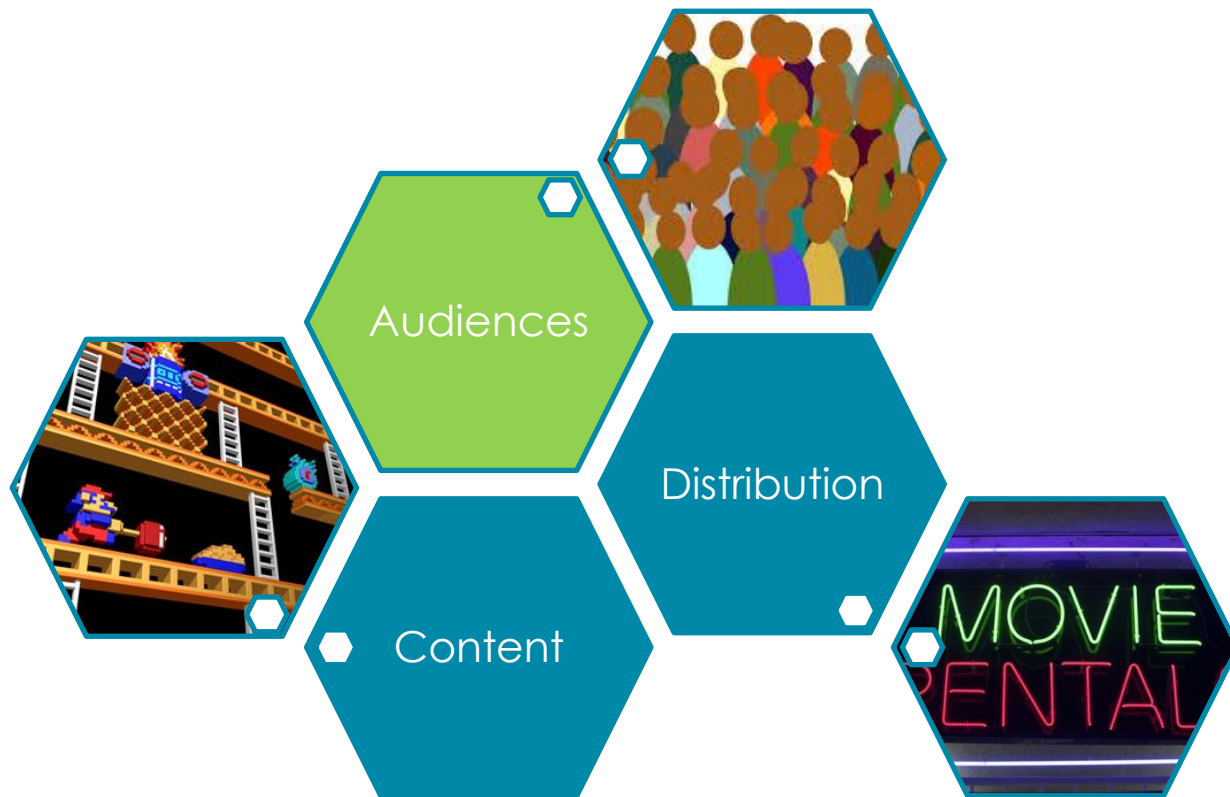# TERADATA®

The Customer Journey
Capturing and Analyzing Events That Drive Viewership
October 18, 2016

At Teradata, we know…

Analytics and data **unleash the potential** of great M&E companies

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Finding Meaning in Analytics

Audiences

Distribution

Content

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Of the **world's population** of >7bn, **42% are Active Online**

One third of all Internet pages **now served on mobile**

The average **internet user** spends **4.4 hours online**

The world's largest Taxi company, Uber, **owns no Taxis…**

Digital Sales Growth grew 25.1% in 2015, and if forecast to grow by c.20% p.a through to 2019

91% of Retail Sales are Offline so this remains important

The Connected Customer interacts through multiple channels, **spends 20-30% more** is more loyal, and influences others

70-83% of Business and IT Leaders say they are focused on **using analytics to improve the customer experience** *Gartner*

