



TERADATA **INTERACTIVE**

YOUR DATA-DRIVEN, MULTI-CHANNEL DIGITAL MARKETING AGENCY

TERADATA.

LEVERAGE YOUR DATA

Over the last decade, digital channels like the web, email, social media and mobile apps have changed the rules in marketing. The one-to-many messaging of television and magazine ads have been eclipsed by the information-rich, personalised messaging available via digital marketing channels.

Customers and prospects are less interested in what a company says about itself. They're far more influenced by what their hundreds of friends and connections post about brand experiences. People want brands they can trust, companies that know them, relevant messages and offers tailored to meet their needs and preferences.

Is your marketing team or agency prepared to meet the challenge of digital marketing? Do you know which channels will reach your customers? Imagine having access to an experienced digital marketing agency with in-house marketing analysis and deployment tools to reach new prospect segments and better engage existing customers.

The ability to leverage data in the right way is the crucial ingredient in driving customer-focused digital marketing. Teradata Interactive offers digital marketing services to deliver your digital campaigns successfully. Teradata has assembled a team of digital marketing experts to provide you with full-service branding and performance marketing campaigns, strategic consulting, data analysis and creative services.

Teradata Interactive's services and tools provide the creativity, strategy and data insights to lead the pack. Manage your marketing effectively and efficiently, across channels, borders and time zones — wherever, whenever and with whomever is needed. Customers are always on — and your marketing needs to keep up.

WHAT WOULD YOU DO IF YOU KNEW?™

What would you do if you knew your digital marketing agency could provide media strategies driven by the behaviour and preferences of your highest performing customers?

73% OF COMPANIES HAVE ALREADY LEVERAGED DATA TO INCREASE REVENUE. OF THOSE, 57% USED DATA TO INCREASE AN EXISTING REVENUE STREAM. NOTABLY, THE REMAINING 43% USED DATA TO CREATE ENTIRELY NEW SOURCES OF REVENUE.

Avanade, 2012

A NEW APPROACH

DRIVE BUSINESS GROWTH AND EXCEED YOUR OBJECTIVES

Some of the world's leading advertisers and agencies have relied on Teradata Interactive for performance-driven marketing solutions. These brands have enjoyed unprecedented growth and exceeded their marketing objectives by communicating more effectively with their target audience across all digital channels.

For over a decade, Teradata Interactive has helped brands to plan and deliver thousands of customer acquisition and retention campaigns across all digital media channels — spanning the entire customer journey from initial brand exposure to brand loyalty and beyond.

As pioneers in data-driven marketing, Teradata provides a crucial new ingredient to drive your business' growth — services that analyse and use data in the right way. We are marketers supporting marketers in all of their digital initiatives.

DELIVER DIGITAL SERVICES TIED TO MARKETING INSIGHTS

Brands working with Teradata Interactive find the kind of services expected from a performance-driven, digital marketing agency including email, lead generation, mobile and display advertising, search marketing, affiliate marketing and much more. Each channel is supported by Teradata's proprietary message delivery technology and data-driven marketing experience.

Teradata's multi-channel skilled team uses its experience and insight drawn from the Teradata integrated marketing management solutions to deliver highly effective and truly integrated campaigns wherever target audiences interact with brands. A rich understanding of the value that data and analysis can bring to new customer acquisition efforts will set your marketing apart from all competitors.

DIGITAL CAMPAIGN PLANNING

Customer engagement starts with targeted and relevant campaigns. Teradata Interactive's experience in the digital sector has also demonstrated the need to be aware of the complex nature of the digital customer journey.

With Teradata Interactive, you can deliver a co-ordinated strategy across all digital touch points. In this way, you are not only delivering the most effective message at the right time, but are creating a personalised one-to-one response mechanism using the means of communication most suited to the needs of those users.

Teradata Interactive's data collection tracking provides the basis of a dynamic, performance-planning framework and lead-scoring algorithm. For marketers, these tools generate the most efficient, data-driven campaign plan possible.

Let Teradata show you how brand awareness and direct response messages need to be aligned to provide the most efficient media plan possible.

THE RIGHT FIRST IMPRESSION

EMAIL MARKETING

Delivering more than 10 billion emails per quarter and tens of thousands of campaigns across the globe, Teradata has been one of the leading global providers of email marketing for over a decade.

Teradata Interactive provides email media planning; HTML template creation; dynamic personalisation; and a leading broadcast platform, email-to-display re-targeting with full tracking, reporting, and data analysis. With options like directly playable video emails, social media, and mobile couponing, Teradata Interactive offers advertisers the opportunity to deliver innovative response messages and adapt messaging to meet the needs of the target audience.

LEAD GENERATION

Success in lead generation activities is dependent on a number of factors: the accuracy of audience targeting, the impact and relevance of messaging, and a clear understanding of buying behaviour. Advertisers need to capture as much data as possible about their prospects at the very earliest stages of the customer journey if they are to achieve optimal sales conversions. In doing so, Teradata is able to generate up to 3 times more sales-generating leads than standard lead generation alone.

