TERADATA
BIG IDEAS
- CAMPAIGN MANAGEMENT
- DIGITAL MESSAGING
- REAL TIME INTERACTION

THE NEED FOR "BIG IDEA" THINKING

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FOR YEARS
YOU HAVE INVESTED IN
DATA, DEPLOYING
MULTIPLE TOOLS AND
SYSTEMS . . .
. . . IN AN ATTEMPT TO UTILIZE A
FREIGHT TRAIN'S
WORTH OF INFORMATION.
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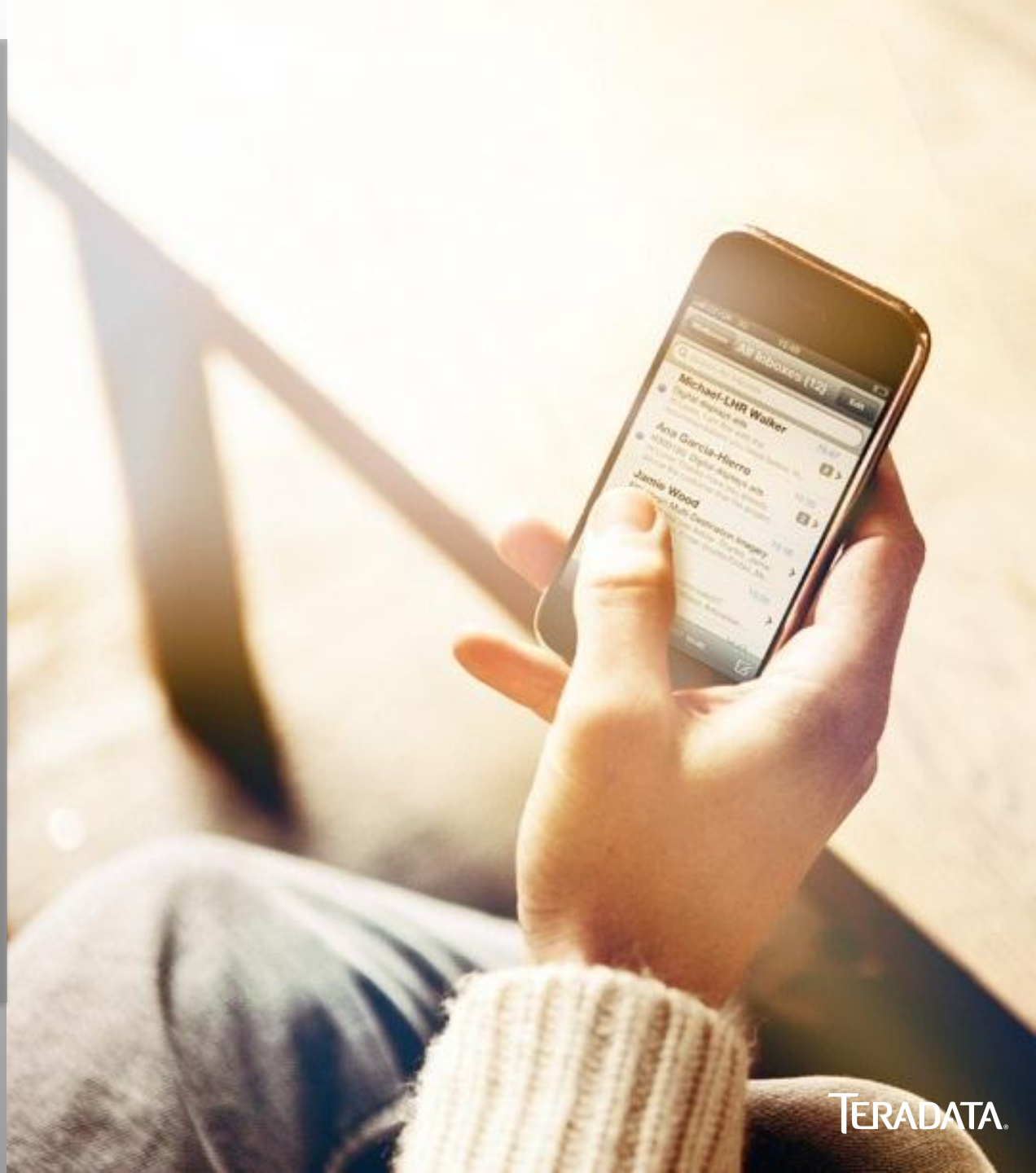
You've heard the promises from digital marketing vendors about one-to-one and . . .



