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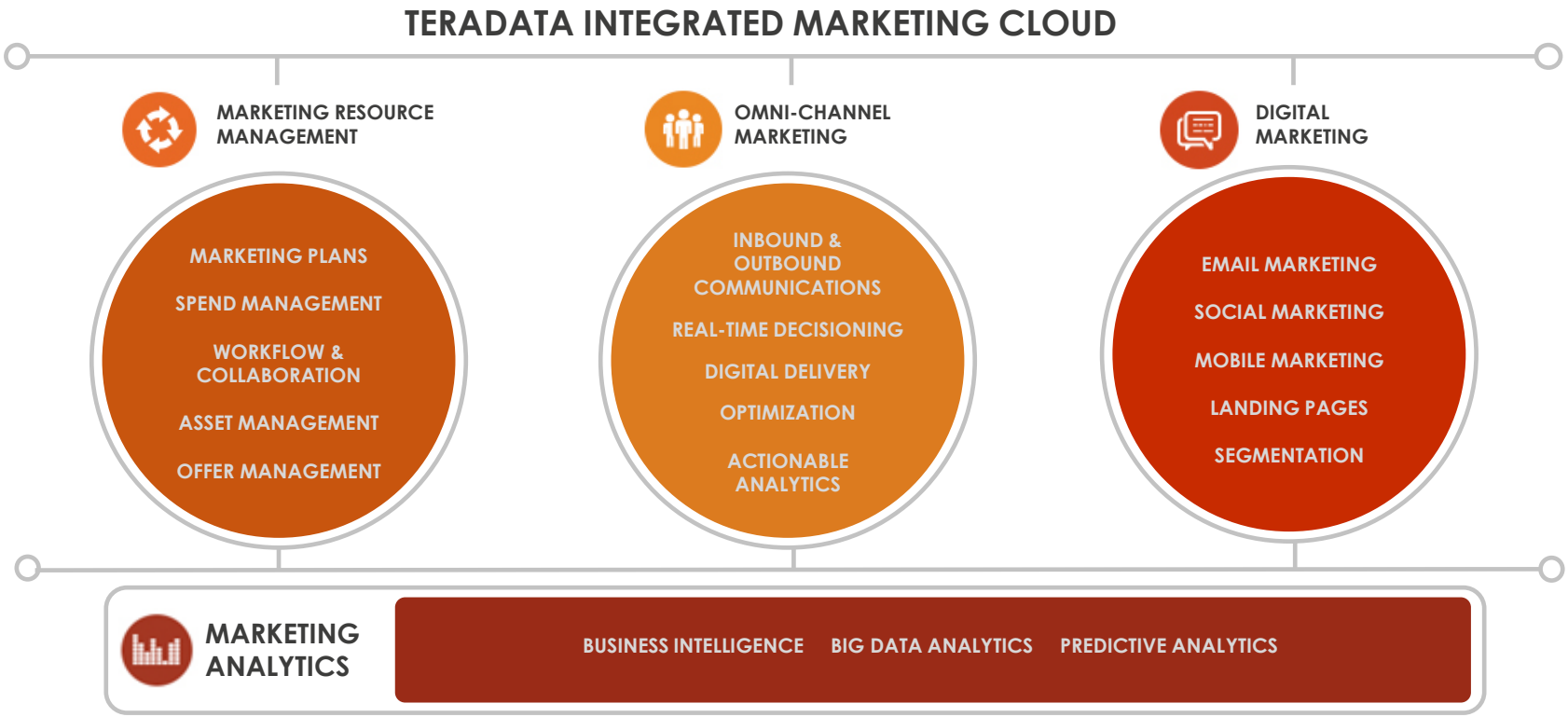
The Digital Marketing Ecosystem

Teradata Integrated Marketing Cloud - Solutions



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Today's Marketing Challenges

Make interaction decisions using all the data available

Coordinate paid and owned marketing channels

Understand and optimize marketing performance

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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

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MARKETING TECHNOLOGY LUMAscape

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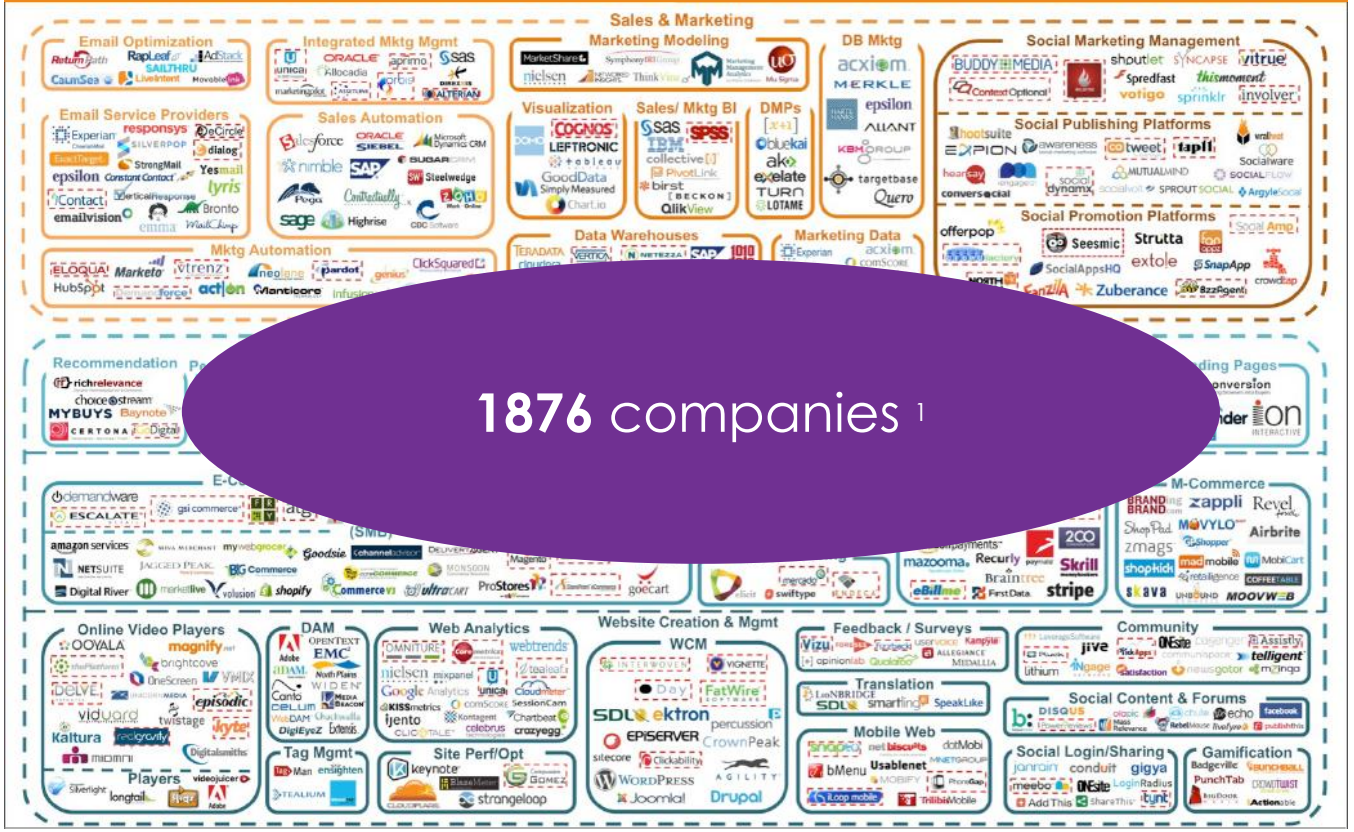
MARKETING TECHNOLOGY LUMAscape



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1: Chief Martec 2015 Marketing Technology Landscape

