



# The Era of Data-Driven Retail

RETAILERS SHARE THEIR SUCCESS STORIES

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**TERADATA**<sup>®</sup>



# Data is the lifeline that helps retailers run their organizations.

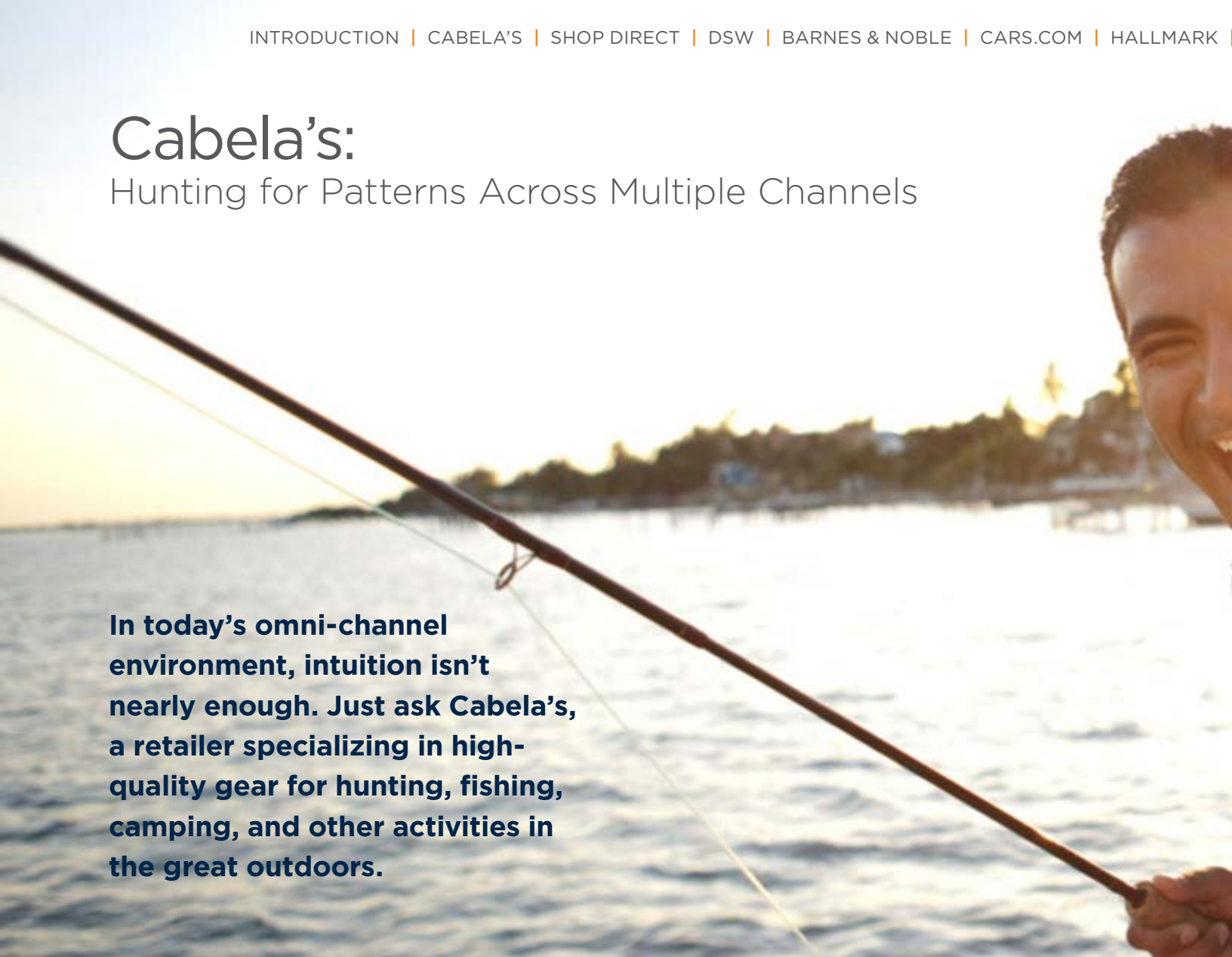
**Digital and mobile technologies, social media, and the Internet generate information to help retailers ask new questions, discover answers, and capitalize on unprecedented opportunities. When they use this data to support omni-channel retail practices, retailers can create both deeper engagement with customers and more seamless shopping experiences. That's what it means to be a data-driven retail organization.**

For more than 30 years, Teradata® has been helping retailers unify and analyze massive amounts of data so they can make sense of demand signals, balance inventory levels, and boost organizational profit margins. Teradata offers best-in-class analytic solutions that help our customers elevate their enterprises above the competition and do more of what truly matters for their business.

