



TERADATA

PRODUCT INSIGHT

CUSTOMER INTERACTION
MANAGER WITH INTEGRATED
DIGITAL MESSAGING

YOUR COMPLETE MARKETING COMMAND CENTER

INTEGRATED MARKETING



Bring all your marketing
channels together



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- No more data feeds and third-party systems to worry about
 - Integrated digital messaging and campaign management, trusted worldwide
 - Visual campaign whiteboard makes campaign design straightforward
 - Fully leverage your Enterprise Data Warehouse to segment and deliver timely, personalized messages
 - Leverage cloud-based data storage to use non-warehoused data to drive content
 - Transfer only the data needed to the cloud to reduce transmission time and protect your intellectual property

Take complete control

Teradata Digital Messaging Center is the only platform that makes all the data in your Enterprise Data Warehouse actionable in your email campaigns.

Manage all your email, direct mail, call center, in-store, social and mobile marketing in one system.

Only Customer Interaction Manager with integrated digital messaging lets you create, deliver and analyze multi-channel campaigns in a single, unified system.

So now you can develop a complete picture of your customer, their preferences and behaviors. It means you can streamline work, cut costs and most importantly, grow your business.

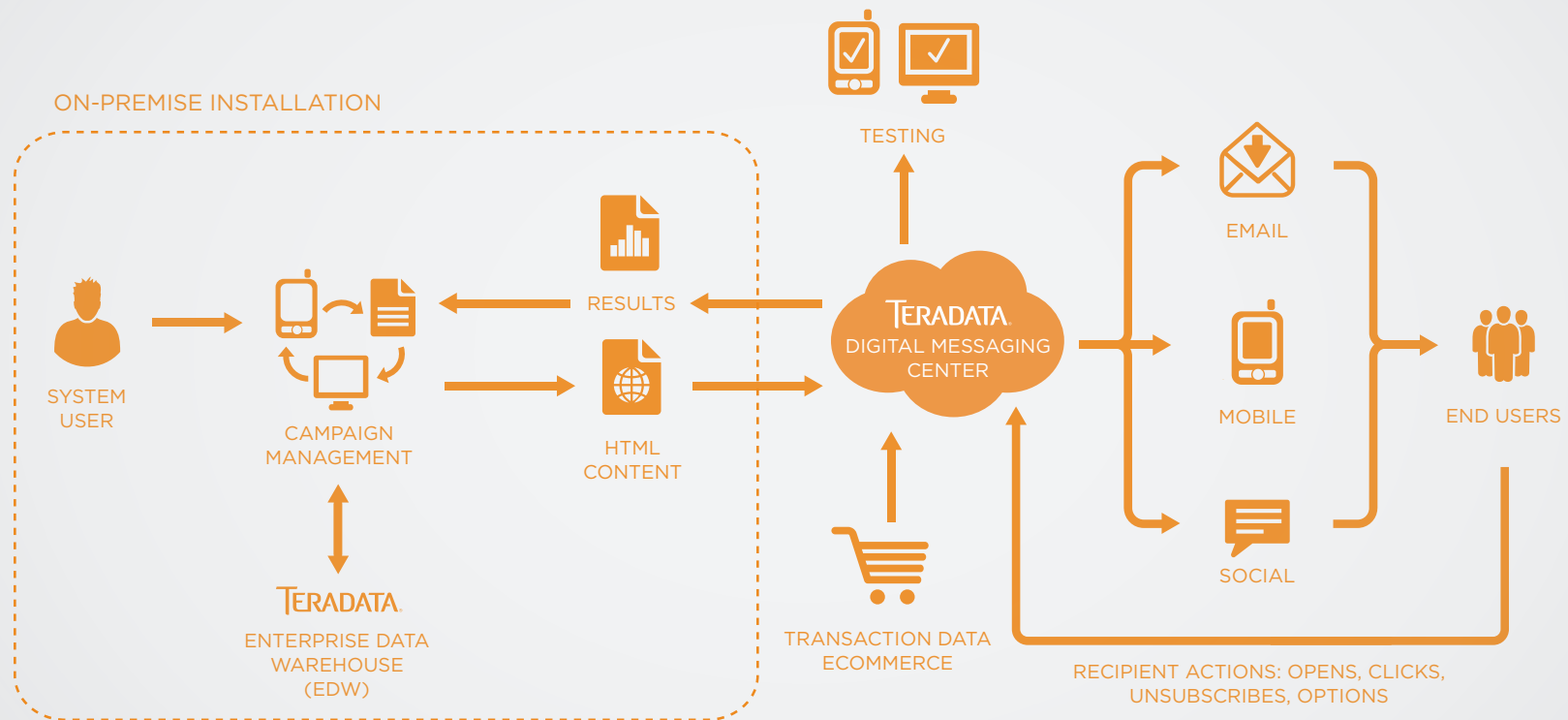
Trust a proven digital messaging system

Digital Messaging Center currently delivers more than 60 billion highly personalized messages per year.