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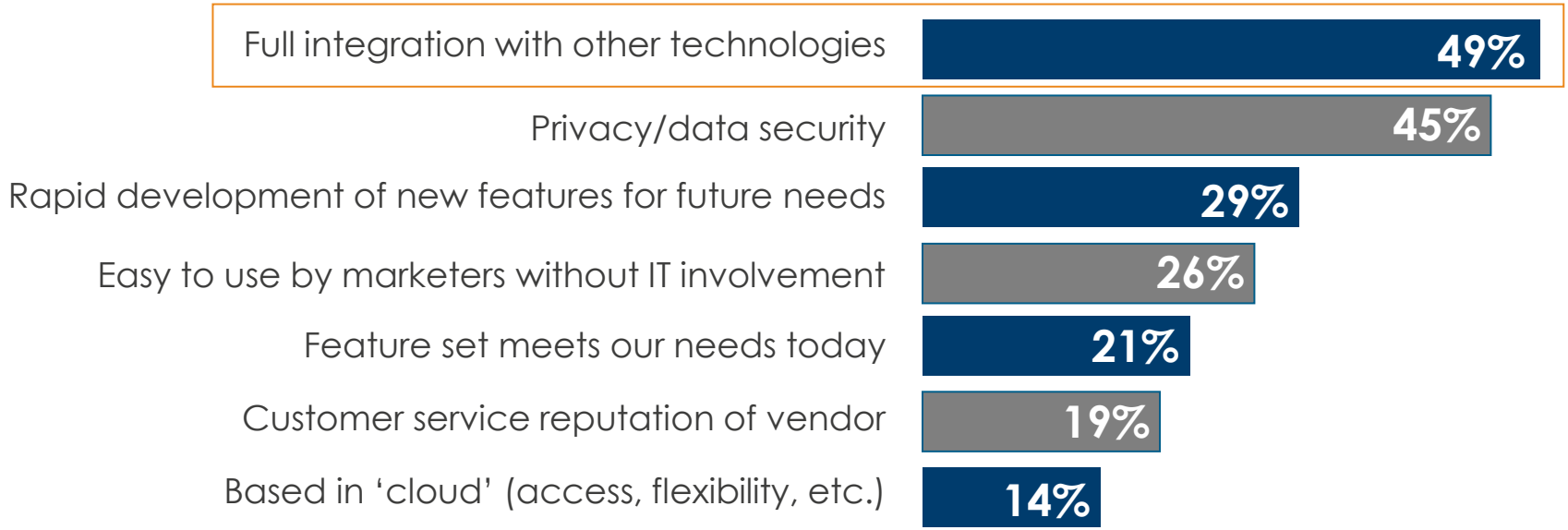
Econsultancy/Teradata Research:

Key criteria for new technology



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

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Digital Advertising and Marketing Framework

INDIVIDUALS

Decisioning
Analytics
Data Management

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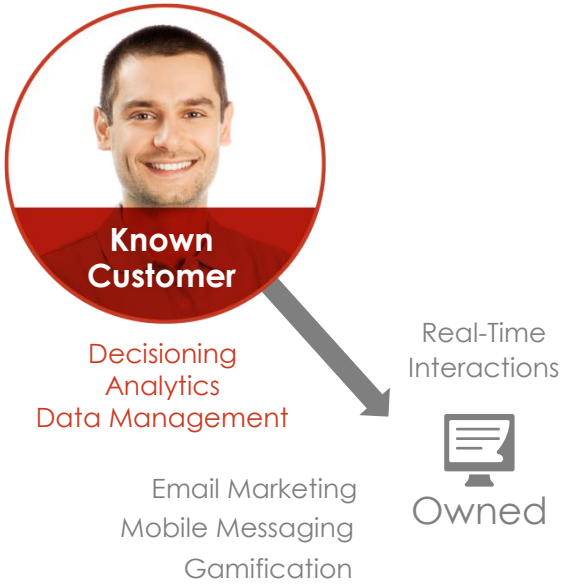
Digital Advertising and Marketing Framework

INDIVIDUALS



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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

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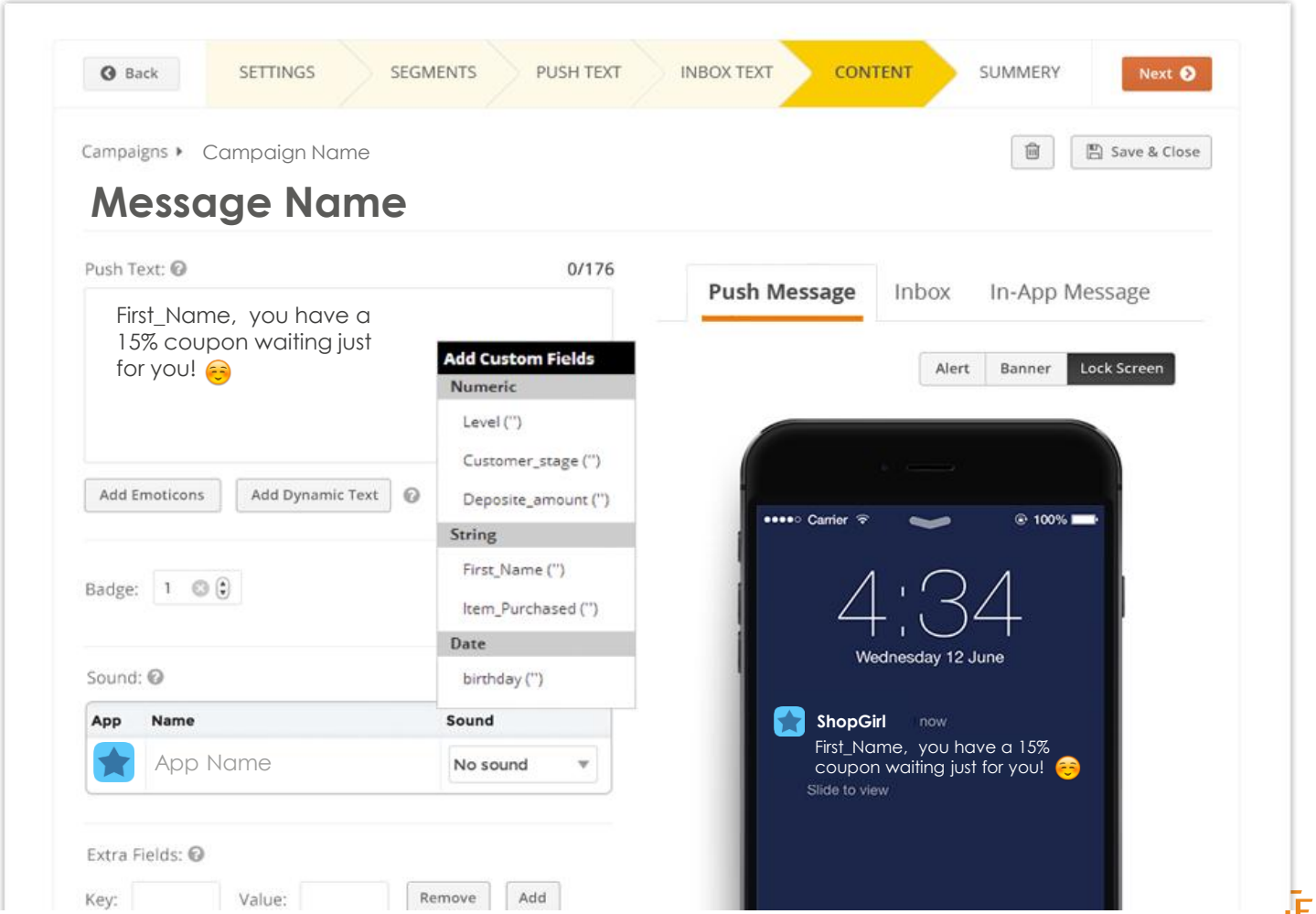

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Digital Advertising and Marketing Framework