In the following pages, we've collected some of our most powerful, relevant customer success stories to demonstrate the central role of data and analytics in today's data-driven environment. Read on to discover the latest best practices—and get inspired to make the most of all your data.

# Cabela's:

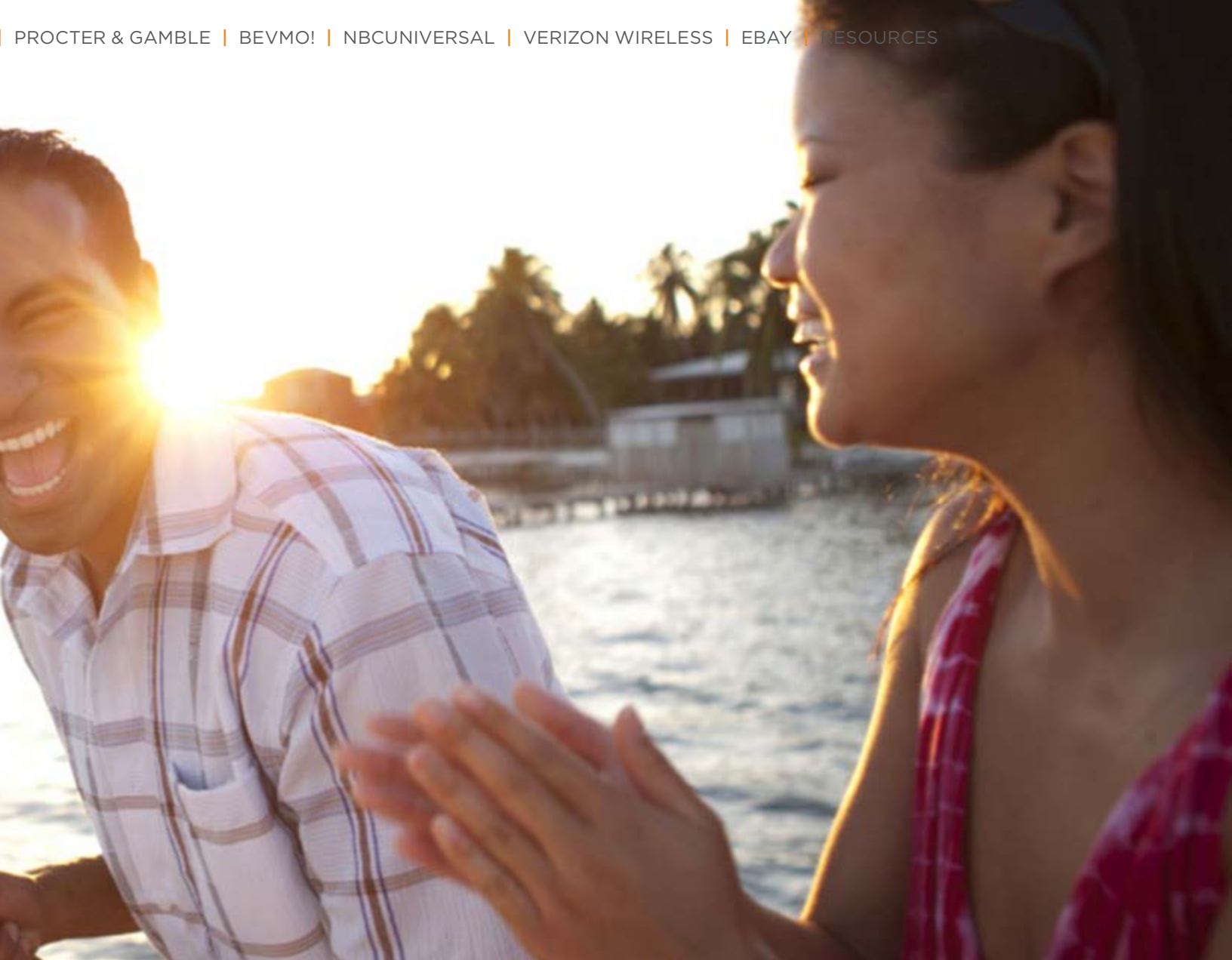
## Hunting for Patterns Across Multiple Channels



