



TERADATA

OVERVIEW

DMC FEATURE LIST

CONNECTING BRANDS TO CONSUMERS

DIGITAL MESSAGING

THE SOLID EMAIL SOLUTION

Digital Messaging Center (DMC) is a solid, integrated, web-based marketing platform for all your customer communications via email, mobile and social media.

Our comprehensive toolkit provides support for every stage of planning, executing and optimising your digital marketing campaigns.

User Interface and Administration

With its intuitive and user-friendly web interface, DMC makes it easy to enter the world of digital customer communication. More experienced users will find all the advanced functions needed to plan and carry out complex, sophisticated email marketing campaigns.

- _ Accessible on any standard web browser
- _ Interactive user interface (progressive disclosure)
- _ Multilingual interface (English, German, French, Italian and Spanish)
- _ Multilingual, context-sensitive online help system
- _ Configurable system of user roles and permission levels
- _ Customisable Look & Feel and language conventions for individual systems
- _ Comprehensive search functions for all data types (e.g. messages, recipients)
- _ HTTPS-login for secure password transmission
- _ Multiple-client compatible system for agencies and large corporations
- _ Data cloud and cloud management system for high stability and end-less flexibility

Recipient Management

Professional recipient management is at the heart of successful digital marketing. DMC doesn't just store email addresses; it helps you to organise and manage in-depth customer data and to use this information to trigger email sendout, personalise emails with dynamic content, and more.

- _ Store an unlimited number of recipients and groups
- _ Subscribe and unsubscribe can take place via SMS, email or website
- _ Freely definable, in-depth group and recipient profiles
- _ Recipient import via file upload (CSV or XML)
- _ Recipient import via real time connection to CRM system or online shop
- _ Export complete or filtered recipient data as CSV or XML file
- _ System-wide and group-specific recipient search tools
- _ Selection of specific group members according to profile data
- _ Automatic removal of duplicate, erroneous and suppressed addresses
- _ Subscription via HTTP form (subscribe request)
- _ All subscription activity is automatically tracked and stored
- _ Support for all standard subscribe and unsubscribe processes (single opt-in/optout, confirmed opt-in/opt-out, double opt-in)
- _ Fully customisable system messages for subscribe and unsubscribe confirmation in multiple languages
- _ Profile enrichment with recipient responses and activities (openings, clicks, etc.)

- _ Geotargeting (identification of recipient location by IP address)
- _ Fully customisable internet landing pages for subscription management, profile changes or special email campaigns
- _ Recipient IDs can be freely defined or imported to coordinate data storage in DMC with other systems already in use
- _ Recipient data can be stored in flexible, freely configurable data sets in the cloud

Personalisation and Individualisation

From simple name insertion to individualised content elements targeted to recipient interests – with DMC, you can send a large number of different emails with one central message.

- _ Simple placeholders for direct insertion of individual recipient data
- _ Personalisation of subject line, sender email address and -name
- _ Use of recipient profile and/or activity data (clicks, purchases, etc.) to define target groups and create complex personalisations
- _ Complex personalisations using brackets and logical expressions (AND, OR, XOR) for precise filtering of recipient data
- _ Individual message components displayed only for selected recipients or groups
- _ Images personalised with recipient name or data (e.g. for a birthday greeting)
- _ Personalised attachments (e.g. PDF invoice)
- _ Personalised barcodes for vouchers and promotions
- _ Use of geotargeting to manage display of local offers and announcements (e.g. a new local store opening)
- _ Unique, personalised links to individualised offers or for tracking purposes
- _ Creation of complex personalisations in the ‘Personalisation Builder’
- _ Drag & Drop insertion of simple and complex personalisations
- _ Personalisation rules are stored for future use
- _ Functions to filter data according to exact time, time period, time of day or year (or randomly) and to insert this data into messages
- _ Personalisation loops for generating recipient-specific lists of varying lengths

Message Creation

With DMC, you can create innovative, multi-media digital dialogue marketing campaigns. Countless functions help you to create highly relevant messages, achieve great email design and put your content into the spotlight.

- _ SMS, fax and email creation and sendout from one user interface
- _ Drop-down lists for selection of all standard encoding sets (including ISO-8859-1, UTF-8, etc.) for sending emails in different languages
- _ Automatic creation and sendout of a text-only version
- _ Integrated, “what you see is what you get“ HTML editor
- _ Code visual with syntax highlighting
- _ Image uploader for simplified image integration
- _ One-click integration of a “Share to Social” banner for social media promotion
- _ Add content from social media or RSS-feeds (Facebook, Twitter feeds, blogs)
- _ Function for forwarding by recipient with customised message text
- _ Tool for creating online customer surveys (accessed via a link in the mailing)
- _ Content store for frequently used elements (images, texts, attachments, etc.)



Easily individualize your email campaign to match your customers needs

Sendout

Continuous improvements and new technology adaptation guarantee consistently high sendout rates. Whether you're sending via email or mobile, we ensure that your messages arrive in your customers' inboxes at the right time and in the right format.