The Teradata Interactive lead generation programme is designed with results in mind. Data is captured at every stage, then used for audience insight and to dynamically optimise future traffic and lead acquisition. Teradata can bring in more of the right leads for continued business growth.

ACQUISITION NURTURE PROGRAMME — LEADS 360

Customers form an opinion the first time they're introduced to a brand. Making the right first impression is absolutely crucial. This highlights the critical importance of taking the very best of care when it comes to acquiring new customers. Teradata provides a fully managed lead nurture programme as part of every lead generation campaign called Leads 360.

With a foundation of highly targeted audience acquisition, and supported with segmented creative messaging, Leads 360 is designed to increase the level of prospect engagement during the early phase of interaction. This programme generates insights to help you shape communications with your audience in the future.

Teradata utilises proprietary technology to deliver a dynamically personalised and optimised marketing communication plan to shape and positively influence consumer buying behaviour throughout the customer journey:

- **Segment-driven email personalisation:** A large part of the success of Teradata's lead generation programmes has arisen from an ability to create a highly relevant, personalised nurture programme that increases the likelihood of engagement and creates a more personal connection with the brand.
- **Data analytics support:** A unique benefit of the acquisition service is access to the Teradata data analytics team that provides in-depth reporting and behavioural insight to fine tune acquisition targeting and creative messaging.



USING DATA TO OPTIMISE YOUR DIGITAL MARKETING IS CRUCIAL WHEN YOU CONSIDER THE COST OF ACQUIRING NEW CUSTOMERS IS 7X GREATER THAN THE COSTS OF RETAINING EXISTING CUSTOMERS.

Harvard Business Review, 2003



CUSTOMISING DIGITAL ADVERTISING...
OFFERS 250% GREATER EFFICIENCY
THAN CURRENT PRACTICES.

McKinsey, 2013

GLOBAL MEDIA NETWORKS

Through an international media network, consisting of owned web properties, hand-picked partnerships, and leading publishers, Teradata Interactive provides advertisers with access to a highly engaged universe of more than 100 million consumer and B2B profiles globally. Each profile is enriched with a variety of demographic and behavioural response attributes that enable advertisers to reach niche customer segments with personalised messaging to produce a strong emotional connection and the very best results.

Advertisers can access the most up-to-date and engaged customer segments. Unlike other networks, which are dependent on anonymous browser cookie pools, Teradata operates fully opted-in audience profiles. These profiles are gained through membership to other prominent like-minded brands with relevant messages that positively improve brand Net Promoter Score (NPS).

AFFILIATE MARKETING

With more than a decade of affiliate marketing experience, the Teradata Interactive team has experience from all sides of the digital marketing spectrum; advertiser side, network, publisher, technology and agency side. This experience ensures customer programmes are optimised to drive the highest revenue performance, while maintaining cost efficiencies.

Teradata provides a data-driven approach to affiliate programme management; identifying and working with affiliate partners to produce meaningful growth following sales attribution methodologies that create and deliver incremental sales activity, not cannibalisation of your existing activities.

YOUR CHANNEL GUIDE

DATA ANALYTICS

Data is Teradata's lifeblood. Understanding how consumers interact with the continuous proliferation of digital marketing touch points, whenever your audience engages with them, is the driving force behind what Teradata Interactive offers. Being able to make the most of a digital channel is entirely dependent upon an understanding of how consumers interact with it.

Marketing analytics allow Teradata Interactive to deliver highly effective and truly integrated campaigns within the channels customers prefer.

Data analysis services include:

- Customer Insights Reporting
- Verification and Profile Enhancement Services
- Segmentation, Lifecycle Design and Behavioural Analysis
- Loyalty Programme Management
- Product Cross-sell and Recommendation
- Sales Attribution and Multi-channel Customer Journey Tracking
- Web Analytics and Device Usage

DISPLAY ADVERTISING

With the rise of exchanges and biddable media, display advertising has become an integral part of digital marketing. Teradata's data-driven approach to marketing brings a truly competitive advantage to the bidding environment.

Customers can realise exceptional performance with Teradata Interactive's creative campaigns coupled with the breadth of Teradata's marketing analytics capabilities.

SEARCH ENGINE MARKETING

Teradata Interactive also utilises its analytical heritage in search engine marketing. By analysing detailed characteristics of the prospect's search engine journey, Teradata creates effective strategies to ensure a brand appears in the right place at the right time to capture the greatest number of leads.

Teradata Interactive's Google® and Bing® certified team consists of experienced professionals (including ex Google, DoubleClick & Marin strategists). With a focus on data-driven decision making, these strategists understand how to align search channels with a company's marketing objectives.

