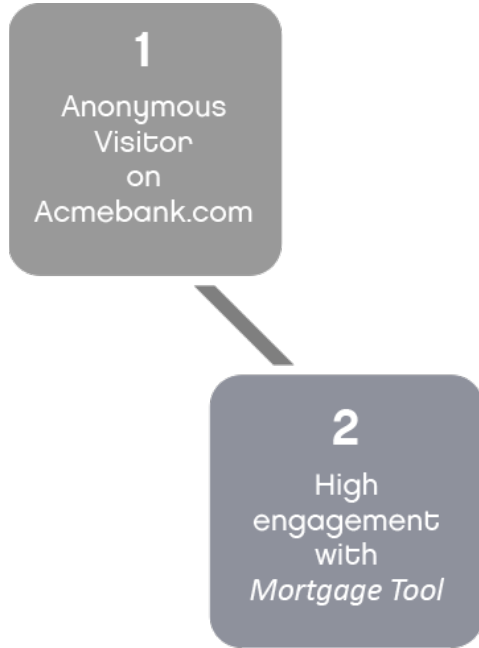
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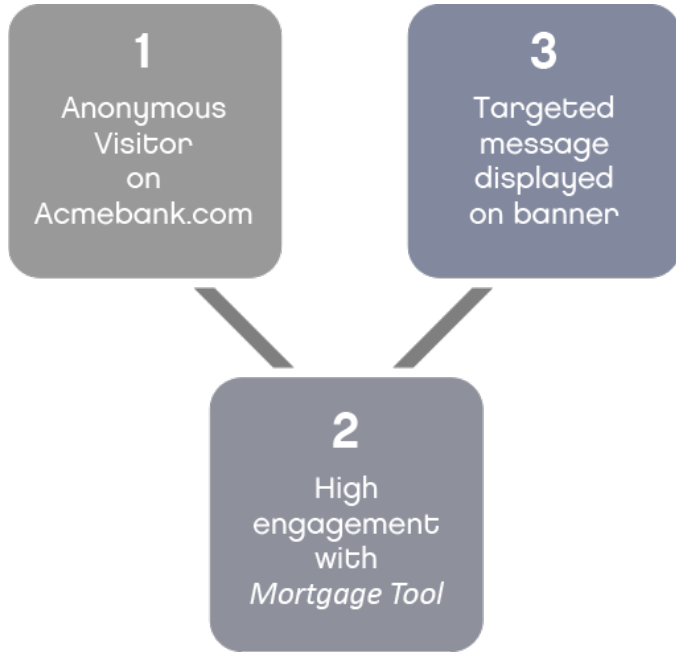
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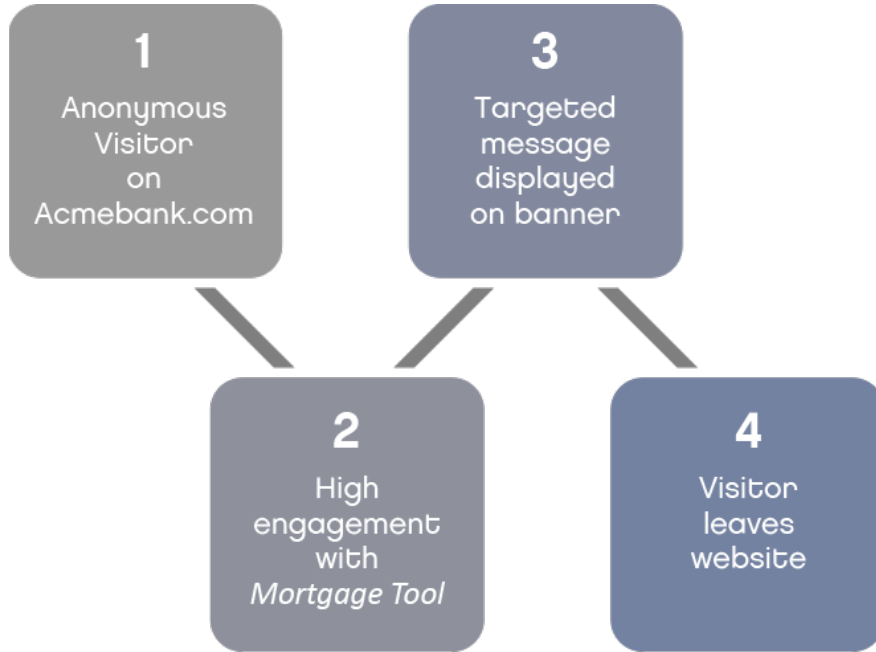
