Supporting Every Aspect of Your Individualised Marketing Strategy

Teradata Marketing Applications Services

We power marketing.™

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Helping Integrated Marketing Programmes Succeed

As your data-driven marketing strategy grows to support an increasingly complex technology infrastructure, emerging channels, and individualised marketing programmes, your business will face new challenges. You will need new skill sets and additional resources to drive results. Most importantly, infusing your marketing programmes with right-time relevance requires individualised insights gathered from your customer data. However, only 50 percent of marketers are able to routinely apply data to individualise messages and offers.[1]

What would you do if you knew experienced marketing consultants with decades of experience developing and launching successful data-driven marketing strategies and campaigns were only a click or a call away?
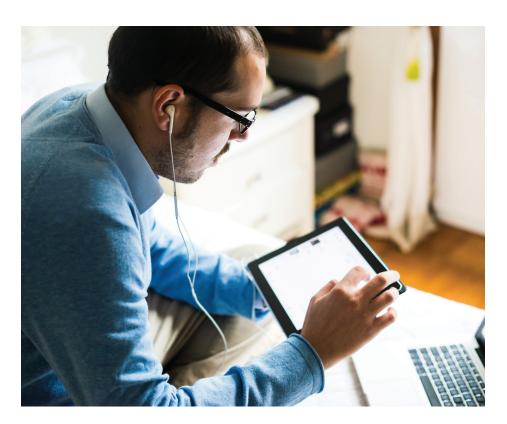
Teradata Marketing Applications Services teams provide expert guidance to optimise marketing infrastructure performance and maximise the impact of marketing programmes. When you become a Teradata Marketing Applications customer, your business receives more than a leading integrated marketing management solution—you also partner with a team of experienced service professionals whose industry knowledge and application expertise you can count on to deliver the best return on your marketing investments.

Teradata's experts offer the level of support you need—including Strategic, Enablement and Optimisation Services—tailored specifically to help you boost the performance and value of your marketing organisation. These services power your marketing by guiding you in the development of individualised marketing strategies to easily connect one-to-one with customers.

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[1] Source: 2015 Teradata Data-Driven Marketing Survey, Global, Teradata Corporation.

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Improving Marketing Results with Strategic Services

Even with the best integrated marketing applications, marketers can struggle to effectively reach the right customers at the right time. To improve performance and results for your individualised marketing, you need an omni-channel strategy that maximises your technology investments and marketing programmes.

Your ability to deliver a consistent brand experience across all customer channels depends upon how efficiently you apply enterprise-wide marketing strategies to deliver individualised messaging. This requires integrating and evaluating the effectiveness of your marketing applications, processes, customer data, and messaging.

Improve the performance of your digital marketing through more effective targeting and engagement strategies with Teradata Strategic Services. This team helps you fine tune your marketing capabilities and programmes to deliver value and performance today, as well as helps you transform your marketing investments for continued success.

These experienced, data-driven marketing professionals offer the following services:

- **Marketing Strategy**
  - Business analysis and assessment
  - Business improvement
  - Business change management
  - Programme management
  - Real-time channel strategy
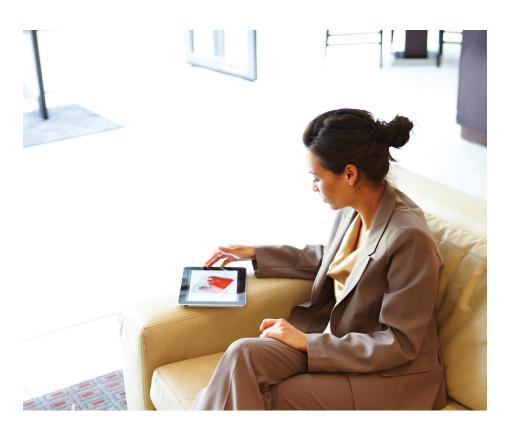 - CRM strategy and road map development

- **Marketing Analytics**
  - Advanced analytics with capabilities assessment
  - Marketing attribution

- **Digital Consulting**
  - Digital maturity audit
  - Campaign efficiency analysis
  - Digital messaging optimisation
  - Lead generation and nurture programmes

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- **Creative and Design**
  - Design, coding, and testing for email, mobile, and Web
  - Responsive design
  - Content development
  - Dynamic personalisation
  - Digital display and direct mail execution

- **Campaign Strategy**
  - Campaign setup and deployment
  - Data and campaign migration
  - Segmentation tracking,
  - Reporting and analysis
  - Email deliverability services
  - Project management

- **Media Network**
  - Access to more than one million profiles for B2B and B2C email advertising
  - Opt-in lead generation
  - Display advertising

- **Programmatic Consulting**
  - Media strategies using programmatic technologies
  - Demand side platform integration with customer data
  - Display campaign management
  - Data management platform implementation
  - Data onboarding

A renowned fashion and lifestyle brand selected Strategic Services to help grow their online channel via more effective customer acquisition. Teradata helped the fashion company implement new lead generation and nurture programmes along with an expanded pay-per-click strategy. The results were staggering, in addition to 95 percent year-to year growth in Web revenue, the company increased the email base by 27 percent in six months and reduced client acquisition costs by 80 percent.

