



TERADATA OFFERS P&G INNOVATIVE GLOBAL CONSUMER MARKETING SOLUTION

BY CONSOLIDATING CONSUMER INFORMATION IN A SINGLE LOCATION, TERADATA HELPS P&G POWER MORE EFFECTIVE AND COST-EFFICIENT GLOBAL MARKETING

TERADATA®

As marketing opportunities go, they don't come much bigger. Procter & Gamble—the world's second largest consumer packaged goods company, with \$84 billion in revenue in 2013 and two dozen \$1 billion brands—saw that with the rise of the Web, the world of marketing had radically changed. Many of its consumers were spending a great deal of time online, and P&G sought a new way to engage with consumers in this space.

With the emergence of these trends, P&G recognized the need to gain a deeper understanding of its 4.8 billion global consumers. That meant harnessing and unifying consumer data from more than 500 customer relationship management (CRM) programs around the world, with more than 70 in Asia alone.

Another factor only added to the challenge. Because the vast majority of P&G's products are sold through retailers, it can be difficult for the company to create and nurture direct connections with consumers. At the same time, however, P&G was collecting 10 million *clicks to buy* from its retail partners and 1 million consumer reviews every year, and P&G marketers actively sought new ways to maximize the value of that data. They soon recognized an opportunity to leverage synergies among P&G brands by unifying disparate sources of vital information into a single global resource.

WELCOME TO 1, CONSUMER PLACE

The solution is 1, Consumer Place, a figurative street address representing one place for managing all of the company's codified consumer interactions. 1, Consumer Place is designed to consolidate all of P&G's CRM marketing programs into a single, secure, and scalable global marketing platform and ecosystem, enabling coordinated, analytics-driven decision making.

The key to creating 1, Consumer Place was settling on a single, standardized architecture. According to Associate Director Tony Hudnell, P&G finalized the vision of how the entire ecosystem needed to work *before* getting into the technology that powers it. That meant confidently making a multitude of decisions, such as what data should be captured, how it should be stored in a data warehouse, how campaigns should be created and managed, and what type of metrics needed to be tracked.

A PEEK AT P&G

Since candle maker William Procter partnered with soap maker James Gamble in 1837, P&G has become one of the world's leading consumer product companies, serving billions of people around the globe. Its iconic brands include everything from Crest® and Pampers® to Pantene® and Tide®.

With more than \$84 billion in sales, P&G's marketing operation incorporates incredible complexity:

- ~ 4.8 billion customers
- ~ 50 leadership brands
- ~ 24 \$1 billion brands
- ~ More than 1 billion visitors across 1,500 Web sites
- ~ More than 500 CRM programs touching more than 100 million consumers
- ~ 10 million *clicks to buy* at P&G retail partners
- ~ 1 million consumer reviews collected annually
- ~ Approximately 70 countries with P&G operations
- ~ 180 countries where P&G products are sold
- ~ Six P&G-owned e-stores
- ~ More than 250 e-retailers receiving content to sell 20,000 P&G products

1, Consumer Place comprises four core components:

- ~ Consumer Central—Single system of record for all one-on-one consumer relationships
- ~ Relationship Builder—Campaign management capability for direct marketing and CRM programs
- ~ Loyalty Connect—Points/rewards system to encourage consumer loyalty and purchase
- ~ Insight Miner—Campaign reporting and advanced analytics services

To make the approach truly global, 1, Consumer Place makes policy and regulatory compliance a top priority, especially concerning consumer privacy and security. Consumer trust has always been of paramount concern to P&G and its brands, so the solution requires strict adherence and enforcement of opt-in policies. To that end it also enforces data security standards. Rounding out the solution are a common set of tools, processes, and capabilities to create a unified consumer data model with key performance indicators (KPIs), reporting, and analytics.

While each brand continues to look different to reflect its own brand equity in look and feel, the engine that runs the marketing effort does not need to be unique for each brand. How P&G registers consumers, protects the data, segments groups of consumers, communicates with them, and recognizes their responses is largely the same.

1, Consumer Place offers a suite of capabilities that brands can use to analyze and act upon the latest data. Once best practices are identified, 1, Consumer Place makes it easy to spread their use to other brands within the company. “We have the capability written,” Hudnell says. “All the brands have to do is turn it on.”

The **Pampers® Village Web site**, for example, uses a graphic slider at the top of the page to offer advice, samples, and coupons tailored to each stage of a woman’s pregnancy or her baby’s age. With 1, Consumer Place, that relationship can continue seamlessly even when the baby is out of diapers and the mom may instead want content from another P&G brand, such as Olay® for skin care and anti-aging.

P&G consolidated more than 500 different consumer relationship marketing programs around the world.

