DATA DRIVEN MARKETING

DRIVE CROSS-CHANNEL CUSTOMER CONVERSATIONS USING DIGITAL INSIGHTS

INTEGRATED MARKETING MANAGEMENT
It is about time for a new approach to marketing: Data Driven Marketing

Today, consumers are in control. They decide when, and how, they interact with companies. They leave digital traces that indicate their preferences. But analysing and acting upon this data is an entirely new approach to marketing.
• Boost your ROI by building a data-driven integrated marketing environment

• Improve all marketing areas that drive ROMI – planning, execution, measurement, and analysis

• Efficiently engage with your customers on an individual level

**Bridging the gap**

For too many years, a fundamental disconnect has existed between marketers and customers. Marketers have focused their efforts on creating a strong and recognizable brand, being able to effectively promote their products and services through multiple channels and creating campaigns to support and advertise their offerings.

But customers want something different. They expect a positive, seamless, and personalized experience no matter how they choose to engage. At the same time, they often want to remain anonymous and disclose their identity to you just as they see fit – a real challenge for marketers.

The proliferation of unstructured data creates opportunity for data-driven marketers to gain rapid insight and promote the right products and services at the right time.

To successfully meet customers where they are, marketers must use today’s wealth of insights from digital and traditional data to create initiatives that engage customers and prospects in highly personalized, intelligent, one-to-one messaging, regardless of channel.
A solution that benefits marketers and customers

As more marketers try to capture the attention of the same savvy customers, messages that are targeted, highly personalized, and data-driven are the ones most likely to be heard - and responded to - above the noise. To effectively identify, gather, analyse, and optimize on customer data points that inform the most powerful communications, marketers must rely on a solution that:

- Creates a clearer view of both the customer's path to purchase as well as his or her journey through various channels
- Combines both current contextual information and the value-add of historical or derived data to create the highest degree of personalization
- Supports a better understanding of paid channel's role and effectiveness in converting browsers into buyers
- Delivers relevant, meaningful real-time offers across multiple channels by learning from previous interactions and aligning with company goals

The ultimate goal for marketers is to fully understand each customer's individual behaviour and brand interactions in order to create a flexible, personalized and meaningful experience every time.

With Teradata's Data Driven Marketing approach users can:

- Combine online and offline data to reveal new insights
- Deliver optimized, personalized, real-time offers based on historical and in-session contextual data and search results
- Coordinate offers across online and offline channels in real-time
- Leverage industry-leading campaign management and email delivery functionality to identify and communicate more relevant and personalized offers to the customer

Data-driven solution fundamentals

The answer?

A centralized, analytic environment that enables content optimization across all inbound and outbound channels and takes all available online and offline data into account for discovery, analysis, and decisioning.

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Fig. 1 – We see Marketing as a never ending cycle of integrating and understanding, analysing and discovering, optimizing and acting, and executing and delivering. With each cycle you gain further insights, allowing for more relevant communication – ultimately resulting in better ROI.
Building strong relationships

There are multiple steps to creating meaningful, customer-centric relationships. By adopting a data-driven approach that includes the following initiatives, marketers can fuel an unparalleled customer experience.

1. **Integrate & Understand.**
   Gather and connect customer data from all available channels to develop a 360-degree customer view.

2. **Analyse & Discover.**
   Fully understand multi-touch attribution, which assigns values to different touchpoints of the customer journey, to allow for informed, intelligent decision-making.

3. **Optimize & Act.**
   Once all pieces are identified, optimize them and contact your customers with the right offer via the right channel at the right time. Every time.

4. **Execute & Deliver.**
   Understand the best channels to communicate and deliver personalized messages to your customers.

How does Teradata help?

With Teradata Integrated Marketing Management software, silos are replaced with empowered individuals and teams who openly collaborate, leading to streamlined workflows, improved efficiency and campaign effectiveness.

Our modular software allows your processes to evolve in phases that best match your company’s culture. Results can be quickly measured and real-time feedback opens the door to continuous improvement of campaigns and messaging. It all adds up to the kind of accountability you can carry into the boardroom or corner office.

