

# Teradata Integrated Web Intelligence

## Fusing Your Online and Offline Worlds into One

Consumers are people, not cookie IDs, phone numbers, or email addresses. For too long, marketers have been forced to look at consumers through the prism of disparate channel identifiers, creating inconsistent experiences, reducing satisfaction, and creating inefficiencies in their business.

Siloed online data, multiple sources, and complex formats all pose difficult technological hurdles to solving real business issues, such as the need to coordinate communications and promotions across channels, measuring the effectiveness of marketing spend across those channels, and fully understanding the multi-channel consumer experience.

### New Insights about Consumers, Brands, Products, and Conversions

The evolution of the Internet has dramatically changed dynamics among businesses and consumers. Consumers control where and how they engage with a business and its brand through a unique mix of online channels and emerging media. These channels are unpredictable and dynamic and have reshaped the mass media environment. To be successful in this new environment, organizations must bridge the gap between dynamically changing consumer behavior and enterprise decision making.

Teradata® Integrated Web Intelligence captures detailed data from web visits and integrates it with other interactive channels and enterprise data to expand the Teradata system into a powerful new marketing tool. Combining online data with traditional offline data in a single location uncovers comprehensive insights into customer behavior that increase the effectiveness and efficiency of your marketing spend across all channels. Teradata customers in a variety of industries have already transformed their businesses generating millions of dollars in additional revenue.

With Teradata Integrated Web Intelligence, companies are transforming their business and realizing increased ROI from their marketing expenditures.

### Online Channel Optimization

- > Leverage offline data to drive higher completion rate of online sales and service transactions – reducing costs and increasing the online channel's revenue.
- > Use web interaction events to drive Event-Based Marketing (EBM) activity directly back to the content management system and even page load.
- > Leverage customer interaction events from contact centers or stores to drive EBM through online channels, enhance behavioral analytics, and transform pathing for visitors.



### Cross-Channel Consumer Experience

- > Use web interaction events that drive EBM activity through email, direct mail, phone, or directly back to the web site.
- > Leverage web site visit data to feed value and loyalty modeling and scoring.
- > Create multi-channel profiles of customers to ensure optimally targeted communications.
- > Increase shopping cart close rates by integrating sales data from other channels.

### Increase Return on Investment

- > Leverage existing investment in BI technologies including web analytics, leading BI tools, and your enterprise data warehouse to increase the ROI of those technologies.
- > Grow revenue through increased sales, loyalty, and product engagement.
- > Reduce costs in customer care and dissatisfaction induced churn.

# Teradata Integrated Web Intelligence

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## Simple Solution Addresses Complex Needs

Today most interactive channel data whether online, email, or mobile is stove-piped and isolated in disparate systems. In contrast, Teradata provides an integrated data warehouse that enables integration of online and offline data from every channel to provide a consolidated view of the effectiveness of all marketing activities.

This is especially important today as the use of web and other interactive contact points proliferate, and customers expect seamless interaction, wherever they choose to do business. Teradata Integrated Web Intelligence provides companies with a more complete view of online and offline interactions to exploit customer acquisition and retention opportunities.

Our approach is to enable integration of web behavior data with other online data, such as display, search, email, blogs, as well as offline data from call centers, billing, retail store front, and more. Then, exposing this data through advanced analytical solutions and leading BI tools, we open new doors for the online channel, as well as the rest of the business. This allows an accurate measurement of the impact of online marketing programs on enterprise performance.

## Ten Sample Opportunities to Improve Marketing ROI

- > Improve conversion rates by increasing the relevance of offers and promotions across all channels, including the web.
- > Identify the real value of "lost" shopping carts when items have actually been purchased through another channel.
- > Reduce real abandoned shopping carts by understanding why they've been abandoned and targeting with an appropriate offer.
- > Understand multi-channel behaviors that lead to sales.
- > Filter/prioritize/route inbound calls based on consumer propensity/priority, including recent web site behavior.
- > Measure the effectiveness of things such as search words based on eventual purchase through any channel.
- > Customize offers based on inventory availability.
- > Analyze returns from any point of sale.
- > Measure and compare effectiveness of marketing programs across all channels and media.
- > Encourage channel migration from high cost to lower cost channels.

- > Teradata pre-built tools and methodologies provide a process to source and load the web data that you have already collected through your current web analytics vendor, substantially reducing time and effort.
- > A physical data model with web-specific structures to store web data and that permits integration with other data already in the warehouse.
- > Consulting services help identify and quantify the benefits to your business, ensure a successful implementation, and assist in leveraging the data once integrated.

Finally, Teradata's partnerships with companies, such as KXEN, MicroStrategy, OptiMine, Speed-Trap, Stratigent, and WebTrends enhance the value of consulting services from Teradata, which has 30 years of experience building more than 2,000 data warehouses combining industry-specific knowledge with deep technical expertise to ensure a successful implementation and realization of ROI.

## For More Information

To find out more about how Teradata Integrated Web Intelligence can help you grow your business, contact your local Teradata representative or visit

[Teradata.com](http://Teradata.com).

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