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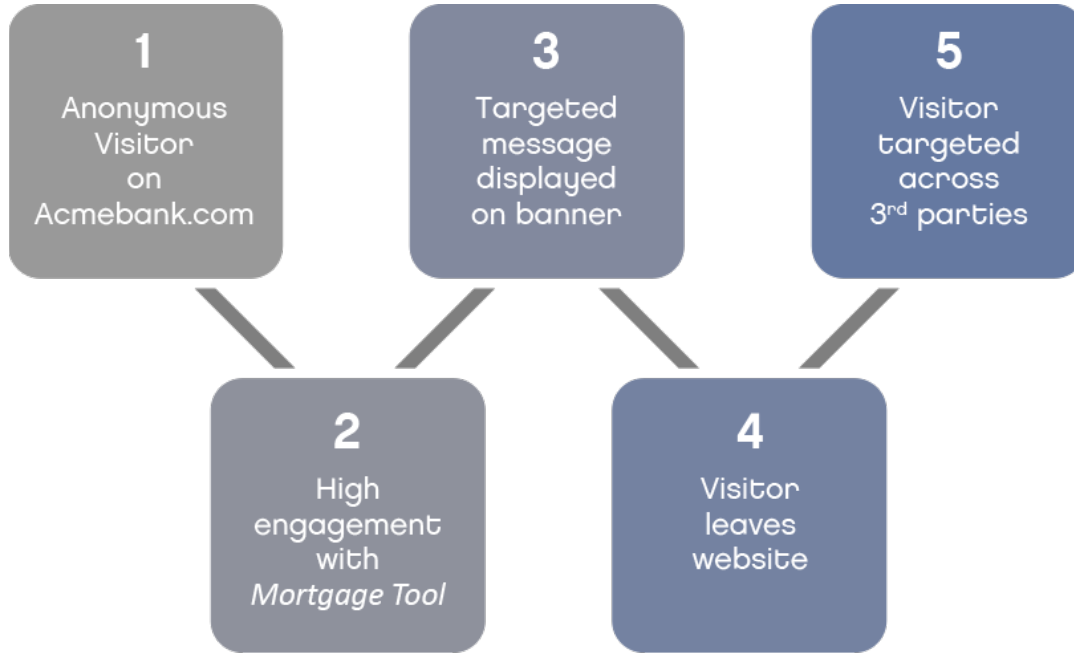
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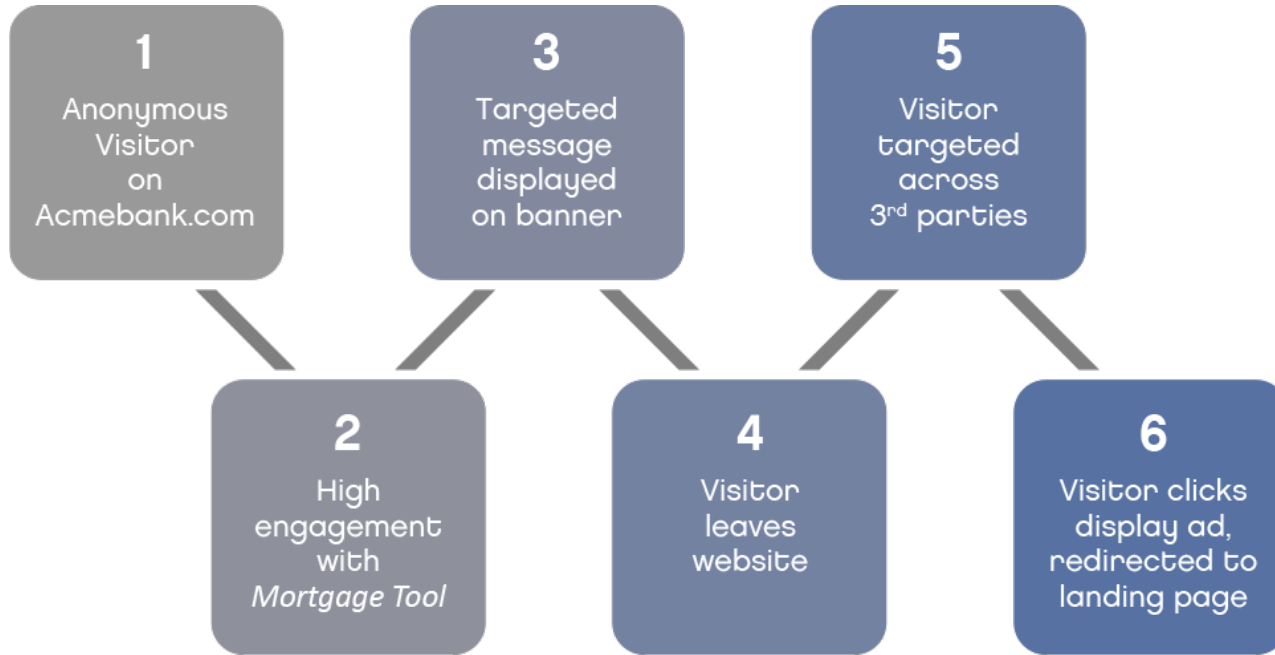