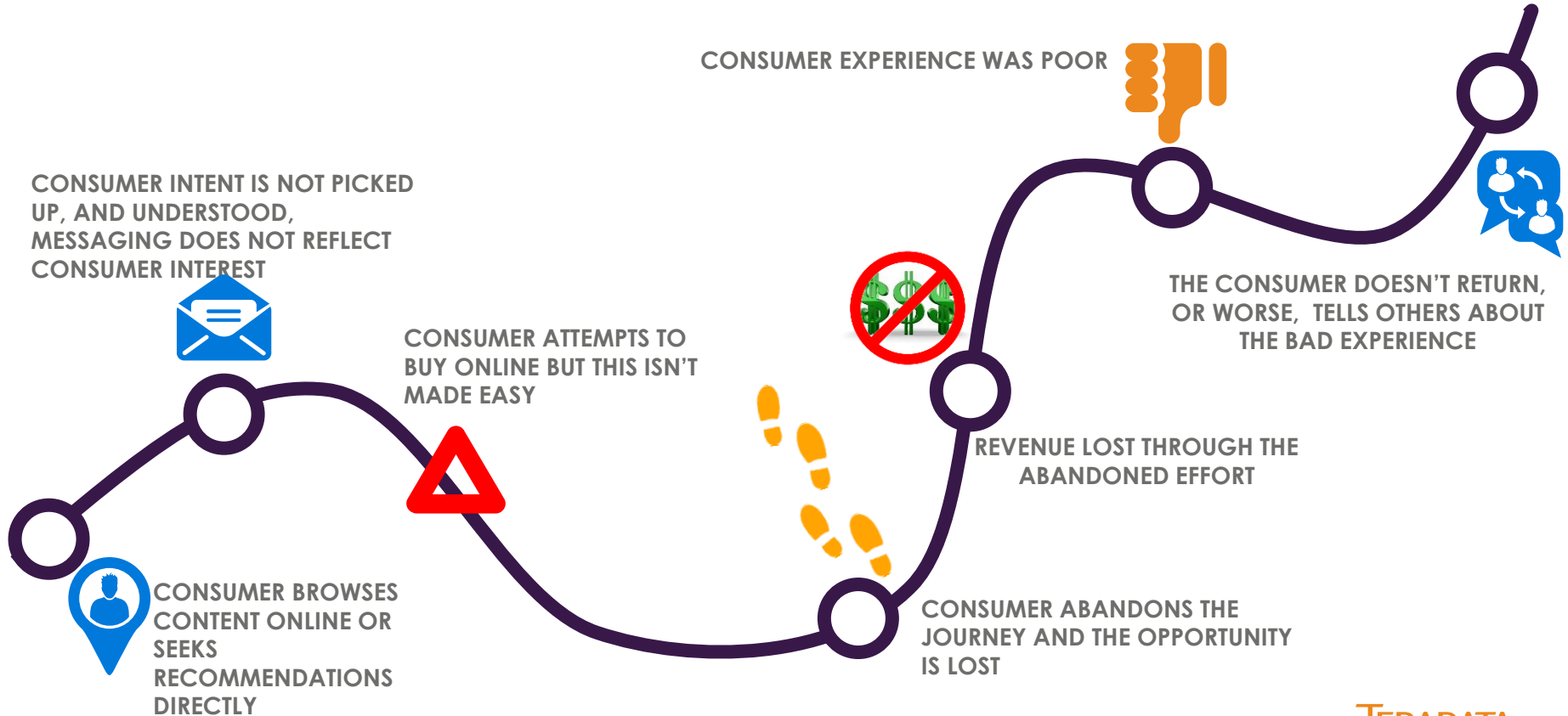**60-90% are** also focussed on **better targeted marketing**

98% of marketers affirm that **online and offline marketing are merging** *Gartner*

Customer Service

In Store Experience

Social Media

Mobile Experience

Purchase & Delivery Experience

Website Experience

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Where Most Organizations Struggle

