

The background of the slide is a blurred image of a server room. On the left, a server rack is visible with numerous blue and white lights. On the right, there are out-of-focus yellow and red lights, possibly from a city street at night. The Teradata logo is positioned in the top-left corner within an orange rectangular box.

TERADATA®

## The Digital Marketing Ecosystem

# Teradata Integrated Marketing Cloud - Solutions

## TERADATA INTEGRATED MARKETING CLOUD



### MARKETING RESOURCE MANAGEMENT

MARKETING PLANS  
SPEND MANAGEMENT  
WORKFLOW & COLLABORATION  
ASSET MANAGEMENT  
OFFER MANAGEMENT



### OMNI-CHANNEL MARKETING

INBOUND & OUTBOUND COMMUNICATIONS  
REAL-TIME DECISIONING  
DIGITAL DELIVERY  
OPTIMIZATION  
ACTIONABLE ANALYTICS



### DIGITAL MARKETING

EMAIL MARKETING  
SOCIAL MARKETING  
MOBILE MARKETING  
LANDING PAGES  
SEGMENTATION



### MARKETING ANALYTICS

BUSINESS INTELLIGENCE    BIG DATA ANALYTICS    PREDICTIVE ANALYTICS

# Today's Marketing Challenges



Make interaction decisions using all the data available



Coordinate paid and owned marketing channels



Understand and optimize marketing performance

# Forrester Assessment



“No single technology vendor has - or will have in the foreseeable future - an online marketing suite that provides for all the needs of today’s interactive marketers.”

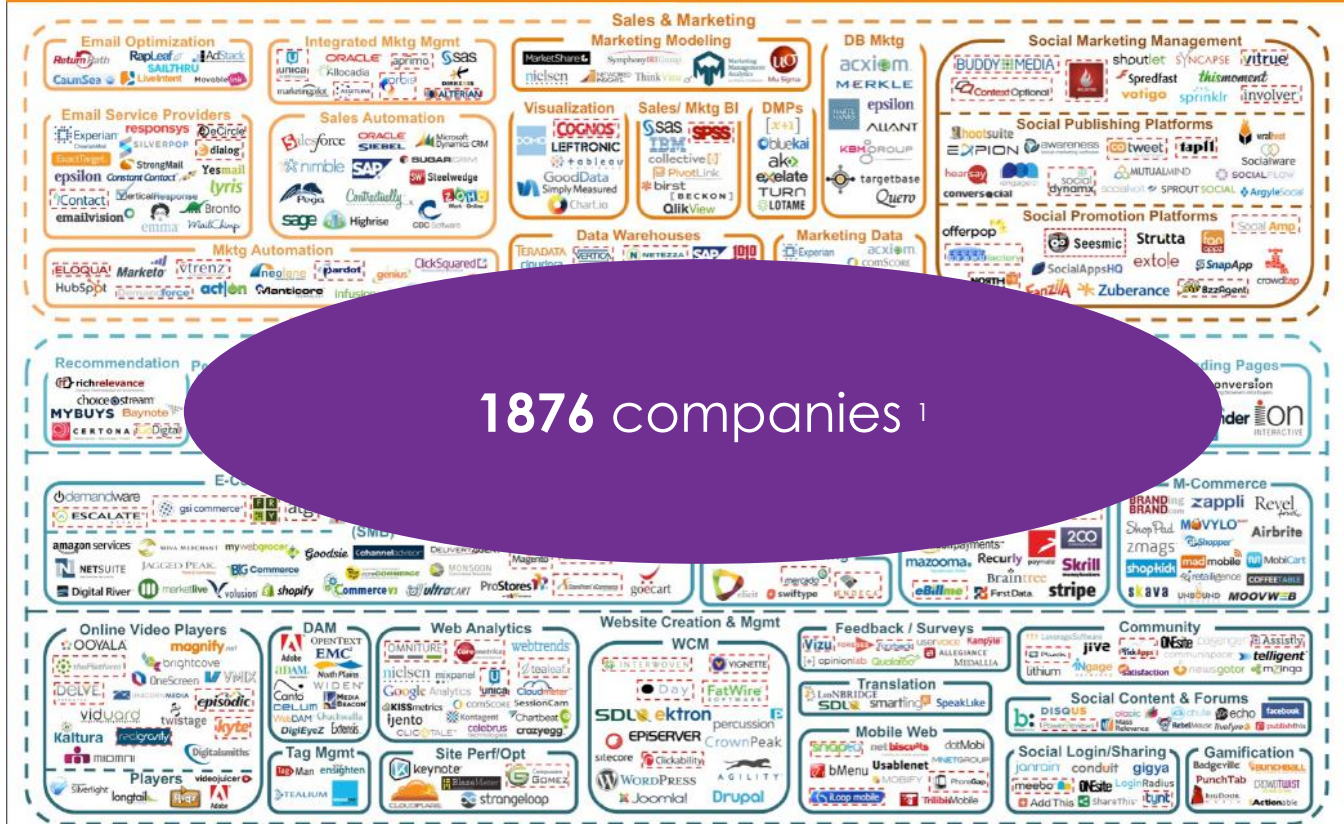
Forrester Research: The Evolved Online Marketing Suite

