

# HIGH-TECH DIGITAL MARKETING GETS PERSONAL

TERADATA SOLUTION HELPS E-COMMERCE COMPANIES SOLVE THEIR MOST CHALLENGING PROBLEMS

TERADATA

The explosion of multiple social media and digital marketing channels poses many critical challenges for digital marketers, online retailers, and e-commerce companies. But at their core, these challenges boil down to one: How do companies capture, integrate, and analyze a wide variety of data, both online (Web, email, social media, mobile and text messaging) and offline (purchase histories, call-center transcripts), to create the new insights needed to make the best marketing decisions possible in a rapidly transforming marketing environment?

To capture and convert consumers in today's hyper-connected, media-saturated world, marketers must reach out to them when and where they want to be reached. Personalized, interactive consumer communications is the key to gaining game-changing consumer insights that can affect millions of individual consumers' purchasing decisions around the globe.

## FROM DATA COLLECTION TO DECISION MAKING

Teradata® Integrated Consumer Insights—a comprehensive, cloud-based managed solution for data-driven, direct-to-consumer marketing—helps address challenges across all aspects of the digital marketing process. Teradata Integrated Consumer Insights helps digital marketers answer the most important questions:

- ~ Which social media customers are most likely to influence others to buy?
- ~ What channel interactions will drive customer purchases so nonproductive media spend can be eliminated?
- ~ What site experience enhancements should be made next?

To create successful marketing programs, marketers must collect and analyze a wide variety of data across multiple channels and media, depending on the products and goals of the campaign:

- ~ **Data collection**—To generate a 360-degree customer view, digital marketers need to gather cross-channel data on individual customer characteristics from multiple sources, including everything from social media to Web site activity as well as customer

purchases, email, and call-center interactions. Increasingly, data from various sensors built into a product also plays a role.

- ~ **Search and social media**—To optimize search engine traffic, digital marketers need to know which key search terms are used both on- and off-site, and in what combinations. But search-engine optimization (SEO) is no longer enough. To maximize ROI from social efforts, companies also need to collect insights into social media influence. Marketers need to monitor the conversations of influencers, get involved where appropriate, and ultimately work to direct what is being said.
- ~ **Inbound marketing**—To create the most effective customized offers for inbound customers, digital marketers need to incorporate *all* inbound channel data, from Web site metrics to call-center statistics. Just as important, they need to make all this happen at whatever scale is required.
- ~ **Media mix**—To ensure the highest possible conversion rates, digital marketers must understand media-mix scoring and content-influence mechanisms for public relations and ad messaging. Attribution, placement, prominence, and reach must be combined to optimize cross-channel spending to maximize marketing effectiveness and sales.

## THE TERADATA SOLUTION

Teradata Integrated Consumer Insights captures, cleans, and combines data from multiple sources within and across brands and channels, including everything from behavioral data such as location, purchase and service history, and call-center transcripts, to derived data such as credit scores, personas, and influence scores, as well as self-identified data such as purchase intent, social media likes, and user-generated content.

Teradata Consumer Insights loads all the data into an integrated, enterprise-class data warehouse, optimizes access for operational and business reporting and analysis, and supports industry-leading automated campaign management. For digital marketers, choosing a managed service means they can concentrate on the campaign, not the technology.

## TOP SIX HIGH-TECH MARKETING CHALLENGES

### Questions

1. With so many cross-channel insights, how can I get a true 360-degree view of my customer?
2. How do I ensure my advertising dollars are spent effectively to maximize conversion?
3. I want to be an integral part of the social conversation about my brand. How do I stay involved ... and relevant?
4. How can I better understand which online search terms will provide the best consumer response?
5. I want to create customized inbound offers that incorporate all pertinent channel data. Is that possible?
6. How do I identify the online path a consumer takes to get to my site and the patterns associated with purchases?

### Answer

Teradata Integrated Consumer Insights can capture detailed data from digital channels and merge it into your traditional enterprise data, resulting in a powerful new marketing capability built around comprehensive insights into consumer behavior. Understanding and leveraging those insights results in increased effectiveness and efficiency of marketing spend across all channels.

Successful cross-industry customers are already using the Teradata solution to generate millions of dollars in additional revenue and significantly increasing ROI from their marketing expenditures:

- ~ 20 percent increase in online sales
- ~ 10 percent increase in overall sales
- ~ 800 percent total ROI

Simply put, Teradata Consumer Insights enables marketers to get the right message to the right people at the right time through the right channel—without having to worry about the technology.

Are you ready to transform your business with Teradata? Contact us today for more information: [www.teradata.com/industry-experience/manufacturing](http://www.teradata.com/industry-experience/manufacturing).