. . . data-driven marketing that's coming your way – using futuristic tools to leverage ALL of your data.

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UNFORTUNATELY,
despite all the promises. . .
. . . you've been forced to
MOVE AND ACCESS YOUR DATA
with the technological equivalent
of a broken-down VW MICROBUS.
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UNTIL NOW

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DISRUPTIVE EVOLUTION

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DISRUPTIVE EVOLUTION
looks at things differently than before.
Teradata now provides the **ONLY** solution which leverages on-premise data with applications residing both on-premise or in the cloud in a fully integrated **HYBRID** deployment model, **Teradata** has finally fulfilled the industry's promise to marketers.
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No longer do your teams need to focus on data transfers or archaic synchronization models. With Teradata's solution, all data transfers are managed **AUTOMATICALLY** and in both directions.

Finally, marketers can focus on what they want to say, rather than the mechanics of saying it.

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DISRUPTIVE EVOLUTION

allows the marketer to make decisions

based on what is known about a customer in the **CONTEXT OF THE MOMENT**, not based on what they knew yesterday or the day before.

TOTAL CUSTOMER AWARENESS

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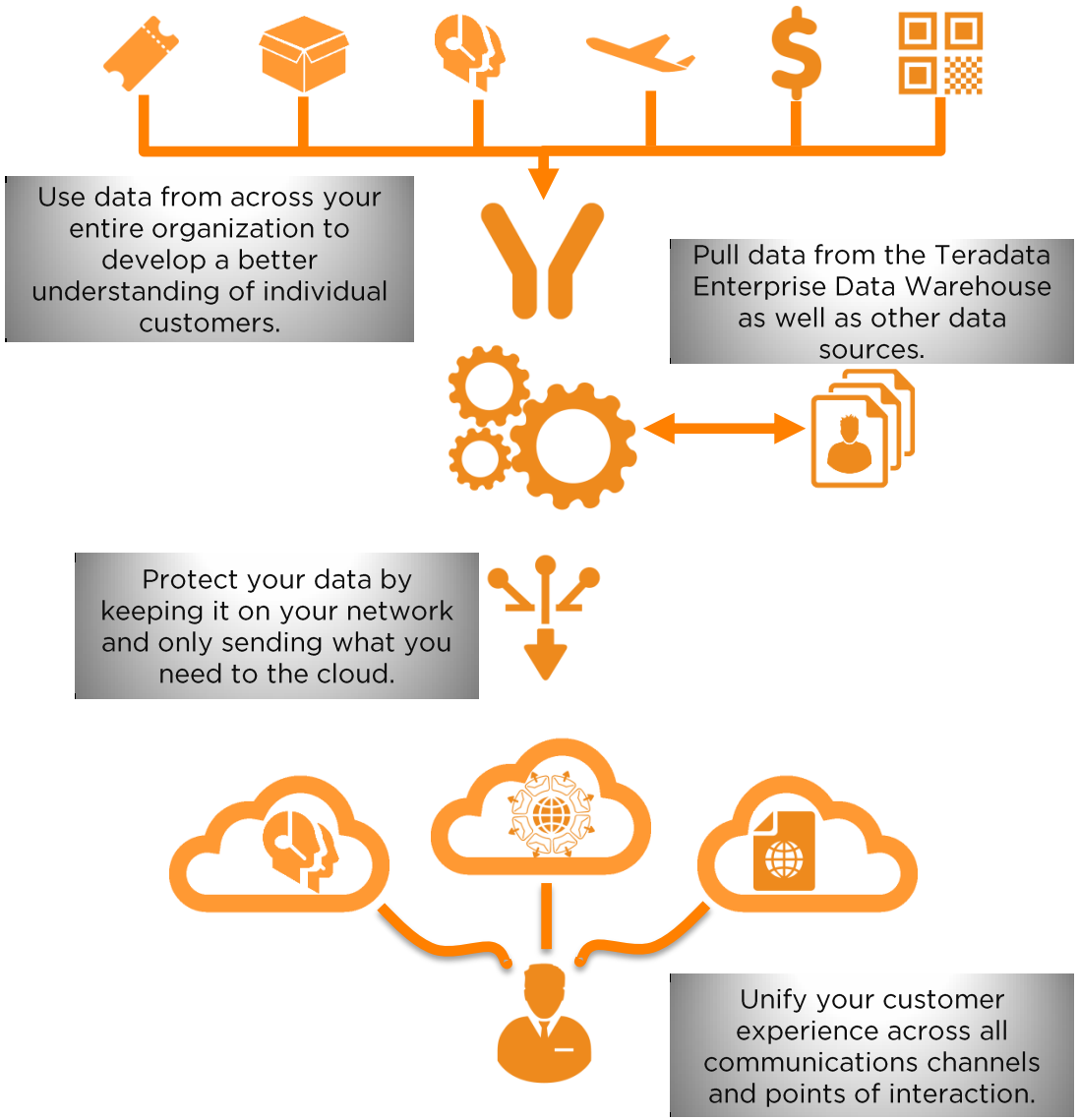
TOTAL CUSTOMER AWARENESS