- With **Campaign Management**, your target audience receives relevant and timely messages because of accurate planning and analysis processes that surround this stage.
- With **Marketing Operations**, project costs are accurately captured and compared to committed funds for budget control — then considered in the calculations for more accurate depiction of campaign results and ROI measurement. Also, creative development is automated along the review process for timely development of assets to support a campaign.
- With **Digital Messaging and Media**, you can get your personalized messages right to your customer’s inboxes. If needed, you can let our experts design, plan, and execute the entire campaign, and even use our targeted address lists for a quick start into digital marketing.
Marketing Operations automation is a plain business need

Give your marketing teams the necessary capabilities to be an agile organization, automating the planning and creation of timely, relevant campaigns for customers and prospects and manage content and spend.
• Gain 100% real-time visibility into marketing spend

• Improve ROI by up to 50%

• Reduce turnaround time for reviews, and complete projects up to 28% faster due to automating review process, less rework, and remote access

Use marketing operations automation to thrive in a global, omni-channel world

All marketers operate in a complex, global environment because information and customers are coming in from all over the world. The number of channels by which marketers are being asked to distribute content is exploding and so is the sheer number and sophistication of these customers. This means top performing companies must effectively manage and scale operations across multiple channels (of course with room to add more) and potentially with changing currencies and dozens of languages.

An integrated marketing operations solution that coordinates planning and spend management. Management of production and content helps marketers reduce costs and optimise resources – resulting in a big win for organisations. Maintaining compliance with local laws throughout a marketing campaign is another wrinkle that has to be managed simultaneously with development and execution.

What you need to know about marketing operations automation

The primary function of marketing operations automation is to help marketers reduce costs and optimise resources by integrating their marketing planning, spend management, and workflow processes. In contrast to working with multiple systems where each piece of the marketing pie is located in a separate system (or even on individual computers and in proprietary spreadsheets), an integrated marketing operations solution provides a single source of marketing truth that updates in real-time as your organisation executes its normal marketing activity.

CMOs and senior leadership love the quick turnaround for insights that marketing operations automation provides to help guide strategic decisions. Managers and individual team contributors appreciate how an integrated solution lets them focus more on what makes marketing fun and less on process.
Teradata Marketing Operations is a flexible and powerful solution that addresses some of the most common issues marketers face.

### Planning & Spend Manager

Tie marketing activities to the right corporate goals while reviewing and approving budget. Make sure all channels are accounted for up front and any unique needs are properly scoped.

Track budget status, forecasts vs. actuals, and tie spend in real-time to production in any currency. Break down your budget with views like spend by market, channel, or product. Then, tie your total programme spend to the results of your campaign to prove ROI.

### Production & Collaboration Manager

Automate the production process — such as creative development and reviews — with a process tool to create structure yet maintain flexibility. For multichannel campaigns, make sure each channel’s process is started at the right time. Increase team productivity with timely electronic task assignment and reminders.

### Marketing Assets Manager

Manage all your marketing assets conveniently in one central location, providing access to everyone who needs it.
Campaign Management

The number of channels keeps exploding and marketing teams need support managing these efficiently.
• Get a more strategic and effective approach to your marketing plans

• Meet the needs of your prospective clients better

• Create campaigns that drive results

• Present a truly integrated customer experience across both digital and traditional channels

Marketing is “under pressure”

Marketing through traditional channels is still important today and will continue to be for a long time. But it has to get better and faster. In the past, long production cycles and clear target audiences gave marketers the opportunity to “pre-decision” (through segmentation) who got which offer.

Today’s consumers are always connected, and their feedback has the ability to “go viral” any moment through email, SMS, and social channels, and popular new channels and devices appear almost overnight. In fact, the change is taking place so quickly that marketers have problems following. They require a digital answer to this real-time opportunity.

Marketing is everywhere – but it’s not connected

We are surrounded by marketing. From the packages at the supermarket to advertising posters, from simple ad banners on websites to carefully crafted, personalized email messages – marketing is ubiquitous.

But there is a problem: most of these activities are not connected.

Digital marketing is changing all of that, and for good. Gartner predicts that “by 2015, digital strategies, such as social marketing, will influence at least 80% of consumers’ discretionary spending in North America and Western Europe”

But the consumers are overwhelmed by the growing number of channels and choices, too. They expect the same message on the channels they prefer and use – which many companies do not manage to achieve. And very few make smart use of social channels that turn into inbound marketing.

Inbound marketing enjoys much higher conversion rates compared to outbound marketing

It’s no surprise that inbound marketing – where customers actively reach out to your business, often based on web research and user recommendations – is much more effective than traditional outbound marketing.

Independent research supports this view: “Marketing organizations that execute inbound or event-triggered techniques well will see response rates five times higher than outbound campaigns”, predicts Gartner for 2015.*

But how can marketers make sure they are prepared for the revolution? How can they possibly cope with the plethora of channels, inbound and outbound? This is where our data-driven integrated marketing management (IMM) software kicks in.

The software enables you to communicate a relevant, consistent message to all customers across all relevant channels, integrated, and both for online and offline channels. It also allows you to listen to your customers whenever they share data with you.

You finally have the chance to learn from that data, predict which prospects will be buying next, and be ready for relevant, real-time interaction with those all-important prospects.

