

# Increase Customer Engagement with Digital Behavior Targeting

Teradata Partners with O2MC I/O to Power Individualized Messaging in Digital Marketing



## Maximize Digital Campaigns with Customer Interaction Data

In today's hyper-connected consumer marketplace, your customers are leaving a trail of clues about their likes and preferences. Every social interaction, opened message, and Web page visit generates behavioral data that can be invaluable for savvy marketers. While millions of people, devices, and appliances are interacting continuously, generating trillions of gigabytes of data, 80% of it is collected and stored without ever being used.<sup>1</sup>

According to Forrester, only 16% of marketers say their organizations are able to capture customer intent and deliver real-time, behavior-based marketing across all channels.<sup>2</sup> The complexity of data systems integration and scarcity of in-house technical resources further inhibits a marketer's ability to capture and manage customer data. This failure to effectively utilize digital customer behavioral data reduces both the relevance and value of marketing messages.

There is an immense opportunity for companies that can maximize the value of consumer insight data to inform targeted marketing initiatives. Effectively using behavioral data means marketers can be confident they are making the right decisions to reach consumers with individualized messages.

Teradata Marketing Applications has partnered with O2MC I/O to create an affordable solution that helps marketers improve customer experience by making data-driven decisions based on extensive consumer insights. This partner integration combines customer behavioral information with historical data to inform a highly targeted digital marketing strategy. Armed with this comprehensive view of the consumer, marketers can create more successful customer interactions by improving message relevance with individualized targeting.

Teradata and O2MC I/O provide marketers a data-driven approach that improves targeting and relevance to enable individualized digital messages, as well as an easy-to-use and affordable technology solution for collecting and managing digital consumer data.

<sup>1</sup> Adversitement

<sup>2</sup> Forrester, "The Contextual Marketing Imperative" Study, October 2014.

Power Individualized Marketing with Teradata Marketing Applications. Make one-to-one customer connections easily with rich digital marketing capabilities and know more about your customers' digital interactions and your marketing to improve brand engagement.

## Power Your Marketing with Teradata and Behavioral Insights

Teradata's Digital Marketing Center provides a powerful messaging execution solution for a successful digital marketing strategy. Teradata delivers Individualized Marketing without being restricted by a specific communication channel (email, mobile, social, and Web). These powerful delivery capabilities can be enhanced by leveraging O2MC I/O's data stream management framework to connect Digital Marketing Center with digital consumer behavior data.

Teradata partnered with O2MC I/O to design Data Stream Manager, a cloud-based platform that collects data from any digital source (Web, mobile, social, call center, chat, and others) and seamlessly streams it to enrich Digital Marketing Center. The Teradata Data Stream Manager is a single solution to quickly and easily fuel your messaging with the right data, any time, anywhere. It empowers you to make the best digital marketing decisions when they matter the most.

Data Stream Manager enables advanced behavioral targeting, empowering brands to deliver individualized, relevant communications based on consumers' Web activity. Marketers can also tie in other historical, demographic, and contextual data to further improve segmentation for an enhanced, highly targeted customer experience, and ultimately, greater engagement and ROI.

## Gain Customer Insight Data from a Proven Solution

Established in 2010 as an innovation spin-off of the award winning Adversitement, O2MC I/O began as a Software as a Service marketing services organization. Today, the company offers a Framework as a Service model for prescriptive Web computing that transforms big data into commercial intelligence. The O2MC I/O framework is used by global enterprises to drive complex data science projects and technology integrations.

O2MC I/O offers a patented framework for managing data streams especially built to cope with the complexity of big data. It provides companies with the computational capacity to create maximum value and benefit from data. All these features can be implemented by adding just a Single Line of Code to the data source, revolutionizing the ease of implementation. Currently, the framework is deployed on more than 1,000 active domains in 10 countries and supports more than 100 million requests every day.

Teradata's partnership with O2MC I/O includes the Teradata Data Stream Manager, a cloud-based, single platform that connects consumers' digital behavioral data to Digital Marketing Center. For marketers, this platform easily, quickly, and cost effectively collects data from any digital source, providing insights that power Individualized Marketing.

Data Stream Manager integrates seamlessly with Digital Marketing Center, providing a simplified, no-tagging solution for setting up digital data streams to collect data from any source, and even reuse existing page tagging data. The integration enables advanced behavioral targeting, which maximizes the value of customer Web behavioral data to provide deeper segmentation, increased message relevance, and improved event-based automation capabilities.

## Achieving Relevancy with Data Stream Manager

Data Stream Manager focuses on digital data collection and distribution, streaming data to Digital Marketing Center in real-time or in batch. The integrated solution enables streaming data from multiple channels in a single project. With predefined schemas and these readily available options, your data stream is up and running in seconds.

Once you place a customized Single Line of Code on your Web site and define the data collection parameters, Data Stream Manager collects digital behavioral information and sends it to Digital Marketing Center. This combines customer online interaction data with historical data to enable advanced behavioral targeting. In short, you can now send highly targeted digital messages based on extensive customer insights.

Marketers can use Data Stream Manager to:

- Quickly set up digital data streams to collect behavioral data for customer journeys
- Easily connect customer journeys and behavioral data streams in Digital Marketing Center
- Gain a comprehensive customer view that combines digital interaction data from any digital channel with existing historical information
- Utilize improved segmentation to enable advanced behavioral targeting and increase message relevance
- Make data-driven decisions for more effective marketing campaigns

For example, online retailers can utilize Data Stream Manager to collect shopping cart abandonment data and use that insight to create segments and campaigns in Digital Marketing Center to re-engage customers. The triggered messaging can automatically re-target customers based on specific data points, including shipping options, product information, price, or items removed from the cart. Marketers can easily automate retargeting campaigns, such as offering a discount or free shipping on items a customer added to a cart but didn't purchase.

## Driving Individualized Customer Interactions

Digital interaction data provides valuable information about customer behavior. But very few marketing teams are able to use this data to gain strategic insights that create additional sales. Teradata's partnership with O2MC I/O provides a quick and simple solution to this marketing dilemma.

By adding Data Stream Manager to Teradata Marketing Applications' proven delivery solution, Digital Marketing Center, you can utilize consumer behavioral insights to target customers with individualized messaging, ensuring relevant engagement and increasing your company's bottom line.

Achieve Individualized Marketing with Teradata. Know more about your marketing, your customers, and your business.

For more information on how you can power your marketing with Teradata Marketing Applications and O2MC I/O, contact your Teradata account representative or visit [Marketing.Teradata.com](http://Marketing.Teradata.com).



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