Digital Messaging Center Feature List

Connecting Brands to Consumers

Teradata Overview

INTEGRATED DIGITAL MESSAGING

TERADATA

Deliver Digital Messages with Personalized Precision

Teradata's Digital Messaging Center is the tool global marketers rely on to connect their brand to customers. Through real-time access to customer lifestyle and behavioral data, you can plan, design, and send marketing campaigns with personalized, targeted content.

Digital Messaging Center integrates with Teradata's Campaign Management solution. Use this integrated platform for all your customer communications via email, social, and mobile channels.

User Interface and Administration

The intuitive user interface makes it easy to enhance digital customer communication. Marketers have access to advanced functions for planning and executing complex email marketing campaigns.

- Accessible on any standard web browser
- Multilingual interface (English, German, French, Italian, and Spanish)
- Advanced audience segmentation and multi-step/multi-channel communications execution
- Response processing with the integrated Campaign Manger user interface

Recipient Management

Recipient Management is at the heart of successful digital marketing. Campaign Management with Digital Messaging Center doesn't just store email addresses; it helps marketers organize and manage in-depth customer data. This information is used to personalize emails with dynamic content and trigger email execution.

- Customer interaction data is shared automatically with Teradata's powerful Campaign Management and Data Warehouse products
- Relevant data is made available in Campaign Management's easy-to-use interface
- Refined segmentation available through data point analysis and selection criteria
- Message personalization attributes and communication event triggers can be built from centralized customer data

Personalization and Dynamic Content

Send thousands of personalized emails with one central message based on customers' behaviors and preferences. Dynamically individualize content elements that are targeted to recipient interests. This ensures customers receive relevant messages they are interested in getting.

- Simple placeholders for direct insertion of individual recipient data
- Personalization of subject line, sender email address, and sender name
- Target groups, micro-segmentations, and splits defined within Campaign Management
- Complex personalization for filtered recipient information with brackets and logical expressions (AND, OR, XOR)
- Dynamic content blocks displayed only for selected recipients or groups
- Personalized attachments (e.g., PDF invoice); Personalized barcodes for vouchers and promotions ; Unique, personalized links to individualized offers or for tracking purposes
- Drag-and-drop insertion of simple and complex personalizations
- Save personalization rules for reuse in future campaigns
- Functions to filter data according to exact time, time period, time of day or year (or randomly), and to insert this data into messages
- Personalization loops for generating recipient-specific lists

Message Creation

The message creation capabilities of Digital Messaging Center enable marketers to create innovative, multi-media marketing campaigns. Comprehensive tools help create highly relevant messages, achieve attractive email design and put content into the spotlight.

- SMS and email message creation and execution from one interface
- Drop-down lists for selection of all standard encoding sets (including ISO-8859-1 and UTF-8) for sending emails in different languages
- Integrated WYSIWYG HTML editor
- Integrated code editor with syntax recognition
- Image uploader for simplified image storage and placement
- One-click integration of a Share to Social banner for social media promotion
- Content support from social media or RSS-feeds (Facebook, Twitter, blogs)
- Function for forwarding message by recipient with customized message text
- Content store for frequently used elements (images, texts, attachments, etc.)

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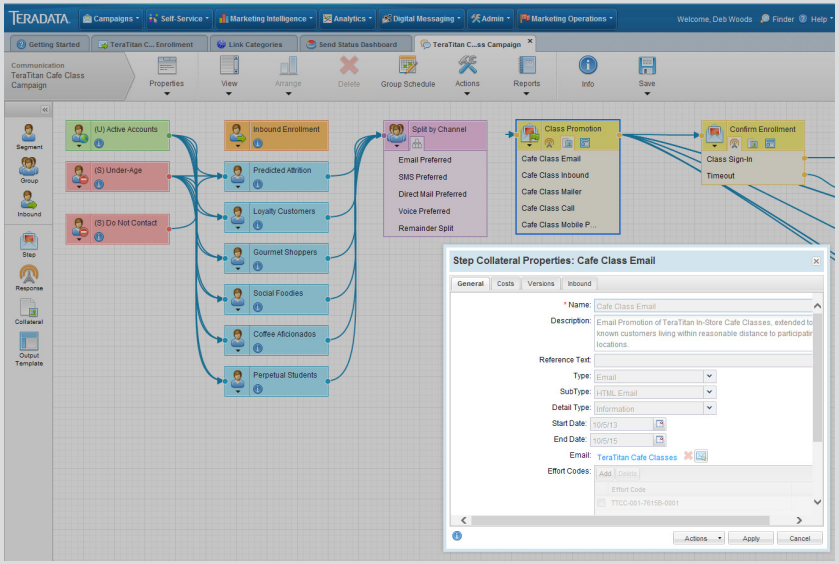

