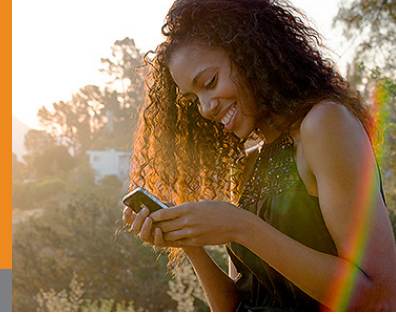


Personalization Analytics

RETAIL INDUSTRY



Super-Charging Customer Interactions to Ensure the Customer Receives the Right Offer, at the Right Time, in the Right Place

Your Business Problem

As the eCommerce revolution continues to explode, it is becoming increasingly more critical for retailers to make the customer shopping experience fast, easy, and consistent across all channels. As consumers become more comfortable and “experienced” buying online, human nature makes us a little less patient in searching for what we want to purchase.

Big data has brought many challenges to the retail industry, but one of the key benefits is that retailers now know more than ever about their customers. More and more consumers expect retailers to understand their interests and preferences, and engage them in a personalized way. To receive more relevant content, consumers are willing to share some of their personal information.

Teradata's Solution

In today's environment of data abundance and frequent data overload, the ability to discover unique insights enables retailers to improve decision making, resulting in the ability to take advantage of opportunities while controlling costs.

Big data analytics is not just about managing more, or even diverse, data. It is also about asking new questions, formulating new hypotheses, exploration, discovery, and making data-driven decisions. Ultimately, a big part of big data analytical efforts is the use of new techniques—on either new data or data that has been combined in new ways.

Top business objectives around personalization typically include improved customer interaction through personalized offers, content and treatments; improved product recommendations; deeper interest and behavioral segmentation; and attrition risk identification.

What is the Teradata Difference? What is the Teradata “Secret Sauce”?

In a number of key ways, Teradata's Advanced Analytics Group works differently from typical consulting or analytics firms. First, we are platform agnostic—we work with your existing technology, not just Teradata. Second, our primary engagement method is to collaborate with, train and mentor your in-house team—we build the models and solutions together, then let you run with them. Finally and importantly, you, the customer own the models and analytics we build together, not Teradata.

Interests and Behavioral Analytics

Big data allows retailers to capture customer interests and behavior in much more detail. This can be a challenge for many retailers, as the analytics teams are typically trained in traditional statistics and marketing analytics. Data mining, text mining, and machine learning are a new paradigm. Most of the meaningful insight is locked in the text of the pages that each customer navigates. Teradata is currently working with retailers to capture these new data types and combine them with the more traditional analytics that are already being performed. The “big leap” comes when integrating the process with operational applications—to make well-informed decisions in real-time.

Data Science and Exploration

To create a more satisfying customer experience—and drive additional online sales—retailers today must be able to present the most relevant content to a customer, at the most opportune time. Once a real-time actionable analytics framework is in place and the data scientist has a suitable platform, the sky is the limit to the way the

e-retailers can segment and classify customers to target. For example, when a retailer can hone in on a handful of customers that may be interested in high-end \$5,000 ovens, just getting a few more conversions can lead to significant results.

Marketers, working with an analytics group armed with these new skills, can create innovative customer segments to target, ensuring the most relevant content is served up

to the customer. It's a unique and flexible solution that makes it faster and easier than ever for retailers to take advantage of the tremendous big data opportunity inherent in eCommerce.

For More Information

To learn more about Teradata personalization analytics, please contact us at Teradata.com/contact-us.



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