**In today's omni-channel environment, intuition isn't nearly enough. Just ask Cabela's, a retailer specializing in high-quality gear for hunting, fishing, camping, and other activities in the great outdoors.**

Many of Cabela's customers will look at a product on the Web site, place it in their online shopping cart, then remove it several times over the course of multiple visits before finally purchasing the item in the store. A marketer might look at these cart abandonment episodes and conclude that the Web site doesn't work. But with

help from Teradata solutions, analysts from Cabela's were able to sift through millions of interactions to determine consumers' buying patterns over time. The result is a far deeper understanding of consumer behavior, leading to more relevant offers that generate sales without damaging margins.



“Not only are we utilizing the data to hone our one-to-one marketing approach, ... we are leveraging it to enhance product pricing, placement, and promotional strategies across all channels.”

~ Corey Bergstrom, Vice President of Digital and E-commerce, Cabela's

**For more detail on Cabela's efforts to decode the path to purchase, read the case study.**



# Shop Direct:

Driving Conversion with Cross-Functional,  
Cross-Channel Analysis



“Three-quarters of our sales are now completed online, with 18 percent of those from mobile devices.”

~ Richard Boston, Head of Customer Insight, Targeting, and Planning, Shop Direct

**Shop Direct is a multi-brand online retailer in the United Kingdom and Ireland. Much like Cabela's, the company needed to transition from a paper catalog-based business to a business with broader customer engagement across multiple channels.**

By relying on Teradata technology as the foundation for a number of business functions including marketing, merchandising, finance, and operations, Shop Direct is able to gain a broader view into every aspect of the customer's journey. The company then uses that insight to design and optimize its Web site for optimal conversion rates.

Richard Boston, Head of Customer Insight at Shop Direct, explains that collecting, storing, and exploiting the right data in the right ways makes the difference between mediocrity and real commercial

advantage. The company can knit together customers' browsing history by loading millions of site interactions into a Teradata data warehouse in real time.

According to Boston, the results have been game-changing. Shop Direct has reduced the printing and distribution of catalogs by nearly 50 percent. Meanwhile, the company has improved conversion and retention rates by developing more advanced marketing campaigns, leading to a 28 percent uplift in incremental sales for every outbound email.

**Read the full article on Shop Direct at The Drum.**



# DSW

Making Sure the Shoe Fits



“We’ve gone from No. 5 in market share to No. 2. Just one interaction after another, base hit after base hit. It’s a strategy based around emotional connections, enabled by data.”

~ Kelly N. Cook, Executive Vice President and Chief Marketing Officer, DSW



**Kelly N. Cook believes the extraordinary should be the norm. As Executive Vice President and Chief Marketing Officer at shoe retailer DSW, she leads a hugely successful data-driven strategy based on emotional connections.**

For example, when store managers wanted to send thank-you notes to the top 25 customers at each store, they used data gathered from multiple touch points to help them quickly and easily exceed customers' expectations.

Thanks to personal touches like that, DSW's loyalty program drives 88 percent of the company's total revenue. By relying on a Teradata data-driven marketing solution, Cook's team was able to integrate more data across more channels—and take its loyalty program to the next level.