NEW ADDRESS PUTS CONSUMERS AT THE CENTER

With the structure of the ecosystem in place, P&G is now starting to create meaningful, lasting lifetime relationships with individual consumers around the world. 1, Consumer Place is designed to put consumers at the center of the equation, communicating with them when and how *they* prefer.

P&G, in fact, can now track engagement for millions of consumers and billions of consumer behaviors and interactions. And it’s working on using that data to tailor and personalize the company’s digital content and marketing, for every brand, for every consumer, at every touch point.

1, Consumer Place consolidates all of P&G’s CRM marketing programs into a single, secure, and scalable global marketing platform.

P&G can tailor its marketing messages by answering a number of key questions: What are a consumer’s product and brand preferences? What is his or her response to previous communications? Does the consumer prefer to receive rewards, related content, or social media responses, or to make a purchase?

Put simply, P&G is now able to capture information in four critical areas:

- ~ Demographics and attitudes—Who are the consumers engaging with P&G programs?
- ~ Personally identifiable information and preferences—To which programs are consumers subscribed? How do they prefer to communicate?
- ~ Interactions and behaviors—How engaged are P&G consumers? How effective are P&G’s campaigns?
- ~ Transactions and loyalty—Who are high-potential prime prospects? Who are P&G’s most loyal consumers?

PLATFORM GARNERS IMPRESSIVE RESULTS

Using a common marketing ecosystem enables P&G to provide useful information back to the brands. “We can make better decisions about future campaigns, and that leads to higher response rates,” says Hudnell. The company is now leveraging the powerful new data in new e-business digital reviews. These regular meetings measure and analyze impressions, engagement, and registrations across multiple channels and business units using standard KPIs and analysis frameworks. They also let managers drill down into specific segments to compare how various CRM programs are performing across brands. It’s analytics-driven decision making on a big-data scale that delivers more effective and cost-efficient global marketing.

While the specifics of each brand's individual program performance remain proprietary, the implementation has led to ROI improvements ranging from 20 percent to 300 percent, depending on the country and the program. Email marketing effectiveness alone has increased by a factor of two.

"There is no question we've seen double-digit improvements in our marketing spend and engagement with consumers and their responses," says Hudnell. "We've also saved millions by delivering capabilities a single time versus multiple times across the company."

P&G LOOKS AHEAD

P&G currently has its Asia and Americas regions running all of their CRM operations on 1, Consumer Place. Europe is now beginning the journey with the advantage of the knowledge that has been gained along the way.

For more information about how Teradata can help you as it helped P&G, visit www.teradata.com/industry-expertise/consumer-goods.

THE POWER BEHIND THE PLATFORM: TERADATA INTEGRATED CONSUMER INSIGHTS

"We're a consumer packaged goods company. We're not a technology company ..."

—Tony Hudnell, P&G Associate Director

That's why **P&G worked with Teradata to build and host its 1, Consumer Place platform**, a data warehouse, campaign management, and analytics system delivered as a managed service in the cloud.

The Teradata® Integrated Consumer Insights service—the campaign portion of which is ranked in the leader's quadrant in the 2013 Gartner Magic Quadrant for Integrated Marketing Management—begins with the Teradata enterprise-class data warehouse. Powered by Teradata Database and database utilities, it collects and stores consumers' personal information and behavioral interactions from Web site activities, email marketing, social media, and other sources.

Next, the data is cleaned and standardized for easy, in-depth analysis via Teradata Master Data Management Enterprise Suite. Analytics tools such as Teradata Warehouse Miner make it easy to extract relevant information from even the largest datasets.

Finally, Teradata Customer Interaction Manager lets marketers access the data to create and execute data-driven marketing campaigns. Customer Interaction

Manager supports functions ranging from personalized communications to product affinity analysis, behavior trend analysis, cross-segment analysis, percentile profiling analysis, and pattern detection.

Integrated Consumer Insights includes campaign management, data sourcing and management, a service portal, and incident and service request creation and tracking. It's a comprehensive solution for direct-to-consumer marketing with everything that consumer packaged goods manufacturers expect, automated on a global scale.

P&G seeks to build an individual relationship with every consumer on the planet. "To do that, you've got to have a pretty big database," says P&G Associate Director Tony Hudnell. "We were confident in the ability of Teradata's database product to grow with us, as well as Teradata Customer Interaction Manager's ability to help us tap into that database, segment out consumers, and then interact with them."

Just as important was forming a partnership with Teradata to build the platform as a pay-as-you-go managed service in the cloud. "This brings together the best of both worlds—Teradata's solution expertise and P&G's deep consumer understanding," Hudnell says.



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