



Digital Marketing
Center

Digital Marketing Center to power the customer
experience across Email, Mobile, Social, and Web



We power marketing.™

TERADATA®

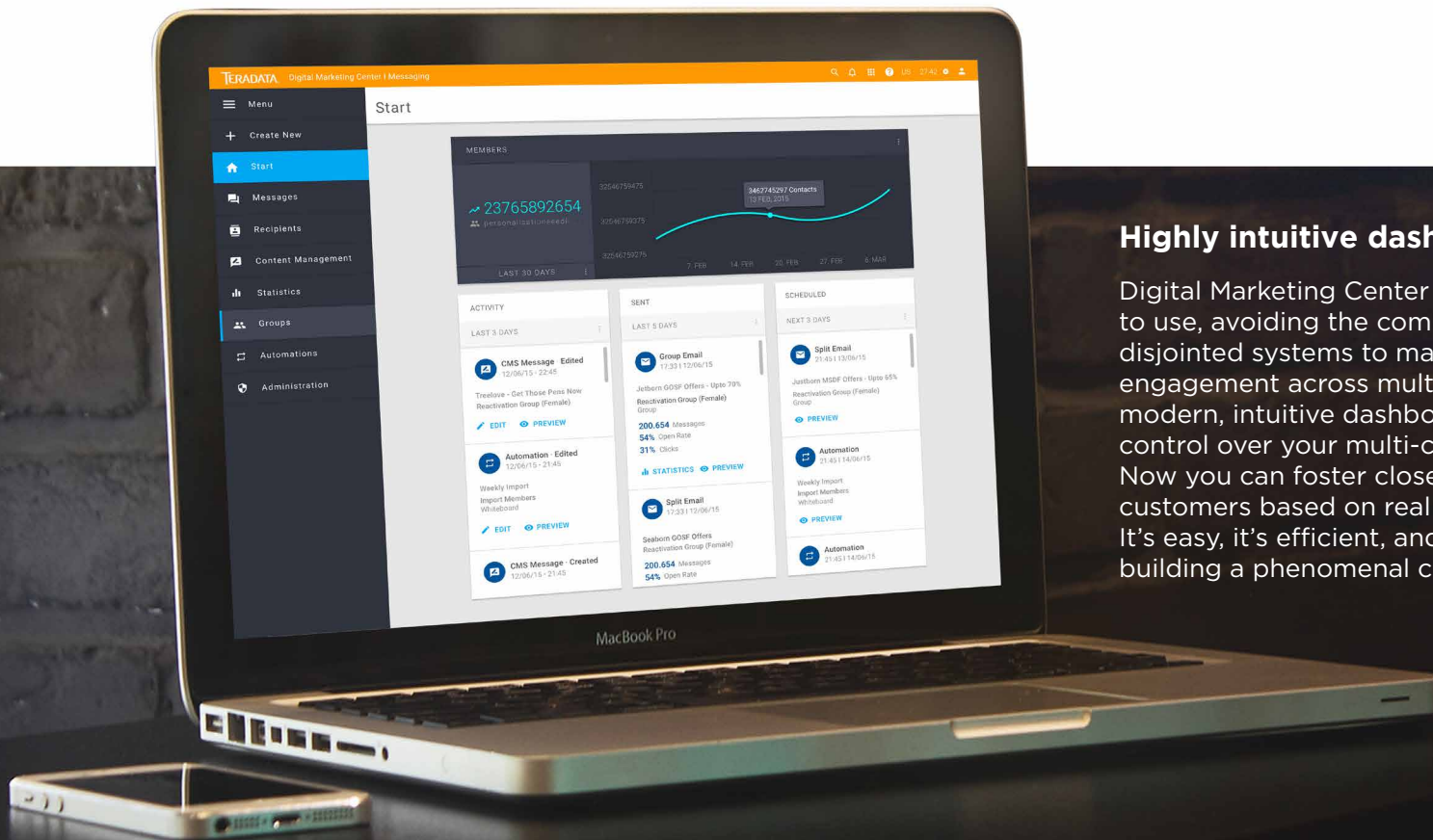
Marketing
Applications

Digital Marketing Center for powerful individualised marketing success



Connect with your customers across Email, Mobile, Social, Web, or any combination of these channels. Digital Marketing Center makes it easy to analyse and leverage your customer interaction data to individualise your communications for maximum impact.

Now you can engage with current and potential customers across paid, owned, and earned media. Digital Marketing Center is an integrated solution combining digital marketing management with execution. Run your campaigns with exceptional efficiency and track performance. Engage your audience through real-time, optimised experiences.



Highly intuitive dashboard

Digital Marketing Center is exceptionally easy to use, avoiding the complexities of separate, disjointed systems to manage your digital marketing engagement across multiple channels. The solution's modern, intuitive dashboard gives you total control over your multi-channel marketing strategy. Now you can foster closer relationships with your customers based on real data, not guesswork. It's easy, it's efficient, and it lets you focus on building a phenomenal customer experience.

