IBM, Facebook team up on analytics, advertising

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IBM and Facebook announced Wednesday they would collaborate with marketers to develop better online advertising targeted to specific customers.

The companies said in a statement they would work together on data analytics for "tailored marketing capabilities that reach the right people at the right time."

The statement said IBM will use "deep analytics," on top of Facebook's anonymized and aggregate audience data, to give marketers a clearer picture of their target audiences.

For example, a retailer can use Facebook data to find people interested in running in order to offer them deals on apparel and other gear for the sport.

"All of this means better ads for people," the statement said.

Facebook also becomes the first company to join the new IBM Commerce ThinkLab, a research group that works with marketers.

"Our partnership with IBM will help top brands achieve personalization at scale by using IBM's marketing cloud to find and engage their target audiences on Facebook, as well as solve their vexing challenges by consulting with IBM Commerce ThinkLab," said Blake Chandlee, vice president of partnerships for Facebook.

"We will also be working closely with IBM Commerce ThinkLab to help deliver people-based marketing that's optimized to achieve each brand's business goals."

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