CONSUMER INTENT IS NOT PICKED UP, AND UNDERSTOOD, MESSAGING DOES NOT REFLECT CONSUMER INTEREST

CONSUMER ATTEMPTS TO BUY ONLINE BUT THIS ISN'T MADE EASY

CONSUMER EXPERIENCE WAS POOR

THE CONSUMER DOESN'T RETURN, OR WORSE, TELLS OTHERS ABOUT THE BAD EXPERIENCE

REVENUE LOST THROUGH THE ABANDONED EFFORT

CONSUMER BROWSES CONTENT ONLINE OR SEEKS RECOMMENDATIONS DIRECTLY

CONSUMER ABANDONS THE JOURNEY AND THE OPPORTUNITY IS LOST

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What it Takes

Connected Data

Access and connect all data to fully understand every Consumer journey

Business Outcomes:
Consumer Experience ✓
Revenue Growth ✓
Business Efficiency ✓

Connected Interactions

Consumer interactions executed flawlessly at every touch-point on the Consumer agenda. *Right message, right time, right place*
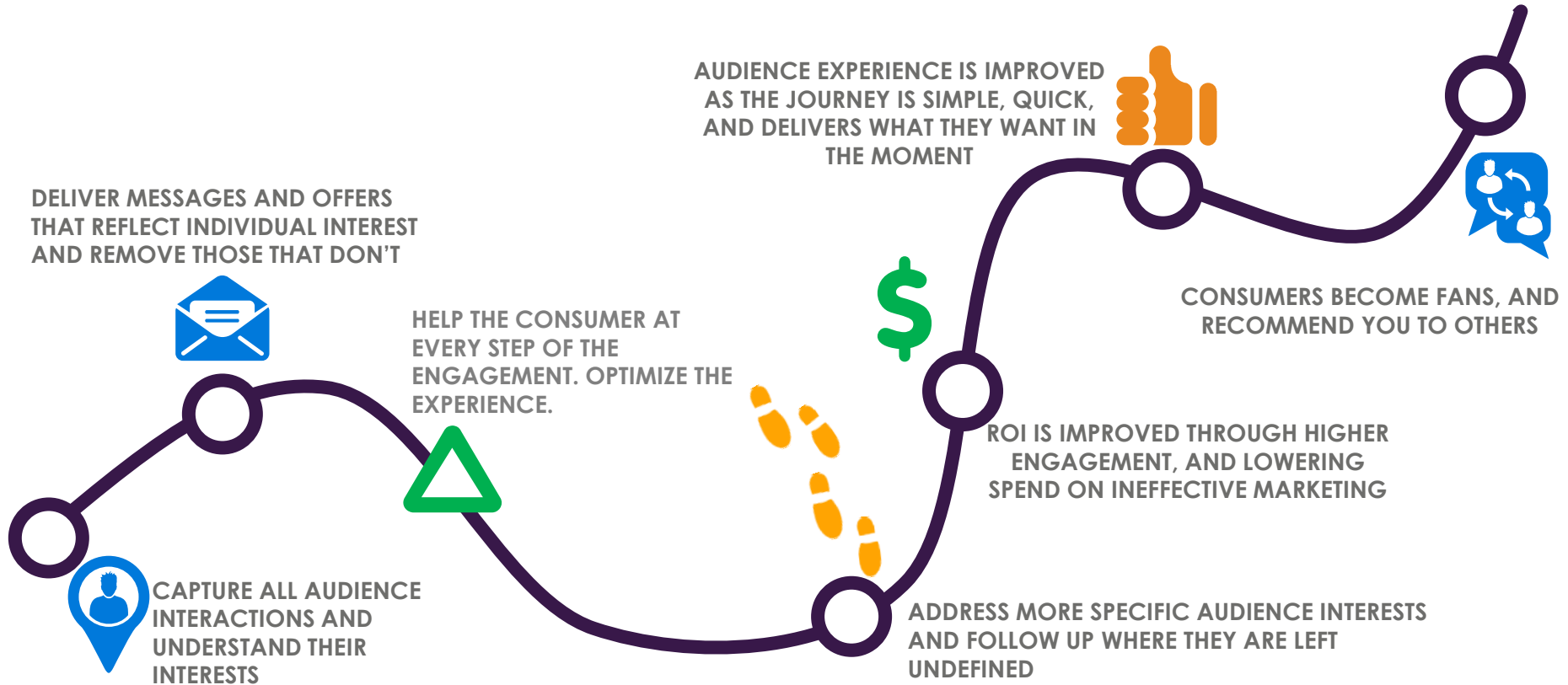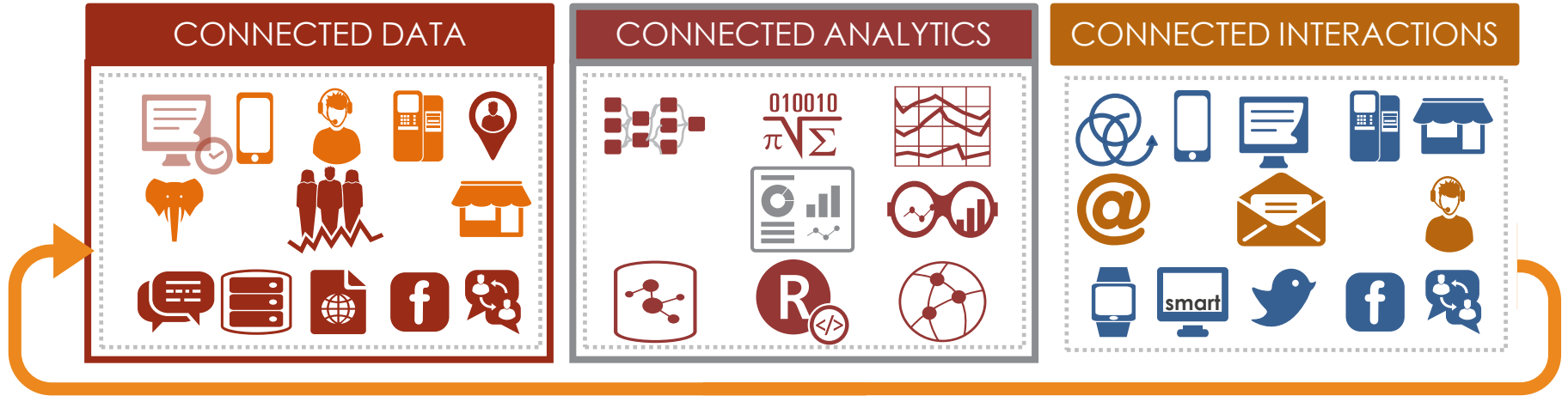
Connected Analytics