# MARKETING TECHNOLOGY LUMAScope



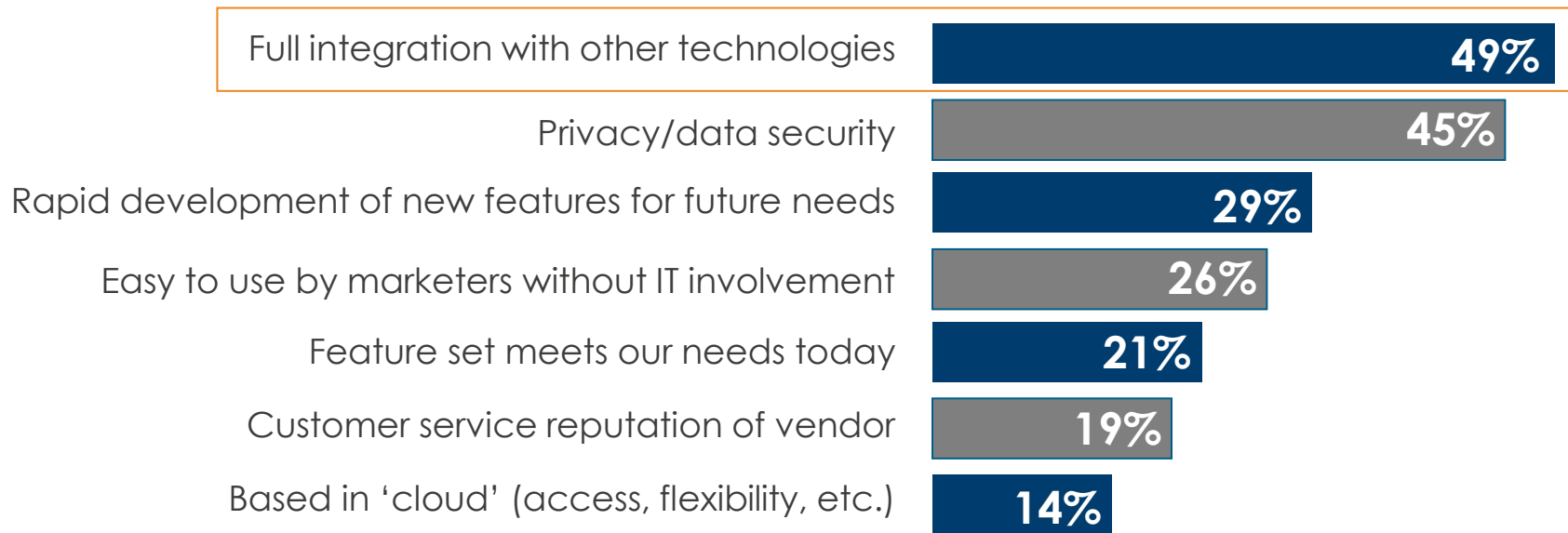
“So how do I manage all this complexity?”

# MARKETING TECHNOLOGY LUMAscape



# Econsultancy/Teradata Research:

## Key criteria for new technology



Source: Enterprise Priorities in Digital Marketing, Econsultancy/Teradata 2014

# Digital Advertising and Marketing Framework

## INDIVIDUALS



Decisioning  
Analytics  
Data Management



# Digital Advertising and Marketing Framework

## INDIVIDUALS



# Coming Soon: Digital Marketing Center – mobile marketing



## Messaging

- Personalization
- Best Time To Send
- Automation
- Deep Linking



## Targeting

- Location,
- Device,
- In-app Behavior
- Last Activation
- Custom Fields



## Analytics

- Daily / Hourly Activations
- Location
- Per App / Segment /
- Message



## Other Tools

- In-app Inbox
- Customer Feedback
- Notification Preference
- Center



## Technology

- Server-to-Server API
- Android & iOS SDK
- Ability to Scale

Campaigns > Campaign Name

Save & Close

# Message Name

Push Text: 0/176

First\_Name, you have a 15% coupon waiting just for you! 😊

Add Emoticons
Add Dynamic Text

Badge:

Sound: ?

App	Name	Sound
	App Name	No sound

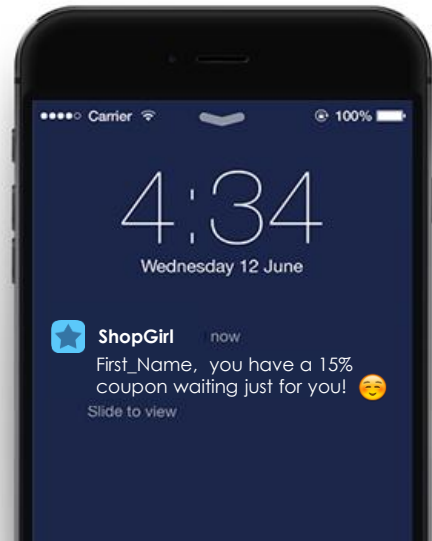
Extra Fields: ?

Key:  Value: 
Remove Add

- Add Custom Fields**
- Numeric**
    - Level ("")
    - Customer\_stage ("")
    - Deposit\_amount ("")
  - String**
    - First\_Name ("")
    - Item\_Purchased ("")
  - Date**
    - birthday ("")

