



THE BEST CONSUMER INSIGHTS POSSIBLE

TERADATA

The war isn't just in the store anymore.

Today's consumers make purchase decisions based on increasingly diverse channels—email campaigns, text message promotions, mobile apps, ecoupons, social media and more.

Consumer Insights from Teradata brings you powerful analytics paired with class-leading cross channel campaign management that captures and utilizes identifiable consumer data to support planning, budgeting, segmentation, marketing mix modeling, shopper analytics and R&D. It integrates data from emerging electronic touchpoints with POS, coupons and other traditional sources to help you execute effective permission-based direct digital marketing.

Teradata is the world's leading big data analytics solution provider. Find out how we can bring the value of Consumer Insights to your bottom line faster and more reliably than anyone else.

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