- _ Email and mobile sendout from one user interface
- _ Configurable sendout rate of up to 10 million emails/hour
- _ Mass sendouts to an unlimited number of recipients
- _ Single messages
- _ Time- and event-based message sendout
- _ Sendout triggered by recipient profile data
- _ A/B testing with automated sendout
- _ Sendout to test addresses using seed lists
- _ Stop, pause, or reschedule a sendout
- _ Tell-a-friend function to forward messages directly in DMC
- _ Transactional messages (such as order confirmation and delivery information)

- _ System messages are automatically delivered in recipient's language
- _ Configurable response handling with stored messages
- _ Responses are automatically forwarded to the responsible person
- _ Optional: newsletter sendout with digital signature
- _ Links and images can be edited after sendout
- _ Integration of external Robinson lists (opt-out lists)
- _ Internal black list and Robinson lists (system-wide or for each group)
- _ Configurable message approval process - including for A/B tests

Deliverability Management


Strong infrastructure and comprehensive expert knowledge guarantee the secure delivery of your emails. Additional measures, such as membership in relevant industry organisations, take over where the technical methods of ensuring message sendout reach their limits.

- _ Membership in leading anti-spam organisations (MAAWG, ECO, SignalSpam, etc.)
- _ Active participation in working groups for standardisation and optimisation of communication between ESPs, ISPs and end users.
- _ Regular contact to ISPs and providers of spam filters and whitelists
- _ CMS templates ensure emails are correctly formatted and accepted by providers
- _ Performance analysis based on profile data
- _ Delivery and reputation audit for your email campaigns
- _ Mailbox monitoring: review of delivery rate with different email providers
- _ Preview message for important email providers
- _ Automated checks whether your message could be seen as spam, including hands-on advice on how to improve the message
- _ Automatic classification of bounces in six categories
- _ Automatic bounce handling according to individually configured rules for comprehensive recipient list maintenance
- _ Dedicated IP addresses (for customers with high sendout volume) to build a company-specific positive IP reputation
- _ Shared IP addresses for customers with smaller sendout volume
- _ Throttled sendout volume



Our professional deliverability tools help you reaching the inboxes of your clients

- _ Support for the latest technologies, such as unsubscribe header for reducing spam complaints and DKIM signature
- _ Integration of ISP feedback loops regarding customer complaints, e.g. SignalSpam, Yahoo, Outlook.com, Gmail

A close-up photograph of two smiling people. On the left, a woman with long brown hair and black-rimmed glasses is smiling, resting her chin on her hand. On the right, a man is also smiling broadly. The background is blurred, showing a white shirt and a wooden wall. The text "Our CMS supports professional layouts and designs for perfect brand consistency" is overlaid in the center in a black, sans-serif font.

Our CMS supports
professional layouts and
designs for perfect
brand consistency

Email Content Management System (CMS)

Our CMS makes it easy to create email messages with highly professional layouts and designs. The HTML code – and therefore the correct display in the inbox – is created by the CMS. A company-specified approval process can be created by defining user roles and permissions.

- _ Templates for ensuring a consistent corporate design
- _ Flexible template formation with customised paragraph elements
- _ Combine any number or combination of paragraphs for flexible email creation
- _ Customisable design guidelines (such as corporate fonts or colours)
- _ Personalise messages by assigning paragraphs to be displayed to target groups
- _ Tools for workflow management
- _ Scheduling of individual tasks (text creation, image creation)
- _ Task assignment and reminders directly from the CMS
- _ Authors can be assigned limited levels of system access and permission
- _ Approved content is protected from unintentional editing
- _ Translation management: display of source text during translation and automatic selection of layout format for the respective country
- _ Localised message elements for each country or branch office
- _ Automatic integration of content from other systems
- _ Automatically generated message contents displayed in appropriate length
- _ Paragraphs optimised for mobile devices

Data Handling

DMC offers a wide array of tools for integrating user and product data into your email campaigns. From the automated import of customer data into recipient profiles to storing entire product catalogues in our data cloud – you always have access to the data you need for your messages.

- _ Storage of recipient data in freely definable attributes
- _ Use our data cloud for unlimited data storage capacity for even very large files (such as product catalogues or purchase histories)
- _ Creation of data filing structure on the web interface, via API or via XML import
- _ Data importing, updating and deleting with XML, CSV or text file upload
- _ Functions for scheduling automatic data importing, updating and deleting
- _ Manual or automatic (SOAP-request) file upload
- _ File check during import
- _ Flexible transformation of imported files
- _ Individually defined upload triggers (such as sendout message)
- _ Reuse of the data saved in individual structures for standard functions like personalisation and segmentation

Tracking, Reporting & Statistics

With countless statistics at your fingertips, DMC lets you gain a comprehensive overview of the success of your campaigns. Furthermore, all results can be distributed automatically to other applications or forwarded to the responsible person.