Teradata Strategic Services can help you assess, develop and improve your marketing solutions capabilities, digital marketing programs, marketing strategy, processes and analytics. Teradata helps you uncover valuable data and actionable insights that transform your operations to drive superior business results.

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Maximising Your Time to Value with Enablement Services

Successful integrated marketing management systems must provide streamlined control of your omni-channel initiatives across multiple databases and platforms. Additionally, marketing team members must build their knowledge and proficiency to realise the full value of the new marketing application.

When you choose Teradata Integrated Marketing Cloud to power your marketing, Enablement Services provide the reliable, expert guidance and resources needed to ensure your success during and after your marketing system implementation.

These service professionals help increase return on marketing investment with implementation, integration, and deployment strategy expertise. Capabilities offered by Enablement Services include:

- **Deployment**
  - Solution definition workshops
  - Implementation services
  - Project management
  - Administration
  - Customisation and optimisation
  - Transition strategies

- **Integration**
  - Third-party connectivity
  - Security
  - Integration of Teradata with existing applications, software, and systems

- **Training**
  - Knowledge transfer
  - Classroom training
  - Best practises strategies
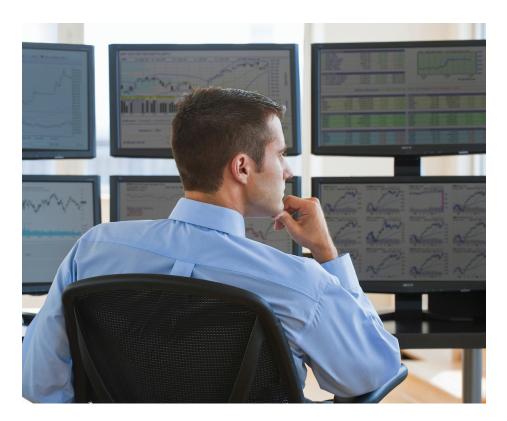 - Custom end-user training plans

- **Application Expertise**
  - Implementation support
  - End-to-end implementation services
  - Usability and ROI optimisation

A global pharmaceutical company engaged Teradata Enablement Services to help them implement a solution to manage multi-media annotation capabilities. The service team helped the company implement the latest Teradata Marketing Resource Management solution and reconcile long-standing inconsistencies in project methodologies. Not only did Enablement Services expedite migration to the latest solution, the team helped to maximise the usability of the entire system for the company.

Teradata's team of marketing enablement professionals has decades of experience navigating complex system implementations. You can feel confident that Enablement Services will provide the best possible time to value for your investment.

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Increasing Marketing Performance with Optimisation Services

The marketing technology environment is increasingly complex and constantly evolving. Teradata Optimisation Services ensure the effectiveness of your marketing solutions and associated applications is never hindered by technical issues or resource constraints.

Optimisation Services professionals help maximise the performance and value of your integrated, omni-channel marketing programme. Optimisation Services operate as an extension of your team to improve usability with proven best practises, expert application administration and reliable technical support. All of these services are focused on helping you improve system operations, efficiency, and value realisation.

- **Customer Care**
  - 24x7 support
  - Problem identification
  - Incident prioritisation and resolution
  - Communication with the Teradata development team
  - Self-service portal

- **Managed Services**
  - Customised full-service partnerships
  - Application administration and management
  - System optimisation
  - Customisation support
  - Uptime optimisation
  - Integration and API support
  - User adoption
  - Ongoing campaign execution
  - Best practises advisement
  - Change management

A European bank with over 10 million customers leveraged Teradata Optimisation Services for improved application administration, support, and performance optimisation, as well as campaign operations support. Previously, the bank had contracted a third-party for this support with little success. Teradata provided custom solutions to help business users create more effective campaigns with improved customer segments. In addition, Optimisation Services improved system engineering and productivity by streamlining database design and running proactive application health checks.

The Teradata Optimisation Services team employs their application expertise to give you a competitive advantage by optimising your integrated marketing software investment.

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Get the Most from Your Data-Driven Marketing Investment

Service is an integral part of the Teradata Integrated Marketing Cloud, helping customers develop, implement, support, and optimise their integrated marketing management solutions to achieve the greatest possible business impact.

Teradata's services professionals can help you increase the value and efficiency of your individualised marketing strategy by using integrated programmes to deliver a highly consistent and relevant customer experience that transforms brand engagement. The Teradata Marketing Applications Services team provides you with the industry expertise and knowledge needed to optimise your marketing infrastructure and integrate your marketing initiatives to engage your customers individually and achieve long-term profitability.

With the Teradata Integrated Marketing Cloud, you have the data and services you need to know more about your marketing, your customers and your business—and the flexibility to do more with your data, all from a single, cloud-based solution.

To learn more about Teradata's service offerings and the Teradata Integrated Marketing Cloud, visit **Marketing.Teradata.com.**

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