

# ENLIGHTENED Real-Time Marketing



The art of making customers happy through **Real-Time Interaction Management (RTIM)**

Here are some basic truths about customer needs and how you can meet them.

## What is RTIM?

Marketing technology that delivers contextually relevant experiences, value, and utility at the appropriate moment during the customer life cycle via preferred customer touchpoints.<sup>1</sup>



## How is it done?

Real-time customer engagement is achieved by delivering relevant marketing at the right time. To accomplish real-time individualized marketing, you need the right tools and an effective strategy.

As a Leader in RTIM<sup>2</sup>, Teradata's Contextual Solutions Have Been Built on the Following Truths

## Four Essential TRUTHS of Real-Time Customer Engagement

**1** If you don't know who you're talking to, it's almost impossible to be relevant.

**2** If you're not managing your customers' journey, the customer will look for a better experience with another brand.

**3** If you can't decide which of your offers are most appropriate, you can't expect your customer to do it for you.

**4** If you can't get your message delivered at the right time, it doesn't really matter how good it is.

## Customers Expect Companies to Use the Information They've Provided

**69%**

of customers are comfortable exchanging personal information for better, more **individualized experiences**.<sup>3</sup>

**22%**

of consumers are more likely to consider brands that incorporate **real-time marketing**.<sup>4</sup>

**76%**

of marketers believe that real-time marketing solutions deliver heightened **marketing effectiveness** and precise targeting.<sup>5</sup>



## Companies Can Engineer Customer Satisfaction with Real-Time Interaction Management

## Happy Customers Make Happy Marketers

98 percent of marketers practicing RTIM reported a positive impact on revenue<sup>6</sup>

**98%**

**89%**

89 percent of marketers tie overall business goals to their use of real-time social media data<sup>6</sup>

76 percent of marketers used Real-Time Marketing in 2014<sup>7</sup>

**76%**

**88%**

88 percent of marketers rank Real-Time Marketing as an important part of their budget<sup>7</sup>

To learn more, visit: [Marketing.Teradata.com](http://Marketing.Teradata.com)

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