AUDIENCES

Decisioning
Analytics
Data Management

INDIVIDUALS

Decisioning
Analytics
Data Management

Real-Time
Interactions

Email Marketing
Mobile Messaging
Gamification

Owned

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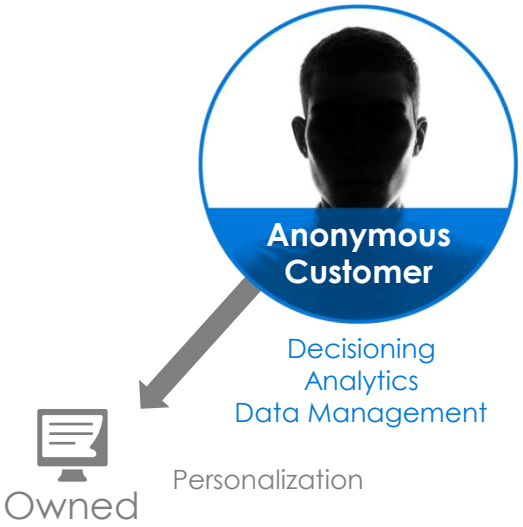
Digital Advertising and Marketing Framework

AUDIENCES



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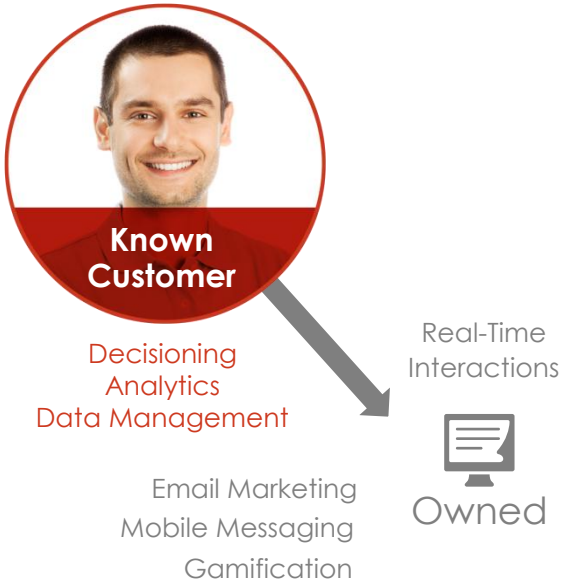

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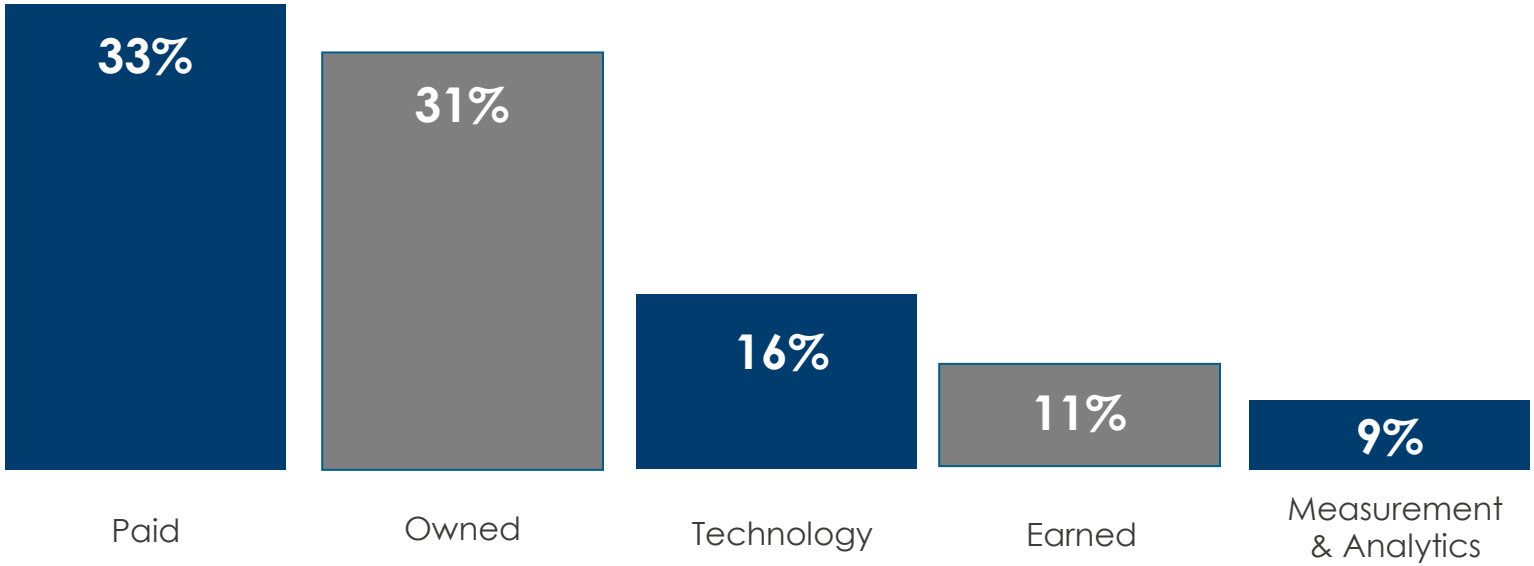
Econsultancy/Teradata Research:

Allocation of the digital marketing budget



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

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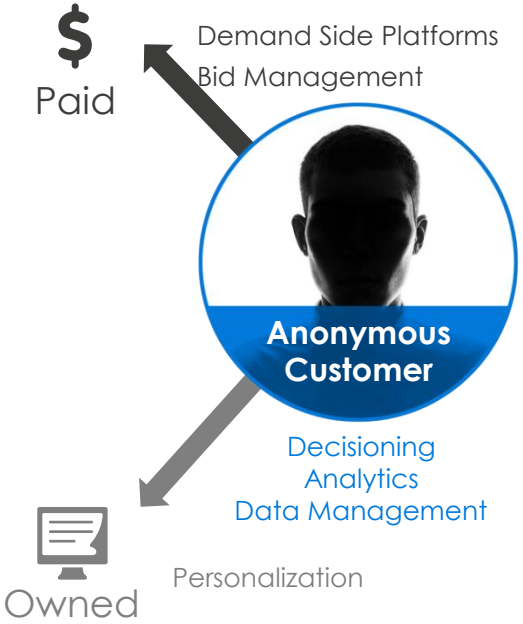
Digital Advertising and Marketing Framework

AUDIENCES



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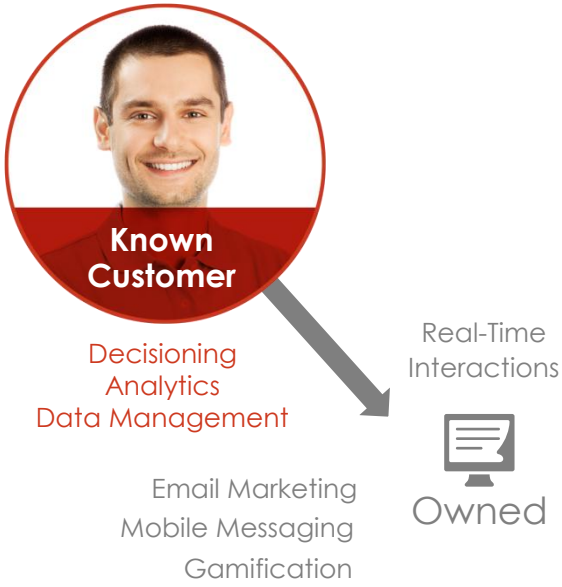

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Digital Advertising and Marketing Framework

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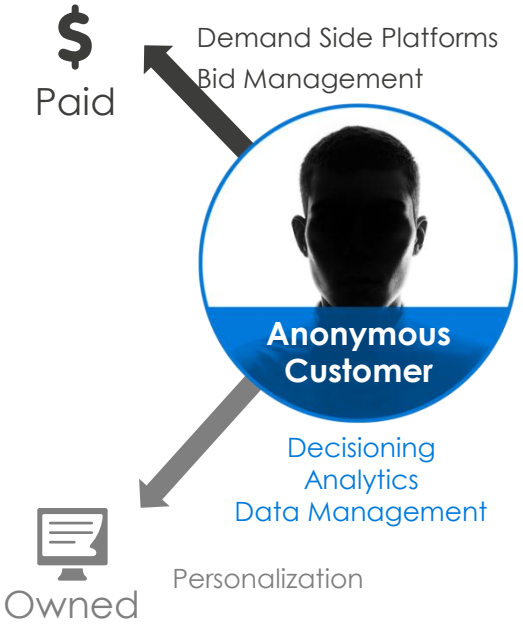