Push Message
Inbox
In-App Message

Alert
Banner
Lock Screen



# Digital Advertising and Marketing Framework

## AUDIENCES



**Anonymous  
Customer**

Decisioning  
Analytics  
Data Management

## INDIVIDUALS



**Known  
Customer**

Decisioning  
Analytics  
Data Management

Email Marketing  
Mobile Messaging  
Gamification

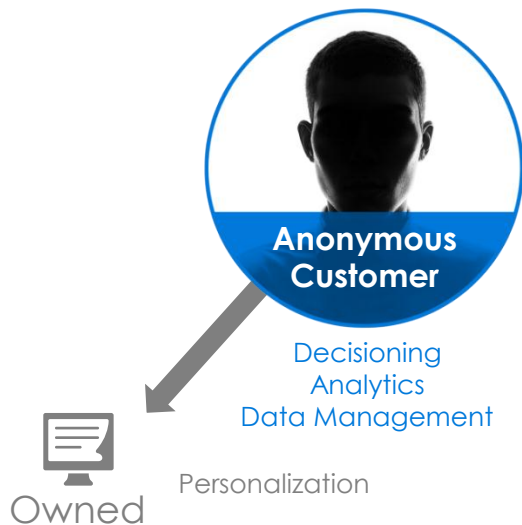
Real-Time  
Interactions



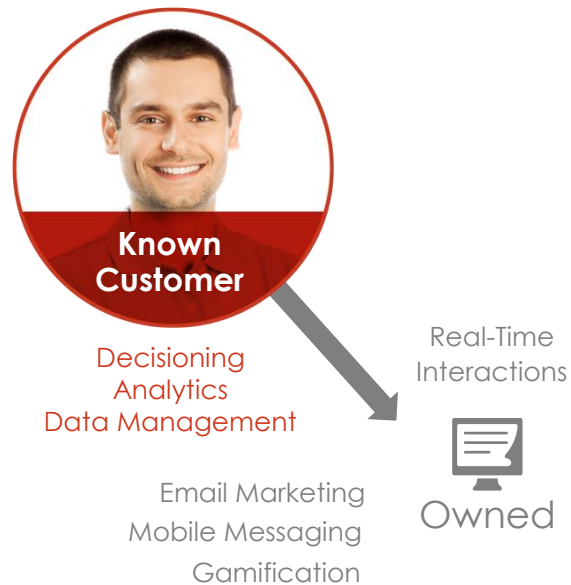
Owned

# Digital Advertising and Marketing Framework

## AUDIENCES

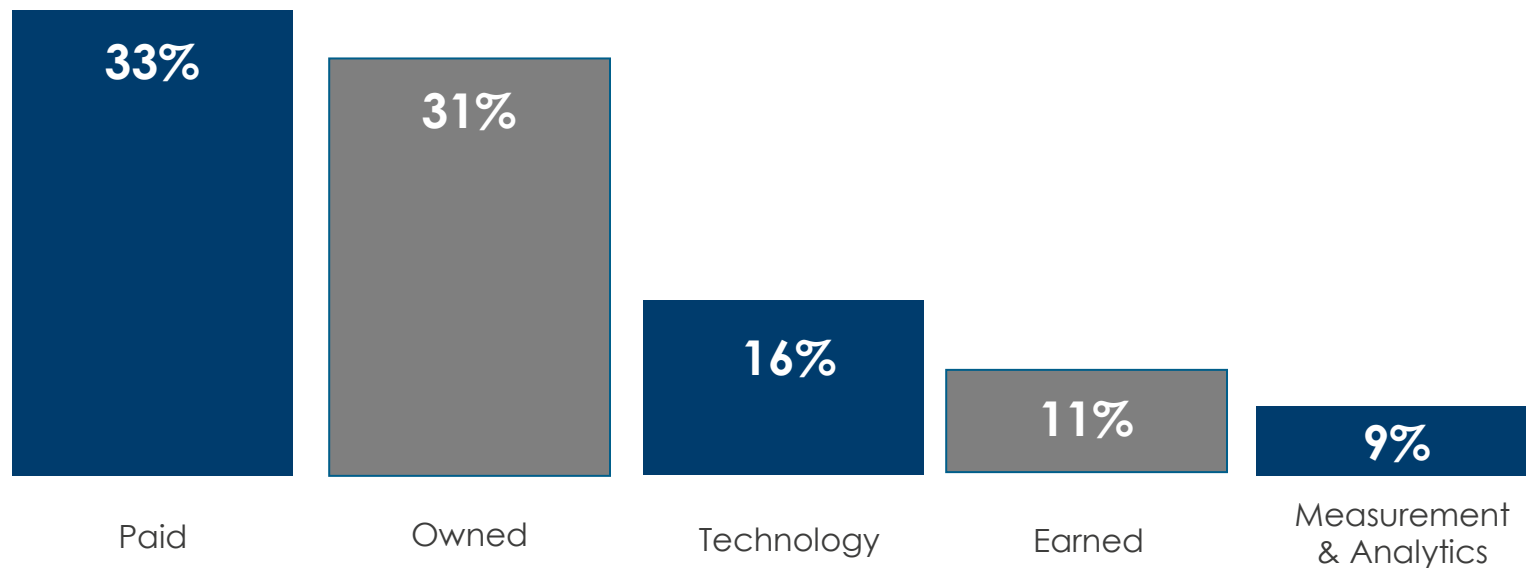


## INDIVIDUALS



# Econsultancy/Teradata Research:

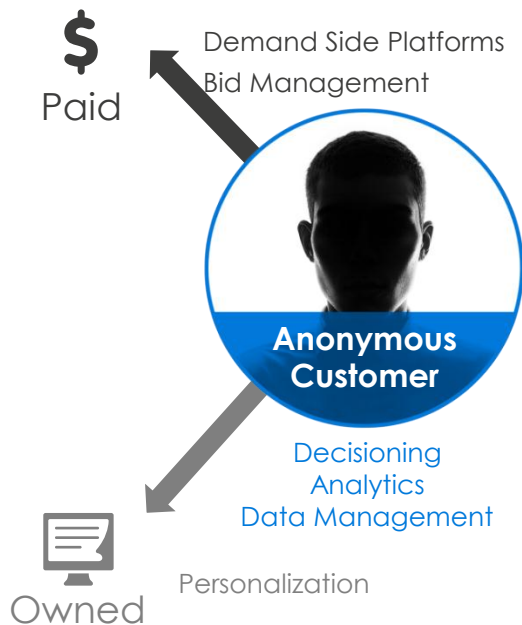
Allocation of the digital marketing budget



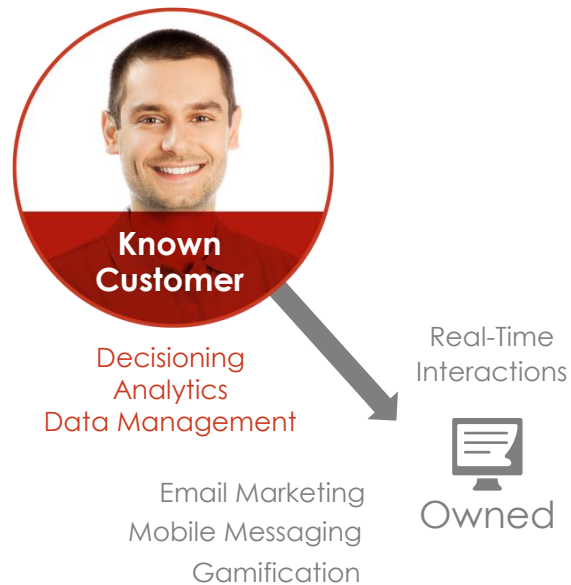
Source: Enterprise Priorities in Digital Marketing, Econsultancy/Teradata 2014

# Digital Advertising and Marketing Framework

## AUDIENCES

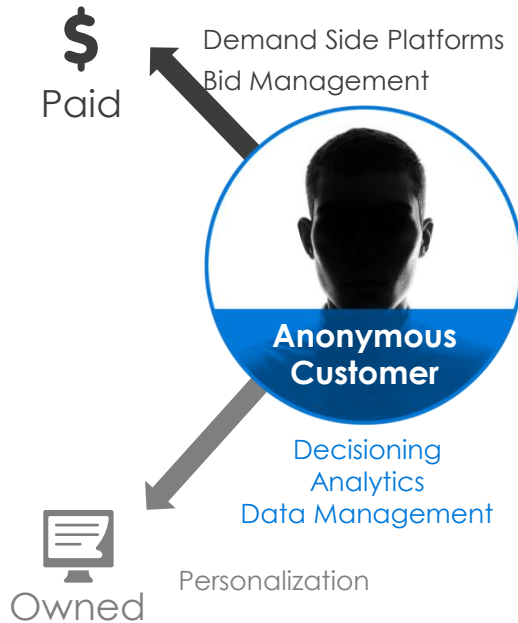


## INDIVIDUALS



# Digital Advertising and Marketing Framework

## AUDIENCES



## INDIVIDUALS





# Demand Side Platform (DSP)

## What is it?

Software for buying digital advertising campaigns in display, mobile, social, video channels in real-time