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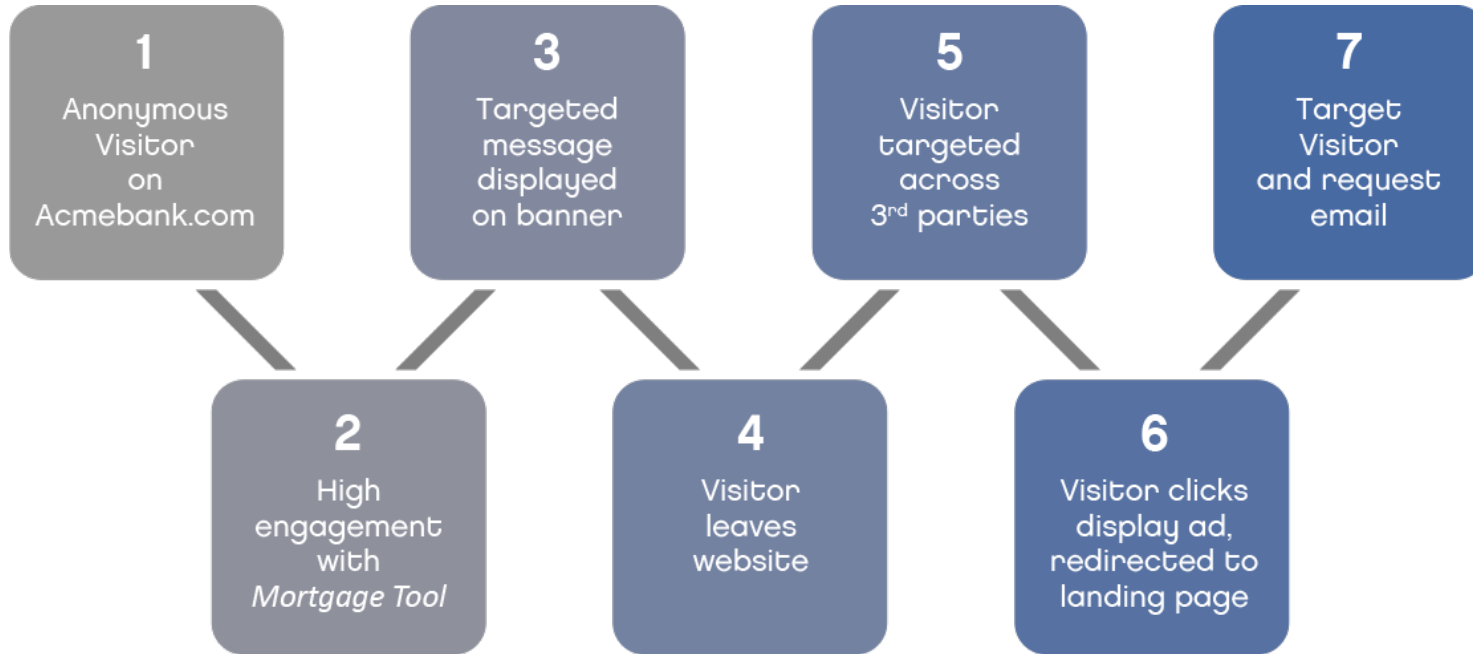
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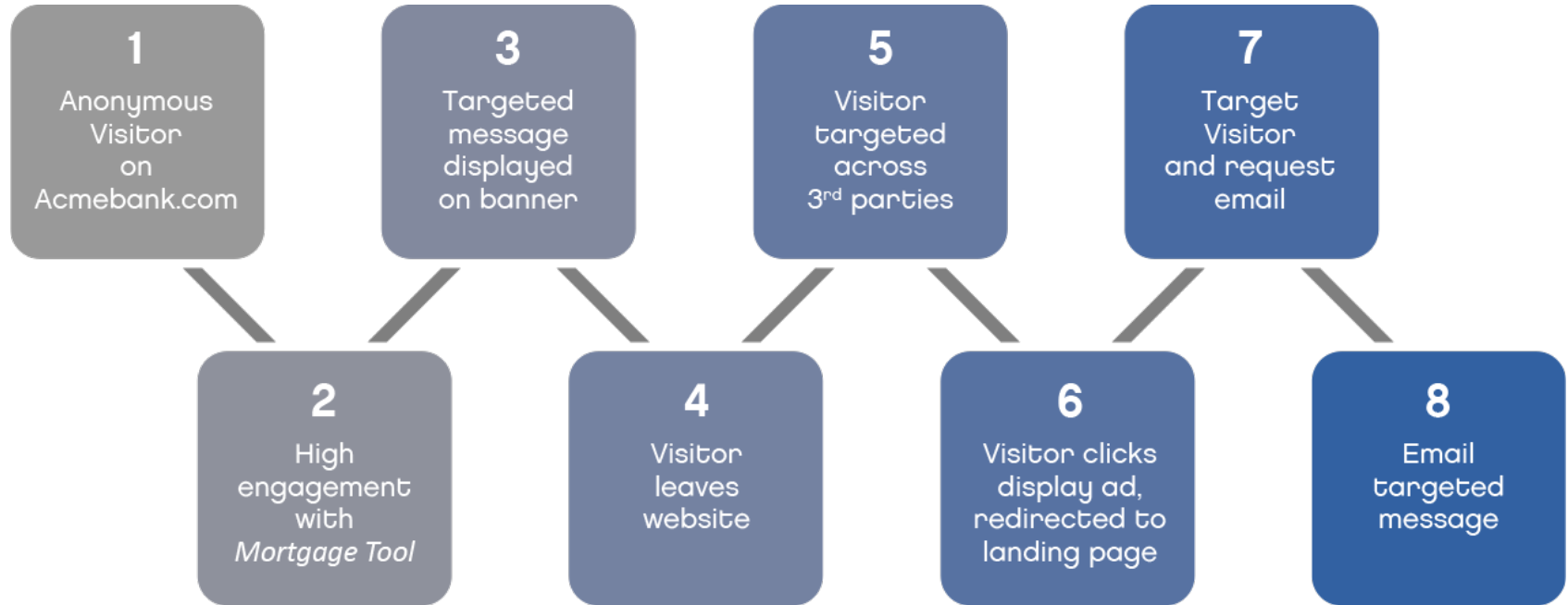
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