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The Data-Driven Marketing Opportunity

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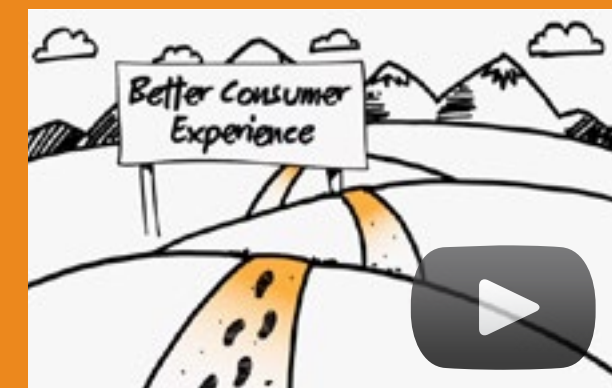
The Rise of Big Data

The rise of big data represents a huge opportunity for marketers everywhere.

The numbers are stunning. According to research by the McKinsey Global Institute, data generated by businesses is projected to increase by 40 percent annually. Furthermore, in 15 of the 17 major industries in the United States, more data is stored per company than in the entire Library of Congress.

Companies are amassing new and different types of information

about their customers—from sensor data to social media content—at ever-increasing rates, but volume isn't the only challenge. They must also harness customer data to rapidly analyze it for new insights, using that information to create personally tailored marketing campaigns for the best possible customer experience in every single engagement. We call this data-driven marketing, and it's one of the most effective ways for marketers to take full advantage of the extensive customer data already in their possession.



Discover how a fully integrated marketing solution can provide a 20 percent reduction in acquisition and implementation costs, a 43 percent reduction in operating costs, and a 39 percent reduction in maintenance costs. To learn more, watch this **Data-Driven Marketing** video.

Big Data Myths



“A data-driven marketing solution provides the comprehensive framework necessary to take insights from widely divergent datasets and apply them across channels, giving marketers the ability to present personalized messaging to every customer, every time.”

— “The Top Five Myths of Big Data Analytics”

Is big data just an IT issue? A lot of marketers seem to think so—but the facts say otherwise. According to a global survey of more than 2,200 marketers conducted by Teradata in 2013, 71 percent of respondents said that they planned to pursue a big data deployment in the next two years.

A scalable and sustainable data-driven marketing solution requires

you and your team to collect and connect large amounts of data, gain real-time insights, and bring those insights to market by way of a tailored campaign. IT departments can offer the tools and expertise to make that happen, but none of it will be truly effective unless it’s informed by a strategic vision. And that vision starts with marketing leadership.



In this **white paper** on the five biggest myths about big data, you’ll get a clear understanding of the hard truths and common misconceptions amid all the hype.

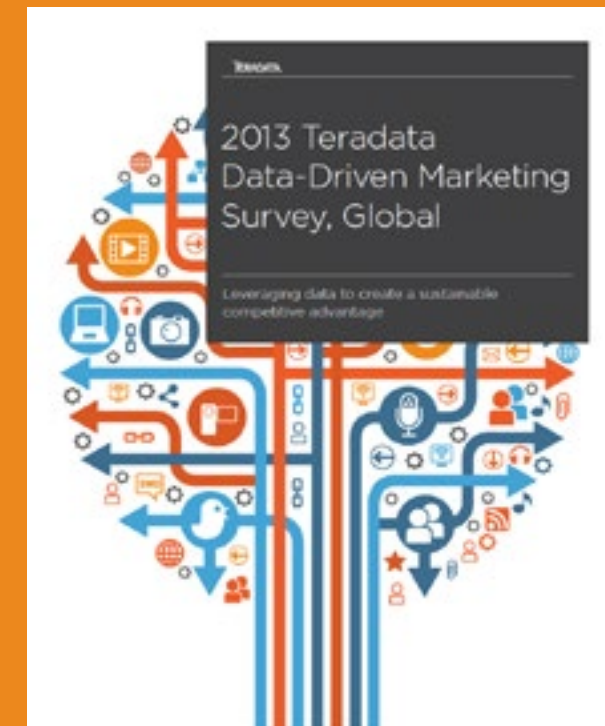


You can get a quick overview of the paper’s key points by checking out this **infographic**.

Global Perspective



What steps are marketers taking to harness their data for competitive advantage? We wanted to find out. So we talked to them—and arrived at some pretty stunning insights.



Find out how marketers around the globe are planning to untangle their data. Simply read the **executive summary** or review the **full survey report**.

Currently, less than 10 percent of companies use their data in a systematic, strategic way. But that will change: 71 percent of marketers plan to implement a big data analytics solution in the next two years.

— 2013 Teradata Data-Driven Marketing Survey (Full Report)

Strategic Alignment



“The business enterprise has two—and only two—basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are costs.”

— Peter Drucker, Management Consultant

According to research firm Gartner, marketing executives will outspend technology executives on technology by 2017. Or to put it another way: The age-old gap between marketing and IT organizations has now become

a clear overlap. With so much in common—and with so many opportunities to join forces for greater efficiency and effect—why aren’t marketing and technology executives more closely aligned?



In this white paper, you’ll gain insight into practical ways for marketing and technology executives to find common ground in growing the business.



You can also get a quick visualization of the paper’s key data points by taking a look at this infographic.

Where to Begin

Let's say you already understand the critical importance of data-driven marketing. How do you get started? The first step is simply knowing where you're going—setting the right goals for success, and asking the right questions to get there.



“Clear visual representation of your data will help you and others in the organization recognize areas for improvement.”

~ “Ten Ways to Jump-Start Your Data-Driven Marketing Efforts”

“Through 2015, marketing organizations that execute inbound or event-triggered techniques will see response rates that are five times higher than for [traditional] outbound campaigns.”

~ Gartner Research, “Top 10 Marketing Processes for 2012”

The Right Technology

When you're ready to embrace the full impact of data-driven marketing, Teradata is ready to support you with a solution that provides unified customer data, advanced analytics, and comprehensive integrated marketing management. By choosing the right technology, leading with a shared organizational vision, and implementing your solution with help from seasoned experts, your data-driven marketing ecosystem will be positioned for long-term success.

01 SET THE RIGHT GOALS FOR SUCCESS
 Asking the right questions will facilitate benchmark and measure operational results. Focus resources by bringing together management, marketing & IT.

02 CUT THE 'DATA FAT' TO UNDERSTAND TRUE PERFORMANCE
 Identify data prospects versus non-prospects. HEADLINE results from Teradata for more holistic assessment of performance.

Are you connecting online and off-line data? Comparing patterns, not just differences? And are you giving others access to the data while you're at it? If not, take a look at this infographic to discover your next steps.

In this white paper, you'll learn the five fundamental components of a data-driven marketing architecture: data warehousing, analytics, marketing operations automation, campaign management, and marketing performance management.

Data-Driven Marketing Resources

For more information about the power of data-driven marketing, consult this list of available resources or visit Teradata.com/DataDrivenMarketing.

VIDEOS



Data-Driven Marketing



DSW: Making Extraordinary the Norm



Teradata and the American Red Cross

INFOGRAPHICS



The Top Five Myths of Big Data



The New CMO-CIO Alignment



Ten Ways to Jump-Start Your Data-Driven Marketing Efforts

WHITE PAPERS AND REPORTS



2013 Teradata Data-Driven Marketing Survey, Global (Executive Summary)



The New CMO-CIO Alignment



2013 Teradata Data-Driven Marketing Survey, Global (Full Report)



Using Data to Drive Results



The Top Five Myths of Big Data



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