**For more detail on how DSW integrated data across all channels, scoring quick wins and empowering everyone in the business, watch the video...**



**...or read the article in Teradata Magazine.**



# Barnes & Noble

Analyzing Customer Data, Not Just Storing It

**The largest book retailer in the United States, Barnes & Noble understands that the customer's journey has to begin with the customer's needs, no matter the channel.**

At Barnes & Noble, analytics drive the customer relationship. The company is one of the first retailers to connect its point-of-sale systems to the cloud for real-time interactions with customers. Barnes & Noble collects data from its loyalty program, combining it with data from the company's e-commerce site to

help understand exactly who their customers are and what they may want to buy or read next.

Teradata Aster is instrumental in delivering these insights, weighing attributes such as customers' propensity to buy, their loyalty to the brand, and their distance from the nearest store.

Barnes & Noble relies on advanced technology from Teradata Aster to help ensure that every interaction is the best possible engagement for every customer, every time.

**Watch this video to learn how Barnes & Noble uses SQL-MapReduce™ analytics for better decision-making.**



# Cars.com

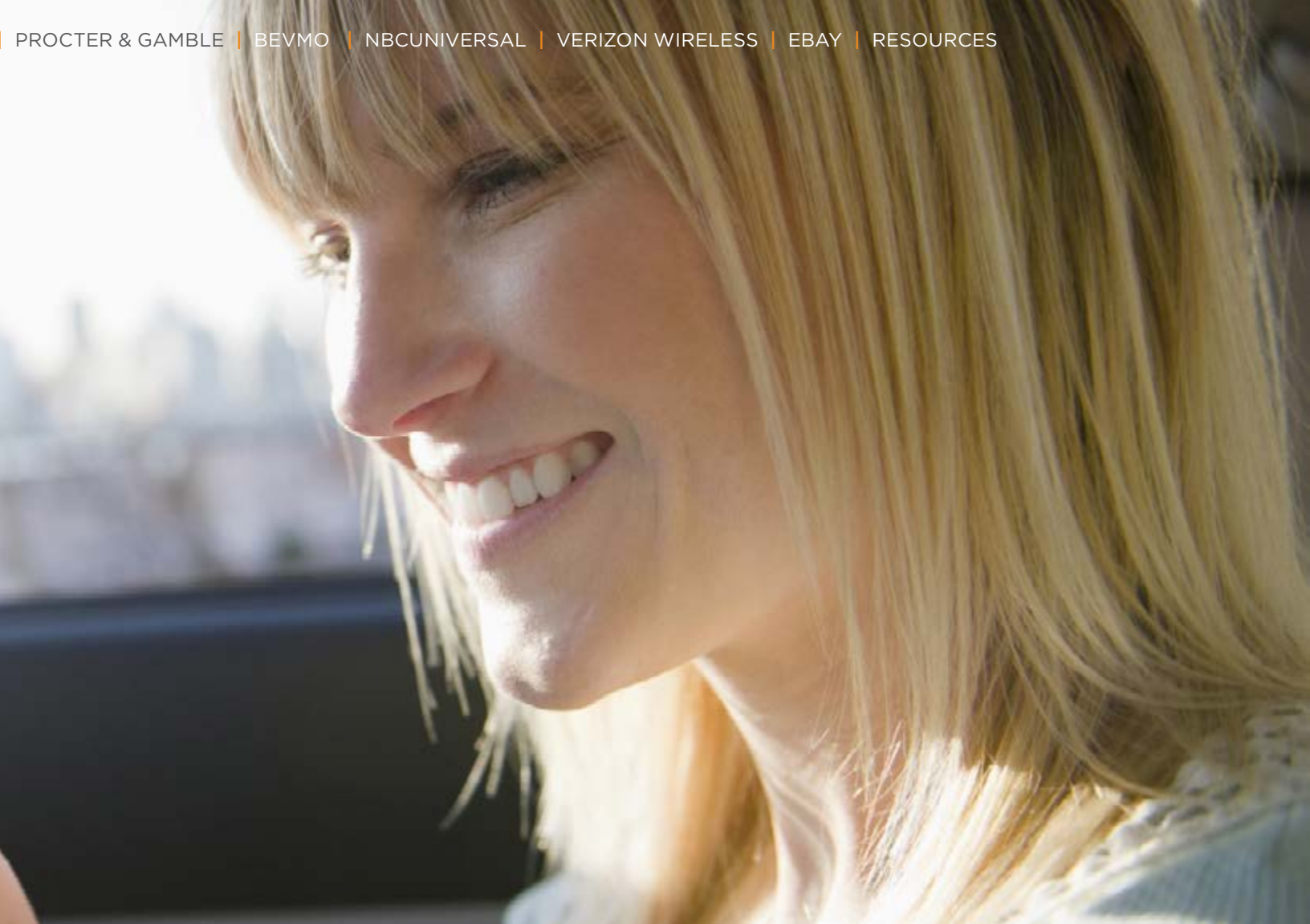
## Driving Revenue with New Sources of Customer Data