Rapidly convert data into insights to inform the strategy and make the best Consumer decisions

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How to Succeed with an Audience of One

DELIVER MESSAGES AND OFFERS THAT REFLECT INDIVIDUAL INTEREST AND REMOVE THOSE THAT DON'T

HELP THE CONSUMER AT EVERY STEP OF THE ENGAGEMENT. OPTIMIZE THE EXPERIENCE.

AUDIENCE EXPERIENCE IS IMPROVED AS THE JOURNEY IS SIMPLE, QUICK, AND DELIVERS WHAT THEY WANT IN THE MOMENT

CONSUMERS BECOME FANS, AND RECOMMEND YOU TO OTHERS

CAPTURE ALL AUDIENCE INTERACTIONS AND UNDERSTAND THEIR INTERESTS

ADDRESS MORE SPECIFIC AUDIENCE INTERESTS AND FOLLOW UP WHERE THEY ARE LEFT UNDEFINED

ROI IS IMPROVED THROUGH HIGHER ENGAGEMENT, AND LOWERING SPEND ON INEFFECTIVE MARKETING

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High Impact Customer Journey Outcomes

CONNECTED DATA	CONNECTED ANALYTICS	CONNECTED INTERACTIONS

Abandon Purchase	Attribution	Marketing Automation	Product Recommendations	Path to Value	Location Based Offers	Path to Churn	Consumer Loyalty
Browsing Behaviour Triggers	Path Analysis	Process Optimization	Real Time Personalization	Consumer Satisfaction	Issue ID & Resolution	Marketing Cost Takeout	Free Lunches..

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Connected Data

Sourcing and Connecting Data from all sources

Customer Identity

- Customer ID
- Cookie on a device
- Email address
- Product IDs
- Client and 3rd party customer attributes
- Reconciled over time

Single Interaction View

- Web
- Mobile device
- Store
- Call Center
- Digital Advertising
- Social
- Search

Customer Data

- Demographics
- Product Holdings
- Sales/Order History
- Behaviors and activity
- Revenue, Cost, Margin
- Models (Propensity, Churn, Risk)

Single Event View

- Financial Transactions
- Complaints
- Sales Events
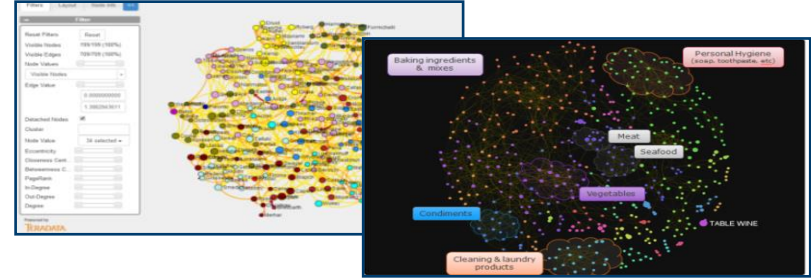- Service Events
- Life Events

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Connected Analytics
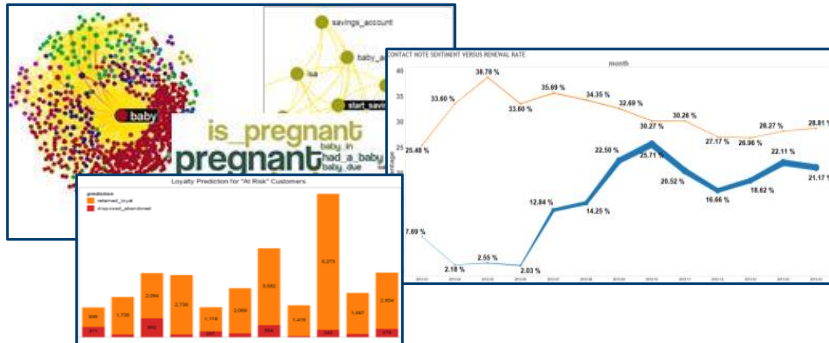
Multi-genre analytics: Understand the Customer Journey