What you get with Digital Marketing Center



Cloud-based Digital Marketing Center with robust capabilities



Capabilities to collect, unify, and activate data



Data security & privacy best practices



Expert customer support & value added consulting



Continuous innovation through research and development



Technical excellence & experience

Email Marketing

Build compelling email campaigns

Sending targeted emails with relevant content is one of the most effective ways to nurture and grow your customer relationships. Build, manage, and execute data-driven email messages from a secure, multi-channel platform.

Use advanced tools from Digital Marketing Center to ensure your email messages hit the inbox and render properly to generate maximum response.



Key Benefits

Use a single interface for campaign design and scalable execution

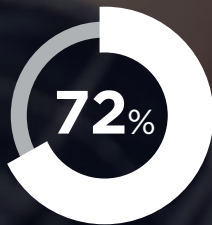
Leverage APIs to integrate with web analytic tools and eCommerce platforms

Hit the inbox with world-class deliverability features plus support from a global team

Simplify with advanced Content Management capabilities

Include compelling offers with Barcode Manager and Coupon Manager

Execute every use case from marketing to transactional messages



72% of consumers prefer communication with companies to happen through email.

MarketingSherpa, February 2015

Mobile Marketing

Connect with your mobile audience when it matters most

According to eMarketer, there are 3.65 billion unique mobile users worldwide. And out of these billions of global users, 1.91 billion have smartphones.

The mobile customer should be front and center in your digital strategy. Digital Marketing Center has the tools to optimise the way people experience your campaigns on the move.



Mobile Push

Send push messages to encourage customers to return to your app and increase usage and stickiness.



Responsive Design

Allow messages to be easily viewed on any device.



SMS

Send individualised and segmented SMS worldwide directly from Digital Marketing Center.



Key Benefits

Leverage mobile to increase engagement, retention, and revenue

Reach your customers immediately with mobile messaging and app marketing tools

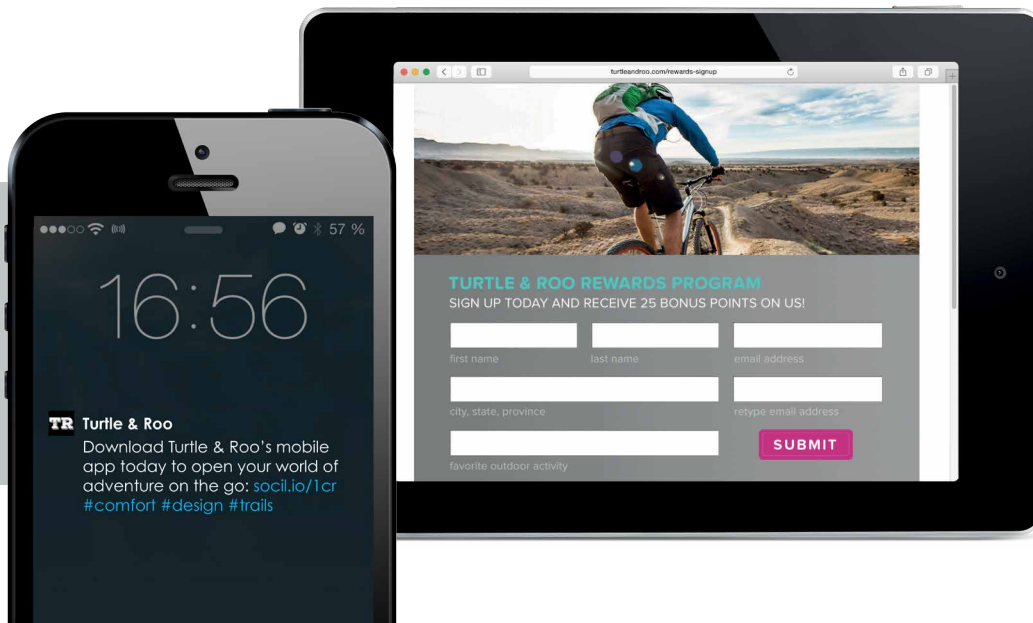
Incorporate customer SMS responses to enable two-way dialogues

Drive customer engagement with Mobile Push

Automate campaigns to increase efficiency

Bridge the online and offline worlds with micro-location technology

Create mobile-aware email campaigns



Mobile apps account for
of mobile media time. **89%**

Social Media Today, November 2015

Social Marketing

Engage with your customers in real-time

Social media has transformed how individuals and companies across the world interact with each other. Facebook has 1.44 billion monthly active users, and Twitter has more than 300 million monthly active users.¹ Marketers must not only be present on social, but be able to manage every unique interaction with prospects and customers to engage with them in real-time.