**With more than 11 million visitors every month, Cars.com is the world's second-largest automotive classified site.**

Because customers often take a long time to make a decision around such a large purchase, the company is able to compile a great deal of data from disparate sources—online, mobile, and social—for a deeper understanding of how to win business, one individual at a time.

**“We’re setting up our business intelligence environment to really empower our sales and marketing team.”**

~ Kevin Wyderka, Director of Business Intelligence and Data Warehousing, Cars.com



As new data sources become available, Cars.com has been exploring the potential of leveraging geospatial data to make targeted offers based on a prospect's precise location. That level of insight is only possible with help from Teradata Database's Columnar data management environment, which provides accelerated analytics insight, reporting, and marketing across the enterprise.

**To hear this story in the customer's own words, make sure to watch the video.**



# Hallmark

## Targeting Customers and Boosting Returns

**Hallmark specializes in helping customers find the perfect gift or card, no matter the occasion or situation. The company wanted to apply that same personal touch to its marketing efforts.**

With a customized marketing platform from Teradata, Hallmark can achieve a 360-degree view of customer behavior. Store owners are now able to assess shoppers based on a wide range of attributes, including dollars spent, cards purchased, total number of transactions, and average spend per transaction. Hallmark store owners can use complex targeting criteria to build custom, Hallmark-branded content for timely engagement. By adding these customer contacts to Hallmark's market media mix for analysis, the company is able to measure the revenue generated by its retail-funded consumer touch points.

**To understand how Hallmark gained a 360-degree view of its customers, read the article in Retail TouchPoints.**



Although the Teradata solution is optional for store owners, 98 percent of Hallmark Gold Crown stores take advantage of the technology.

# Procter & Gamble

Using Data-Driven Marketing to Reach 4.8 Billion People

**How does Procter & Gamble keep the interest of 4.8 billion consumers? By using digital marketing optimization to enable a one-on-one interaction with them at any time.**

In the past, Procter & Gamble was able to build customer relationships around a particular product, but the company's goal was to extend those relationships across multiple brands. To make that happen, Procter & Gamble gathered a

“What we’re doing is going to be a breakthrough for the company, and we’re starting to see the early signs of success.”

~ Tim Butler, Director, Global Business Services, Procter & Gamble



two-person team from every business unit, then collaborated with Teradata to create 1, Consumer Place, a single data repository for next-generation customer relationship management.

Located in the Teradata cloud, 1, Consumer Place enables Procter & Gamble to perform a single test in one market—Asia, for instance—and transfer that knowledge to other markets with minimal adjustment. The result is a deeper relationship with customers all over the world, entirely managed in a flexible, scalable, and secure cloud environment.



To see how Procter & Gamble is developing a one-on-one relationship with customers around the globe, watch the video.



# BevMo!

Unleashing the Power of the Cloud



“Within one week, Teradata had a proof of concept up and running. That was pretty exciting.”

~ Bob Graham, Vice President of Information Technology, BevMo!

**BevMo!, one of the largest wine, beer, and spirits retailers in the United States, already had a successful loyalty program in place—but the company wanted to make it even better.**

With help from a managed data warehousing environment in the Teradata cloud, BevMo! found a way to capture and analyze more customer data in real time, enhancing its ability to make relevant offers to members across multiple channels.

One key advantage of cloud computing is the ability to achieve fast deployment. With a cloud solution already in place, the company can now turn its attention to advanced capabilities such as price analytics—taking into account a broad range of variables including product, cost, and location.