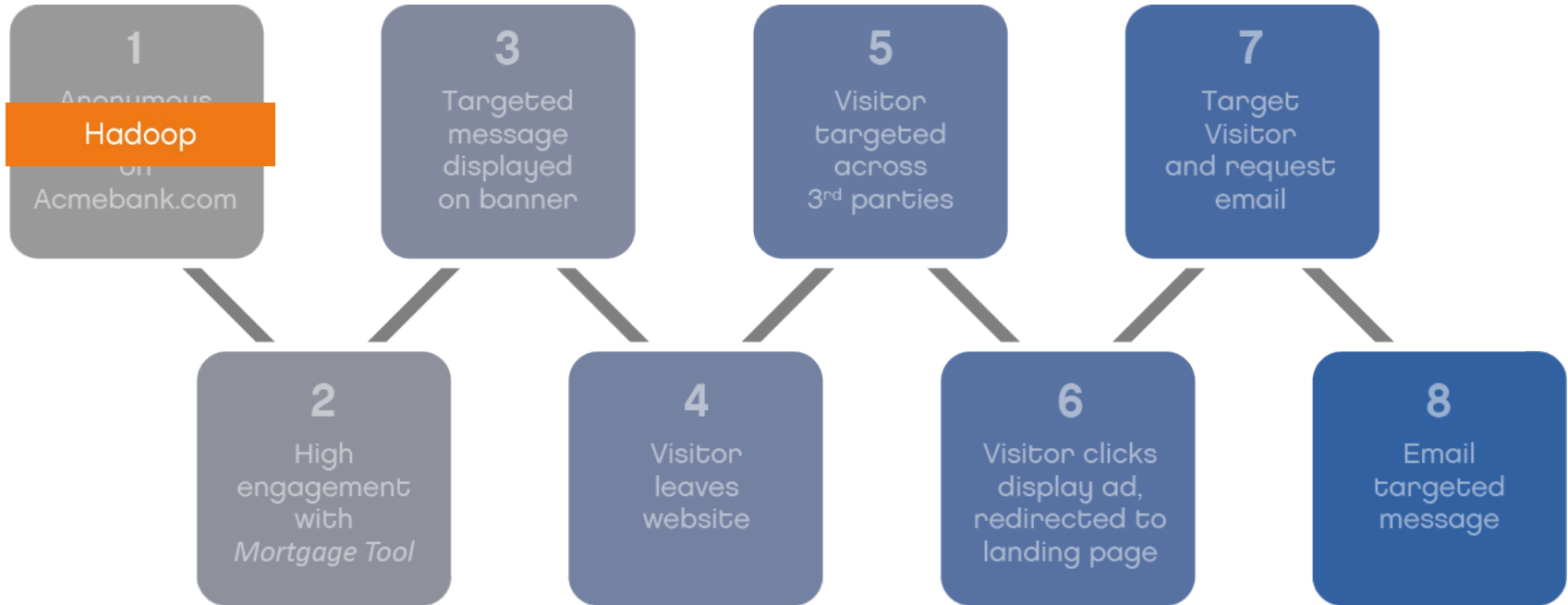
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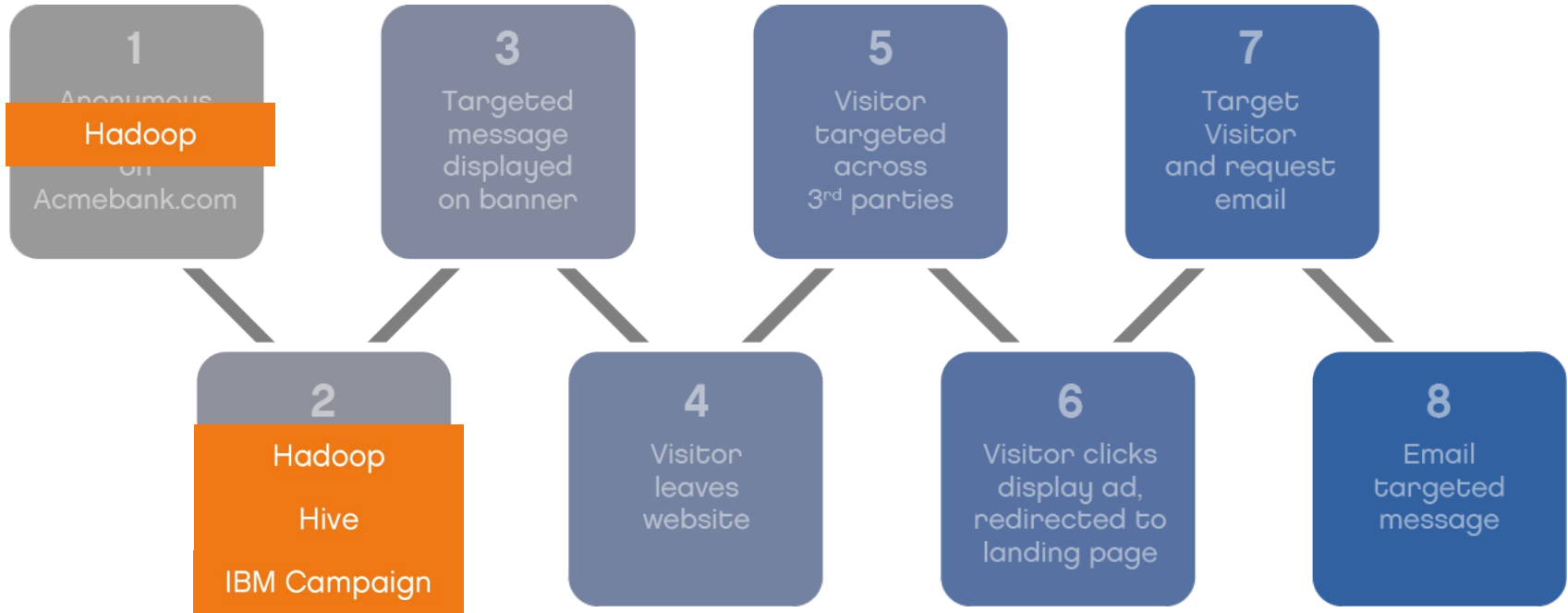
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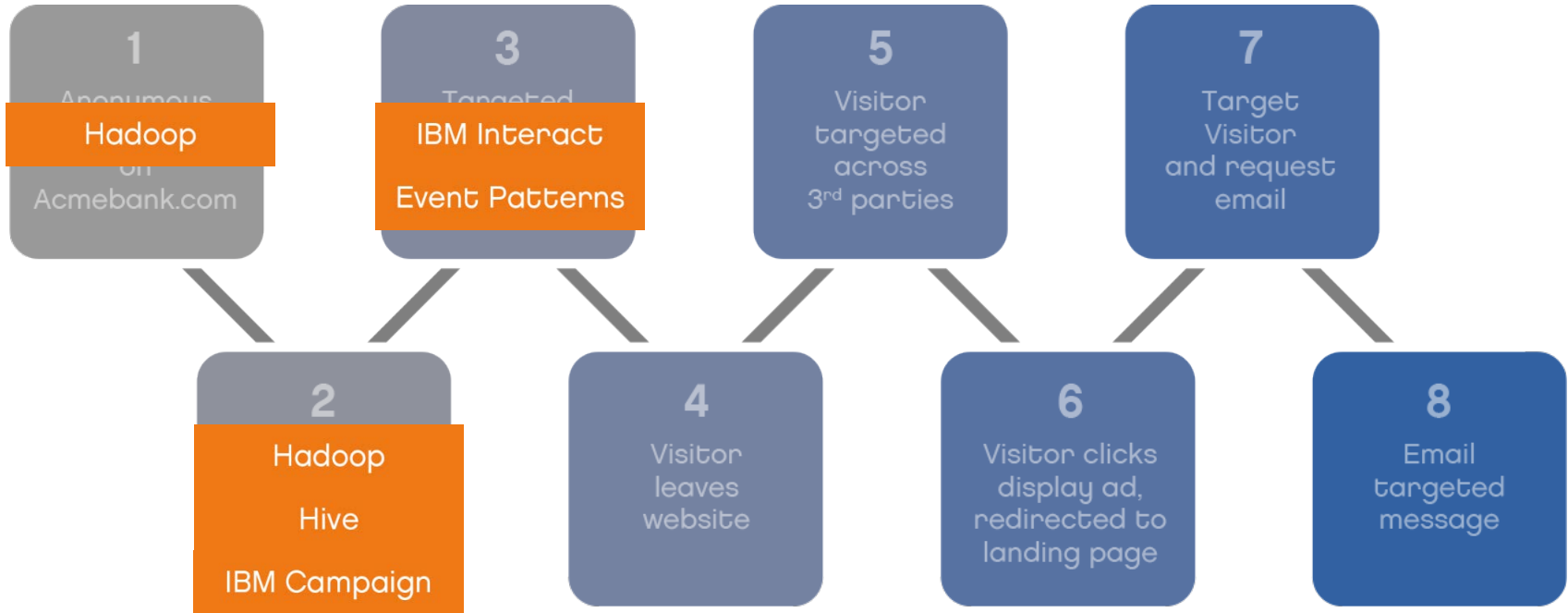
