

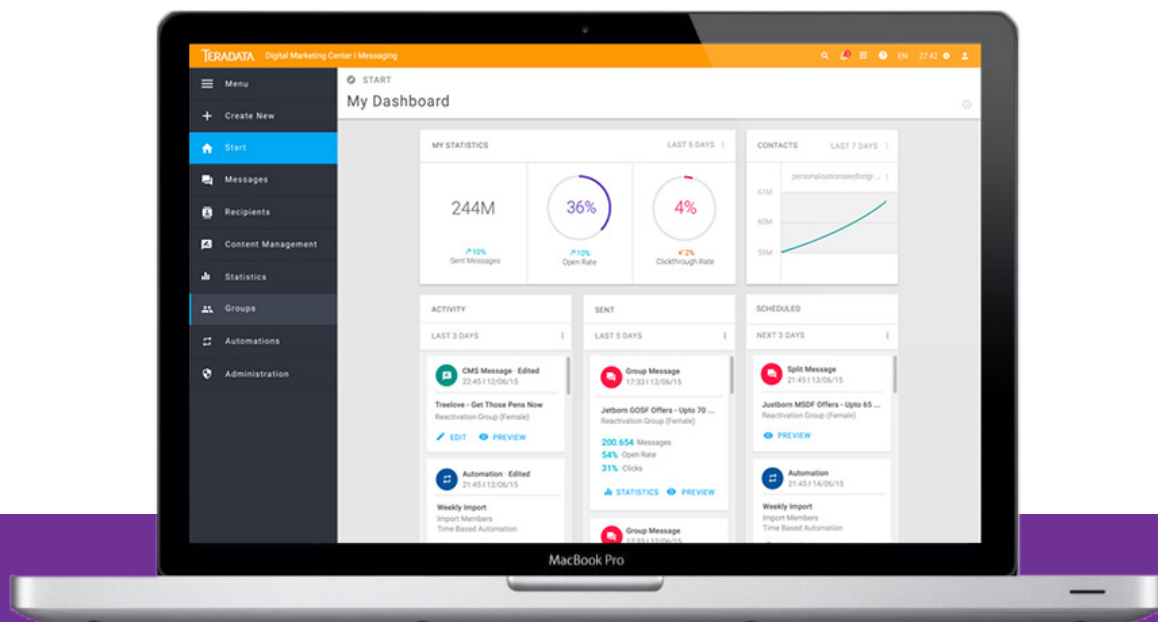
# Digital Marketing Center

## Execute cross-channel, connected customer interactions.

Manage your digital marketing execution with ease. Design timely emails, mobile messages, social updates, and Web advertising all from a single solution.

Digital Marketing Center allows you to engage with current and potential customers across paid, earned and owned channels through an open, integrated platform. Now, build 1:1 relationships with individuals and deliver the right message at the best time through the preferred channel.

Engage your audience with exceptional efficiency through real-time, optimized experiences. Reach customers with the best message at the right time, at every stage of their journey with your brand. Do all of this and more via any digital channel. Your customer owns their journey - but you dictate their experience.



## What you get



**Cloud-based** Digital Marketing Center with robust capabilities



**Capabilities** to collect, unify, and activate data



**Data security & privacy** best practices



**Expert** customer support & value added consulting



**Continuous innovation** through research and development



**Technical excellence & experience**



# Capabilities & Benefits

## Email Marketing

Use a single interface for campaign design and scalable execution

Leverage APIs to integrate with web analytic tools and eCommerce platforms

Hit the inbox with world-class deliverability features plus support from a global team

Optimize campaigns with content management tools

Execute every use case from marketing to transactional messages

## Mobile Marketing

Leverage mobile to increase engagement, retention and revenue

Engage customers around the world with SMS messaging

Drive customer engagement with Mobile Push

Automate campaigns to increase efficiency

Bridge the online and offline worlds with micro-location technology

Create mobile-aware email campaigns

## Social Marketing

Manage your brand and engage with individuals across social media

Reach audiences across social networks with social publishing

Understand your social data and gain analytical insights with social listening

Measure the effectiveness of your social efforts with performance tracking

Enhance targeting and improve ad performance for increased ROI with social audiences

## Web Marketing

Create engaging and personalized landing pages

Provide customers with the most relevant content based on data

Leverage easy-to-use, predefined templates

Track page views, click-through rates, and more to determine the next stage of your customer's journey

## Platform Capabilities

Build & deliver multi-channel campaigns

Meet growing needs with a scalable, all-in-one solution

Automate engagement with prospects & customers

Optimize campaigns by tracking and testing every message in real-time with no technical expertise required

Use powerful data integration to create individualized content and deliver it through the most appropriate digital channel

## Data Management Platform

Collect and analyze customer data from every digital touch point in one platform, and operationalize that data across a wide range of media execution channels

Combine known & anonymous customer data in a single platform to make it actionable

Target your audience with a greater degree of accuracy by integrating first party data and third party sources

Optimize media buy & advertising creative on the fly with real-time campaign performance metrics

Gain a truly integrated and cohesive view of real-time campaign performance

For more information on how Digital Marketing Center can help power your marketing, visit [marketing.teradata.com](http://marketing.teradata.com).



10000 Innovation Drive, Dayton, OH 45342 [Marketing.Teradata.com](http://Marketing.Teradata.com)

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