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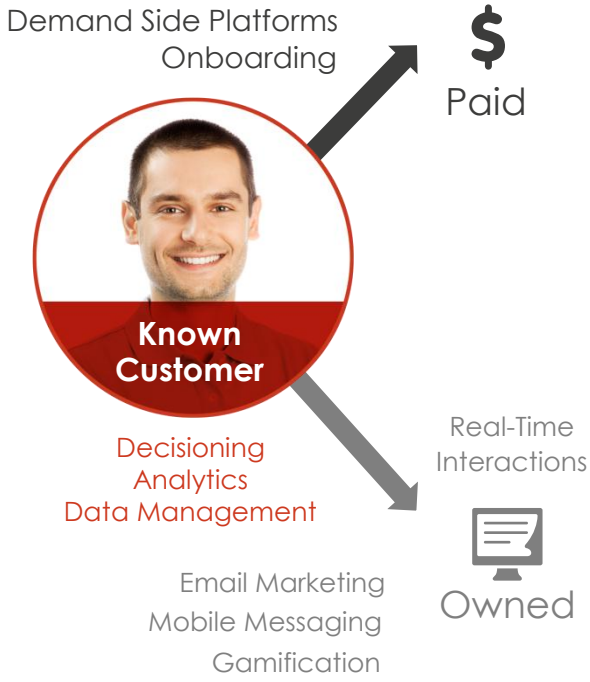

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Demand Side Platform (DSP)

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.

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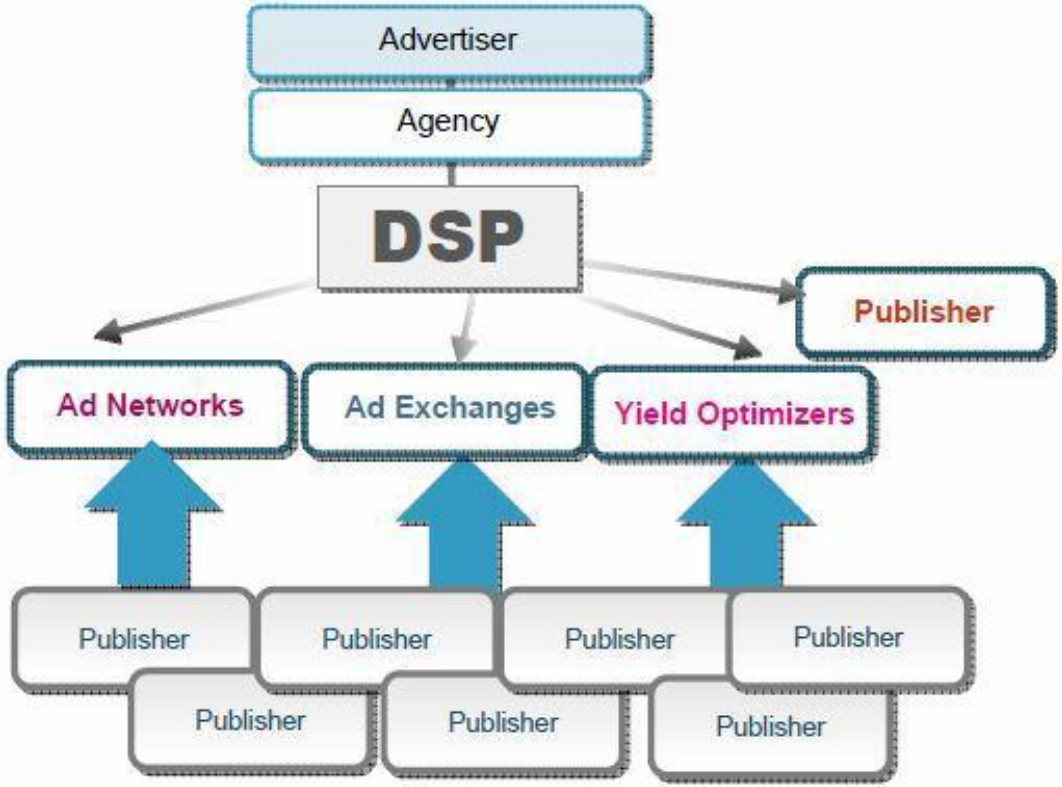

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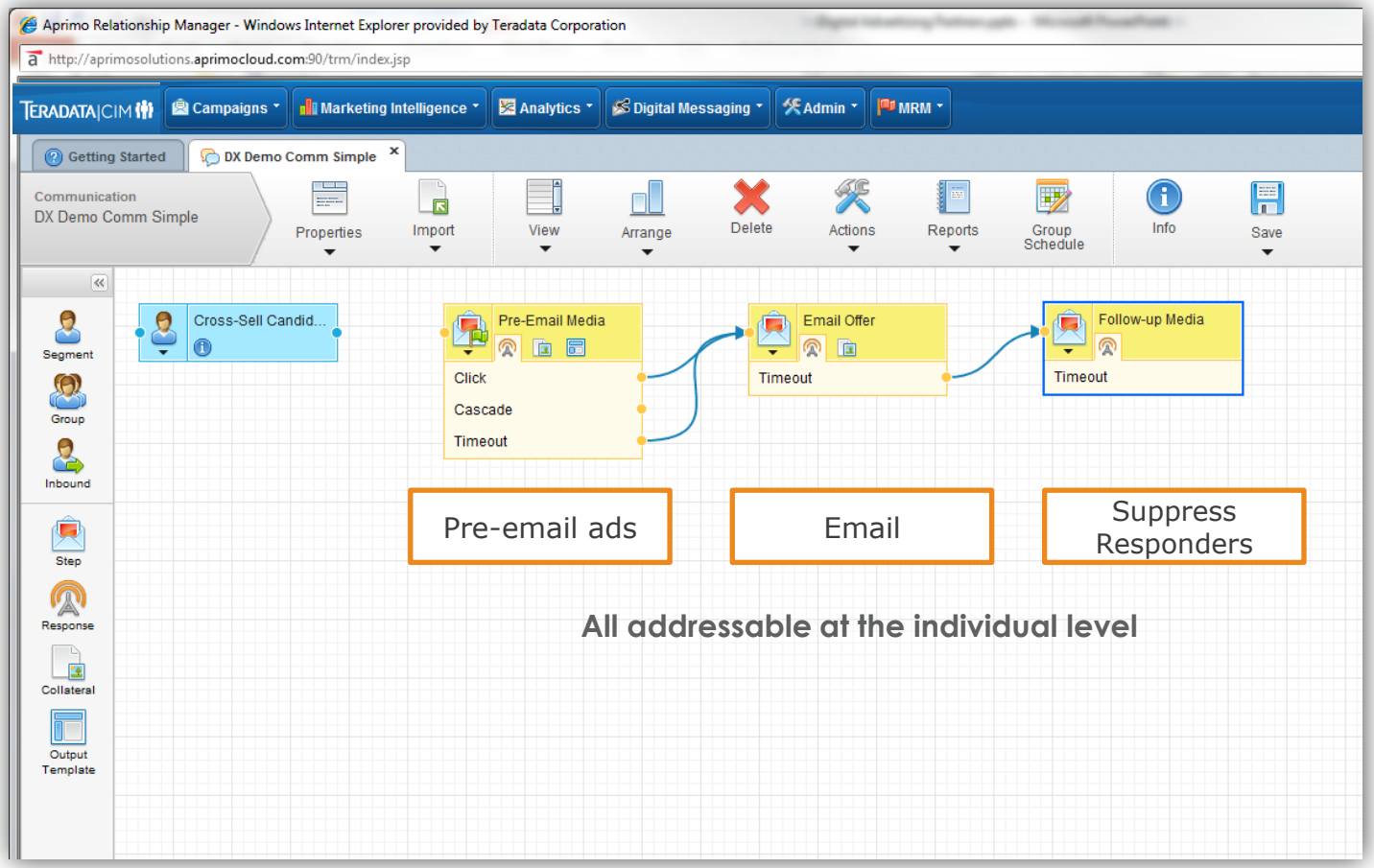

