



Eutechnyx boosts revenues by 38%  
and activations by 62% with Teradata Mobile Push

## Customer Overview

Eutechnyx is the world's leading independent racing game developer, producing over 350 global game titles which sold nearly 10 million units over the last decade. Throughout its history Eutechnyx has worked with leading car and racing brands, such as Ferrari, BMW and NASCAR.

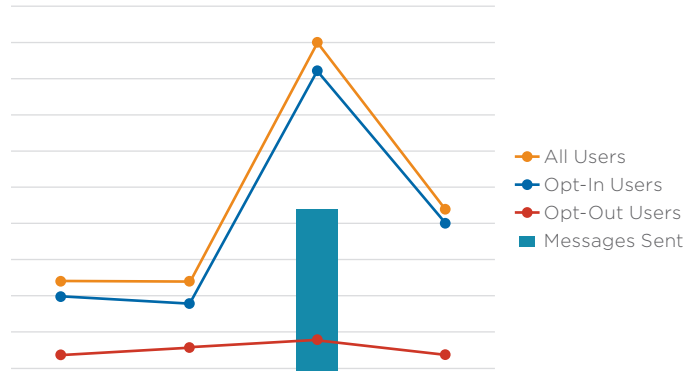
Eutechnyx use Teradata Mobile Push for its NASCAR Manager game, which puts users in control of the "Crew Chief" seat and lets players decide the best tactics and strategy to drive NASCAR racers to victory.

## Customer Goals

- Drive increased app usage with promotions and special offers
- Re-activate dormant users who haven't used the app in some time

## 62% Increase In Activations

On a recent limited-time promotional offer offering a discount on NASCAR Manager's in-app currency, E-Bucks, Eutechnyx saw a **huge increase (62%) in activations** almost immediately after sending the push, as the graph below shows.

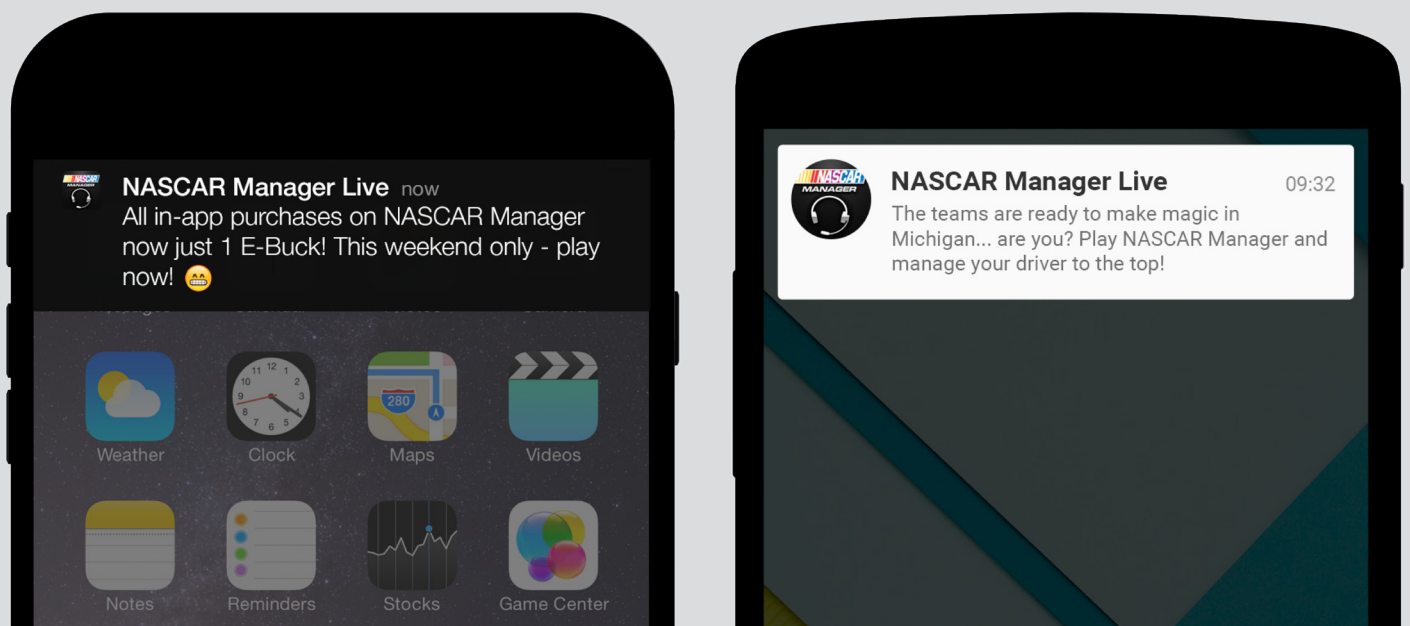


Even better, the message increased not just activations, but the game play by **50-60% as well**, which led to a **38% increase in revenues** over the typical day!

“Our audience connects with the messages we send and the stats speak for themselves- Teradata Mobile Push works!”

- Samantha Wilcox, Marketing Coordinator

Fig. 1 - Examples of targeted push messages sent by Eutechnyx to their app users, based on actual user status.





## *What would you do if you knew how to increase engagement, retention and revenues?*

Teradata Mobile Push is a mobile marketing automation platform that has been designed by marketers for marketers. We provide personalized, targeted and automated push and in- app messaging services for your apps. The service is used by leading brands, agencies and publishers, serving more than 400 million users worldwide with more than one billion messages per month.

### Extend Your Reach Beyond the Mobile Channel with the Teradata Digital Marketing Center

Mobile Push is a core component of the Teradata Digital Marketing Center which delivers the agility you need as a marketer. This all-in-one digital marketing solution gives you the benefit of individualized insights into customers so you can deliver tailored digital messages to them at the right time and in the most effective way. Now you can segment your customers with ease and run highly- targeted campaigns using any digital channel—email, mobile, social, and web.

Teradata Digital Marketing Center belongs to the Teradata Integrated Marketing Cloud, which enables you to inspire your customers individually, and on any channel, online and offline. You have the data you need to know more about your marketing, the agility and tools to ignite action, and free up resources to improve brand management.

The Teradata Integrated Marketing Cloud is key in gaining a centralized view of data from marketing initiatives throughout the organization. Simplify marketing through holistic, deep and actionable individual insights. Empower efficient processes through our integrated and flexible platform. Deliver customer engagement through dynamic, real-time experiences.

For more information on Mobile Push and the Teradata Digital Marketing Center please visit [marketing.teradata.com](https://marketing.teradata.com)



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