

Improving Marketing Impact with Individualized Insights Exceeding Customer Expectations with Strategic Services



Transforming Marketing for Increased Efficiency and 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 percent¹ of consumers are willing to share information in exchange for valuable, relevant offers.

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 individualized marketing, you need an omni-channel strategy that maximizes your technology investments and marketing programs.

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

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

These services power your marketing by guiding you in the development of individualized marketing strategies and digital programs, 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 individualized messaging. This requires integrating and evaluating the effectiveness of your marketing applications, processes, customer data, and messaging.

Improve the value of your marketing through more effective process management and digital engagement strategies with Teradata Strategic Services. This expert services team helps ensure that your marketing capabilities and programs deliver high returns and conversions 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

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 programs with in-depth capabilities assessments, analysis of KPIs, and best practices guidance for improving marketing efficiency and performance. This consulting team will help you prioritize your marketing investments and future needs to achieve greater returns with the following.

- Marketing Strategy
 - Capabilities assessment
 - Marketing roadmaps
 - Best practices workshops
- Transformational Readiness
 - Business case development
 - Marketing process optimization
 - ROI/ROMI/KPI analysis
- Value Realization
 - Business value assessment
 - Solution utilization assessment

Marketing Analytics

Teradata's experienced analysts and data scientists can help you understand and deploy a highly effective marketing analytics program 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.

- Analytics Foundation
 - Analytics eco-system design (for traditional and digital marketing)
 - Exploratory analytics for rapid insights
- Customer Analytics
 - Segmentation
 - Purchase path analysis
 - Digital fingerprinting
 - Lookalike modeling
- Campaign Analytics
 - Marketing attribution
 - On-site search
 - Product recommendations
 - Personalized offer optimization models
 - Purchase behavior profiling



Digital Consulting

Outline your digital strategy and place your marketing programs on a path for success with Teradata Interactive. This experienced digital agency can help optimize your digital communication strategy as part of your omni-channel mix, leveraging your customer data to deliver individualized messages with right time relevance. Rely on Teradata Interactive to enable your organization with best practices, tools, and proven tactics that will optimize your digital marketing program performance.

- Data-Driven Program Development
- Omni-Channel Campaign Development
- Nurturing Programs
 - Scoring and message optimization
- Enhanced Data / Performance Analysis
- A/B, Multivariate Testing Strategy
- Responsive Design
 - Reviews and recommendations
- Mobile Marketing Strategies
- Social Media Integration
 - Campaign amplification

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 optimize the critical components of performance-driven campaigns—from responsive design to dynamic personalization. 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 Personalization
- Best Practices Recommendations
- Digital Display and Direct Mail Execution

Campaign Strategy

For more than a decade, Teradata Interactive has helped marketing organizations 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 and Deployment
- Rigorous QA Processes Across Devices
- Data and Campaign Migration
- Segmentation
- Tracking, Reporting, and Analysis
- Account / Project Management
- Multi-Language Support
- Email Deliverability Services



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 programs, 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.



10000 Innovation Drive, Dayton, OH 45342

Marketing.Teradata.com

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