Easily individualize your email campaign to match your customers' preferences.

Execution (Send Out)

Ensure that customers receive messages at the appropriate time and in the preferred format for any device. Teradata's ongoing improvements and delivery adaptation principles guarantee consistently high send rates across multiple channels.

- Email and mobile message delivery from one user interface
- Configurable send rate of up to 10 million emails/hour
- Mass sends to an unlimited number of recipients
- Capable of sending single messages
- Time and event-based message sends
- Sends triggered by recipient profile data
- Stop, pause, or reschedule a send
- Forward messages directly
- Links and images can be edited after send
- Integration of external opt-out lists
- Management of internal black list and system-wide or group opt-out lists

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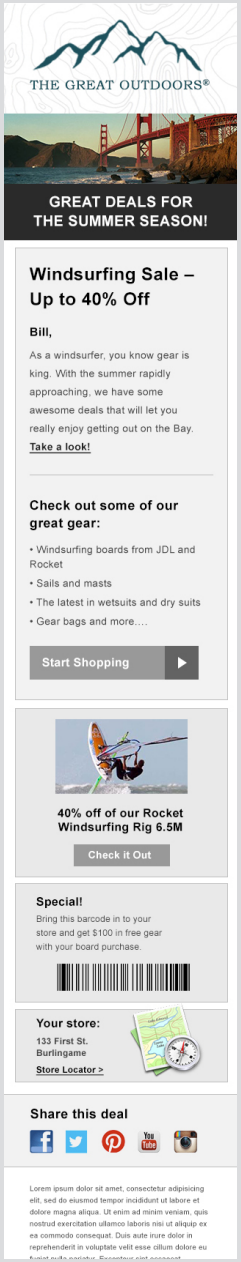
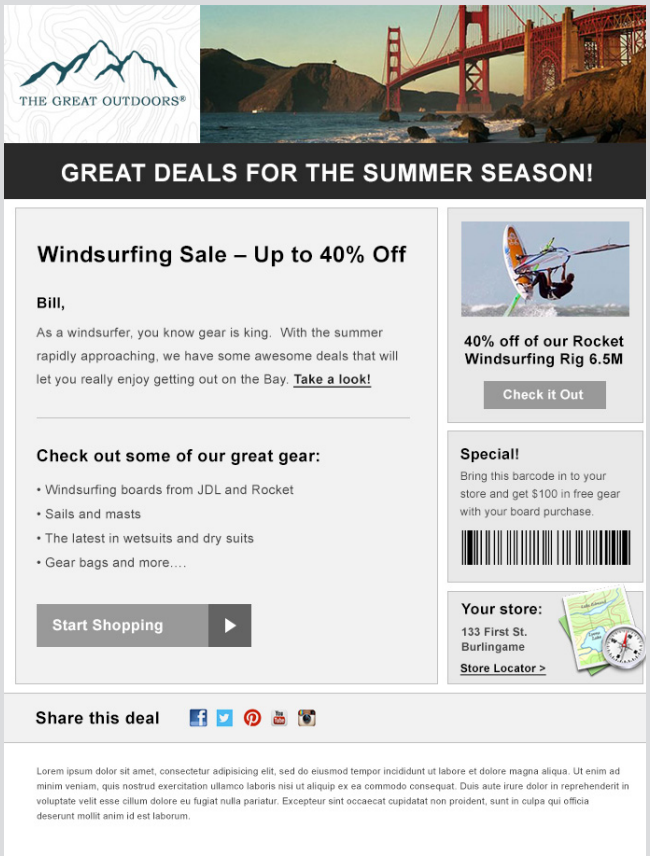
Mobile version



Email version



Teradata's professional delivery tools help marketers reach the customer's inbox and mobile device. The integrated creation environment enables the design of email and mobile messages.