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LiveRamp

segment
segment
segment
segment
segment

DSPs
DMPs
Exchanges

Examples:

TURN
doubleclick by Google
bluekai
MediaMath
appnexus
[x+1]

PERSONAL ID:
Inactive Online

ANONYMOUS AD ID:
Active Online

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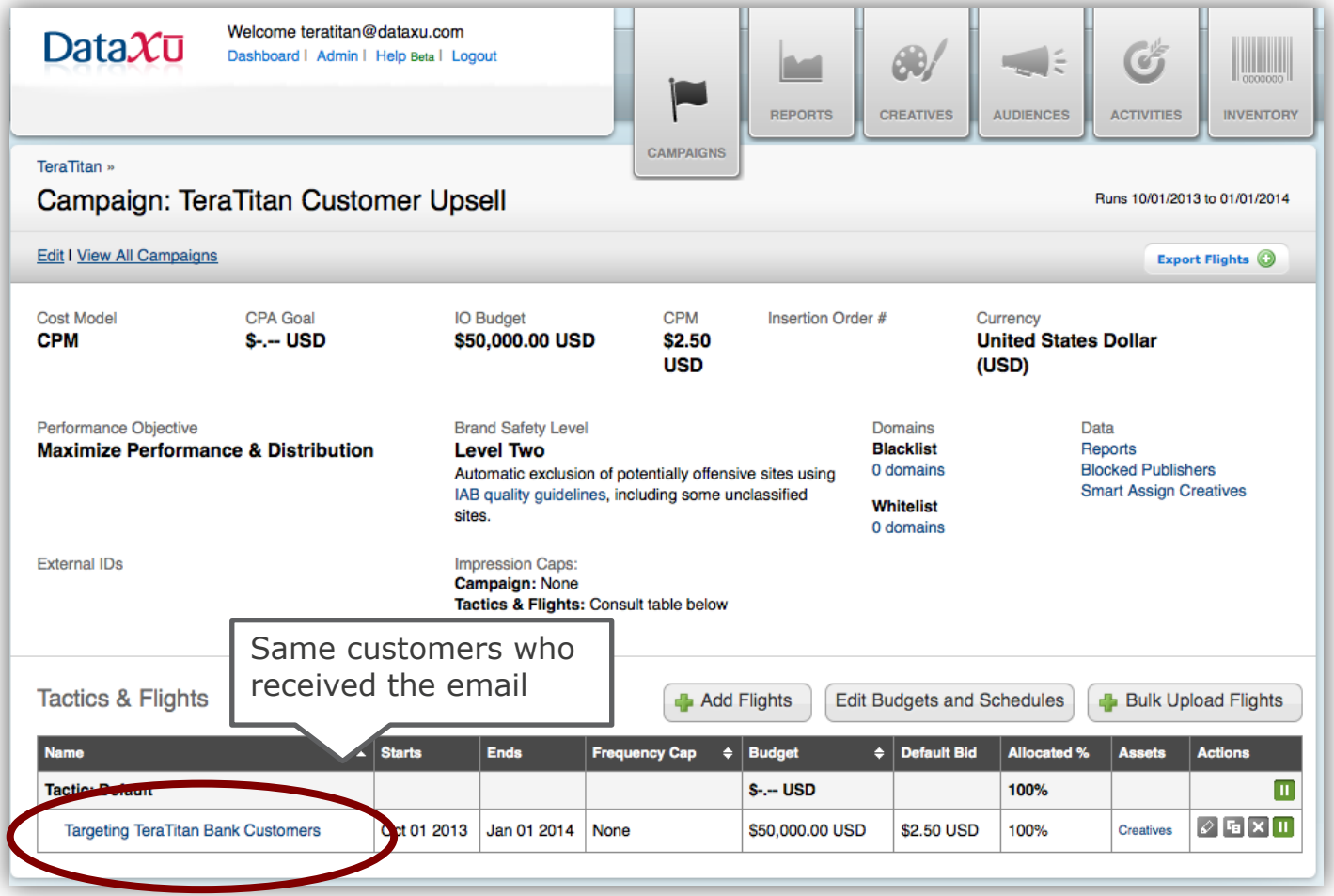

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Digital Advertising and Marketing Framework

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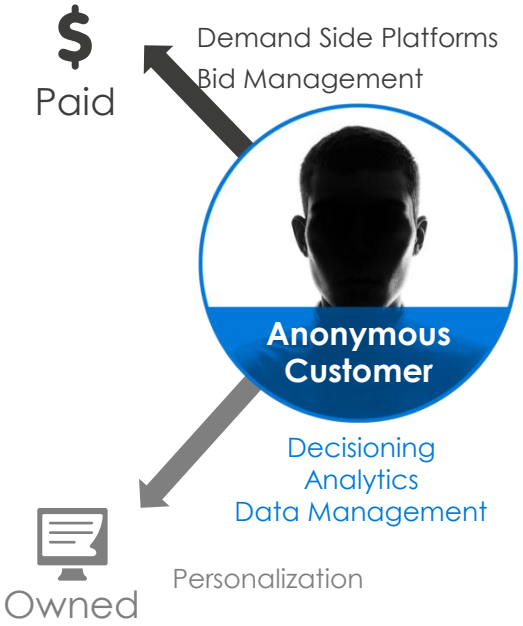

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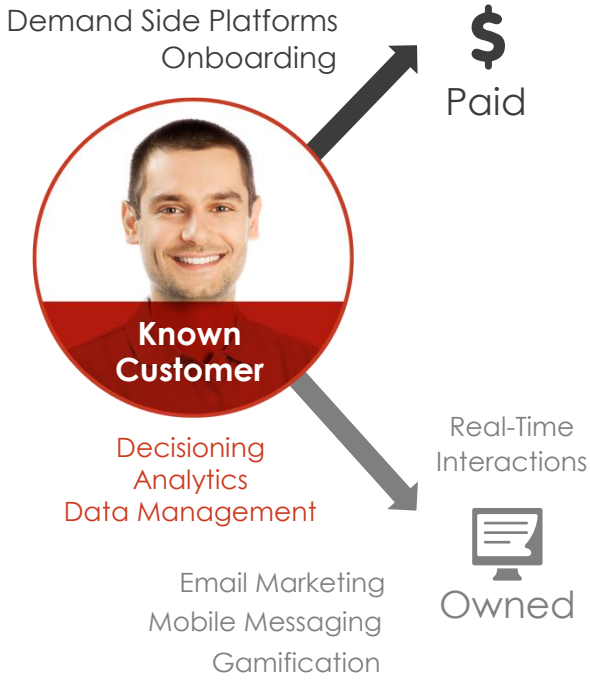