But that’s easier said than done. Often data is spread across the organization on multiple, proprietary tools. And these tools do not work together very well.

Customer Interaction Manager, our IMM software, creates a clear, easy-to-follow, and transparent visual workflow for everyone in the marketing team. It reflects our ideas of the endless cycle of understanding, refining, executing, and analysing marketing campaigns (see page 4).

It’s the single campaign management tool for all your customer interaction needs.

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Digital Messaging & Media Services

Enjoy all the benefits of a professional messaging environment used by thousands of businesses around the world.
• State-of-the-art digital messaging system, trusted worldwide

• Highly automated and easy-to-use, for fast, professional results

• Total control over the planning, design and sending of marketing campaigns

• Powerful data integration allows creation of personalized, targeted content

• Genuine support from our customer care and project management teams

Create and deliver digital campaigns just the way you want

Teradata Digital Messaging Center (DMC) is so flexible and powerful you can create effective digital marketing campaigns quickly and easily, exactly how you want. Work directly in HTML for unlimited creativity, or use customized Content Management System (CMS) templates for ultimate simplicity. With just a few clicks you can upload text and HTML files or import content from the cloud, online catalogues or social media sites. You’ll have your message looking perfect in no time.

Then use dynamic content and automated customization to get that essential personalized look and feel. Test your message, deliver it straight to your customers’ inboxes and track and monitor your campaign’s success. All this in one system. It couldn’t be easier.

Built for global corporations, Teradata DMC gives you cutting-edge tools that combine these and many other capabilities such as automated profiling to enrich your data and powerful reporting to help you find new ways to boost campaign success rates.

Tap into the power of the cloud

DMC truly embraces cloud computing, allowing you to access unlimited data storage and great performance previously only available to Internet mega-players like search engines or retailers.

You also gain real-time access to customer behavioural data thanks to the system’s easy integration with web analytics tools, e-commerce systems and in-house databases.

Tap into the power of the cloud
Digital Messaging Center is the powerful, robust solution to broadcast personalized messages

Stay in control at all times

- Use customized CMS templates to ensure every email stays on-brand
- Add and format content without HTML know-how
- Coordinate contributors working on different content modules
- Control deadlines and approve messages before sending
- Specify exactly how and when to send messages, even based on customer profile data
- Control send rates to avoid overload of your website when customers react to your email

Enjoy extreme efficiency

- Automatically add content from RSS feeds, Twitter and blog posts, website articles, product details and prices from your online shop
- Store images, text, multimedia and attachments online for instant access
- Create personalized discount vouchers with the automatic barcode generator
- Easy, drag and drop way to promote your brand on Facebook and Twitter

Ensure your messages work every time

- Preview messages before you hit ‘send’ to ensure they display properly in all the popular email clients, webmail clients, social networks and mobile devices
- See whether your messages will be regarded as spam, and get hands-on tips to avoid this
- Use test runs to automatically send the message that won the highest open rates
- Automatically generate text-only versions so every recipient can see your offer

Teradata
Keep all your data always up to date

- Automatically sort and store incoming data, including open and click-through rates, to keep your contact list clean and accurate
- Manage bounces to tackle spam complaints and outdated data
- Automatically eliminate duplicate addresses
- Continuously enrich customer data by integrating customer lifestyle data, online behaviour and transaction history
- Easily store and access huge amounts of data in the cloud, including product catalogues, purchase and browsing histories

Make it personal for all recipients

- Use tailored subscription and landing pages, customize your subscription processes, lead warming and welcome messages
- Create highly targeted emails by automatically segmenting recipients
- Automatically customize text, images and entire content blocks, no matter how large your database
- Automatically sort and store in-coming data, including open and click-through rates, to keep your contact list clean and accurate

HIGH COVERAGE, EXCELLENT ADDRESS QUALITY AND DIRECTLY MEASURABLE MARKETING SUCCESS

The ideal marketing scenario is easy to define: You will either want to reach a large or more specific target group without any wastage. What is more, the target group’s affinity for your message should be high in order to achieve good conversion rates. Teradata eCircle puts you in touch with more than 80 million consumers from our permission databases and the Teradata eCircle Trusted Network. For optimised targeting we ask each recipient about his/her individual interests related to over 30 topics.

Apart from detailed profiling, a secure registration process ensures the excellent quality of our addresses. Upon registration each recipient states his/her express agreement to receive email advertising (double opt-in). By limiting the number of advertising contacts for each recipient (frequency capping), we can also avoid fatigue. This way we can ensure that our extensive address inventory, built with attention to detail in mind, will remain of the highest quality in the long term.

We have sent out thousands of campaigns on behalf of our customers so far. The results show above average click rates, conversion rates and thus demonstrable ROI.
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.

For more information visit Teradata.com.