

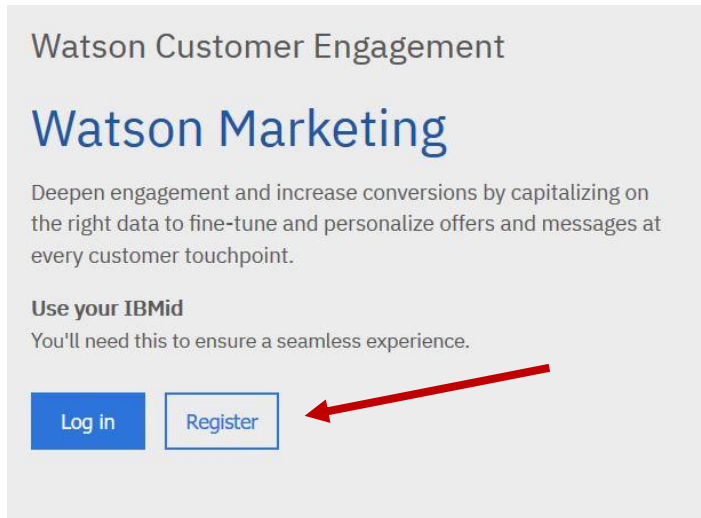
How to create an IBM ID

An IBM ID will give you access to the new user interface for Watson Campaign Automation. The new interface features an improved navigation experience and access to Watson Marketing Assistant – a cognitive analyst that helps you discover actionable insights using advanced AI technology.

1) Go here to register for an IBM ID: <https://www.ibm.com/customer-engagement/marketing/launch/>

Note: This page is also the new login page. Bookmark it for future use.

2) Click **Register**



3) Create an IBM ID

Create your IBM account

Access to trials, demos, starter kits, services, and APIs.

Sign up for an IBMID

Already have an IBM account? [Log in](#)

Email *

First name *

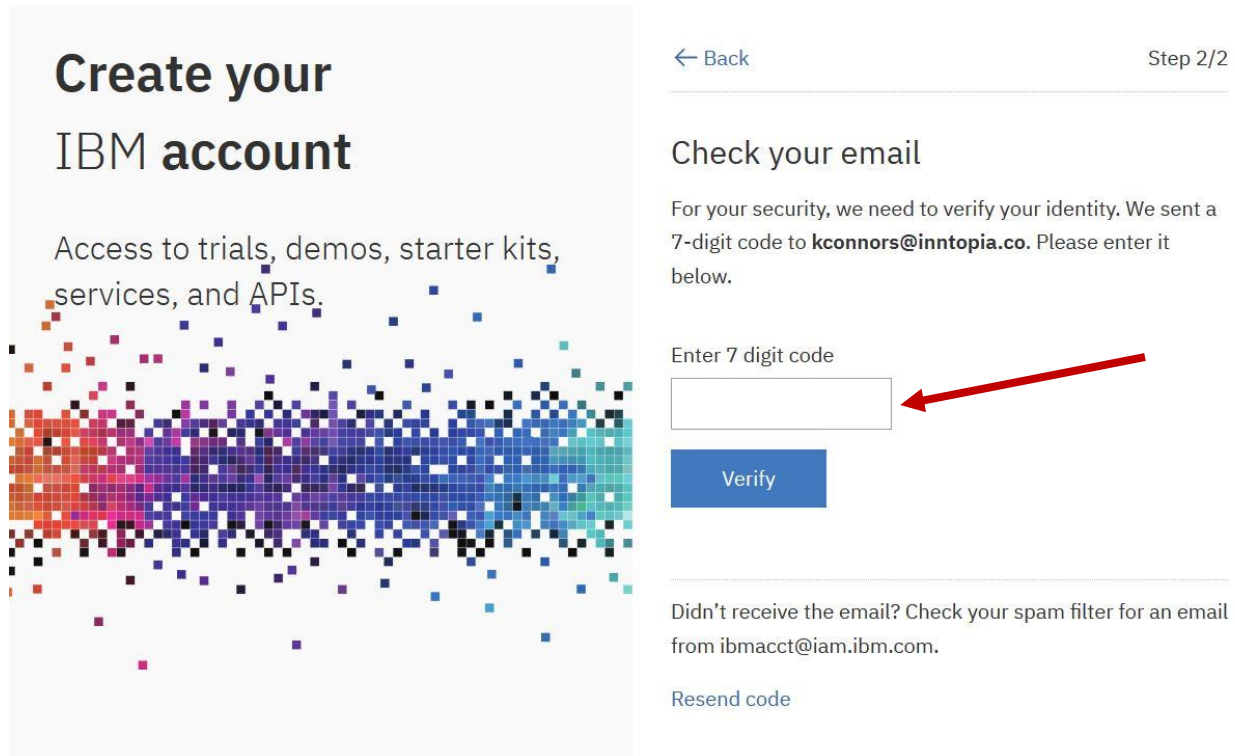
Last name *

Country or region * (?)

Set a password * [SHOW](#)

- 8 characters minimum
- One uppercase character
- One lowercase character
- One number

- 4) A verification code will be sent to the email address you entered. The verification code will come from ibmacct@iam.ibm.com The subject line is **New User Registration**. Check your spam folder if you don't see the email in your inbox.
- 5) Enter the verification code.



Create your IBM account

Access to trials, demos, starter kits, services, and APIs.

← Back Step 2/2

Check your email

For your security, we need to verify your identity. We sent a 7-digit code to **kconnors@inntopia.co**. Please enter it below.

