How Does Your Data System Integration
Stack Up?

We power marketing.

TERADATA

This quick assessment tool will help you determine how well your digital marketing system stacks up. Rate your organizations data-driven maturity from 1 to 5 (1 being infancy; 5 being fully optimized) in the following functional areas.

Marketers everywhere are searching for the best way to cut through the clutter to reach customers with individualized communications that drive revenue. You can optimize your marketing resources and achieve the individualized insights needed for today's marketing success with a strong data-driven marketing strategy.

The first initiative needed for this strategy is integrating disparate databases of valuable customer information. This lays the foundation for discovery of individualized insights through use of data and analytics. But it's difficult to gauge the effectiveness of your integrations. How do you even know if you're on the right track?

1 **Your organization has optimized a data framework that integrates existing customer information to support the creation and analysis of individualized insights for campaigns**

1　　2　　3　　4　　5

2 **Your marketing team has a holistic view of all customer information**

1　　2　　3　　4　　5

3 **Your customer information includes contact information, such as name, email address and phone number**

1　　2　　3　　4　　5

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4 | Your marketing team can access customer resource systems, purchase information, loyalty information, and preference data from a central location

1   2   3   4   5

5 | Your marketing executives collaborate with IT leadership regularly to discuss access rights and operational aspects of customer databases

1   2   3   4   5

6 | Your marketing team can view customer data from both online (website) and offline (in-store purchases) data sources

1   2   3   4   5

7 | Your marketing team routinely analyzes customer purchases and activity trends to assess the success of marketing campaigns

1   2   3   4   5

8 | Your marketing team uses real-time predictive analytics to drive strategic marketing

1   2   3   4   5

Next >>

Is your data-driven marketing strategy mature enough to empower your organization with individualized insights?

If your total score is **20 or less**, there's more work to be done. A score of **25 or more** indicates you are on your way. While **35 and above** indicates a mature strategy. No matter which stage your data-driven marketing is currently in, Teradata can help you go further.

The road to strategic marketing that actually drives revenue is built by increased data flexibility, operational efficiency and is paved by real-time inbound and outbound messaging. All of these elements combined enable you to gain individualized insights. Learn more about powering your marketing by **downloading the Essential Steps to Implementing Individualized Insights Guidebook!**

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