Example 1: Brick & Mortar Retailer with Ecommerce & Catalog Channels

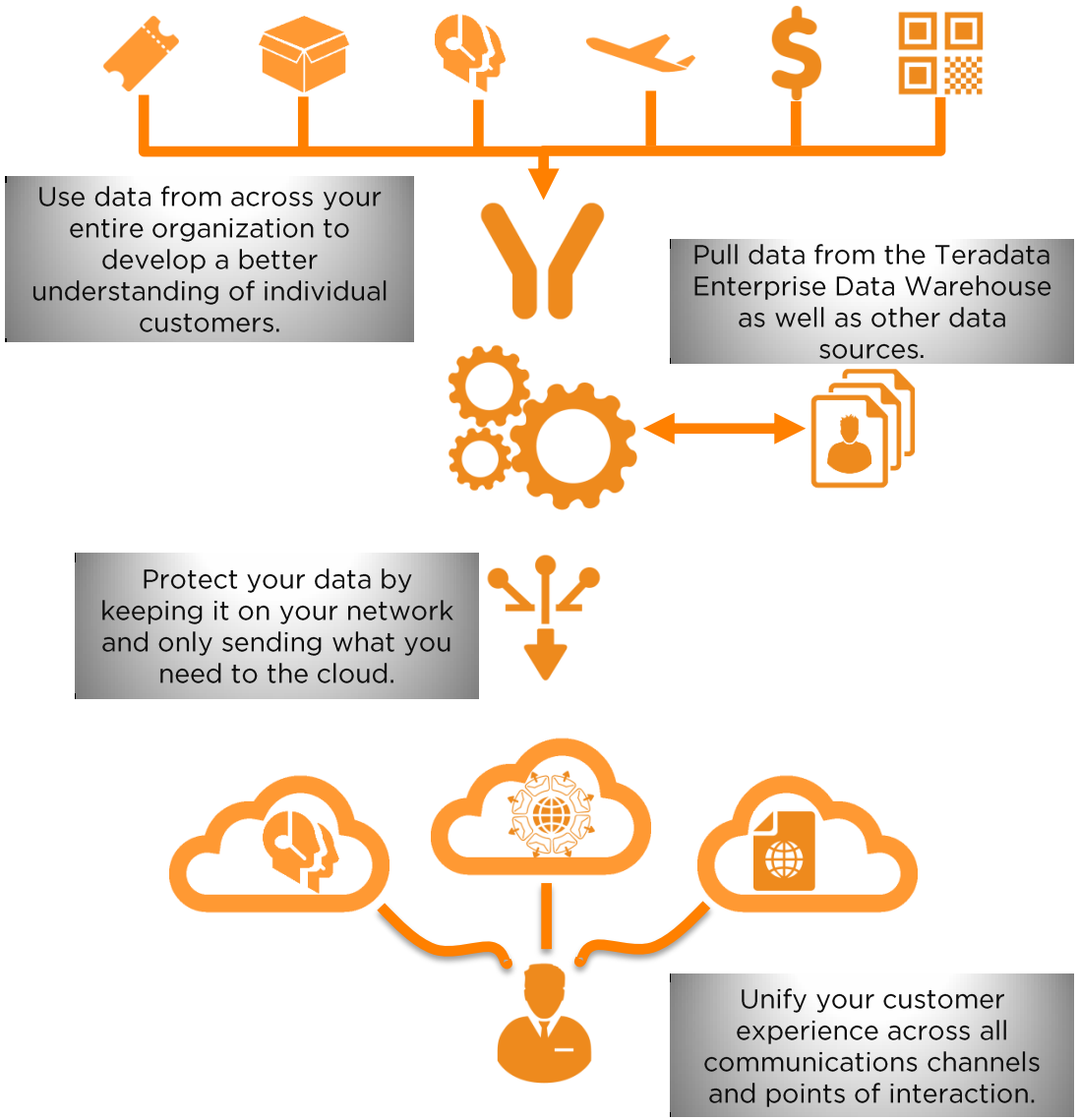
- Gather purchase data from across all divisions
  Do we send a TV offer to someone who just purchased one?
- Understand support issues and return history
  Should we make an offer to an 'expensive' customer?
- Use analytics to know past shopping patterns
- Provide real-time offers at point-of sale
- Render email offers at time of open based on past purchase history.
- Bring back interaction data, in near-real-time, to drive the next step of the customer conversation.