Deliverability Management

Guarantee the secure delivery of your emails with Teradata's strong infrastructure and comprehensive deliverability experience. Marketers can be confident that campaigns will effectively reach the intended audience, providing the greatest opportunity for offer conversion.

- Mailbox monitoring to review delivery rate with various email providers
- Message previews for popular email providers
- Automated spam checks for messages, includes expert message improvement suggestions
- Automatic classification of bounces in six categories
- Dedicated IP addresses to build a company-specific positive IP reputation
- Shared IP addresses for customers with smaller send volumes
- Throttled send volume
- Performance analysis based on profile data
- Delivery and reputation audit for email campaigns
- Support for the latest technologies, such as unsubscribe header for reducing spam complaints and DKIM signature
- Integration of ISP feedback loops regarding customer complaints, such as Signal Spam, Yahoo, Outlook.com, and Gmail
- Membership in leading anti-spam organizations (MAAWG, Signal Spam, and others)
- Active participation in working groups for standardization and optimization of communication between ESP's, ISP's, and end users
- Regular contact with ISP's and providers of spam filters and whitelists

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Tracking, Reporting, and Statistics

Improve open and response rates with insights from the integrated data warehouse and Campaign Manager reporting tools. With a comprehensive suite of statistics at marketers' fingertips, Digital Messaging Center provides a complete overview of the campaign's success.

- Tracking and reporting output automatically distributed to other applications
- Campaign results forwarded to multiple stakeholders
- Comprehensive tracking of all campaign data during the entire life cycle of an email recipient (message- and recipient-specific)
- Real-time reporting of important statistics (bounces, opens and clicks on all or selected links, conversions and forwards)
- Summary of the individual results from messages, links, and recipients across categories
- Visual reporting capabilities
- Reports exported to standard file formats
- Link parameters for following and analyzing clicks in Web analysis tool
- Geo-tracking to determine the locations of recipients via IP address
- Preview of message display for popular ISP's and webmail providers
- Open and click rates per campaign

Approval and Review

Test campaign execution success and obtain detailed previews. Digital Messaging Center allows marketers to review message quality and preview how emails will display in customers' inboxes.

- Integration with Teradata's Marketing Operations product allows campaign stakeholders to easily review project workflows and content to ensure marketing impact
- Message preview shows how messages will display within popular email providers
- Send test messages to randomly-selected recipients from the preview screen
- Deliver each message to defined internal groups for evaluation
- Quickly deliver reports on message success (clicks or bounces) in each individual domain
- Automatically send message delivery and response reports to stakeholders

Security and Availability

Guard customer and personal data with industry-leading protection against unauthorized access. The availability features ensure Digital Messaging Center is always capable of assisting marketers in the development of marketing campaigns.

- HTTPS login for secure transmission of login data
- IP restriction for access to the DMC system
- 24-hour system monitoring
- Overview of running system processes with the possibility to interrupt or reschedule at any time
- High stability through redundancy of all hardware components — including redundant system architecture in different geographic locations
- Regular security audits performed by independent external organizations
- Digital security cameras monitor access to server rooms
- Automatic user lock-out after a specified number of unsuccessful login attempts
- Messaging Center available for use 24x7
- Full integration with Teradata Campaign Management with single-sign-on

Keeping Marketers in Control of Messaging

Teradata provides the only messaging solution that leverages data in a fully integrated deployment model. Leveraging your investment in Campaign Management and data warehousing, Teradata offers an integrated Digital Messaging solution unlike any other in the marketplace, giving digital marketers complete control. This solution enables you to achieve the promise of data-driven marketing with successful and relevant communications that drive customer response rates and lead to measurable improvements in acquisition, retention, and profitability.

For more information about Digitial Messaging Center or other solutions within the Teradata Integrated Marketing Cloud, visit 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 teradata.com.

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