



## Mobile Push

Increase App Users' Life-Time Value with Teradata Digital Marketing Center

### Increase Engagement with Your App Users, Improving Customer Retention and Revenues

With 80 percent of users deleting or abandoning an app within 30 days, you need a way to re-engage your dormant users and keep your active ones happy. Mobile Push empowers marketers to do more on mobile channels, providing self-service tools with a rich set of features to give you everything you need to activate and engage your users.

### Sending More Than One Billion Messages Per Month

Mobile Push is a mobile marketing automation platform that has been designed by marketers for marketers. It

provides individualized, targeted and automated push and in-app messaging services for your apps. The service is used by leading brands, agencies and publishers around the world, serving more than 400 million users worldwide with more than one billion messages sent per month.

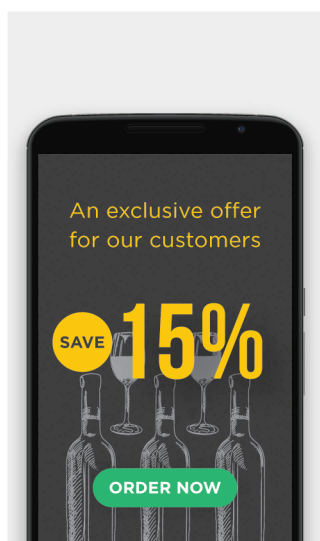
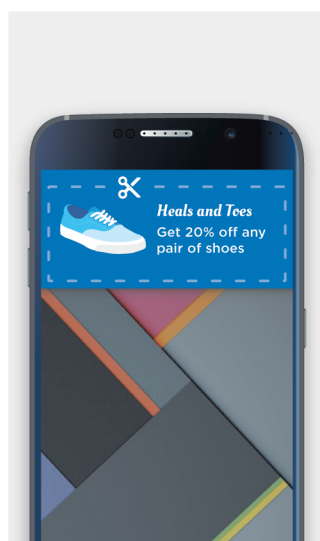
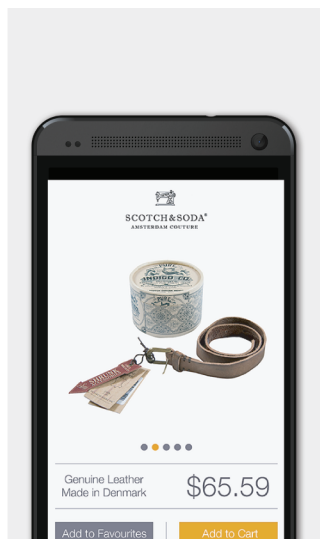
“When it comes to push, we needed a simple and hassle-free solution to help improve app engagement. On a recent campaign, we saw a sizable increase in revenues.”

- Albert Custodio Martinez  
Operations Manager, Social Point

## Multi-Channel Marketing Within Your Reach

Mobile Push is a component of Teradata Digital Marketing Center which delivers the agility you need as a marketer. This all-in-one digital marketing system gives you the benefit of approaching your customers with tailored, relevant messages delivered at the right time, in the most effective way and on the preferred channel. Now you can segment your customers with ease and run highly-targeted campaigns on email, mobile, social, and web channels.

Teradata enables you to inspire your customers based on individualized insights. It unlocks the data you need to know more about your users and your marketing, the agility and tools to ignite action and frees up resources to put your focus back on creative campaigns and brand management. This is data-driven marketing in action, offering you the flexibility to do more with your data.



## Mobile Push by Teradata

### MESSAGING

- Personalization
- Automation
- Deep Linking
- Split A/B Testing
- Advanced Customization

### TARGETING/SEGMENTATION

- Location
- Device
- In-App Behavior
- Last Activation
- Custom Fields
- Micro Location/iBeacons Support

### ENTERPRISE

- User Management
- Security
- Permission Management

### MULTI-CHANNEL

- Email Marketing
- Social Media
- Facebook Audience

### TECHNOLOGY

- Server-to-Server Integration
- SDKs: Android and iOS
- Multiple Data Centers
- Variety of Ways for Data Integration

### SUPPORT

- Onboarding Support
- Dedicated Ongoing Tech Support
- Ongoing Success Management
- Consulting, Marketing and Professional Services



“Teradata Mobile makes it easy for us to create smart, behavioral, targeted messages, and they have become core to our mobile marketing efforts.”

- Lior Gerson,  
VP, Product Management, mySupermarket

## A Powerful Arsenal of Tools and Services

With Mobile Push, our customers typically see push message click through rates of up to 25 percent, and increases in revenue by 2-3X. With tools such as Automation Whiteboard, In-App Plugins, and Marketing Analytics, you are equipped to empower your app to become a powerful marketing channel.

Combine these tools with Teradata Interactive, Marketing, or other Consulting and Professional Services to maximize your Mobile and App Strategy and effectiveness.

## The Trusted Mobile Push Solution

The powerful solution for mobile engagement between marketers and customers is used by large and small companies across the Americas, Europe, Middle East and Asia, including notable brands such as:

**Douglas** Peek & Cloppenburg  WESTWING  
HOME AND LIVING

 segundamano.es

NECK & NECK

 NATIONAL  
GEOGRAPHIC

mySupermarket

 win

FOX International  
Channels

 socialpoint

 Playtika

 MARKETS.COM

 UNIVERSAL  
UNIVERSAL MUSIC GROUP

 speaktoit

SWAG  bucks

 LORNA JANE

EUTECHNYX

PokerStars

 Digitally Imported  
addictive electronic music

 EZTRADER  
Option Trading Made Easy

 MUSOPIA

winner

VONETIZE!

 gigigo



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