

A close-up photograph of a man in a dark pinstriped suit, white shirt, and dark tie with white polka dots. He is looking down at a silver smartphone held in his hands. The background is blurred, showing what appears to be a financial trading floor with digital displays and lights.

StockPair leverages mobile push for real time marketing and omni channel campaigns

Customer Overview

StockPair is a leading binary options company operating in over 30 countries with more than 80 employees. StockPair uses Teradata to integrate mobile into their marketing strategy and provide an omni-channel experience to their customers, leveraging mobile moments to increase engagement and revenue.

“Teradata’s platform helps us increase engagement and active users, and we see the results both when it comes to traffic and when it comes to sales and revenue.”

–Arnon Keshet , Head of CRM

campaign we see an immediate spike in traffic proving that we were able to reach the relevant target at the right time”.

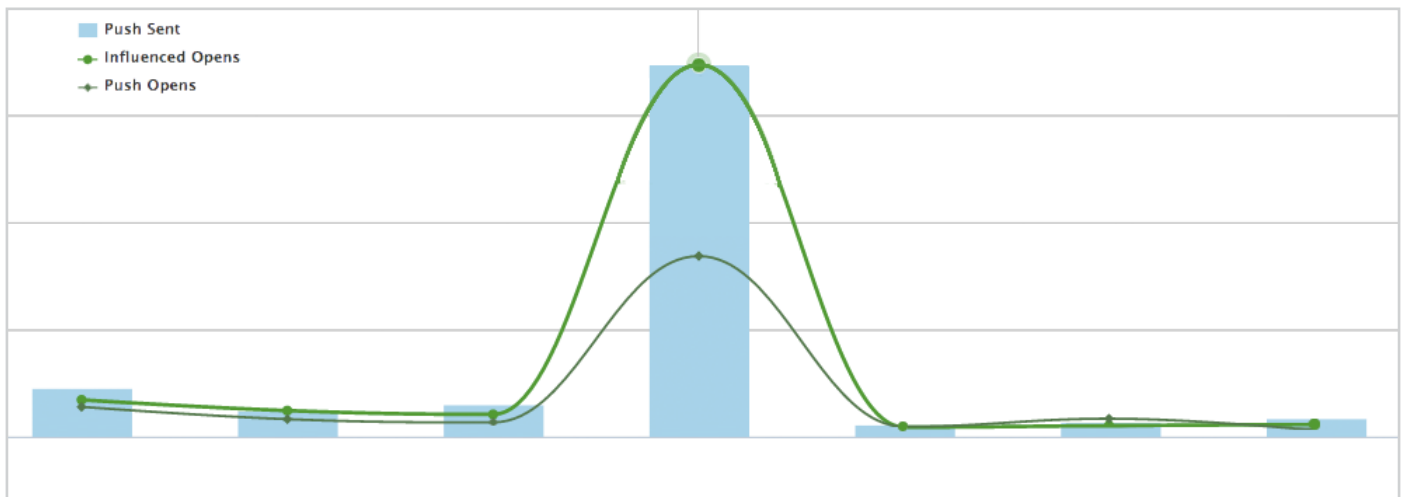
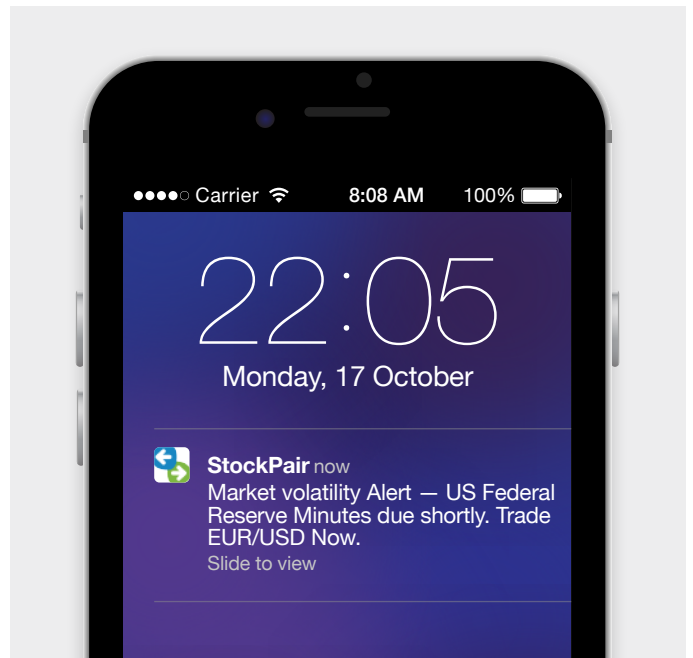
It is extremely important for StockPair to be able to send their campaigns from multiple channels, with a consistent message and coordinate sending times between emails and push notifications. They use our deep segmentation option to create targeted groups, such as people that registered but did not pay, or that were active the first 24 hours after registering and were not active in the past 7 days since. They send them an incentive to re-engage them and the incentive is defined per each group. The user gets the same offer via email and push, yet the mobile push content is shorter and with a more aggressive call-to-action. This way they ensure users see the offer, one way or the other, and since they saw the

Customer Goals

- Integrate mobile as part of an omni-channel strategy
- Inform mobile users in real time of important financial news that they can react upon
- Bring back dormant users and re-engage active ones

Spikes of Traffic Following Mobile Moments Push Campaigns

With online trading, says Keshet, one of the most important things is the speed of campaign execution. Financial news effects the market movements immediately, and so as soon as they are able to push the news to their users the more users can benefit from acting upon it. “When we send out a mobile push





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.

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.

We power marketing.

For more information on Mobile Push and the Teradata Digital Marketing Center please visit marketing.teradata.com/mobile



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We power marketing.

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