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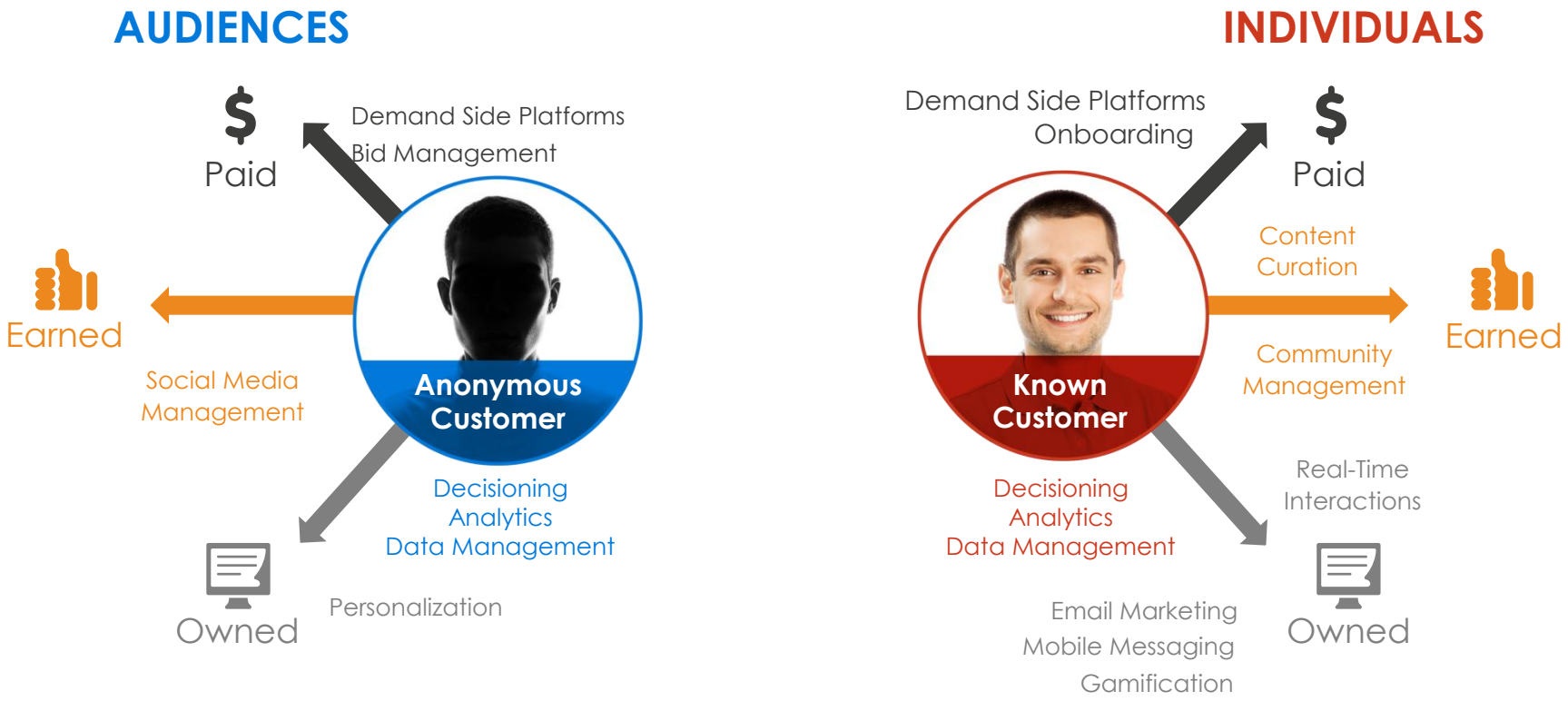
Digital Advertising and Marketing Framework



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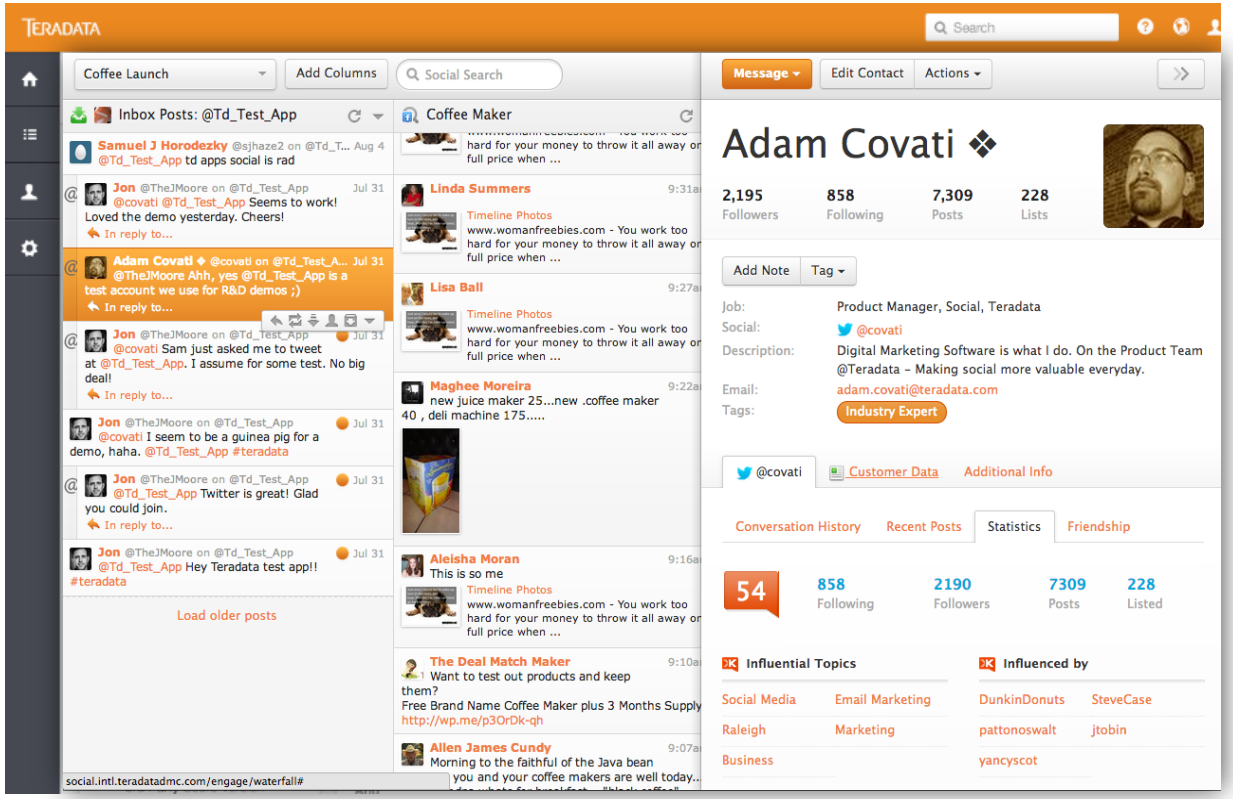
NEW: Digital Marketing Center – social marketing



