Personalized Interactions: Creating Customized Communications at the Speed of Life

Using Customer Data to Generate Meaningful, Profitable Offers and Messages

Your Business Problem

Today's connected customers use dozens of channels and devices to interact with retailers. From online and in-store to mobile, email, and social media, retailers must be able to orchestrate and optimize individualized interactions to engage these savvy customers.

Traditional waterfall marketing campaigns alone are insufficient to meet the goal of delivering relevant, holistically managed customer interactions. Retailers need a calibrated marketing approach to respond to consumer interests and actions with a combination of planned campaigns, interactive messages, and data-driven communications.

Teradata Solution

Teradata integrated marketing and analytic solutions enable retailers to connect one-to-one with their customers across all traditional and digital channels. Go beyond traditional waterfall campaigns and utilize new customer insights to deliver contextually relevant

Retail Enterprise Framework

Viewing Every Customer Interaction as an Opportunity at American Eagle

To learn how retailer American Eagle uses personalized interaction solutions from Teradata to deliver a connected customer experience, see **Teradata.com/ American-Eagle-video**.

messaging while providing the agility to fully leverage data, improve results, and drive revenue.

Teradata solutions deliver measurable business value for retailers through:

Hub for Customer Data

- Bring customer data together across all touchpoints, using Teradata data models and accelerators.
- Create a holistic view of customer behavior, preferences, interests, responsiveness, and profitability.
- Use customer data across the enterprise to improve the customer experience at every touchpoint.

Marketing Applications

- Design, execute, and deliver individualized interactions to engage customers across all channels.
- Effectively manage all customer inbound and outbound communications, including offline and digital campaigns.
- Integrate real-time customer behavior to deliver contextually relevant messages.
- Ensure customer interactions are optimized for frequency and channel.
- Improve marketing processes and collaborate across departments to ensure consistency.
- Plan, budget, review, and adjust marketing spend based on actual results.

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Customer Insights and Analytics

- Apply advanced analytics techniques to multiple types of customer data, including transactional data, preferences, interests, and behaviors.

- Develop predictive models to determine customer's likelihood of responding to a message, offer, or product and choose the next best action.

- Assess marketing spend effectiveness across touchpoints to better measure the impact of different marketing vehicles.

Retail Marketing and Analytics Expertise

Teradata offers a variety of strategic, enablement, optimization, and analytics services for marketing. Strategic marketing services improve marketing value with assessments, full creative, design, and campaign delivery. We also offer marketing enablement, implementation, integration, and deployment services as well as optimization and usability services.

The Teradata Business Analytics Consulting practice includes advanced analytics professionals with deep modeling and statistical skills and retail experts who have held executive positions with leading retail companies. We build on the retailer's tools and data to deliver new analytics capabilities. Through collaboration and knowledge sharing, client teams own the new competencies. The team leverages an extensive library of data, models, and accelerators to speed time to value.

Teradata Retail Solutions: Serving the Connected Customer

Teradata offers powerful data and analytics tools, solutions, and services that help retailers connect with customers at the speed of life. Personalized interaction solutions are the key to delivering relevant interactions and a connected customer experience that increases customer engagement and loyalty.

For More Information

To learn more about Teradata solutions that support personalized interactions, please contact us at **Teradata.com/contact-us**.

What is the Teradata Difference?

Teradata offers a variety of innovative solutions that deliver data-driven business capabilities across the retail enterprise to enable the connected customer shopping experience. We are a leader in helping organizations use data to inform and drive their business decisions. For these reasons, we are the data-driven business partner of choice for 18 of the top 20 U.S. retailers. The following Teradata advantages can help retailers gain new business insight at the speed of life:

- **Creating a customer data hub**: Data models and accelerators from Teradata help retailers build a holistic view of customers, bringing data together across all touchpoints.

- **Applying advanced analytics to gain customer insights**: Teradata analytics solutions help retailers gain insight from multiple types of customer data and understand and take action on customer behavior.

- **Turbocharging marketing**: Teradata marketing applications help retailers design and deliver interactions to engage customers across traditional and digital channels.

- **Turning data into action**: Our solutions provide the flexibility, nimbleness, and agility to use data and analytics to quickly solve business problems.

- **Employing expertise and professional services:** Teradata professional services offer both expertise and real-world experience that help retailers transform their marketing and increase business value.

- **Orchestrating data**: When should retailers bring data together from multiple sources? When does it make sense to leverage data where it is stored? We help retailers navigate the confusion and hype of the big data world.

- **Developing a data and analytics strategy**: We partner with retailers to help them understand and solve big data and analytics strategy questions: How should different types of data be managed and governed? How can we bring the right data together to solve business problems?

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