

Teradata measures brand awareness and campaign ROI with Company Surge[®]

teradata.

A bold new message to drive brand awareness

Teradata launched a new campaign that challenged its audience to think differently about purchasing data and analytics solutions.

The launch of the *'buy answers instead of analytics!'* message inspired Teradata to create a new approach to measuring campaign impact.

Will the campaign be worth it?

Partnering with Just Media and Bombora, Teradata used Company Surge[®] data to measure the impact of the campaign based on interest in its brand.

To determine a lift from the campaign, Teradata needed to first establish a baseline level of interest around its brand. Any interest greater than the baseline during the campaign period would signal a lift and substantiate the heavy investment.

The solution: Historical Buyer Journey Analysis

Bombora ran a Historical Buyer Journey Analysis: a lookback on the engagement against the topic 'Teradata' for six months before the campaign. This established a baseline of interest for the topic amongst Business-to-Business (B2B) organizations.

Using this approach, Teradata confirmed that the campaign increased interest in its brand.

The results

Compared to the historical baseline of interest:

279% ↑

lift in the number of US accounts in Bombora's Data Co-op interested in the topic 'Teradata'

78% ↑

lift in interest amongst Teradata's US-based target account during the campaign



Interest grew significantly during periods of heavier spending

For further information please contact us via email: sales@bombora.com.

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