**To read more about the promise of data warehousing in the cloud, check out this blog post from Teradata Labs President Scott Gnau.**



# NBCUniversal

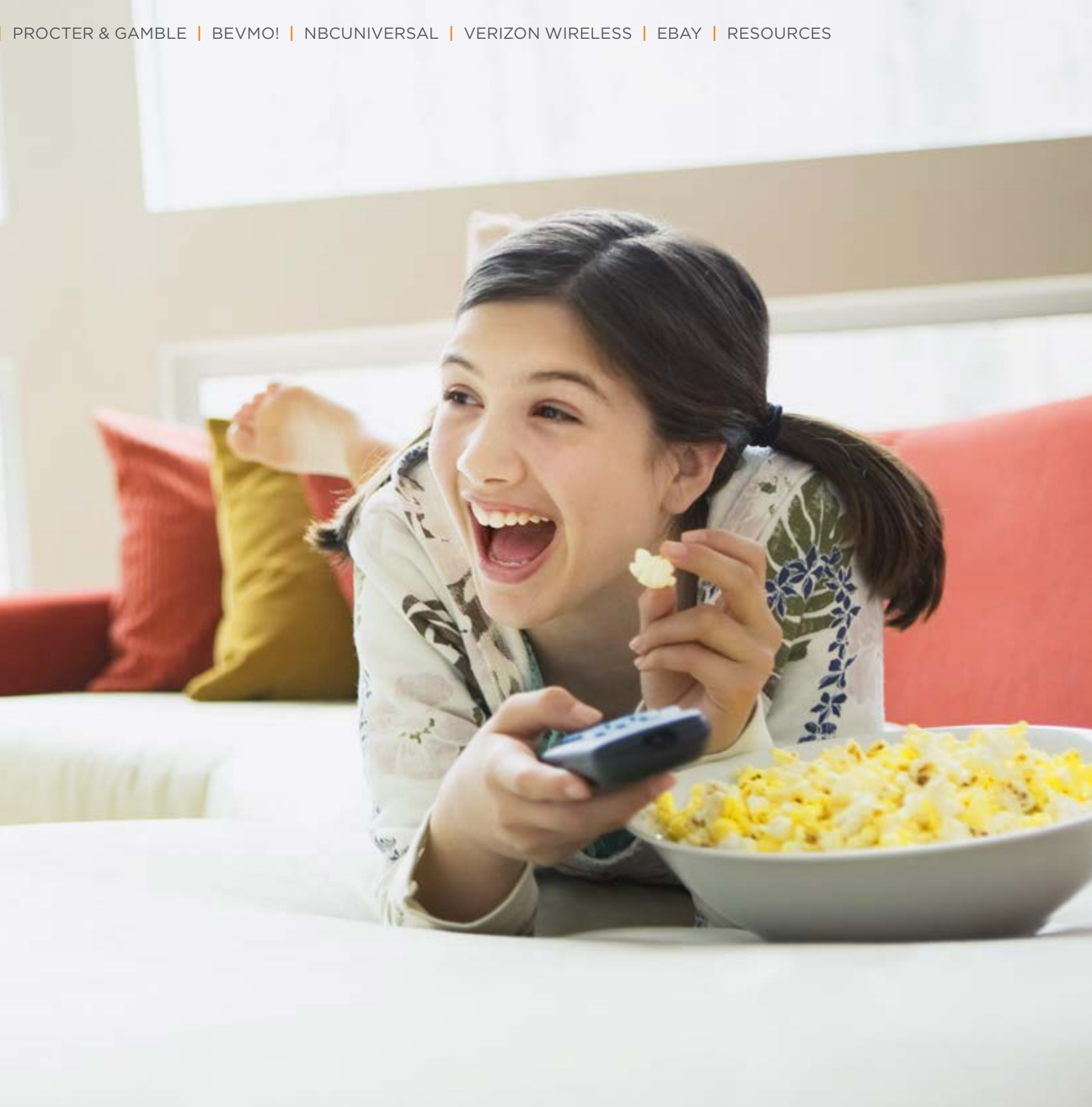
## Getting the Forecast Right

**In 2012, Americans streamed more movies online than they purchased in physical formats such as DVD and Blu-ray. That development presented a particular challenge to the retail operations group at NBCUniversal, which distributes the company's DVDs and Blu-ray Discs to more than 7,000 retail locations throughout America.**

To maximize profit and maintain competitiveness in the shrinking DVD market, NBCUniversal needed to implement a more robust, dynamic system for predicting consumer demand.