SOCIAL MEDIA MARKETING

Over the past decade, social media has put the microphone squarely in the hands of the customer. Reviews, ratings, likes, shares and comments have fundamentally reshaped the customer journey. Whether focusing on customer acquisition or customer relationship management, marketers must ensure that social media is properly integrated into the media plan.

Teradata Interactive sees social media as a channel that traverses all elements of campaign planning. Whatever the campaign delivery method, alignment with social media channels is an essential part of any marketer's toolkit. It is increasingly difficult to deliver a truly successful campaign without a strong social media element.

Whether it's social media strategy, training or advertising support, let Teradata Interactive's social media specialists guide your route through the social media jungle.

CREATION AND DESIGN

Teradata Interactive has a team of creative experts with a passion for crafting visually stunning messages with strong emotional impact that persuade customers.

Creative Offerings include:

- Email HTML & Responsive Design
- Split A/B and Multi-Variate Testing
- Design Support and Content Creation
- Landing Page Optimisation
- PPC Keyword Research and Ad Copy
- Product Feed Integration
- Display / Rich Media Ad Design
- Survey Design
- Brand NPS Tracking



DELIVER RESULTS

TECHNOLOGY THAT DELIVERS RESULTS

Digital Messaging Center – Through our award-winning message delivery platform and prospect management platform, Teradata delivers billions of emails every quarter. Coupled with the vast reach of our media network, marketers are able to reach out to any target audience in any region and deliver truly integrated and real-time campaigns across email, social, search, display and SMS channels.

Teradata Tracking Platform – The ability to understand how to best deliver messages across multiple channels and devices depends on tracking the user's interactions with the message. For this task, Teradata Interactive has a proprietary tracking platform that provides the insight to truly understand the dynamics of multi-channel communication. By tracking online interactions, Teradata reveals the level of engagement and the true value of each channel. This platform demonstrates how different channel touch points contribute to a sale across the customer's journey.

Third Party Technology integrations – Teradata has successfully integrated with a range of different third-party technologies. The wide customer journey is dependent on a company's ability to connect and utilise various technology platforms that exist and that individually track user interactions across digital channels. In addition to integrated marketing technology, Teradata can leverage best-of-breed vendors across search management, adserving and real-time bidding (RTB) — all managed across the Teradata multi-channel campaign tracking platform and analysed using Teradata analytics reporting technology.



EXPERIENCED STAFF

Teradata's staff members are the catalysts behind everything that makes a campaign exceptional. Teradata Interactive offers a well-rounded digital marketing team consisting of strategists, technical experts, media veterans, campaign specialists and multi-channel visionaries.

More importantly, our people are analysts at heart. Trained to see the woods for the trees and the smoke and mirrors. Client brands exceed objectives because of Teradata Interactive's experience with combinations of digital channel interactions coupled with a data-centric approach. Marketing decisions are made on the basis of sound analysis, assuring that clients see results-driven performance for each initiative.

HOW DO YOU MEASURE SUCCESS?

Campaigns shouldn't be measured on the basis of standard metrics alone, but by whether the campaign has met its ultimate business objective. Every one of Teradata Interactive's campaigns is designed with performance objectives in mind, regardless of how media spend is utilised.

For every campaign, Teradata optimises marketing spend using a variety of media engagement algorithms to deliver communication that generates performance in the most cost-effective way possible. The combination of marketing automation technology, expertise in data analytics, and some of the most switched on people in the industry help to achieve the very best results from any digital marketing channel.



KEEP PACE WITH YOUR CUSTOMERS

ENGAGE CUSTOMERS WHERE THEY ARE

Customers and prospects are always connected. By 2017, 4 billion consumers will own smartphones globally¹, and tablets and other mobile devices are expected to grow in proportion. The divergence of digital devices (from mobiles to wearable media and intelligent fridges) changes the way marketers speak to customers. Understanding the context of those relationships has never been more important. To do that, you need data and to use that data to drive how you reach your audience and communicate with them. It's time to start your data-driven marketing journey today.

Teradata Interactive assembles a team of digital marketing experts for you to provide strategic, full-service campaign support leveraging proven technology and best practices.

While Teradata's expertise as pioneers of big data sets us apart, our ability to leverage that data in the right way is the crucial ingredient in driving customer-focused email, social and mobile messages.

With Teradata, you have the data you need to know more about your marketing, your customers, and your business — and the flexibility to do more with that data.

To learn more about the breadth of Teradata Interactive's services and solutions, visit Teradata.com.

SOURCE:

1 - Ben Evans, "Mobile, context, and discovery," February 2014
<http://ben-evans.com/presentations/2014/3/10/incontext>



TERADATA

Teradata is a global leader in analytic data platforms, marketing and analytic applications, and consulting services. Teradata helps organisations collect, integrate, and analyse all of their data so they can know more about their customers and business and do more of what's really important. Visit Teradata.com for details.

Visit Teradata.com for more information.

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