Publishing
Engagement
Measurement

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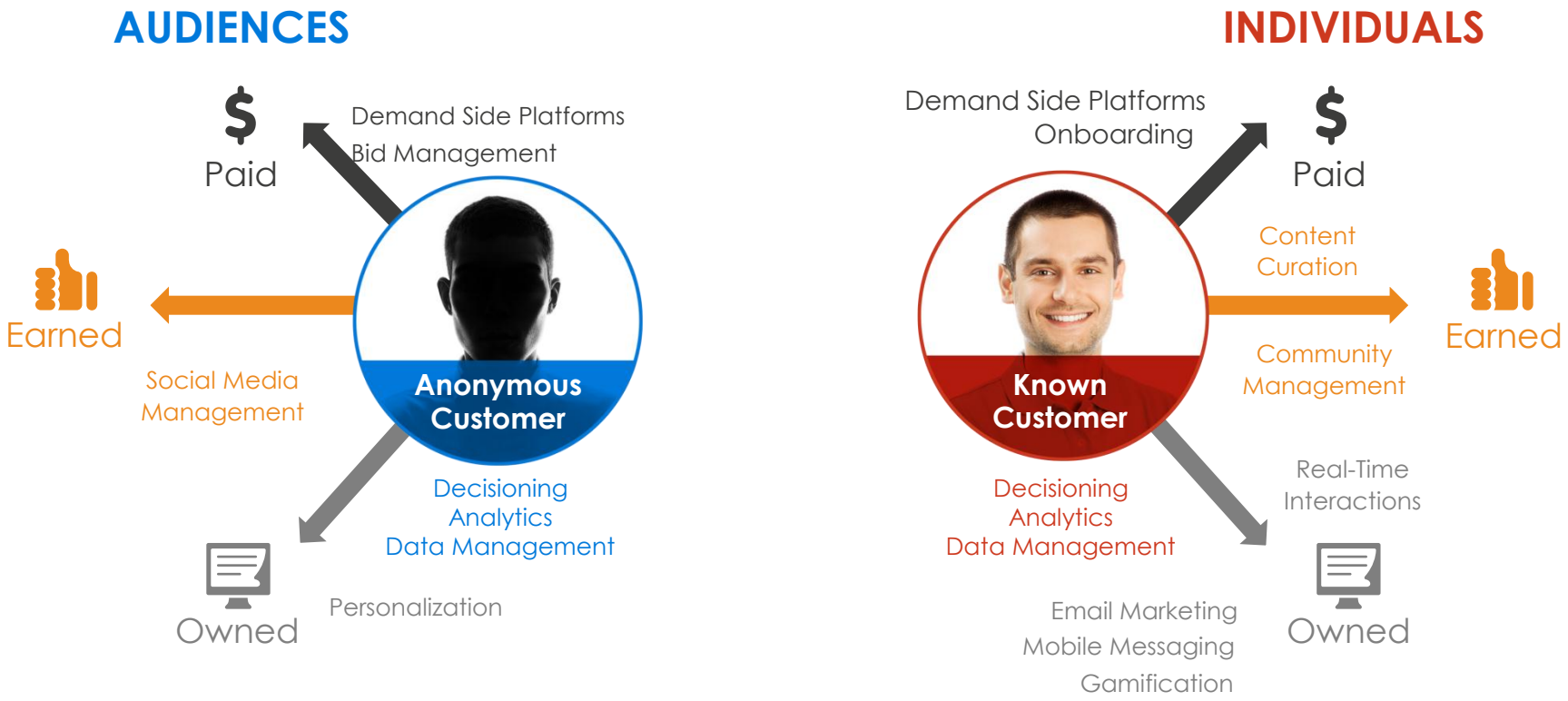
Digital Advertising and Marketing Framework



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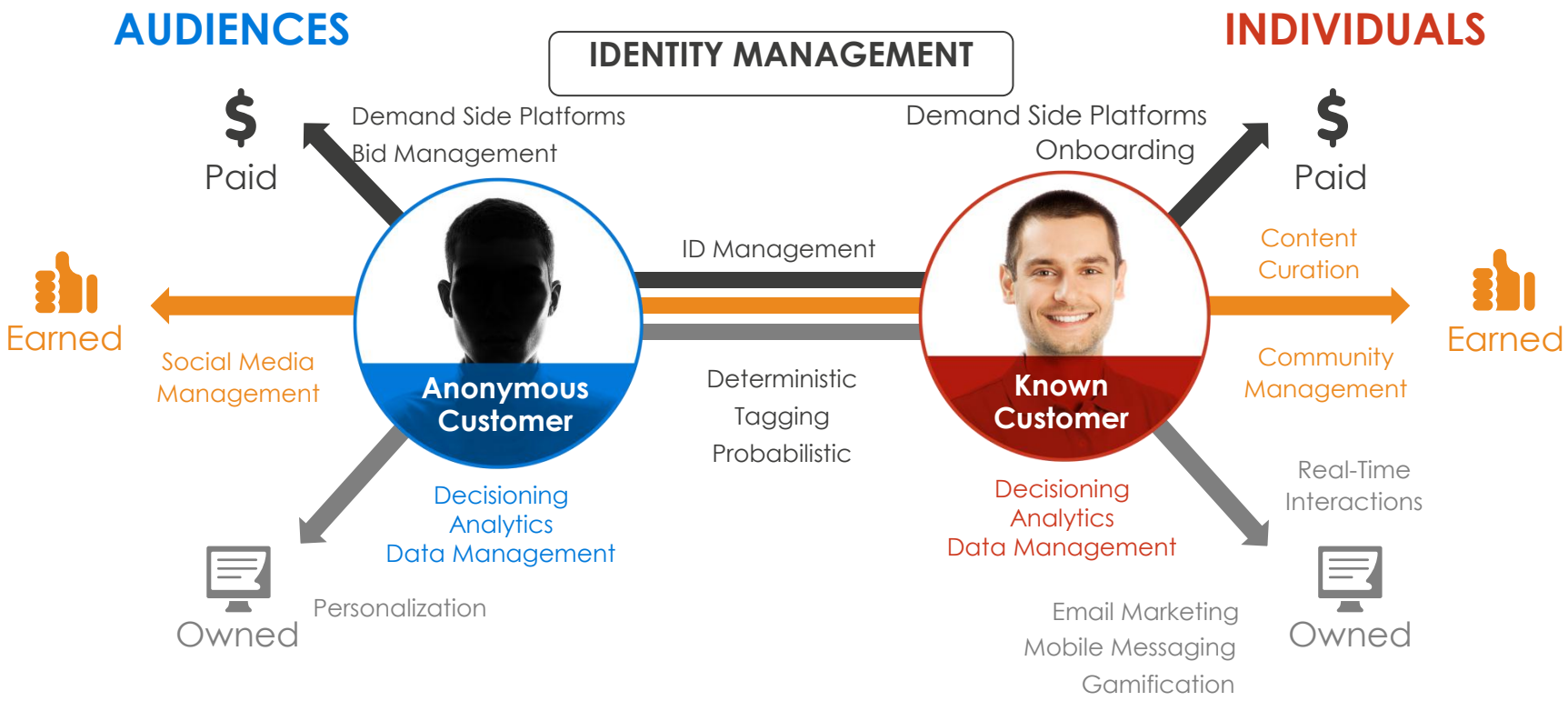
Roles in the Ecosystem



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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

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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.

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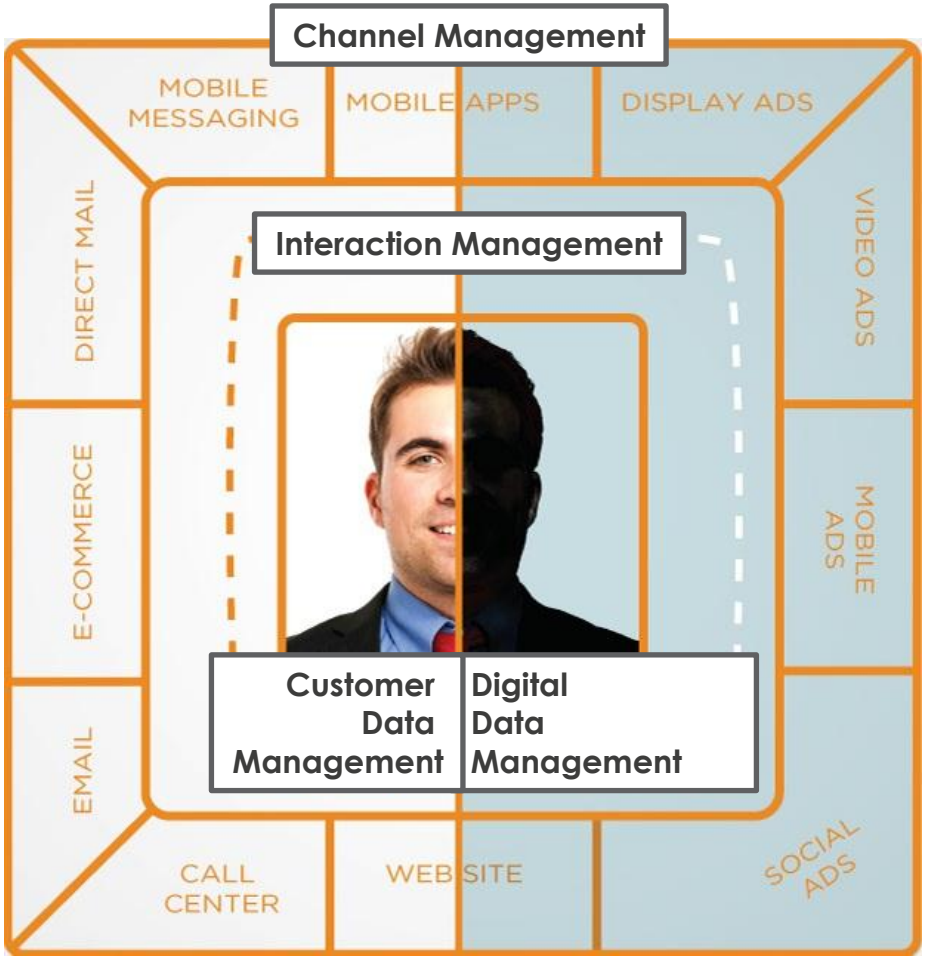

