



Leverage Insights. Ignite Brand Engagement.

Connect with Your Customers through Individualized Insights from the Teradata Integrated Marketing Cloud.

We power marketing.

TERADATA



Power Your Marketing and Connect to Customers

Today's marketers must compete with a lot of digital disruption to reach and engage their customer. Between email, banner ads, mobile messaging, push notifications, print, and television there's too much noise in the marketplace.

Customers easily tune out irrelevant messages. They decide when, where, and how to engage with your brand. Marketing strategies and inconsistent messages that fail to deliver in every channel waste resources and miss revenue opportunities.

What would you do if you knew your customers better?

The identity, buying patterns, and communication preferences of every customer are critical insights for any successful campaign strategy. Without these individualized insights, you'll never see your customer's true face.

Imagine an integrated marketing platform that ignites personalized customer engagement. One solution that offers multiple products to help you achieve actionable customer insights.

Teradata offers one flexible and integrated solution. Teradata Integrated Marketing Cloud brings together a consolidated view of your marketing activities, spend, and resources to empower your organization to achieve greater agility to respond quickly to market changes.

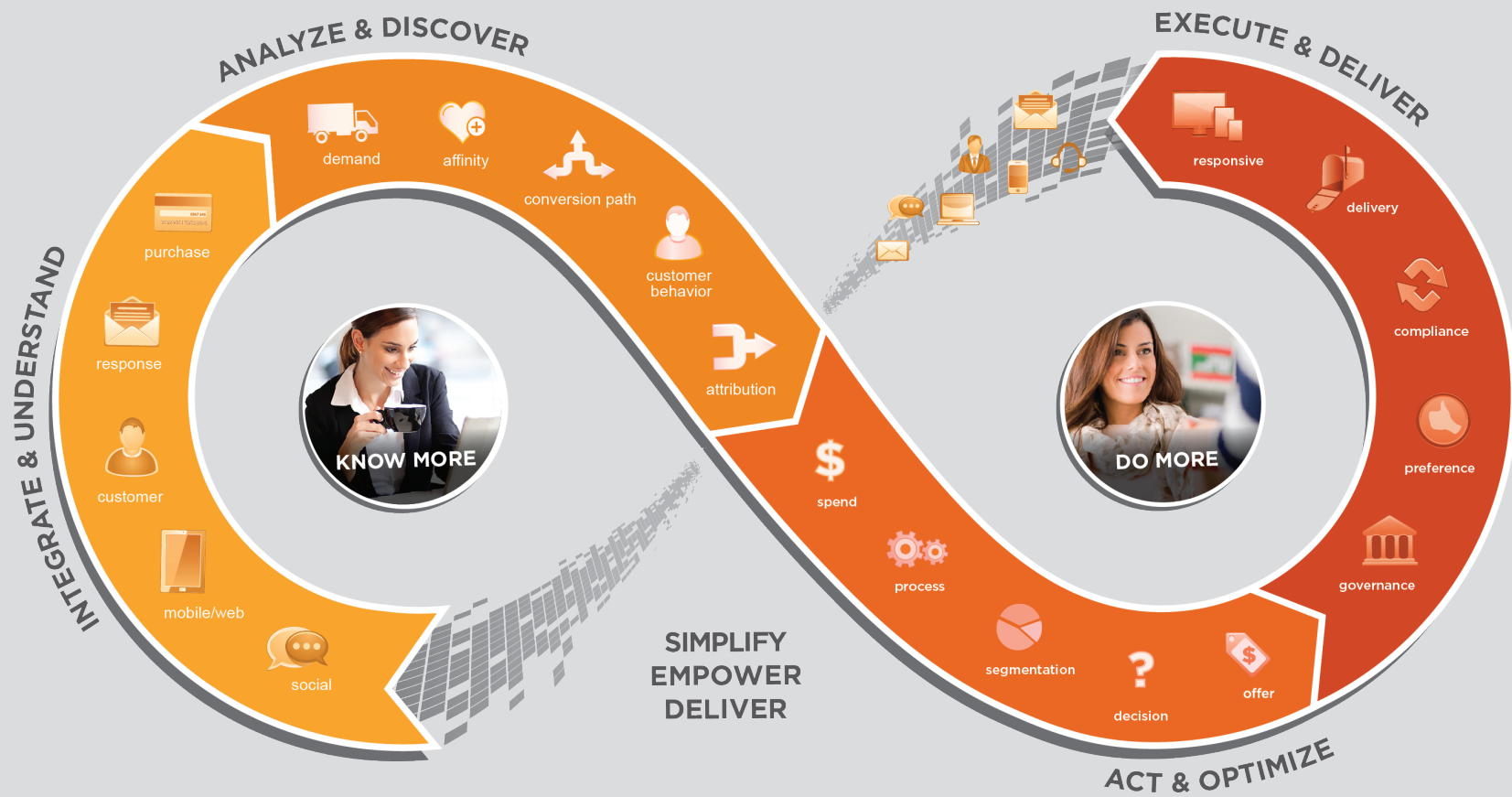
Manage your marketing effectively and efficiently, across channels, borders and time zones—wherever, whenever, and with whomever is needed to get it done. Customers are always on—and it's imperative that your marketing keep up.