- _ Comprehensive tracking of all campaign data during the entire life cycle of a newsletter recipient (message and recipient specific)
- _ Conversion tracking based on Cookies or sessions
- _ Real time reporting of the most important statistics (bounces, openings and clicks on all or selected links, conversions and forwards)
- _ Export to MS Excel for internal data review and use
- _ Summary of the individual results of the messages, links and recipients across categories
- _ Visual reporting and export in all standard file formats
- _ Automatic delivery of tracking results to the responsible people
- _ Link parameters for following and analysing clicks in your web analysis tool
- _ Geotracking to determine the approximate locations of recipients via IP address
- _ Target group reporting according to freely definable attributes (e.g. age, gender)
- _ Comparison analysis of multiple messages
- _ Advanced reporting possibilities for automatically scheduled analysis according to target groups, messages or system statistics
- _ Shop tracking and automated sendout of remarketing messages
- _ Preview of message display for important ISPs and Webmailers

- _ Recipient specific message history
- _ Opening and click rates per campaign
- _ Configurable message, group and recipient reports (group or system specific)
- _ Analysis of message variations created through personalisation.

Automated Interfaces

Standardised interfaces enable automatic data synchronisation and make it possible to access DMC through other software systems. The connection to external systems allows for a large number of additional use scenarios and possibilities for data evaluation across systems.

- _ Synchronous and asynchronous SOAP-interfaces
- _ HTTP-interfaces for transmission of simple commands
- _ Direct data synchronisation via JDBC
- _ Data import as XML, CSV etc. via XSLT converter
- _ Programming library and directions for connecting the external system
- _ Real-time communication with group data (including master databases)
- _ Social media functions from Facebook, Twitter, etc. within messages
- _ Log-in to DMC over Facebook
- _ CMS systems as content source for product data or web contents
- _ Individual CRM connection to Siebel and SAS
- _ Integration of a product data feed in a message
- _ Online shop interface for transactional messages (such as confirmation messages or invoices)



Our automated interfaces ensure ultimate flexibility for connecting your systems



Flexible review processes
ensure harmony between
all stakeholders

Approval and Review

DMC offers numerous possibilities to test sendouts and obtain detailed previews. These tools allow you to review the quality and display of your emails in customers' inboxes before sendout.

- _ Message previews taking into account personalised content elements
- _ Display of individual paragraphs independent of entire message
- _ Preview the message display by important email providers
- _ Send a test message on freely chosen recipients from the preview screen
- _ Delivery of every message to a defined internal group
- _ Configurable approval process (including for split sendout)
- _ Message approval via an email to DMC
- _ Evaluation of message success (clicks, bounces) in each individual domain
- _ Separately evaluated test users for all standard email providers
- _ Reports are automatically sent to the responsible users

Automated Response Management & Campaign Automation

With DMC you don't have to be on location to be able to immediately respond to customer enquiries. Comprehensive opportunities to prepare multi-step campaigns and define sendout triggers ensure that you'll never miss an opportunity for customer interaction.

- _ Multilingual, individualised system messages delivered per email and mobile
- _ Automatic answers to customer messages triggered by keywords
- _ Personalised order confirmations by email
- _ Flexible organisation of automated, multi-step campaigns (follow-up actions, kick-off campaigns)
- _ Definable event triggers
- _ Creation of periodically occurring messages (birthday mailings or reactivation of inactive recipients)
- _ Delivery adapted to opening behaviour to land at the top of the inbox
- _ Information sendout triggered by mobile message enquiry (e.g. product search)
- _ Notification of another system for alternative sendout method (e.g. post) for undeliverable messages of special importance

Integrated Partners

For Teradata, partners are essential to provide the perfect customer-oriented solution. That's why we partner with other best-of-breed specialists in the digital marketing space.

Following this partner approach, we provide a seamless integration with our clients' preferred third party systems including:

- _ CRM systems: Integration with Salesforce, SAP, and Microsoft
- _ Web analytics: Adobe, Webtrends, AT-Internet, Comscore, IBM Coremetrics and Google Analytics
- _ Post-purchase and social alerts: Bazaarvoice, Reevo and Shopzilla
- _ eCommerce: Direct connection to shop systems such as Hybris, Demandware, and Intershop
- _ Recommendations: Avail, Baynote, prudsys, and RichRelevance

Security and Availability

DMC is available 24 hours every day for the preparation and sendout of your communications. Personal data saved for use in your campaigns is given the highest possible protection against unauthorised access.

- _ DMC's Information Security Management System (ISMS) has been ISO 27001 certified in Europe
- _ Complex system of roles and permissions for assigning individual levels of access and authorised activity within the system
- _ Automatic log-out after an individually definable time interval
- _ HTTPS login for secure transmission of login data
- _ IP restriction for access to the DMC system
- _ Password security: logon is limited to secure passwords
- _ Protection from unauthorised access to the database by multi-layer application structure
- _ 24-hour system monitoring
- _ Overview of running system processes with the possibility to interrupt or reschedule at any time
- _ High stability through redundancy of all hardware components - including redundant system architecture in different locations
- _ Regular security checks performed by independent external organisations
- _ Security cameras monitor access to server rooms
- _ Automatic user lock-out after a specified number of unsuccessful login attempts

We keep improving DMC
to let you focus on your
creative campaigns



Teradata Corporation (NYSE: TDC), is the world's leading analytic data solutions company, focused on integrated data warehousing, big data analytics, and business applications. Teradata's innovative products and services deliver data integration and business insight to empower organizations to make the best decisions possible and achieve competitive advantage.

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