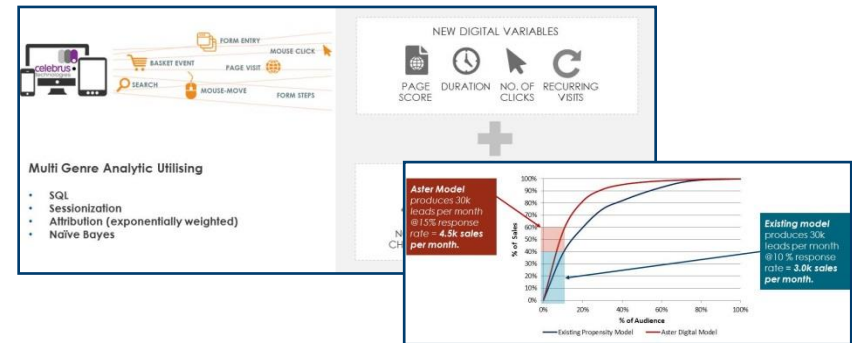**Paths & Pattern Detection**
(Purchase, Churn, Complaint)
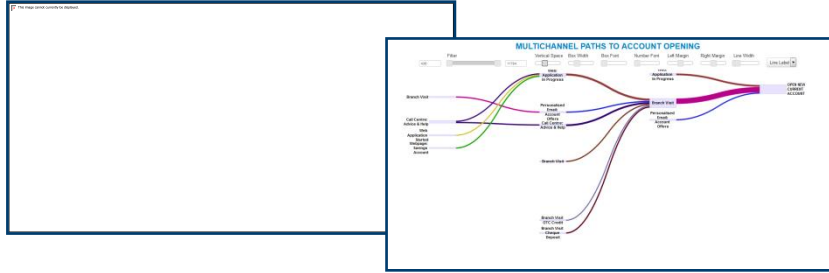
Affinity Analysis
(Product Recommendations, Social Network Analysis)

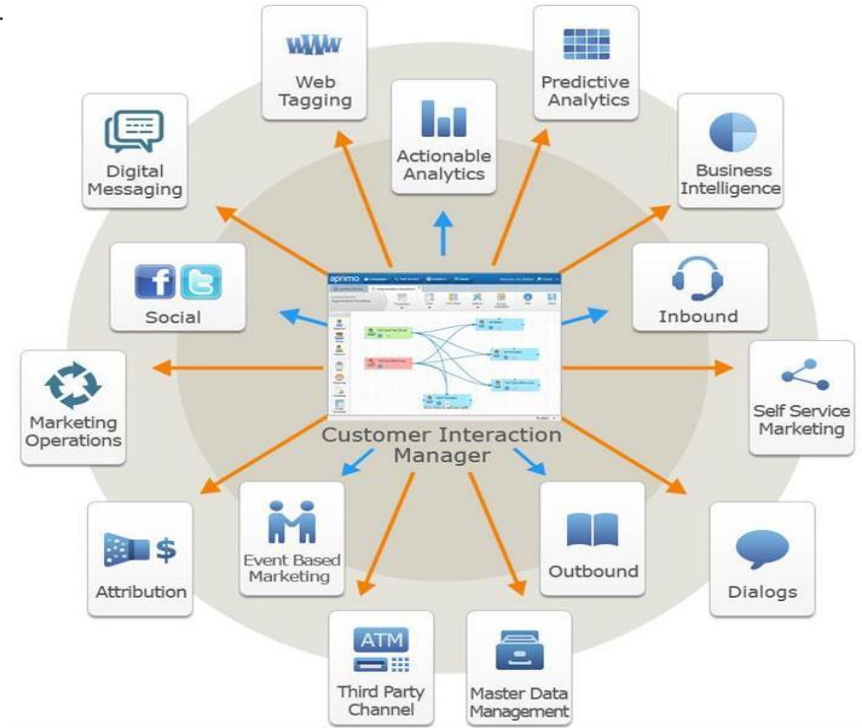**Text Analytics**
(Topic, Sentiment, Needs)

Propensity Modelling
(Predict Behaviors,…)

Connected Interactions

Multi Channel Campaign Management: Execute the Customer Journey

- Multi Channel Campaign Management

- Multi-Step communications

- Inbound & Outbound

- Event Based Marketing

- Real Time Decisioning

- Marketing Automation

- Machine Learning

- Decisioning Hub for all comm

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Our Vision