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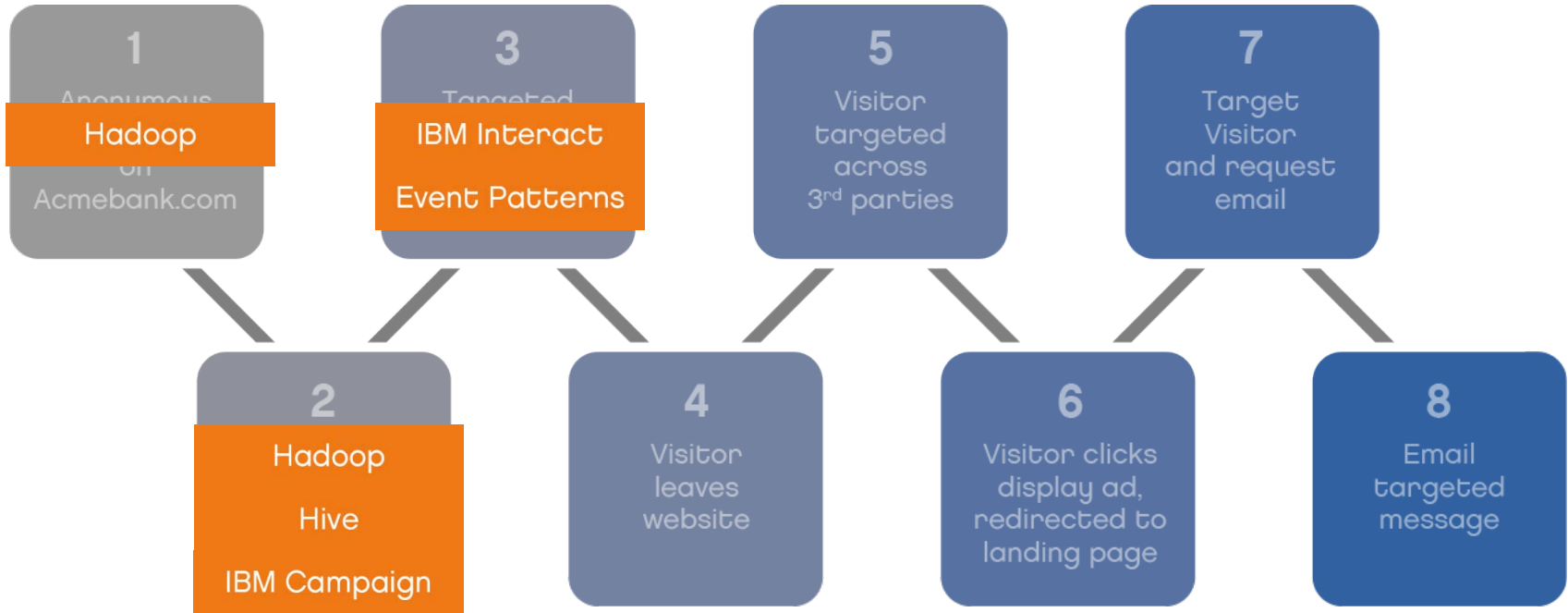
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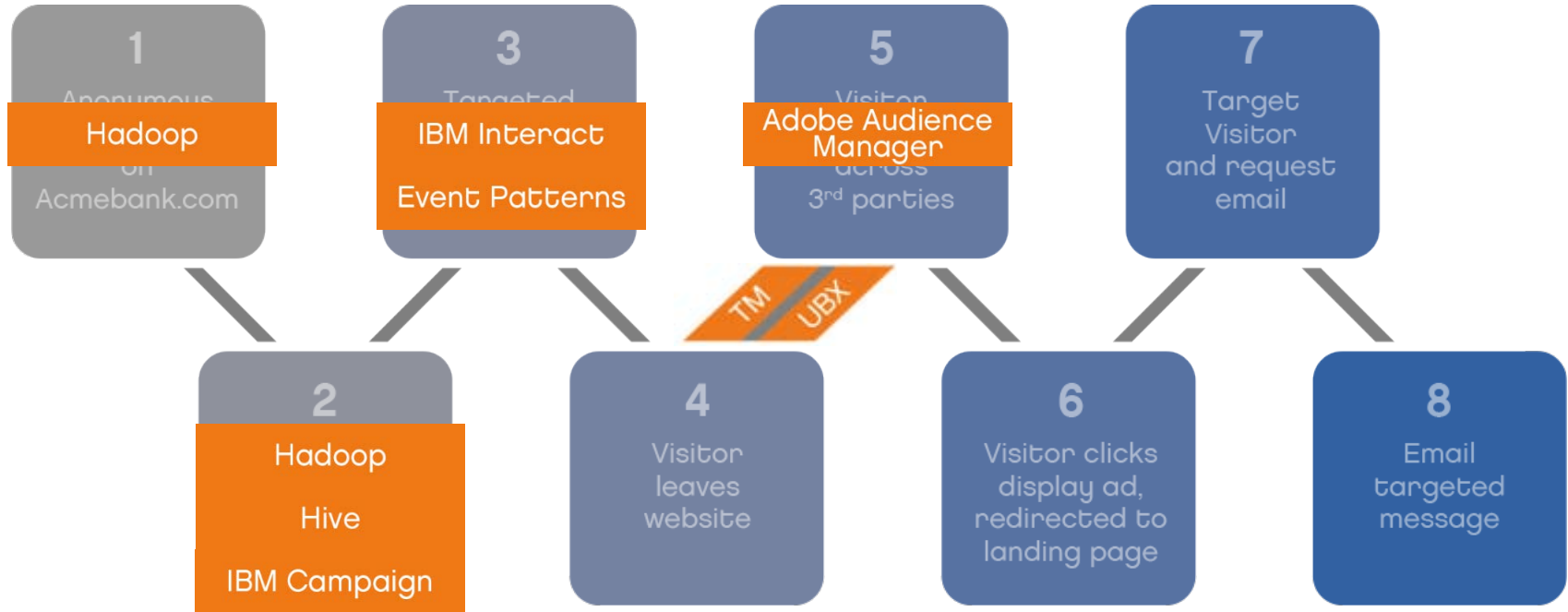