TOTAL CUSTOMER AWARENESS

Example 2: Multi-national Airline with Passenger, Cargo and Charter Operations

- Understand how a customer interacts across divisions.
  A large cargo customer could be offered upgrades as a passenger.
- Understand customer service issues. A passenger who experienced a cargo issue might be provided an airline club pass.
- Use analytics to learn buyer patterns
- Provide real-time offers at point-of sale
- Render email offers at time of open based on locations and travel history.
- Bring back interaction data, in near-real-time, to drive the next step of the customer conversation, both online and in-person.



INTERACTION ABANDONMENT

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TOTAL CUSTOMER AWARENESS
allows us visibility into all interaction processes throughout the organization.
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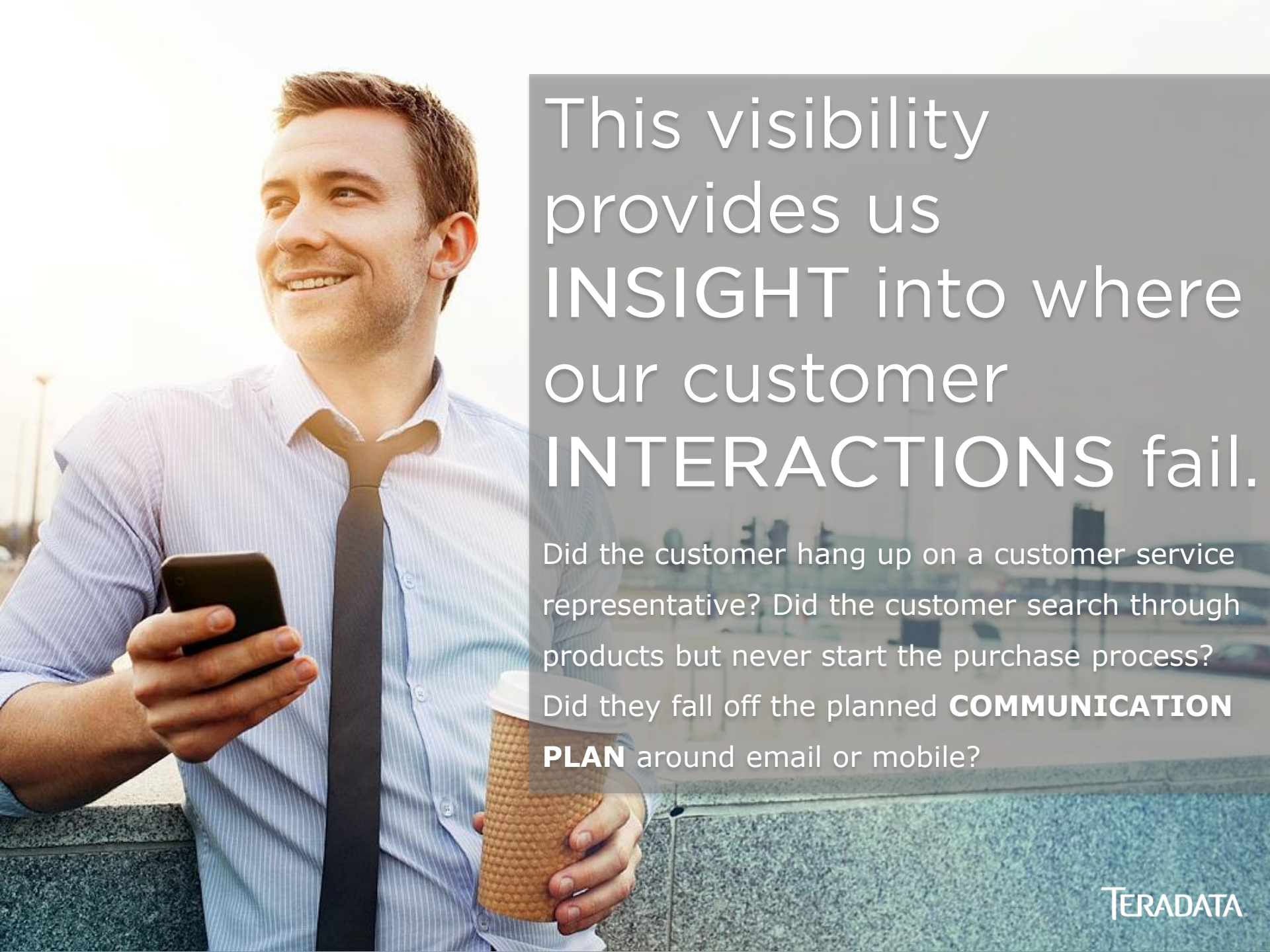

This visibility provides us INSIGHT into where our customer INTERACTIONS fail.

Did the customer hang up on a customer service representative? Did the customer search through products but never start the purchase process? Did they fall off the planned **COMMUNICATION PLAN** around email or mobile?