✓ Key Benefits

Manage your brand and engage individuals with social monitoring

Reach audiences across social networks with social publishing

Understand your social data and gain analytical insights with social listening

Measure the effectiveness of your social efforts with performance tracking

Enhance targeting and improve ad performance for increased ROI with social audiences

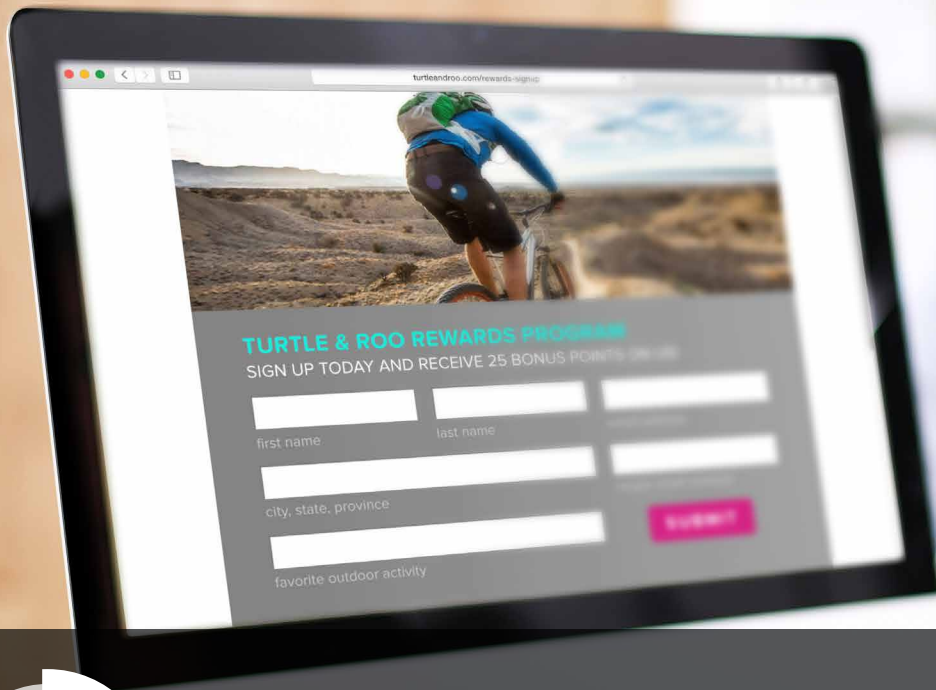


1. Statista <http://www.statista.com/statistics/264810/number-of-monthly-active-facebook-usersworldwide/>

Web Marketing

Expand your marketing campaigns

Successfully draw in your audience with actionable web content. After all, first impressions can make the difference between a visitor and a customer.



Key Benefits

Create engaging and personalised landing pages

Provide customers with the most relevant content based on data

Leverage intuitive, easy-to-use templates

Track page views, click-through rates, and more to determine the next piece of your customer's journey

48%

of marketers build a new landing page for each marketing campaign.

MarketingSherpa

Data Management Platform

Powerful ways to plan and create value across all digital channels

As a fully integrated platform, the Digital Marketing Center and the Data Management Platform help you expand your reach and spend your marketing dollars in a smarter way.

Reach the right customer with the right message. Everytime.

✓ Key Benefits

Collect and analyse customer data from every digital touch point in one platform, and operationalise that data across a wide range of media execution channels

Combine known & anonymous customer data in a single platform to make it actionable

Target your audience with a greater degree of accuracy by integrating first party data and third party sources

Optimise media buy & advertising creative on the fly with real-time campaign performance metrics

Gain a truly integrated and cohesive view of real-time campaign performance

Platform Capabilities



Build and deliver multi-channel campaigns from a single, integrated platform



Use powerful data integration to create individualised content and deliver it through the most appropriate digital channel



Connect with the entire marketing ecosystem via extensive APIs and configurable data exports



Leverage behavioural data to drive personalised, relevant conversations with customers



Increase engagement with prospects & customers with powerful automation capabilities



Efficiently create and edit extensive segmentations using a modern drag & drop interface



Optimise campaigns by tracking and testing every message in real time with no technical expertise required



Build confidence with world-class leading security and strict data privacy regulations

On average, **60%** of a marketers' time is devoted to digital marketing activities.

CMO Council, November 2015

The age of individualisation is here... are you in?

With Digital Marketing Center you can make one-to-one customer connections easy from a single solution, delivered through any digital channel.

With Digital Marketing Center you can:

- ✓ Deliver multi-channel campaigns
- ✓ Automate engagement
- ✓ Integrate data
- ✓ Optimise with analytics
- ✓ Increase investment with strategic, enablement and optimisation services



For more information on how Digital Marketing Center can help you inspire your customers, please visit **marketing.teradata.com**

We power marketing



10000 Innovation Drive, Dayton, OH 45342 Marketing.Teradata.com

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