Driving eCommerce Growth through Analytics and Customization

Leveraging Your Data to Improve the Customer Experience and Drive Results

Your Business Problem

Customers, who are more time constrained than ever, need their shopping experiences to be fast, easy and consistent across channels, especially in today's rapidly changing eCommerce world. Customers expect retailers to understand their interests and preferences, and enable them to quickly find what they want. But as much as customers expect a convenient and tailored shopping experience, most retailers still struggle to deliver one.

Retailers are inundated with data, but it is often difficult to bring together all the different types of customer data. And while that represents tremendous untapped opportunity, unlocking the power of this data is a major challenge. Many retailers simply don't have the appropriate skills, analytic tools, or marketing applications to quickly drive business value from customer data. The ability to quickly leverage customer data and insights is critical to engaging customers in a more personalized way, improving the customer experience, and ultimately, increasing customer loyalty.

A New Approach

Unlock the Power of Your Data with Actionable Analytics
Capturing more and more data doesn't resolve these challenges. While having the right data is a critical element, being able to quickly integrate data, iterate through analytics, and discover unique, new insights to improve the customer experience is the key.

Today's advanced analytics is all about asking new questions, and quickly exploring and identifying the insights that can deliver targeted customer interactions. It's about speed and agility—to analyze the data and then operationalize it.

By unlocking the value of data in eCommerce, retailers can deliver real-time, customer-specific treatments, providing more personalized, convenient browsing and buying experiences and creating ongoing dialogs with their customers.

What is the Teradata Difference?

What is the Teradata "Secret Sauce"?

Teradata works differently than typical consulting or analytics firms in several key ways. We are technology agnostic—we work with your existing technology and not just Teradata technology. Plus, our primary engagement method is to collaborate with, train, and mentor your analytics team. We build the models and solutions together, and then let you update and manage them. We help you to strengthen and grow your company's analytic capabilities and deliver real business value.

Teradata's Solution

Improve Your Customer Experience
Teradata has a proven approach to helping eCommerce executives solve their complex business problems. Teradata's approach is an actionable analytics framework including a combination of analytic ecosystem technologies, advanced analytics, and marketing applications.

Teradata works with retailers to understand their key connected customer strategies, identify high-value use cases and develop the right analytic approach. Through rapid, continual test/fail/discovery, Teradata helps retailers identify patterns that drive desired behaviors and operationalize findings through personalized, potentially real-time messaging.

Competing in today's digital retail world means moving beyond traditional statistics and marketing analytics, such as customer segmentation, to the new paradigm of data mining, text mining, and machine learning. It means being able to take vast quantities of data and synthesize it, using advanced analytics to better understand customer behavior.

TERADATA.

Teradata offers a wide variety of consulting solutions to help eCommerce teams drive their business, including:

- Personalized messaging, targeted offers, and highly personalized product recommendations.
- Interest and behavioral segmentation.
- Influencer modeling.
- Marketing spend effectiveness.
- Dynamic pricing.
- On-site search optimization.
- Sentiment analysis.
- Digital ID Registry.

Teradata's eCommerce consulting solutions are technology agnostic. We work with your team to develop analytic solutions and execution plans that leverage the tools and technologies you already have. Teradata provides thought leadership about the latest analytic approaches, mentoring your team to advance their analytic skills, and recommending ways to implement new personalization and optimization capabilities.

For More Information

To learn more about Teradata's eCommerce solutions, contact us at **Teradata.com/contact-us**.

Unlock the Value of Integrated Retail Data

Leading retailers use Teradata Retail solutions to:

- Collect data from social media sites, web site clickstreams, and mobile apps.
- Summarize purchase histories, transactions, and retail interactions.
- Create and make product recommendations to shoppers.
- Create marketing campaigns for segments of one.
- Run analytics to determine best offers and predict likely behaviors.
- Deliver offers using the customer's preferred communication channels.
- Trigger emails and communications to offer loyalty rewards and discounts.
- Manage order distribution, delivery, and pickup.

Retailer Uses Analytics To Make On-Site Search More Relevant

A leading specialty retailer wanted to improve its on-site search results. Its search application required manual configuration and used a search ranking configuration to determine search results. Weights were assigned manually to different dimensions of information with no mechanism to analytically set weights. As an example, searching on "slow cooker" could return very different results than "crock pot", yet to a customer, these search words may be interchangeable.

The specialty retailer turned to the Teradata Advanced Analytics team to enhance its existing search tool with new analytic techniques to predict key search words and phrases. The analytic solution focused on four key areas:

- Optimizing results recalled using consumer behavior
- Query expansion for highly specific multi-word search terms
- Algorithmic keyword generation
- Results ranking: relevancy and revenue optimization

Making the search application smarter now provides more relevant search results, creates a better customer experience, and improves online conversion and ultimately revenue.

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