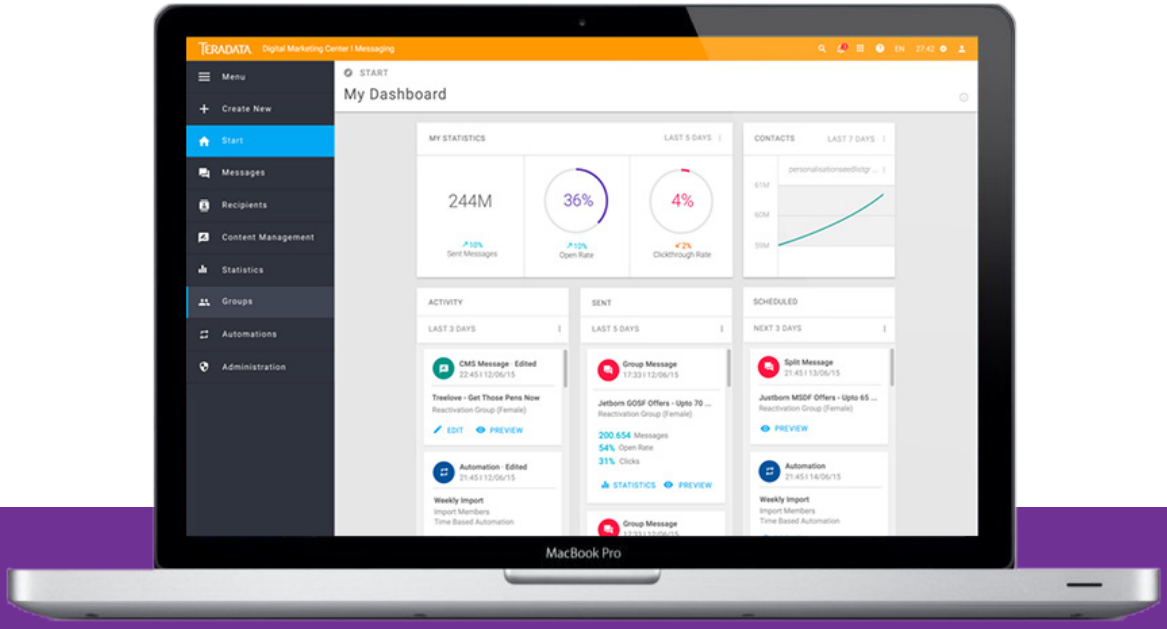
Digital Marketing Center

Execute cross-channel, connected customer interactions.

Manage your digital marketing execution with ease. Design timely emails, mobile messages, social updates, and Web advertising all from a single solution.

Digital Marketing Center allows you to engage with current and potential customers across paid, earned and owned channels through an open, integrated platform. Now, build 1:1 relationships with individuals and deliver the right message at the best time through the preferred channel.

Engage your audience with exceptional efficiency through real-time, optimised experiences. Reach customers with the best message at the right time, at every stage of their journey with your brand. Do all of this and more via any digital channel. Your customer owns their journey – but you dictate their experience.



What you get

Cloud-based Digital Marketing Center with robust capabilities

Capabilities to collect, unify, and activate data

Data security & privacy best practices

Expert customer support & value added consulting

Continuous innovation through research and development

Technical excellence & experience

Digital Marketing Center

Capabilities & Benefits

Email Marketing

- Use a single interface for campaign design and scalable execution
- Leverage APIs to integrate with web analytic tools and eCommerce platforms
- Hit the inbox with world-class deliverability features plus support from a global team
- Optimise campaigns with content management tools
- Execute every use case from marketing to transactional messages

Social Marketing

- Manage your brand and engage with individuals across social media
- Reach audiences across social networks with social publishing
- Understand your social data and gain analytical insights with social listening
- Measure the effectiveness of your social efforts with performance tracking
- Enhance targeting and improve ad performance for increased ROI with social audiences

Platform Capabilities

- Build & deliver multi-channel campaigns
- Meet growing needs with a scalable, all-in-one solution
- Automate engagement with prospects & customers
- Optimise campaigns by tracking and testing every message in real-time with no technical expertise required
- Use powerful data integration to create individualised content and deliver it through the most appropriate digital channel

Mobile Marketing

- Leverage mobile to increase engagement, retention and revenue
- Engage customers around the world with SMS messaging
- Drive customer engagement with Mobile Push
- Automate campaigns to increase efficiency
- Bridge the online and offline worlds with micro-location technology
- Create mobile-aware email campaigns

Web Marketing

- Create engaging and personalised landing pages
- Provide customers with the most relevant content based on data
- Leverage easy-to-use, predefined templates
- Track page views, click-through rates, and more to determine the next stage of your customer's journey

Data Management Platform

- Collect and analyse customer data from every digital touch point in one platform, and operationalise that data across a wide range of media execution channels
- Combine known & anonymous customer data in a single platform to make it actionable
- Target your audience with a greater degree of accuracy by integrating first party data and third party sources
- Optimise media buy & advertising creative on the fly with real-time campaign performance metrics
- Gain a truly integrated and cohesive view of real-time campaign performance

For more information on how Digital Marketing Center can help power your marketing, visit **marketing.teradata.com.**

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