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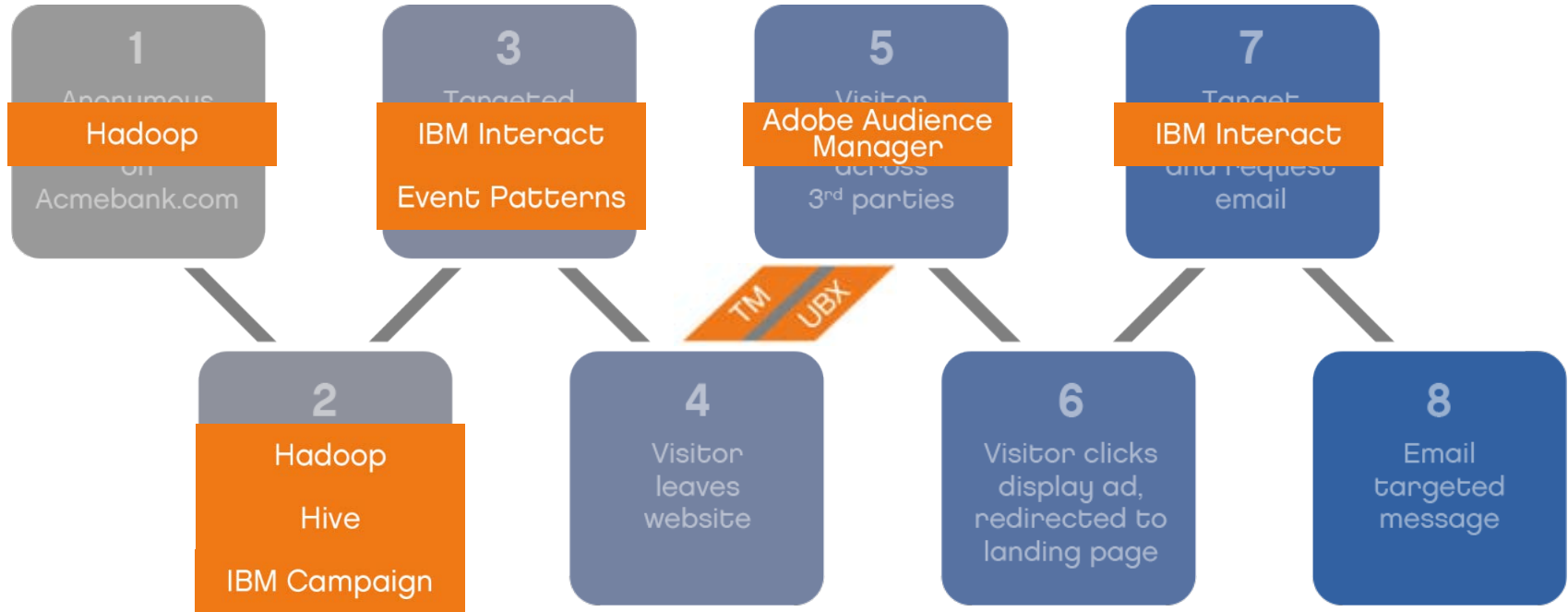
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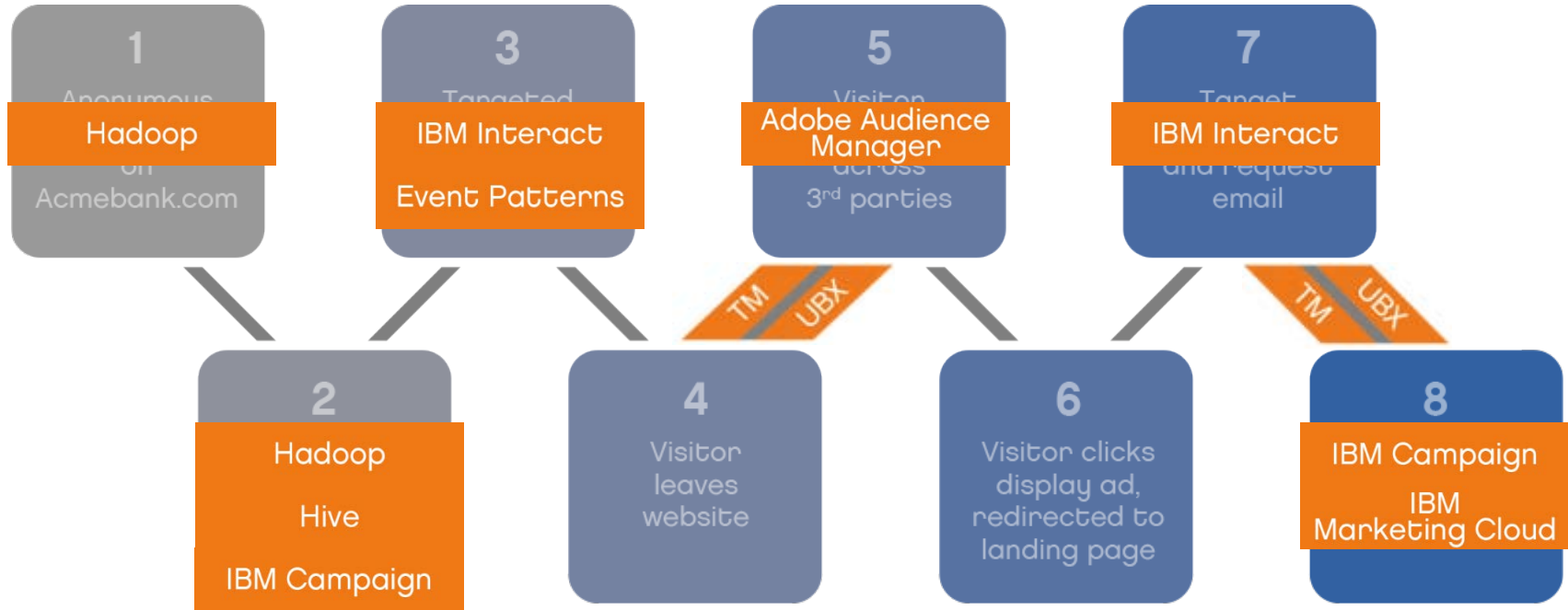
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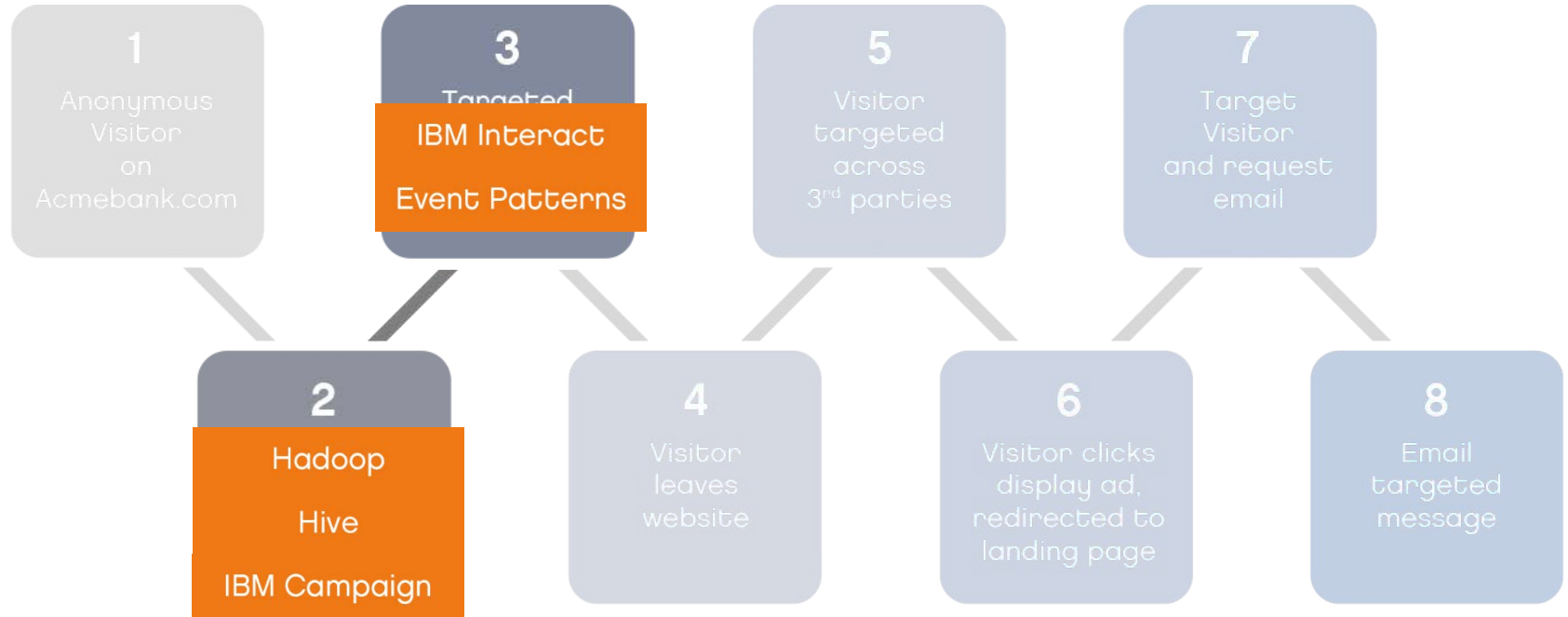
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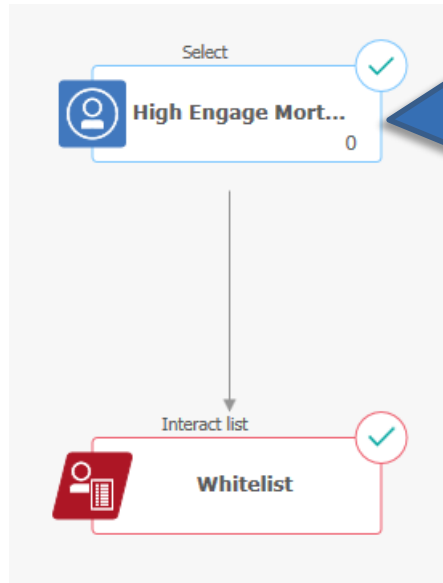
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IBM Campaign Integration with Hadoop/Hive