## How does it relate to Teradata?

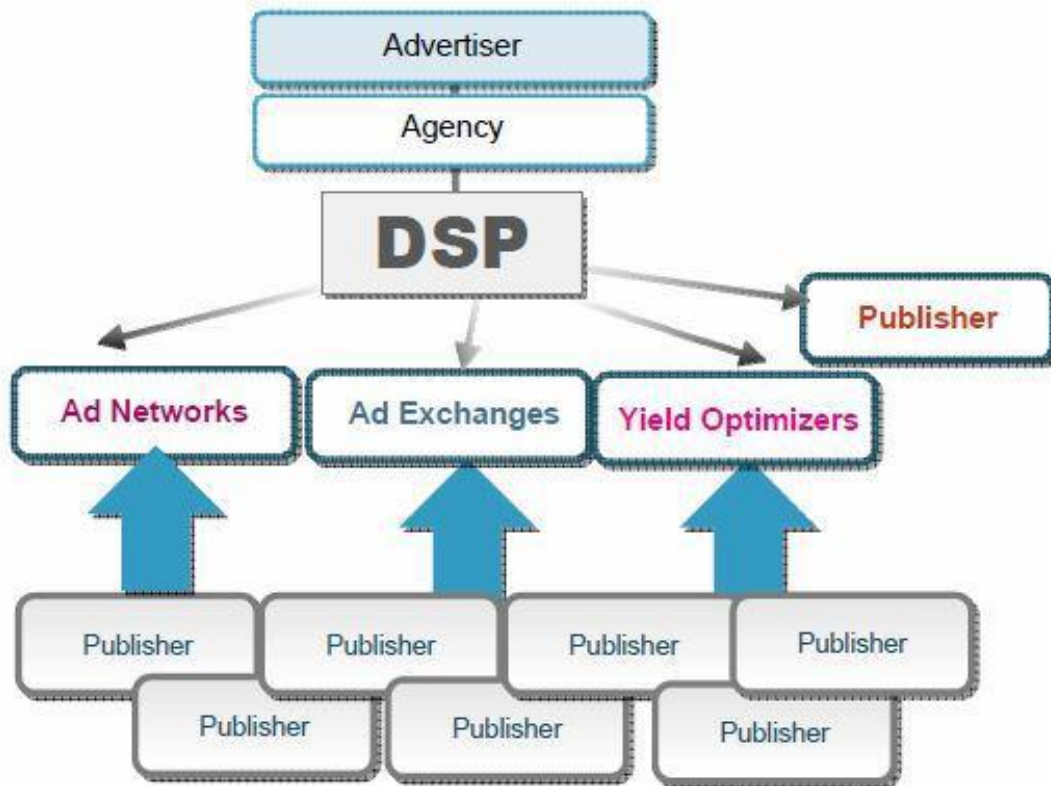
Marketers can use segments created in Teradata solutions in their demand side platform in 3 ways:

1. Target individual customers in advertising
2. Suppress individual customers in advertising
3. Find prospects that look like customers through “lookalike modeling”

## What should I know?

Integration with DSP's is available for CIM through Teradata's partnership with LiveRamp.





Aprimo Relationship Manager - Windows Internet Explorer provided by Teradata Corporation

http://aprimosolutions.aprimocloud.com:90/trm/index.jsp

TERADATA | CIM | Campaigns | Marketing Intelligence | Analytics | Digital Messaging | Admin | MRM

Getting Started | DX Demo Comm Simple

Communication  
DX Demo Comm Simple

Properties | Import | View | Arrange | Delete | Actions | Reports | Group Schedule | Info | Save

```
graph LR; A[Cross-Sell Candid...] --> B[Pre-Email Media]; B --> C[Email Offer]; C --> D[Follow-up Media];
```

Segment  
Group  
Inbound  
Step  
Response  
Collateral  
Output Template

Pre-email ads      Email      Suppress Responders

All addressable at the individual level



segment



segment



segment



segment



segment



Examples:

**TURN**



**PERSONAL ID:  
Inactive Online**



**ANONYMOUS AD ID:  
Active Online**

CAMPAIGNS

REPORTS

CREATIVES

AUDIENCES

ACTIVITIES

INVENTORY

TeraTitan »

## Campaign: TeraTitan Customer Upsell

Runs 10/01/2013 to 01/01/2014

[Edit](#) | [View All Campaigns](#)

[Export Flights](#)

Cost Model  
**CPM**

CPA Goal  
**\$-- USD**

IO Budget  
**\$50,000.00 USD**

CPM  
**\$2.50 USD**

Insertion Order #

Currency  
**United States Dollar (USD)**

Performance Objective

**Maximize Performance & Distribution**

Brand Safety Level

**Level Two**

Automatic exclusion of potentially offensive sites using IAB quality guidelines, including some unclassified sites.

Domains

**Blacklist**

0 domains

**Whitelist**

0 domains

Data

[Reports](#)

[Blocked Publishers](#)

[Smart Assign Creatives](#)

External IDs

Impression Caps:

**Campaign:** None

**Tactics & Flights:** Consult table below

Same customers who received the email

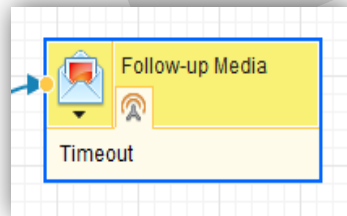
### Tactics & Flights

Add Flights

Edit Budgets and Schedules

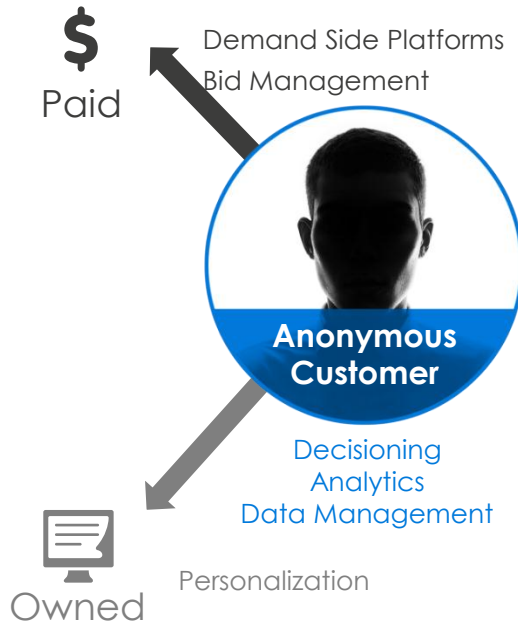
Bulk Upload Flights

Name	Starts	Ends	Frequency Cap	Budget	Default Bid	Allocated %	Assets	Actions
Tactics Default				\$-- USD		100%		
Targeting TeraTitan Bank Customers	Oct 01 2013	Jan 01 2014	None	\$50,000.00 USD	\$2.50 USD	100%	Creatives	



