

Improving Marketing Impact through Individualised Insights

Exceeding Customer Expectations with Strategic and Digital Services



Transforming Marketing Strategy and Digital Programmes for Increased Engagement

Even with the best integrated marketing applications, marketers can struggle to effectively reach the right customers at the right time. Complicating matters further, today's customers expect the information they've shared to be used wisely. Recent studies show 85 percent of consumers are willing to share information in exchange for valuable, relevant offers.¹

The explosion of digital channels, like social media, and the wealth of available customer data present marketers with new challenges and exciting opportunities. To improve performance and results for individualised marketing, you need an omni-channel strategy that maximises your technology investments and marketing programmes.

What would you do if you knew you could leverage the skills and experience of a digital agency, marketing strategists, analysts, and designers for proven data-driven success?

Teradata Strategic Services provide you with data-driven tools, transformative tactics, enhanced targeting capabilities, and unmatched expertise that empower your marketing organisation to drive growth by improving the customer experience and maximising your investment in data.

These services power your marketing by guiding you in the development of individualised marketing strategies and digital programmes, enabling you to easily connect one-to-one with customers.

Improving Marketing Results with Strategic Services

Your ability to deliver a consistent brand experience across all customer channels depends upon how efficiently you apply enterprise-wide marketing strategies to deliver individualised messaging. This requires integrating and evaluating the effectiveness of your marketing applications, processes, customer data, and messaging.

Improve the value of your marketing and increase digital programme performance through more effective process management, targeting and engagement strategies with Teradata Strategic Services. This expert services team helps fine tune your marketing capabilities and programmes to deliver value and performance today, as well as helps you transform your marketing investments for continued success.

These experienced, data-driven marketing professionals offer the following services and capabilities.

- Marketing Strategy
- Marketing Analytics
- Digital Consulting
- Creative and Design
- Campaign Strategy
- Media Network
- Programmatic Consulting

¹"Mind the Marketing Gap," The Economist, 2013.

Core Strategic Services Capabilities

Marketing Strategy

Teradata's Marketing Strategy Consulting group can help demystify the business value found in data-driven marketing strategies. Drive uncertainties out of your marketing programmes with in-depth capabilities assessments, benchmarking and ROI analysis, and best practises guidance for improving marketing efficiency and performance. This consulting team will help you prioritise your marketing investments and future needs to achieve greater returns with the following.

- Business Analysis and Assessment
- Business Improvement
- Business Change Management
- Programme Management
- Real-Time Channel Strategy
- CRM Strategy and Roadmap Development

Marketing Analytics

Teradata's experienced analysts and data scientists can help you understand and deploy a highly effective marketing analytics programme that uncovers actionable insights. Analytics services empower you to be data-driven, evaluating customer data and campaign performance to improve targeting and create competitive advantages with the following.

- Advanced Analytics
 - Capability assessment
 - Data mining
 - Data discovery
- Marketing Attribution



Digital Consulting

Outline your digital strategy and place your marketing programmes on a path for success with Teradata Interactive. This experienced digital agency provides a deep understanding of how consumers interact with each digital channel, as well as how brand awareness and messages need to be aligned to provide the most efficient digital plan possible. Rely on Teradata Interactive's digital expertise and data-centric approach to produce innovative, thought-provoking and impactful digital strategies that deliver long-term business growth.

- Digital Maturity Audit
- Campaign Efficiency Analysis
- Digital Messaging Optimisation
 - Email
 - Mobile
 - Social
- Lead Generation and Nurture Programmes
 - Targeted personalisation and audience acquisition
 - Data analytics support

Creative and Design

In addition to digital consulting services, Teradata Interactive provides creative and design services to support every aspect of digital campaign development and design. The creative professionals on this team help optimise the critical components of performance-driven campaigns—from responsive design to dynamic personalisation. Whether you need one-time assistance or ongoing campaign support, the following services are available to help you drive audience engagement and conversions.

- Email and Landing Page Templates
- Microsite, Custom Form Page and Thank You Page Templates
- Responsive Design Implementation
- Content Development
- Dynamic Personalisation
- Digital Display and Direct Mail Execution

Campaign Strategy

For more than a decade, Teradata Interactive has helped marketing organisations plan and deliver thousands of data-driven customer acquisition and retention campaigns. Easily manage every critical component of successful campaign strategy, from segmentation and QA to deliverability and reporting, with Campaign Strategy Services. Let Teradata provide end-to-end support for delivering high-performance campaigns with the following service capabilities.

- Campaign Setup, QA and Deployment
- Data and Campaign Migration
- Segmentation
- Tracking, Reporting and Analysis
- Account / Project Management
- Multi-Language Support
- Email Deliverability Services

Media Network

Increase your ability to reach target audiences by accessing Teradata Interactive's global media network. With millions of user profiles enriched with first-party demographic and behavioural response data, Media Network Services can help you identify diverse and granular audiences. Expand the reach and effectiveness of your digital marketing campaigns with the following capabilities.

- 100 Million+ B2B and B2C Profiles from Opt-in Email and First-Party Data Collection
- Behavioural, Attitudinal, and Demographic Data
- Display Advertising



Programmatic Consulting

Teradata Interactive can help you power your display and paid media activity through data integration, which improves ad performance and delivers 1-to-1 display ad individualisation and targeting. Programmatic Consulting Services experts help you increase your advertising effectiveness with the following capabilities.

- Media Consulting Using Programmatic Technologies
- Data Onboarding — Match Offline and Online Data Sources
- Display Campaign Management
- Data-Driven Advertising Personalisation

Get the Most from Your Data-Driven Marketing Investment

Teradata Strategic Services can help you assess, develop and improve your marketing solutions capabilities, digital marketing programmes, segmentation, targeting, marketing strategy, processes and analytics. Teradata will help you uncover valuable data and actionable insights that transform your operations to drive superior business results.

With Teradata you have the data and services you need to know more about your marketing, your customers and your business—and the flexibility to do more with your data, all from a single solution.

To learn more about Teradata's service offerings and the Teradata Integrated Marketing Cloud, visit Marketing.Teradata.com.

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