Enter 7 digit code

Verify

Didn't receive the email? Check your spam filter for an email from ibmacct@iam.ibm.com.

[Resend code](#)

- 6) Return to <https://www.ibm.com/customer-engagement/marketing/launch/>
- 7) Login with your IBM ID and Password
- 8) You will be asked to verify your ID. IBM will send you another verification code to copy and paste. The email will come from ibmacct@iam.ibm.com. Subject line is **Verify your identity**

Verify your identity

An Identification Code has been sent to **kco****@inntopia.com**.
Please enter the code below within 20 minutes
[Request new code](#)

Identification code 1614

Continue

9) Copy the last 6 digits of the code in the email and paste it into the text box on the webpage

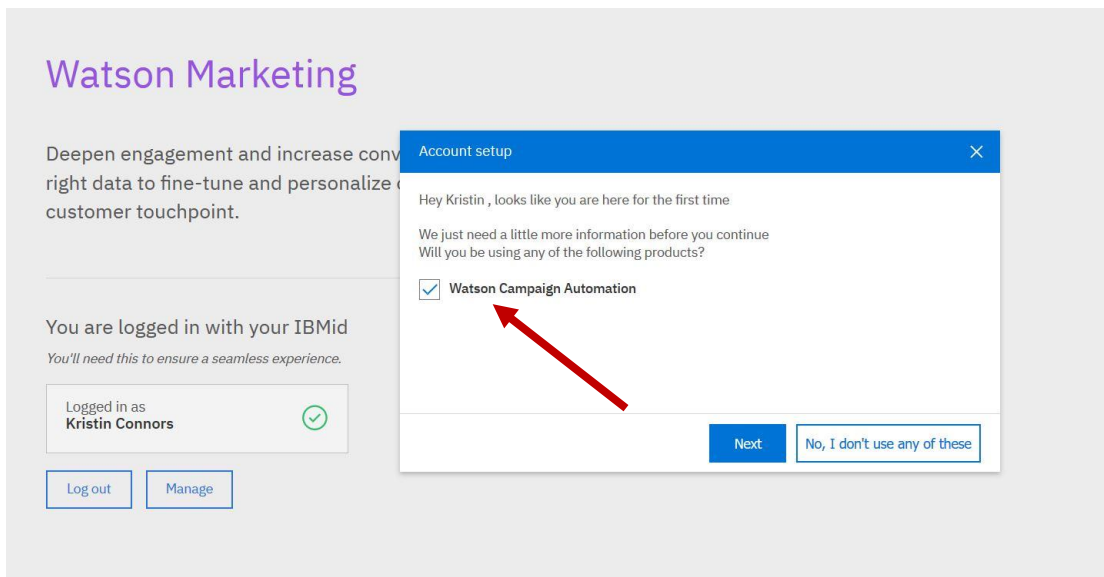
Copy the Identification Code below:

Please verify your identity by copying the code:

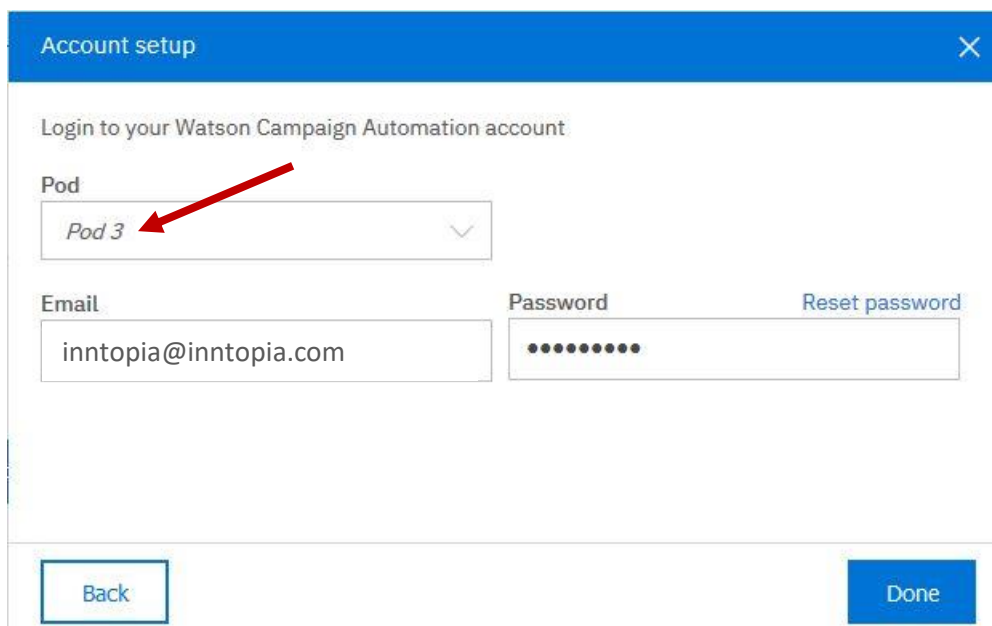
1614-786800

Paste the code in the appropriate field on the Log in form. This Identification Code will be active for 20 minutes.

10) After you enter the verification code successfully, you will see this screen. Check the box next to Watson Campaign Automation and click 'Next'



11) Then you'll see the final screen for setting up your new login. Select 'Pod 3' in the first drop down. Enter the email and password you currently use to log into Watson.



After this initial setup process, you will use only your new IBM ID and Password to log into Watson Campaign Automation.