# Digital Advertising and Marketing Framework

## AUDIENCES

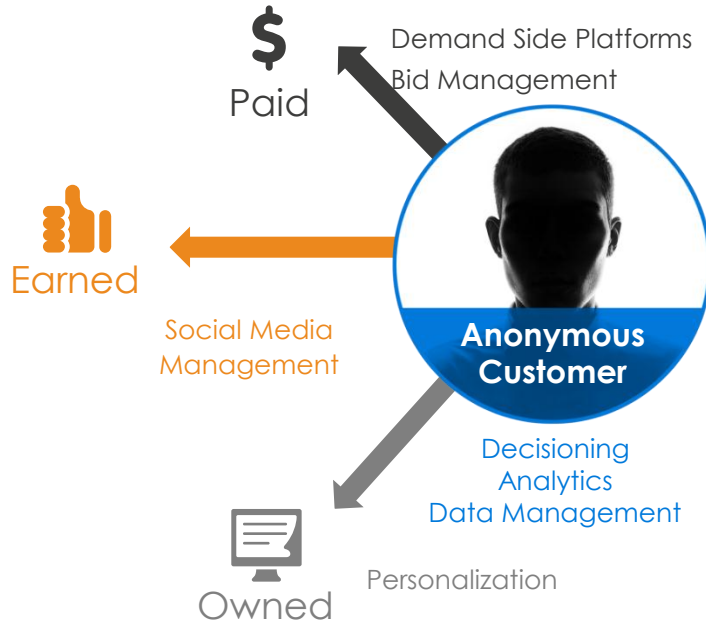


## INDIVIDUALS

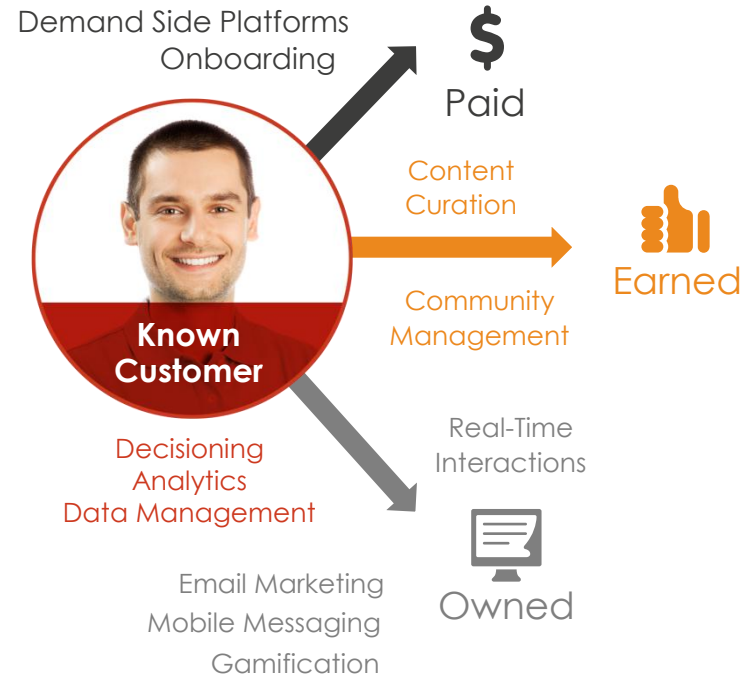


# Digital Advertising and Marketing Framework

## AUDIENCES



## INDIVIDUALS





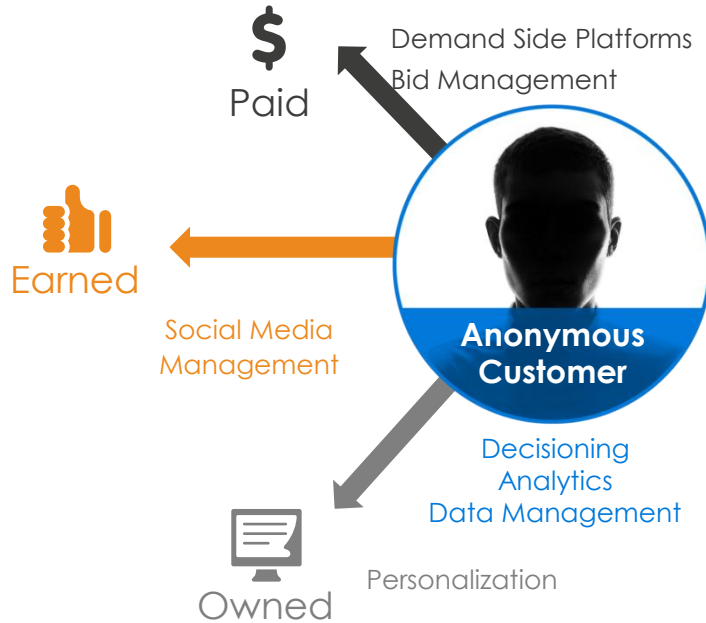
# NEW: Digital Marketing Center – social marketing

The screenshot shows the Teradata Digital Marketing Center interface. At the top, there's a search bar and navigation icons. The left sidebar contains icons for home, list, profile, and settings. The main content area is split into two columns. The left column shows a list of social media posts, including tweets from Samuel J Horodezky, Jon @TheJMoore, and Adam Covati. The right column shows a detailed profile for Adam Covati, including his job title (Product Manager, Social, Teradata), social media handles (@covati), and a list of tags (Industry Expert). Below the profile, there are tabs for Conversation History, Recent Posts, Statistics, and Friendship. The Statistics tab is active, showing 54 mentions, 858 followers, 2190 followers, 7309 posts, and 228 listed. Below the statistics, there are sections for Influential Topics and Influenced by, listing various social media and marketing related terms.