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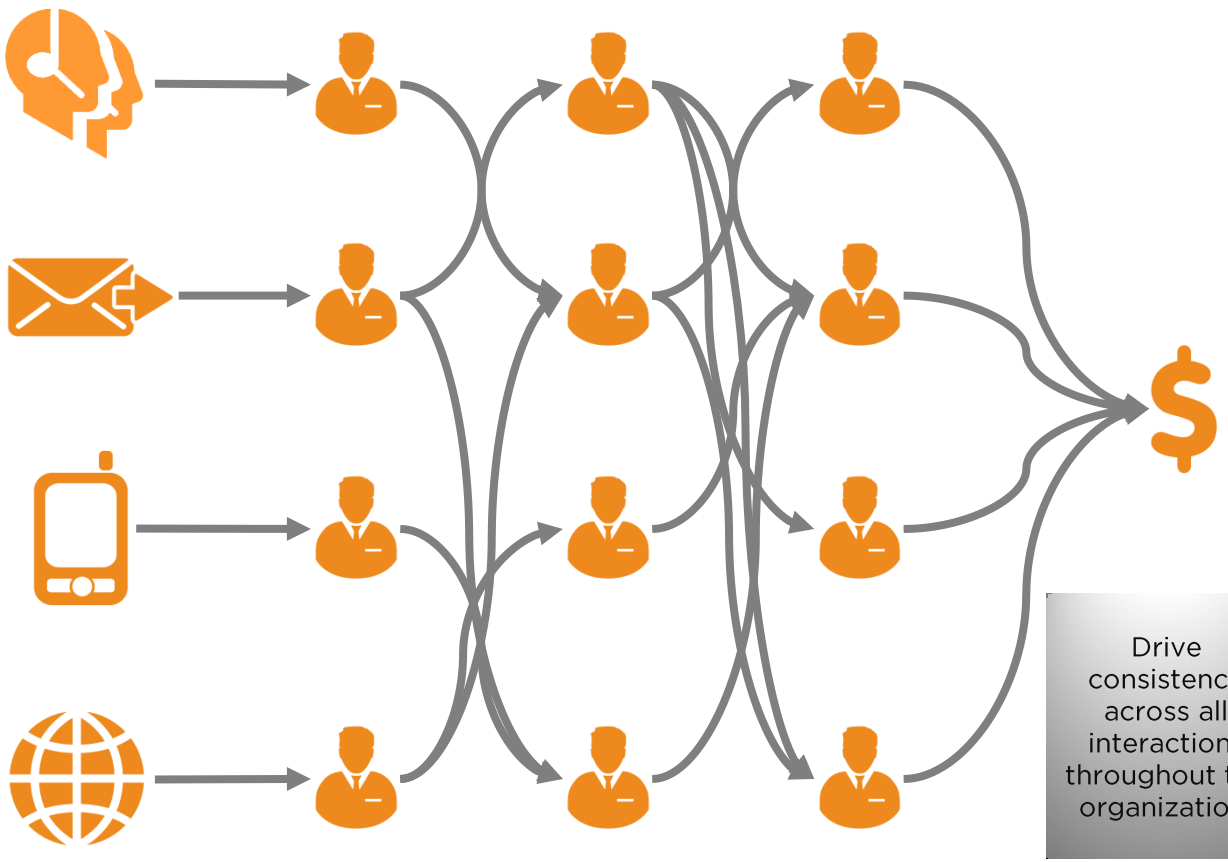
INTERACTION ABANDONMENT

DISRUPTIVE companies recognize it is no longer just about the abandonment of shopping carts.

It is about any **INTERACTION ABANDONMENT** - for every interaction is a potential for **REVENUE**.

Know the path customer took. Understand where they diverted or fell out of the path.

Use data to drive intelligent decisions about how to continue, redirect or restart the conversation.



Drive consistency across all interactions throughout the organization.

Understand interaction across the entire organization, both online and offline.

