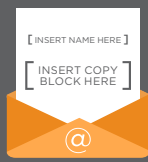


Steps to Relevant Individualized Offers

How can your marketing team ensure its messages are **relevant and effective**?



63% of consumers say that mass personalization has made them numb.¹

Demonstrate that **you're listening and you understand**.

99% of consumers are willing to share personal information for greater rewards or individualized offers.²



Achieve Individualized Marketing in Four Steps



Deliver the messages your customers need by taking the following steps in your marketing strategy.

Step 04

Execute and Deliver

Step 03

Act and Optimize

Step 01

Integrate and Understand

Step 02

Analyze and Discover



1

Integrate and Understand

Gather and connect customer data from all available channels to develop a 360-degree customer view.

2

Analyze and Discover

Gain rapid insights that reveal who to contact, when, and with what offer.

3

Act and Optimize

Bring insights to market in highly individualized marketing campaigns through an efficient and optimized marketing team.

4

Execute and Deliver

Deliver individualized messages to customers with a consistent experience, no matter which channel a customer chooses to interact with.

Individualized Marketing Achieves Powerful Results

One company used data from **31 million** customers to better target campaigns and optimized their processes to increase campaign volume by **25%**. The end result: a **20%** uplift in conversion rates.

20%

increase in conversion rates for catalog visitors

28%

incremental uplift with each email sent

500%

Digital Marketing powered by Individualized Marketing increased campaign-specific revenue by more than **500%**.

To learn more, visit:
Marketing.Teradata.com/US/Teradata-Customer-Success-Stories

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References:

1. Economist Intelligence Unit, 2014
2. "Survey: 99 Percent of Consumers Will Share Personal Information," Marketing Land, 2015

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