

Teradata CRM

Product Affinity Analysis

Know your customers by the products and services they choose and identify product affinity patterns to plan cross-selling campaigns

Create Value by Understanding Links and Patterns between Customers and the Products They Choose

Teradata® CRM Product Affinity Analysis provides marketers with the power to analyze and target customers based on product-centric purchase histories and patterns. Your business will benefit by an improved ability to plan multi-product promotions, evaluating customer response by product, measuring customer shifts into promoted products, or examining fluctuations in product or service sales.

For any level of the product hierarchy, a business user can rank and chart

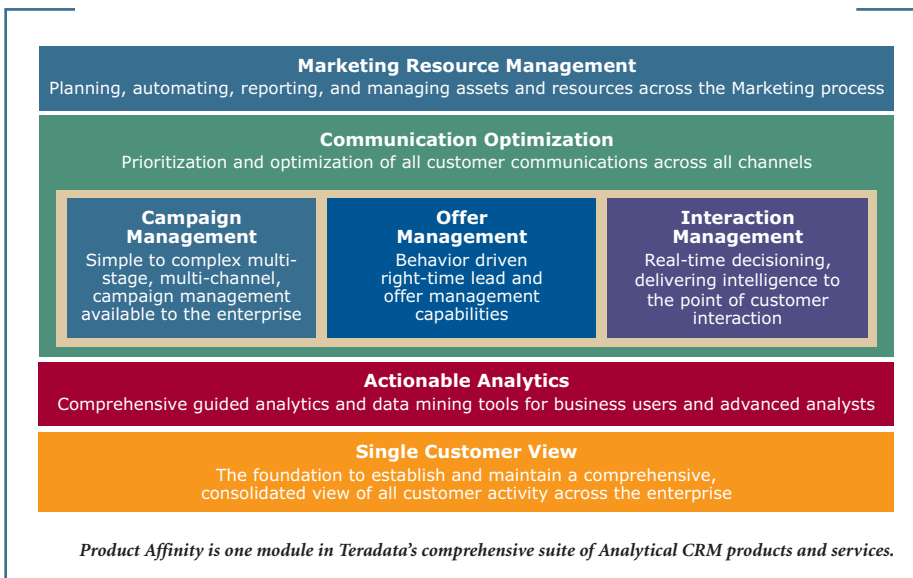
product measures such as aggregate product revenue or customers per product. This gives your business the power to perform cross-sell analysis for any product category. In addition, your users gain the ability to:

- > Drill down through product levels for deeper insight and analysis
- > Analyze a single segment or business/channel location, multiple segments and locations, or compare segments and/or locations side-by-side
- > Create new segments by targeting groups of customers directly on the charts through easy point-and-click action



Reasons to Choose Teradata CRM Product Affinity Analysis

- > Analyze purchasing tendencies and customer probability to buy additional products at any level of the product hierarchy
- > Market Basket option allows the user to display their measure as a basket count, such as “average dollars in basket,” number of baskets, or average basket items
- > Users can analyze pre-defined segments or generate new customer criteria selections as the “backbone” of the analysis
- > Comparison charts can be created to analyze different customer segments against the same criteria, or a single customer segment against different criteria
- > Results can be saved and stored at any time, with the added ability to export results into Excel or any other comma or tab-delimited format, making it possible to share results with a wider audience including senior management



Teradata CRM

Product Affinity Analysis

Teradata.com

Teradata CRM Solution

Teradata CRM is a leading analytical CRM solution with exceptional optimization capabilities being used by premiere companies in retail, financial, telecommunications, transportation, and e-commerce industries. It includes seven critical areas of functionality: Marketing Resource Management, Communication Optimization, Campaign Management, Offer Management, Interaction Management, Actionable Analytics, and Single Customer View. These tools analyze, model, and

predict customer behavior while planning and automating personalized dialogues with individual customers across all channels.

Choose Teradata CRM analytics and your users will have fingertip-fast access to the business intelligence they need to quickly and accurately understand, target, and serve customers across every channel, product, location, and attribute. Combine high-IQ analytics with Teradata CRM's award-winning optimization capabilities and you extend your business

intelligence with timely, personal, and relevant communications. Your marketers will engage individual customers across all channels in terms of their explicit preferences, behaviors, and personal interactions. The result? Profitable customer relationships, measurable business value and competitive advantage.

For more information about the Teradata suite of Customer Management solutions, contact your Teradata representative or visit Teradata.com.

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