Publishing  
Engagement  
Measurement

# Digital Advertising and Marketing Framework

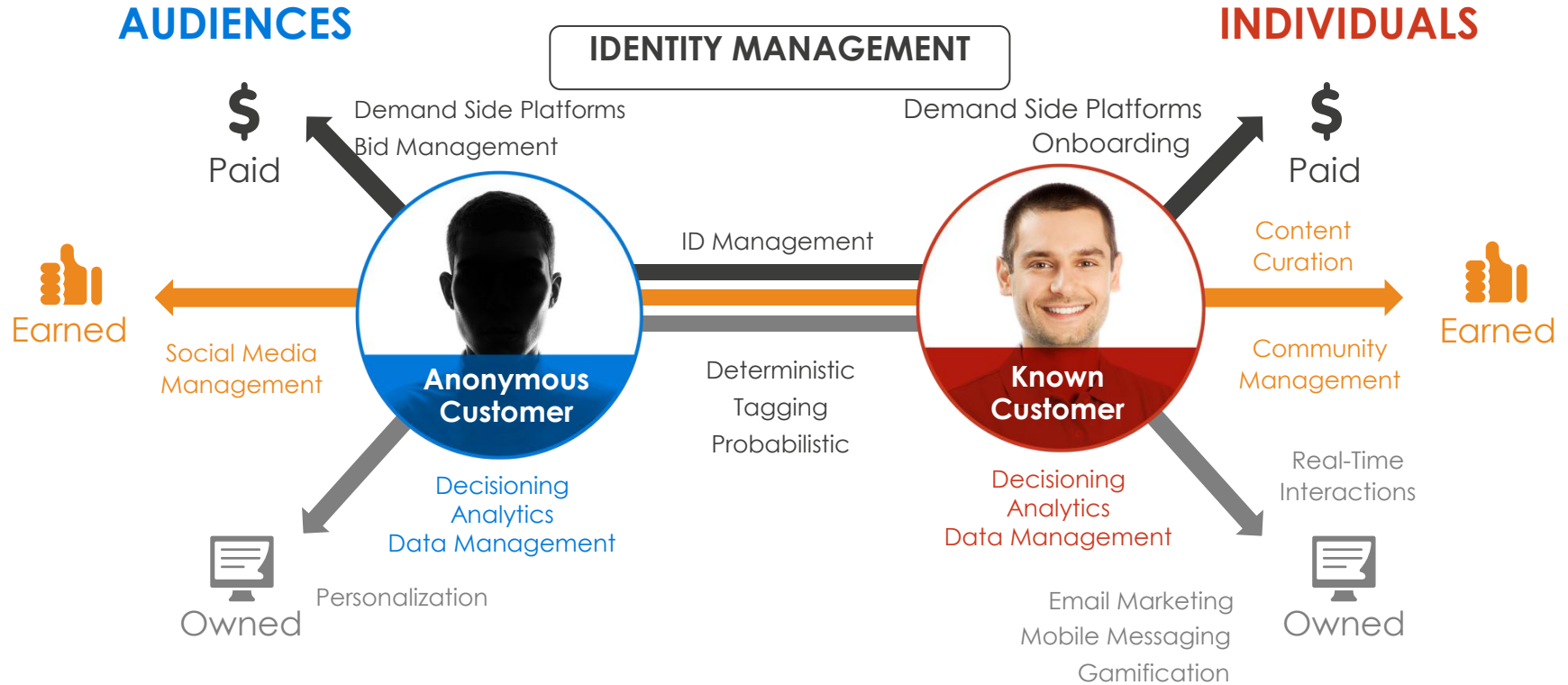
## AUDIENCES



## INDIVIDUALS



# Roles in the Ecosystem



# Consumer Identity Management



Digital Advertising  
Data



Web Data  
(Tagging)



Mobile Data



Social Data



Other Digital Data

DMP | Cookie Syncs | Probabilistic Cross-Device | Deterministic

**ANONYMOUS**

**KNOWN**

Master Data Management (Deterministic)

Transaction  
Data



Customer  
Data



Demo Data



Email Data



Address Data



# Data Management Platform

## What is it?

Solution for collection, aggregation, management and syndication of digital marketing data

## How does it relate to Teradata?

Marketers can use segments created in Teradata solutions in the same ways as demand side platforms.

Marketers are starting to bring data from DMP's into data warehouses and big data environments.

## What should I know?

Integration with DMP's is available with CIM using the LiveRamp partnership.

DMP's are typically purchased initially to improve digital advertising.

Non-digital customer data imported into DMP's becomes anonymous.

