

APIs: The New Marketing Platform



Five things every CMO should know about APIs

Summary

APIs power all digital marketing channels and the apps we use today. They're how businesses exchange data with partners and participate in digital ecosystems.

APIs are a window on your company's digital assets, exposing them so developers and partners can build mobile apps and become part of your innovation engine.

Thanks to the open API economy, you can build mobile apps that use a mix of APIs; you can combine location APIs with targeted promotions, or map your morning run with a calorie counter. APIs are what make Twitter and Facebook available everywhere. Wrapping an API around your digital assets gets you

into the game and builds value that wins customer loyalty and revenue. Marketing is about highlighting value, and promoting that value to customers.

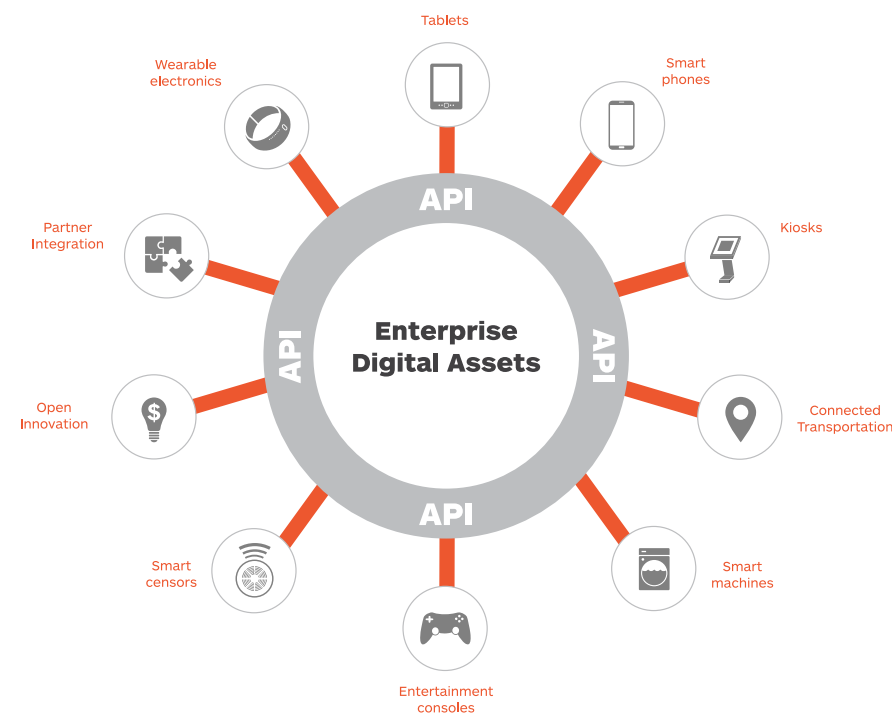
APIs: They're application programming interfaces, but they're so much more. They're key to participating in the new global economy—the digital economy.

"An API is the business technology that brings the CIO and CMO together."

– Denise Persson, CMO, Apigee

1 Be where your customers are, no matter what the channel

In 2013, there were one billion connected devices in the world. In 2020, that number is expected to mushroom to 20 billion. The Internet of Things is taking off; many of us wear at least one connected device today. These devices are the marketer's future distribution channels.



The notion of gaining access to all those devices is daunting. Luckily, there's a fast-track solution. An API is the enabler that powers all mobile devices. APIs let you securely serve up your data, services, or content, enabling developers to build apps for any device.

Look at businesses like The Coca-Cola Company and McCormick. They're creating new value for customers through the Coca-Cola Freestyle drink machine and the FlavorPrint app, which offer personalized sodas and dinner suggestions based on individual tastes.

A connected, touchscreen soda machine is the new distribution channel for Coca-Cola. What will yours be?



Whatever it is, APIs will get you there.

Achieve Personalization Intelligently.