With crucial help from Teradata technologies, NBCUniversal has taken the mystery out of product performance, realizing a massive 15-point improvement in the accuracy of its sales forecasts.

Using Teradata technology, NBCUniversal predicted that a popular sci-fi title would sell 86,000 units nationwide in its second week of release. The actual figure was approximately 87,000.



**To see how Teradata and NBCUniversal worked together to achieve more accurate sales forecasts, read the case study.**



# Verizon Wireless

Using Unstructured Data for Unprecedented Insight

**Analysts at Verizon Wireless were perplexed. Their data showed that a number of customers would make a payment online, then call an agent. Why would anyone do that?**



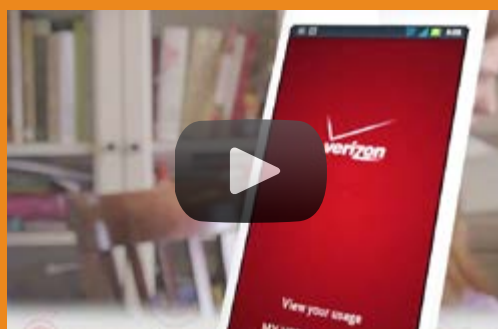
After further investigation into unstructured data such as call-center logs, analysts discovered that the customers knew they had made a payment but wanted to confirm that their service wouldn't be interrupted. By implementing a few business process changes, Verizon was able to eliminate a large number of costly customer calls.

That level of insight was only possible with help from Teradata technology that stores massive amounts of unstructured customer data where it can be easily accessed and applied. As a result, Verizon analysts can truly listen to what customers are telling them—and make simple changes that can have a major impact on the bottom line.

“With the insights we’re getting from these customer interactions, we can better target our communications, our marketing efforts, and our sales based on the customer’s individual needs.”

~ Rob Smith, Executive Director, IT, Verizon Wireless

**For more details on the role of Teradata technology in improving customer service at Verizon, watch the video.**



# eBay

## Optimizing the User Experience with Multi-structured Data

**At eBay, data is king. The company does not own or ship the products it sells but instead offers a world-class e-commerce platform for millions of users worldwide.**

In an ongoing effort to engage and excite consumers, the company's product managers run sophisticated tests to find the optimal user experience for generating bids and sales.

With help from Teradata technology, eBay can provide a platform for capturing, storing, refining, and analyzing multi-structured data so that product managers can gain powerful insights from previously unavailable sources. As a result, these business users have anytime access to a fast, powerful, agile environment for optimizing user engagement across multiple channels.

**For an in-depth discussion of eBay's approach to big data, take a look at the Web seminar.**







“We built an environment that really allows us to capture what’s happening on the Web site.”

~ Thomas Fastner, Principal Architect, eBay

# Resources

For more information on how analytics can drive revenue, generate insight, and engage customers, consult the following resources or visit [Teradata.com](http://Teradata.com).

## VIDEOS AND WEB SEMINARS



DSW



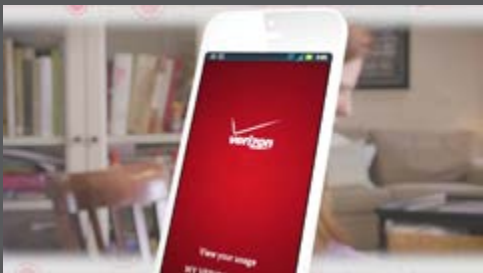
Barnes & Noble



Cars.com



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Verizon Wireless



eBay

## CASE STUDIES, ARTICLES, AND BLOG POSTS



Cabela's



Shop Direct



DSW



Hallmark



BevMo!



NBCUniversal



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