We're relied on by customers like Sony, Otto, and many others.



Enable customers
to engage way beyond
the inbox



Discover unlimited cloud power

With our integrated digital messaging you can make full use of the Web for your campaigns. For example, thanks to our Hadoop-based cloud technology, you can store any information that you want to include in emails, or use for targeting them. And you can automatically pull that content into targeted or triggered emails. So you get the best of both worlds while your most valuable customer data can stay safely on your premises, in your data warehouse.

Giving you still more impact, our intelligent social media tools enable your customers to engage with your messages way beyond the inbox. Your email messages can even be auto-formatted for phones and tablets or sent via SMS.

It's this easy

From our marketing cloud, you can create personalized messages to all your customers, using all kinds of channels. Use a variety of data sources for your campaigns and push them to virtually any device.

Everything is covered



Campaign Management

Single Customer View

- Single user interface to manage campaigns across all channels

Selection

- Create segments based on any detail in your data warehouse
- Selection automatically generates SQL, for performance and eliminating need for users to know SQL or the database structure
- No more requests to IT for queries, reports or segments

Campaign Management

- Design and execute single-step, multi-step, or event-driven campaigns
- Collateral and channels can be quickly applied to specific segments or splits via an assignment grid
- All response data is captured for follow-up and analysis



Communication Optimization

Contact Frequency

- Automatically limit communications to customers based on recency, frequency and channel, avoiding over contact and list fatigue
- Optimize lead volume sent to each channel to ensure that the most important leads get worked and leads are not wasted

Offer Optimizer

- Set up offers and business rules for matching
- Automated matching of offers with individual customers; hundreds of offers with millions of customers on a regular, recurring basis
- Prioritize offers for each customer based on simple or sophisticated rules and/or models
- Deliver personalized and prioritized offers via any channel



Digital Messaging

Digital Message Broadcast

- Email, SMS, Social
- Testing of subject lines and content, with automatic broadcast of most successful test
- Option to include digital signature
- Adjustable broadcast speed optimizes server utilization and deliverability
- Email Content Management
- Integrated WYSIWYG HTML editor
- Content store to host pictures, texts, multimedia files and attachments
- Integration of current websites or RSS feeds

Email Personalization

- Placeholders for single-attribute personalization
- Complex personalization (e.g., unique offers) for individuals or groups

Email Deliverability

- Automatic classification of undelivered emails (bounces) in five categories
- Automated bounce processing based on individually-configured rules for optimal list maintenance
- Consideration of all industry standards and provider-specific delivery guidelines
- Automatic spam complaint processing via feedback loop with key ISPs
- Whitelisting via CSA and other certifications like Sender Score (Return Path) available on request
- Integration of external opt-out lists



Analytics

Marketing Intelligence Reports

- Executive dashboard and over 30 pre-configured reports
- Integrated Report Builder lets users generate their own reports using pre-mapped data

Guided Analytics

- Analyze and understand customers and visualize events
- Immediately and directly generate customer segments from charts and graphs

Cross-Segment Analysis

- Discover and analyze key metrics across different customer segments using a cross-tab style report

Behavior Trend Analysis

- Plot changes in a purchasing measure for a group of customers over time

Affinity Analysis

- Analyze and target customers based on purchase history
- Cross-sell analysis for any product category

Time Graph Analysis

- Analyze customers' purchase habits over time and uncover trends in purchasing behavior

Email-specific Tracking, Reporting & Statistics

- Real-time bounce, open, clicks on all or single links and forward reports
- Option to export statistics as Microsoft Excel®
- Comparison analysis of several messages
- Track personalized link attributes and combinations

Teradata is a global leader in analytic data platforms, marketing and analytic applications, and consulting services. Teradata helps organizations collect, integrate, and analyze all of their data so they can know more about their customers and business and do more of what's really important. With 10,000+ professionals in 77 countries, Teradata serves more than 2,500 customers, including the top companies across all major industries: consumer goods, financial services, healthcare, automotive, communications, travel, hospitality, and more. An ethical and future-focused company, Teradata is recognized by the business media and industry analysts for technological excellence, sustainability, and business value.

Visit Teradata.com for details.

10000 Innovation Drive, Dayton, OH 45342

U.S. and Canada 1-866-548-8348, For International Callers: (937) 242-4030