Select process configuration

Source | Cell size limit | General

Specify the criteria of records to select

Input: [v] [...]

☐ Select all Cookie IDs
☒ Select Cookie IDs with Advanced...

Expression

Field name	Oper.	Value	And/Or
downpayment	>=	60000	AND
Engagement_Score	>=	85	AND
Days_Since	BETWEEN	0,21	

Text Builder | Formula helper | Check syntax | Test query

Select based on

[v] [...]

Available fields

- ☒ hive_mortgage_tool_weblog1
- cookieid
- time
- amortperiod
- term
- rate
- houseprice

<- Use | Profile | Derived fields...

OK | Cancel | Help

IBM Campaign Integration with Hadoop/Hive

New table definition: Specify whether the new table is a flat file or database table.

☐ Create new file

☐ Map to existing file

☐ Create new table in selected database

☒ Map to existing table in selected database

Select data source

Database name	Type
DBO	DB2
testRunDataSource	DB2
UA_SYSTABLES	DB2
Hive_Cloudera	BigDataODBC_Hive

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New table definition: Specify fields for the new table

Source table:

Source table fields

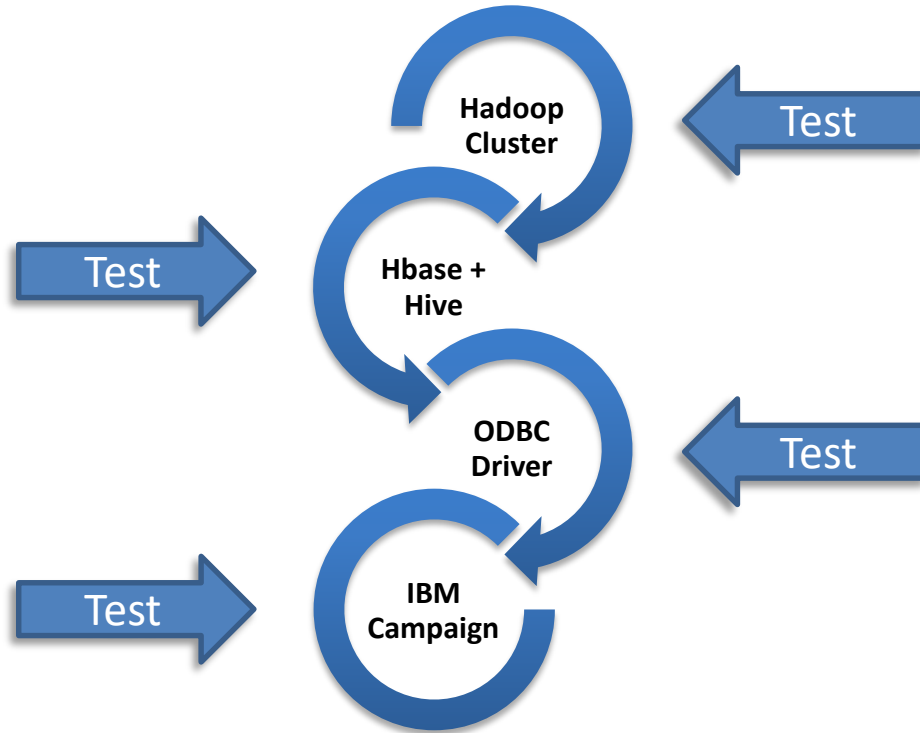
Field name	Field type
cookieid	Numeric
time	Text
amortperiod	Numeric
term	Numeric
rate	Numeric
houseprice	Numeric
downpymnt	Numeric
payfreq	Text

New table fields

Field name	Field type
cookieid	Numeric
time	Text
amortperiod	Numeric
term	Numeric
rate	Numeric
houseprice	Numeric
downpymnt	Numeric
payfreq	Text

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Troubleshooting Hadoop / IBM Campaign



Thank You!

Questions?



Further Questions

- We will be providing a follow up email
- We will be making a recording available
- Meet us at IBM Amplify in Las Vegas (March 20 -22)
- For additional questions, email us at:
marketing@clientspectrum.com