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## Exchange Solutions Joins IBM Universal Behavior Exchange

*Smarter Loyalty Capabilities Allow Marketers to Drive Higher Lifetime Value, Retention and Profitability from Customers*

LINCOLN, MA, October 23, 2015 -- Exchange Solutions announced that it has joined IBM's Universal Behavior Exchange (UBX). A key component of IBM Marketing Cloud, IBM UBX allows marketers to easily connect data across their solutions to help them better understand and engage with their customers in the moment.

As customer expectations have increased, so has the complexity of the marketing environment where some teams are working with more than 30 different systems. IBM Universal Behavior Exchange, a cloud based service, allows marketers to easily connect data across their solutions, helping them create more personalized and relevant interactions. UBX is supported by an open ecosystem of certified partners that include Exchange Solutions.

Exchange Solutions is an award-winning marketing services provider specializing in data-driven customer engagement programs. Their Smarter Loyalty offering is an innovative, technology-based marketing platform that enables retail and ecommerce companies to use highly personalized incentives in order to drive higher lifetime value, retention and profitability from their customers.

"We are very excited to be participating in IBM's launch of Universal Behavior Exchange," says Steven Hoffman, President and CEO of Exchange Solutions. "Via UBX, we are able to enrich the intelligence behind our individualized incentives, allowing retailers to optimize their marketing and promotional spend, as well as enhance the ROI of existing and new investments in IBM software solutions."

Delivered via a cloud-based platform, Exchange Solutions' Smarter Loyalty platform uses customer transaction and interaction data to identify "behavior gaps," i.e. valuable behaviors that customers are not performing. Each customer is then targeted, in real-time, with an individualized incentive to encourage them to perform those key behaviors, driving improvements in conversion, the up-selling and cross-selling of products/services, and reductions in churn. Because Smarter Loyalty only incents incremental actions, marketing spend is optimized and ROI is quantifiable.

"Our Smarter Loyalty solution is a natural fit for IBM UBX," notes Brenda Higuchi, SVP of Analytics and Optimization at Exchange Solutions. "Smarter Loyalty uses data to determine the



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optimal personalized incentive for each individual customer. UBX leverages solutions across the IBM marketing and analytics eco-system in order to tap into events all along the customer journey. This valuable data allows us to enrich our models so marketers can more accurately target their customers with 1:1 offers, in real-time, across all channels.”

For more information on Smarter Loyalty from Exchange Solutions, please [click here](#).

For more information on IBM Universal Behavior Exchange (UBX), please click [here](#).

### **About Exchange Solutions**

Exchange Solutions designs, builds and operates intelligent customer engagement programs that improve customer lifetime value, retention and profitability. From offices in Boston and Toronto, Exchange Solutions has been helping leading retailers, financial institutions and subscription businesses create sustainable and profitable communities of engaged customers since 1996. To find out more about Exchange Solutions, please visit [www.exchangesolutions.com](http://www.exchangesolutions.com).

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