2 Partnering for digital network effects

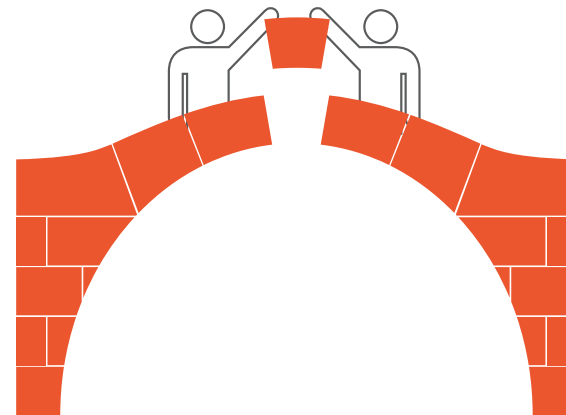
As engines of growth for a business, we all know how powerful partnerships can be. They're even more important in the digital world.

APIs make it easy to exchange data and integrate with partners. Your partners, in turn, can extend the value of your data and create something even more valuable. Imagine how much more scalable and simple your work with agencies would be with all of your data and services available via APIs.

Yesterday, thriving partnerships relied on great relationships. In today's digital world, they flourish

when you provide valuable assets in a way that makes them easy for partners and developers to use.

The world's fastest growing companies, like Airbnb, Instagram, and Snapchat, are all digital businesses, and they're all connected to each other. Together they create network effects and fuel growth. It's not people negotiating partnership contracts that connect them.



It's APIs: **Accelerated Partner Integration.**

3 In the digital economy, innovation happens outside your box

APIs not only let you showcase your business on mobile devices and create network effects with partners to fuel innovation. They open up access to millions of app developers around the world who are hungry to build the next big thing. Enabling those developers with easy and secure access to your data and services via APIs creates new business opportunities.

A great example of this is Walgreens. The drug store chain has built an open

API around its photo printing machines. Over 75 different mobile apps integrate Walgreens' QuickPrint functionality, bringing new value to customers, new revenue streams for developers and for Walgreens, and more traffic into the business—via all channels.

Remember that developers also know about other APIs that can augment the value of yours.

APIs: Accelerated Product Integration.



4 Survival of the fastest

When you're the size of AT&T or Walgreens, moving fast isn't easy. Yet, to win in the digital economy, the time to act is now. How do you compete with digital natives that are disrupting your industry?

You unlock your existing assets to create new products, new experiences, and unprecedented value for your customers.



This is how AT&T used APIs to create value out of a lowly phone bill. By using the telco's billing APIs, SundaySky created a service that dynamically turns a phone bill into an explanatory video. Cool, right? By making it easier to understand a phone bill, AT&T both created more customer value and decreased calls to customer service.

Without APIs, innovation like this would be a lengthy process. APIs are the business technology that removes organizational, technical, and security barriers to unlock the value inside your enterprise. They make it easier for a CIO to say “yes” to a CMO while maintaining security and control. They’re a simple interface on complex systems that provides the agility to react when market and customer expectations shift.

“[The API program] is an architectural choice one makes for speed.”
– John Donovan , AT&T

APIs: Agile Performance Interface.

5 Become a real digital business

A digital business provides both digital customer experiences and digital operational excellence.

The CMO and CIO need to become partners. CMOs need to understand how new technologies like APIs help create value for customers. CIOs need to understand how customer and market expectations must drive their technology decisions. In other words, the partnership must

center around the customer.

Becoming a digital business isn't easy. Speed to

market is critical to all businesses, and many companies tend to “bolt-on” digital tools. It's a short-term strategy that ultimately leads to an inability to compete with companies that take a more holistic approach, one that focuses on full digital transformation.





APIs overcome the organizational, technical, and security hurdles on the path to realizing the value of your enterprise's assets. They bridge the gap between what the CMO needs to create value for customers and what the CIO needs to deliver a platform for a digital business.

With alignment in place and technology that's purpose-built for the requirements of the digital world, the potential to grow and succeed is limitless.

APIs: A Powerful Idea.

Where to go from here...

If you own a digital or mobility program for retail or other business, these resources will help you know how to meet the challenges—build a digitally enabled customer experience, digitize business processes, and create your own digital business model and roadmap.

- ▶ Apigee resources

<http://apigee.com/about/resources>

Share this Business Brief