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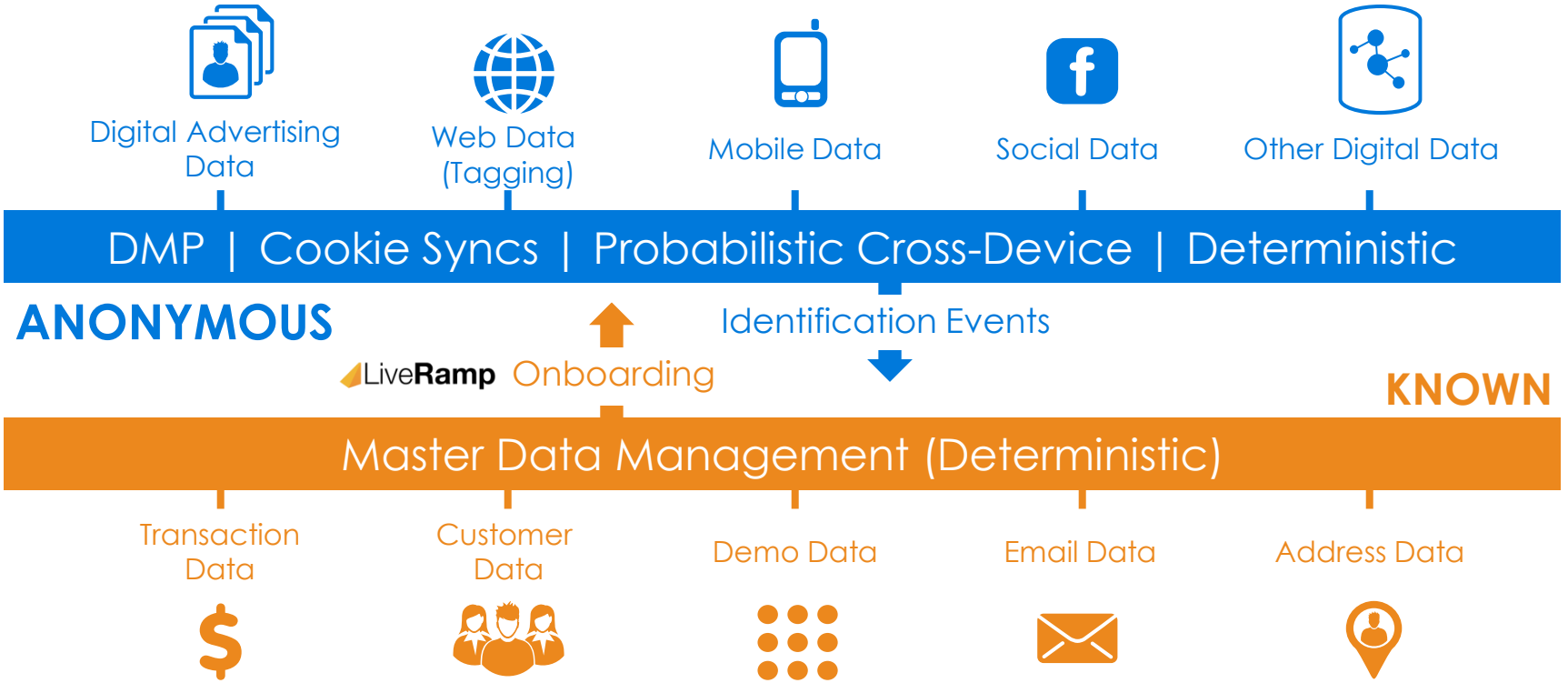
Consumer Identity Management



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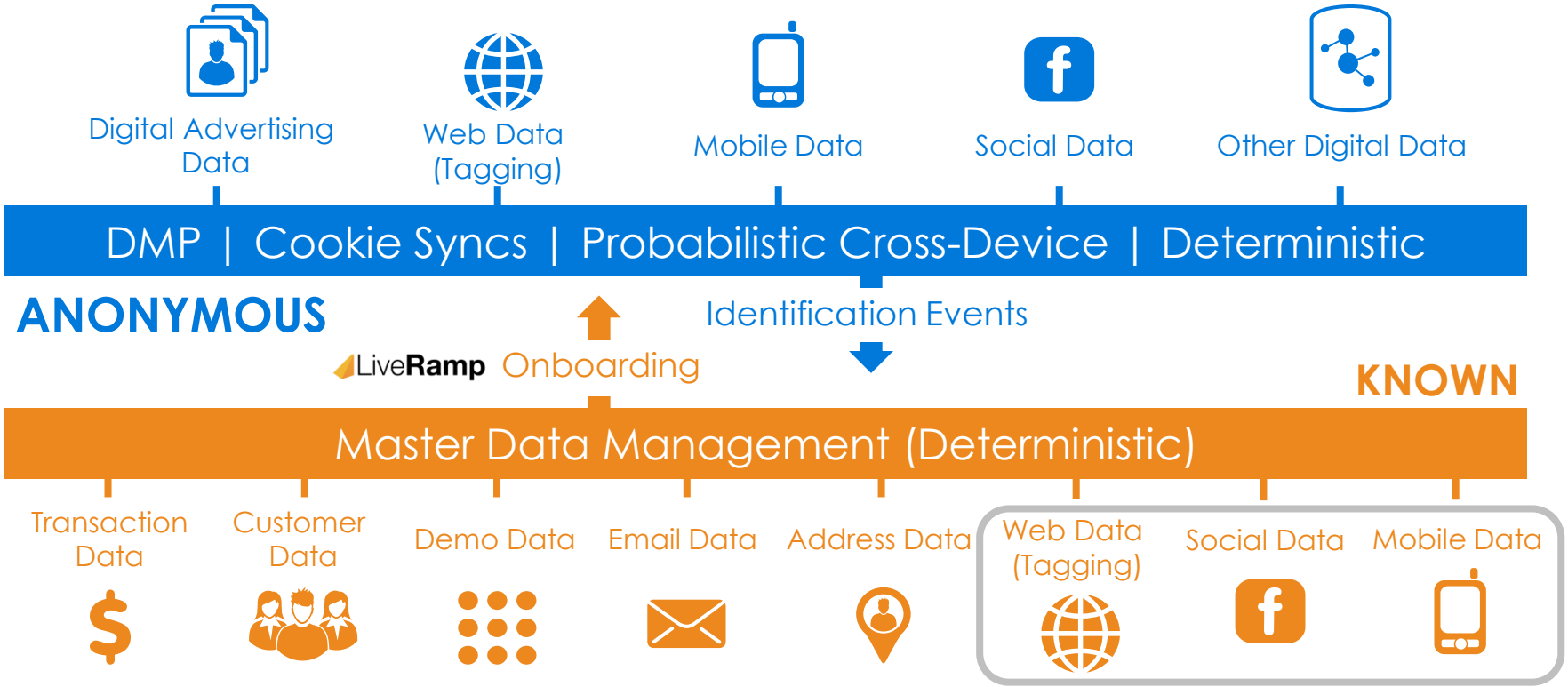
Consumer Identity Management



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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.

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