Power your marketing with individualized insights from Teradata. Make one-to-one customer connections easily from a single solution and know more about your marketing, your customers, and your business. All while providing greater marketing agility to do more with that data to improve results and drive revenue.

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86% of Customers Say Relevant Offers Have an Impact on Their Purchase Decisions and Nearly One-Third Wish Their Shopping Experience Was More Individualized to Their Needs. ¹

¹ Infosys, 2014



Powerful Connections Made Easy

Marketers need a view of individual customers. This requires an integration of all customer touch points, from online data gained through web and mobile shopping, as well as offline transaction details from in-store purchases.

However, connecting and leveraging the value of these disparate data sources is difficult. There is a distinct lack of alignment between the IT solutions and infrastructure in place to capture data and visibility into those key insights for Marketing and Sales.

Teradata Integrated Marketing Cloud brings together segmentation and delivery applications with marketing

resource management solutions to enable informed, data-driven decision making and increase marketing agility. While each solution provides outstanding value to organizations worldwide, together they infinitely increase reach and best enable the deepest level of data-driven marketing opportunities.

There are multiple steps to creating meaningful, individualized relationships. By adopting a data-driven approach that includes the following initiatives, marketers can ignite unparalleled customer engagement.

1. Integrate & Understand. Gather and connect customer data from all available channels to develop a 360-degree customer view.
2. Analyze & Discover. Gain individual insights that reveal how to best contact each customer, when and with what offer.
3. Act & Optimize. Bring insights to market in highly-relevant marketing campaigns through an agile, efficient and optimized marketing team.
4. Execute & Deliver. Deliver targeted, individualized experiences to each customer, no matter with which channel a customer chooses to interact.



Power Your Marketing with Teradata Integrated Marketing Cloud

Achieving the individualized insights needed to ignite your marketing starts with Teradata Integrated Marketing Cloud, the critical component in gaining a centralized view of data from marketing initiatives throughout the organization. **Simplify** through holistic, deep and actionable customer insights. **Empower** efficient marketing processes through Teradata's integrated and flexible platform. **Deliver** engagement through dynamic, real-time experiences.

Teradata Integrated Marketing Cloud offers a set of products and strategic services that enable organizational agility and individualized customer insights. Solutions are integrated, creating a simple, one-stop solution to excite your brand engagement.

Marketing Resource Management

is a set of processes, capabilities, and services designed to enhance a company's ability to orchestrate and optimize internal and external marketing resources. As a component of the data-driven marketing approach, Marketing Resource Management enables companies to:

- Plan and budget for marketing activities and programs
- Review and adjust spend based on results

- Collaborate and connect across departments to ensure consistency and compliance
- Manage current marketing assets through the assets' lifecycle

Omni-Channel Marketing provides a single solution to design, execute, and deliver interactions that engage your customer across all traditional and digital channels. This solution includes tools to power retention and loyalty strategies, manage offline and digital campaigns, and connect multiple channels to a customer management strategy that integrates real-time customer behavior. Omni-Channel Marketing achieves data-driven marketing using individualized insights to:

- Design customer interactions
- Analyze and predict customer behavior
- Build the steps, assign collateral, and plan responses
- Visualize campaign results
- Gather information from every customer interaction
- Execute real-time interactions across multiple channels
- Deliver just-in-time offers at the customer's touch point



Digital Marketing helps marketers execute, deliver, and analyze digital communications, including email, mobile, social, and Web. The solution provides tools to design, optimize, and individualize digital content for your customers. Increased open, click-through and conversion rates are achieved through employing a data-driven approach to these communications. The Digital Marketing Center includes:

- Real-time marketing automation that allows capture of in-market customers, with targeting of relevant messaging
- Responsive design capabilities that enable design for multiple channels, platforms, and devices within one solution, along with review capabilities to ensure consistent customer experience
- Tools to measure and analyze results to fine-tune messaging strategies

Marketing Analytics helps marketers understand customer behavior over time and predict the likely response and impact of your marketing efforts. Marketing Analytics supports each solution in the Teradata Integrated Marketing Cloud in the identification and development of individualized insights to power your marketing strategies, allowing you to connect with and inspire your customers one-to-one.

Connecting Through Individualized Insights

According to a 2014 survey, integrated marketing solutions that leverage the wealth of customer data available to marketers have been embedded in 78% of marketing organizations.* It's time to connect with your customer through the individualized insights Teradata offers today.

Make customer connections easily from a single solution and know more about your marketing, your customers, and your business.

To learn more about the breadth of Teradata's marketing solutions and individualized insights, visit marketing.teradata.com.

*Results from Teradata Data-Driven Marketing Survey 2015, Global. Download the full report at marketing.Teradata.com.



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Teradata helps companies get more value from data than any other company. Our big data analytic solutions, integrated marketing applications, and team of experts can help your company gain a sustainable competitive advantage with data. Teradata helps organizations leverage all of their data so they can know more about their customers and business and do more of what's really important. With more than 10,000 professionals in 43 countries, Teradata serves top companies across consumer goods, financial services, healthcare, automotive, communications, travel, hospitality, and more. A future-focused company, Teradata is recognized by media and industry analysts for technological excellence, sustainability, ethics, and business value. Visit Marketing.Teradata.com.

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