neustar akamai  
EVERYTHING YOU NEED TO KNOW™

TURN

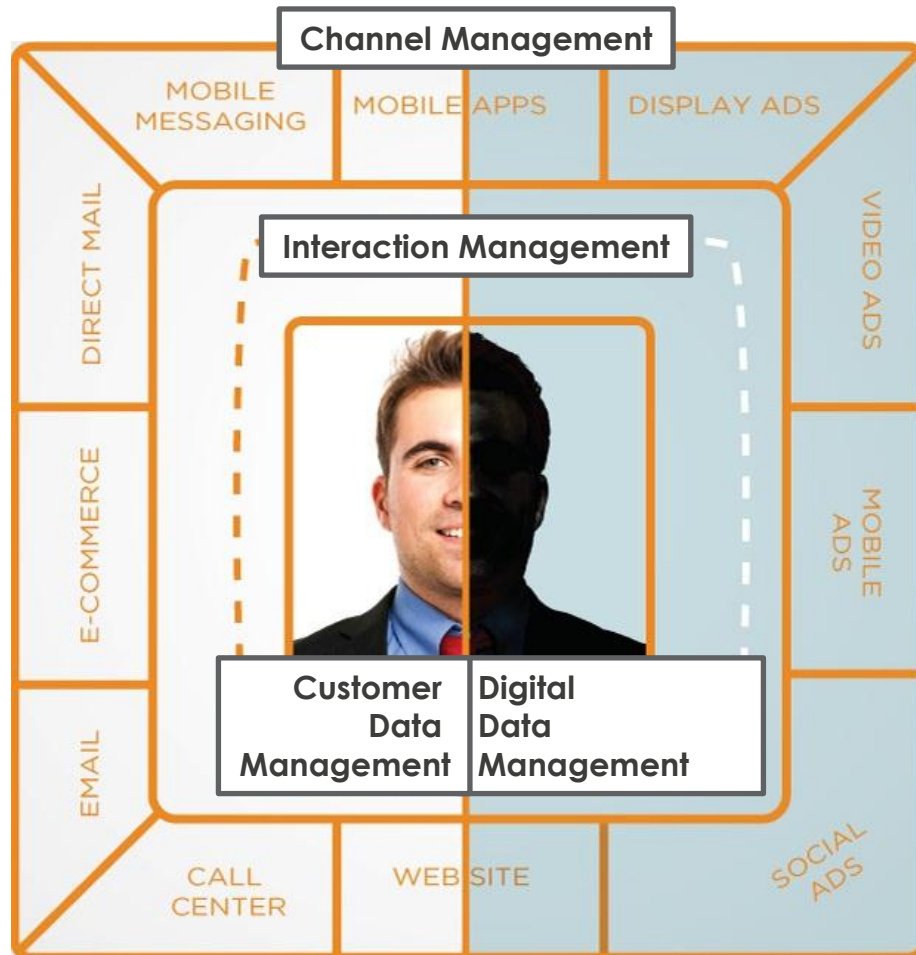
ORACLE bluekai

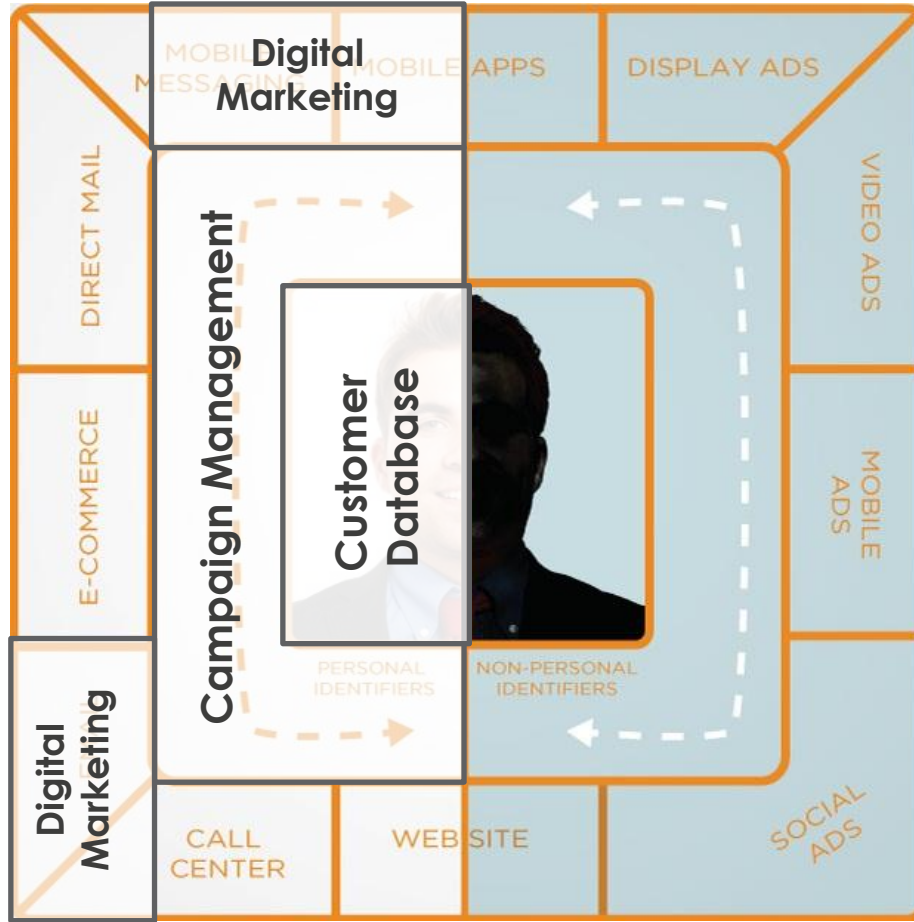
Adobe

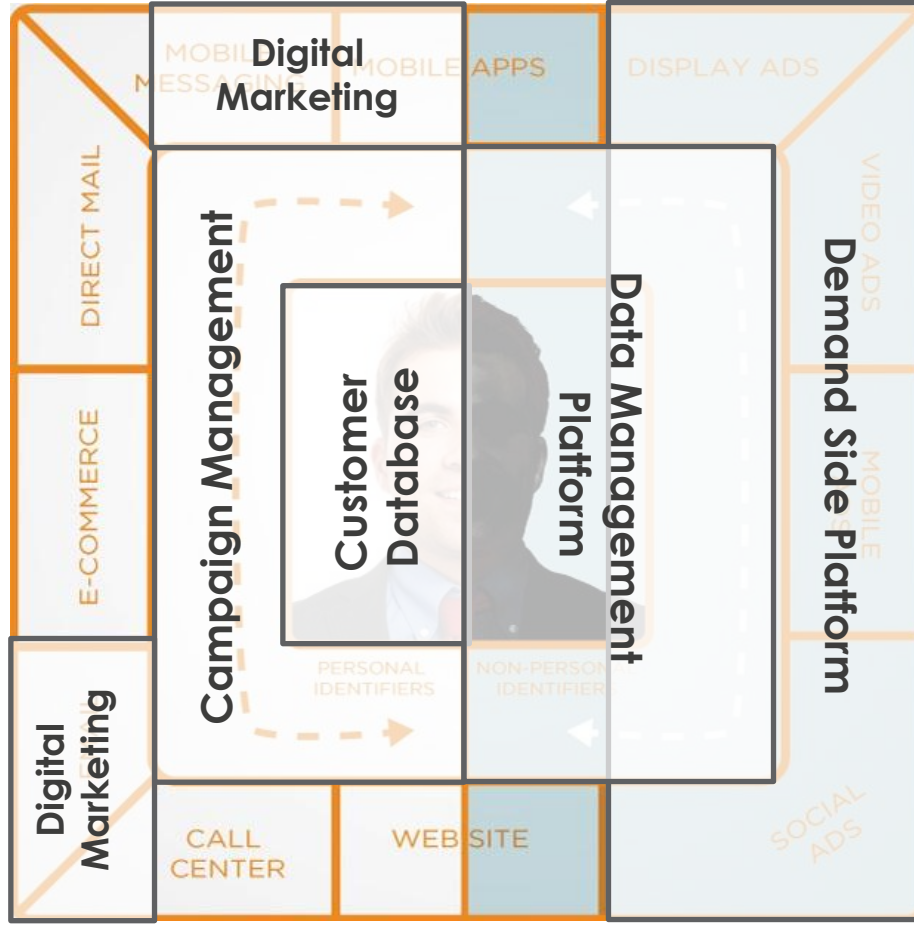
rocketfuel

krux

acxiom™

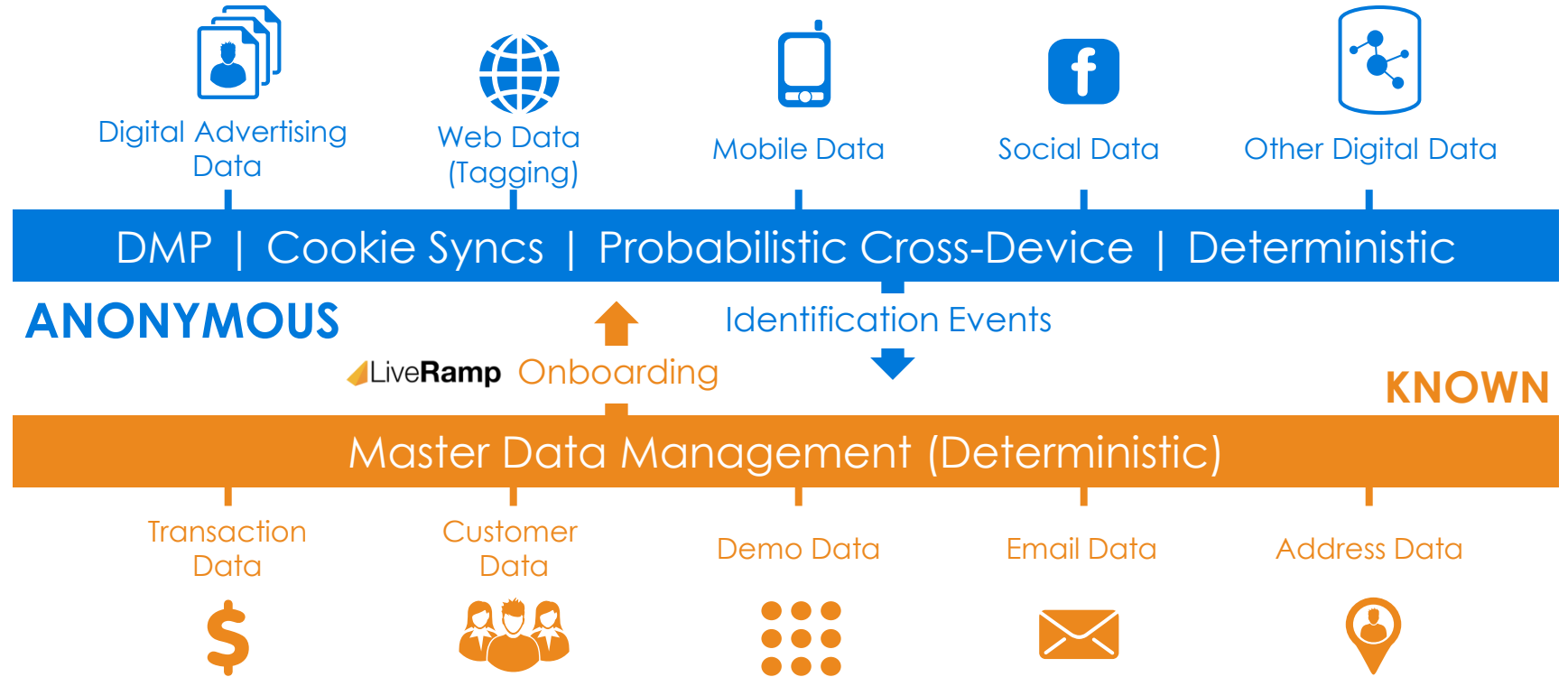




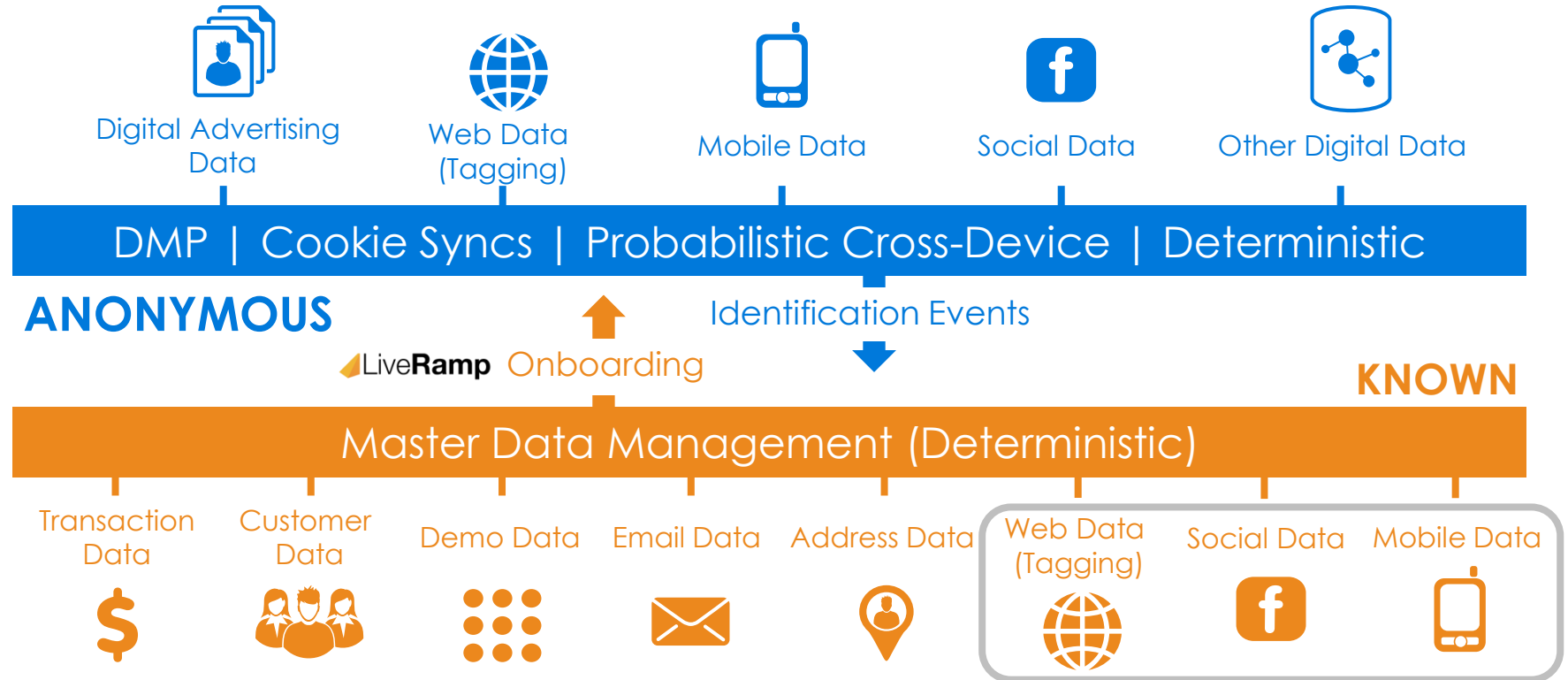




# Consumer Identity Management



# Consumer Identity Management



## What does it all mean?

1. Marketers and technologists need to consider how various technologies support their overall customer engagement strategy.
2. Teradata provides solutions, as well as partnerships and integrations to fully support our clients in an increasingly complex environment.
3. Marketers and technologists should work together to understand and plan for where current and future technologies fit in the ecosystem – what problems they solve and how they connect to other technologies.

TERADATA®