ADAPTIVE OFFERS

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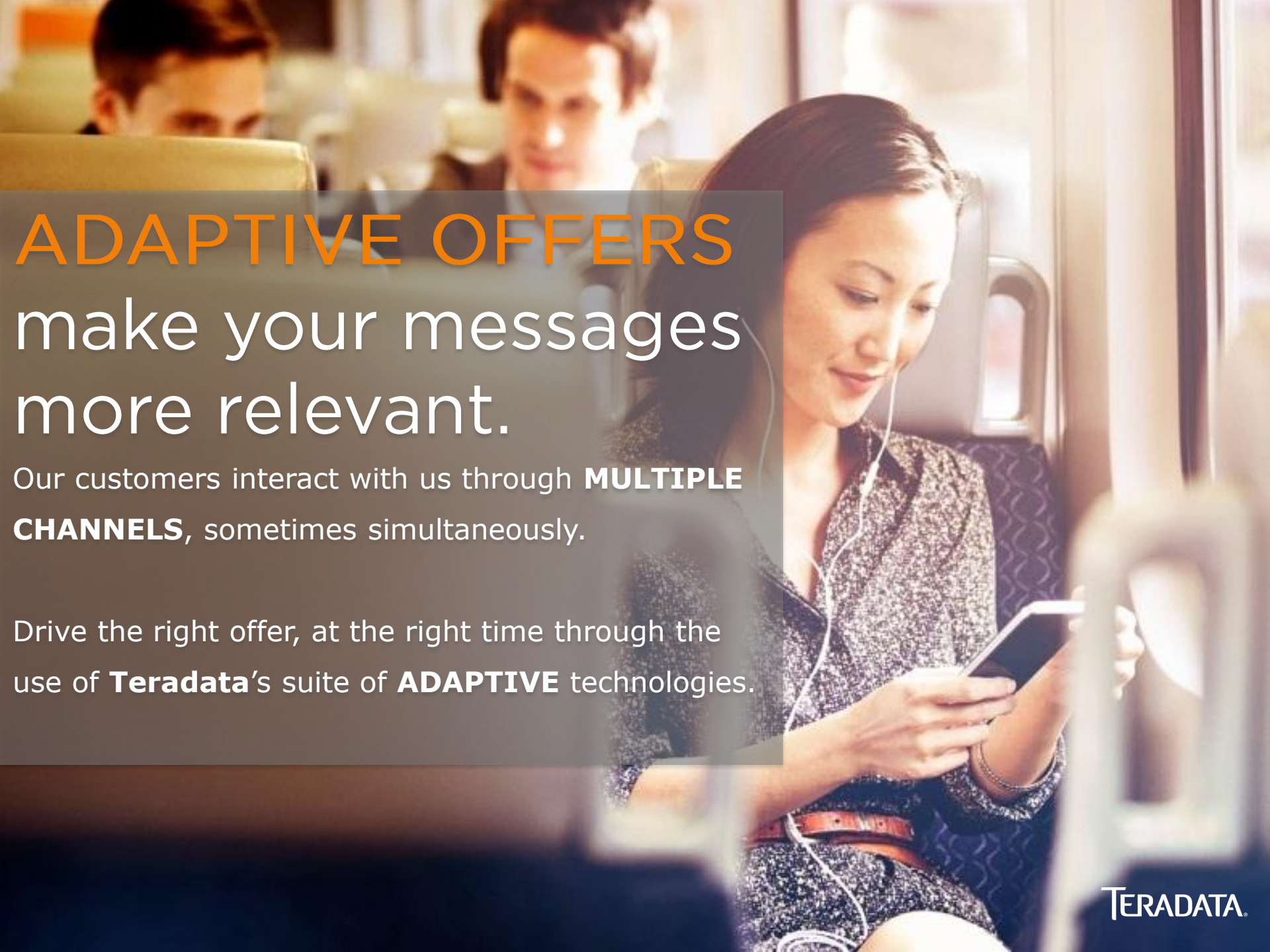
ADAPTIVE OFFERS
make your messages more relevant.
Our customers interact with us through **MULTIPLE CHANNELS**, sometimes simultaneously.
Drive the right offer, at the right time through the use of **Teradata**'s suite of **ADAPTIVE** technologies.
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ADAPTIVE OFFERS

TIME OF SEGMENTATION

Use data within the **Teradata Enterprise Data Warehouse**

Leverage data from all points of interaction.

Segment recipients based on historic data

TIME OF SEND

Use data provided to **Teradata DMC** to make intelligent content decisions

Store "related" data in the Cloud+ Hadoop infrastructure to drive content decisions

Query external service for content data or decisions

TIME OF INTERACTION

Make real-time content decisions at the time of interaction

Leverage data from all points of interaction, both historic and in context

Drive offers across all channels

CONVERSATION OPPORTUNITIES

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Every interaction is an
OPPORTUNITY to engage
your customer in a
CONVERSATION.
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Email notifications represent a direct channel to the customer with a high rate of ENGAGEMENT.
And now that messaging can be dynamic.
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BRINGING IT ALL TOGETHER

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BE DISRUPTIVE by using TOTAL CUSTOMER AWARENESS in email campaigns to introduce ADAPTIVE OFFERS to overcome INTERACTION ABANDONMENT.
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TERADATA'S BIG IDEA
Promote your BRAND and get the customer ENGAGED using the power of BIG DATA to ADAPT offers that will CONVERT into revenue.
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BIG IDEAS

- CAMPAIGN MANAGEMENT
- DIGITAL MESSAGING
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www.teradata.com

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