

ORACLE MARKETING ANALYTICS

KEY FEATURES AND BENEFITS

FOR BUSINESS USERS

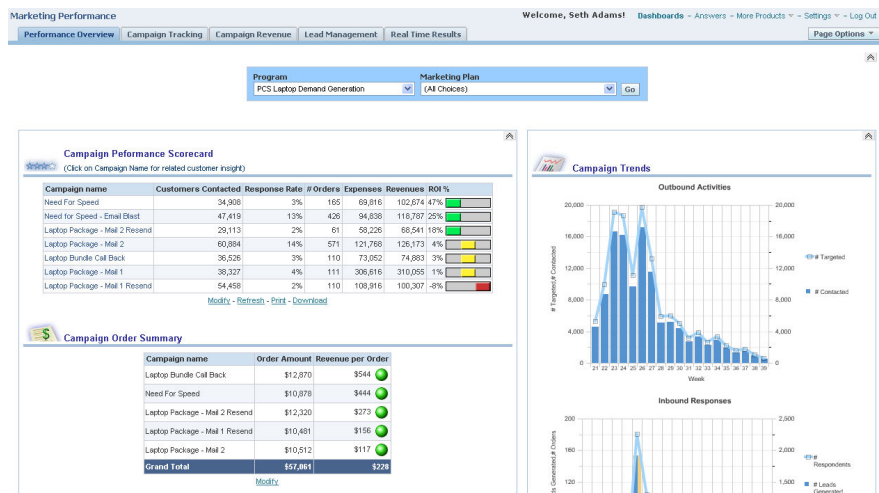
- Retain valuable customers
- Generate quality demand at the lowest cost
- Improve profits earned from customers
- Reduce wasted spend
- Manage marketing like a science and less as an art

FOR IT

- Reduce implementation cost and risk through integrated analytic solutions
- Integrate data from multiple enterprise sources and across the company value chain
- Flexibly adapt to changing business needs by leveraging, not replacing existing technology investments
- Deliver better business results and rapid time to value
- Deploy Marketing Analytics to both Finance and Marketing users

Marketing executives are under constant pressure to justify their marketing budgets. They are also responsible for ensuring optimum allocation of marketing resources. Marketing managers need key information about the progress of their campaigns so that they may proactively adjust their campaigns to ensure effective execution and higher campaign ROI. Marketing analysts need access to enterprise-wide customer information for effective segmentation.

Oracle Marketing Analytics is a comprehensive analytic solution that provides timely fact-based insight into the marketing activities of the entire organization. It provides new levels of information richness, usability, and reach to marketing professionals throughout the enterprise. All users, from marketing executives to marketing analysts, get up-to-the-moment, complete, and in-context marketing insight—insight that is personalized, relevant, and actionable. The benefits are faster and more informed decisions that help the marketing organization optimize its resources, reduce costs, and improve effectiveness of marketing activities.



The Right Information – Right Now

Enterprises depend on information to optimize performance. However, most organizations are hampered by information that is incomplete, out of date, or otherwise inadequate for answering critical business questions. Additionally, organizations often struggle to deliver the right information to the right person at the right time.

Oracle Marketing Analytics, part of the Oracle BI Applications family, is designed to help marketing organizations leverage the power of timely, actionable information to improve the quality of decisions and ultimately improve performance. The application is the only solution that unlocks the information value hidden in systems across the enterprise, including financial management, third-party demographic sources, and customer relationship management systems, to provide marketing professionals with comprehensive insight that enables them to take appropriate action. With Oracle Marketing Analytics, marketing professionals can get a complete picture of customer needs and buying patterns, understand customer value, identify customers likely to churn, monitor the effectiveness of marketing campaigns, and understand the impact on overall marketing plans and budgets, thus enabling users to identify cost saving and revenue-increasing opportunities.

Retaining Valuable Customers

Picture this: A marketing manager in a division of a financial services company arrives in the morning to find an email alert generated from Oracle Marketing Analytics that shows that there are a sizable number of high-value customers that are at risk of churn. The marketing manager drills into the report and looks at deeper information about those customers, including the number of other products they own, current and predicted lifetime value, customer satisfaction levels, and a snapshot of recent transaction history. Based on this information, the marketing manager uses the Segment Designer feature to create a segment of high-value and at-risk customers, adds it to a retention program, and submits a budget request for approval to his marketing executive.

When the marketing executive receives notification of a budget request, he consults his Oracle Marketing Analytics dashboard that shows how much budget is available, how much has been spent, and any pending requests against the available budget. The marketing executive reviews the average effectiveness of previous retention programs run by the marketing manager, and being satisfied with the ROI, approves the budget request. The marketing manager then executes the call center campaign to promote the retention offer. As the program is running, the marketing manager uses Oracle Marketing Analytics to track the progress of the campaign in real time, including number of customers contacted, offer acceptance and reject rate, and performance by call center agent. Dashboards also help the marketing manager validate the effectiveness of various test and control offers and refine and relaunch the best offer in real time.

At the conclusion of the campaign, the marketing executive uses Oracle Marketing Analytics to track the effectiveness of the retention marketing plan across the division for the quarter, which shows the actual versus budgeted expense, response rate by each retention tactic, and overall campaign ROI based on customers that were retained.

Insight Where and When You Need It

To compete effectively in today's market place, companies need to deliver the right information to the right person at the right time. Oracle Marketing Analytics provides timely metrics, reports, and proactive alerts, enabling marketing professionals to take action based on facts rather than intuition. Most importantly, Oracle Marketing Analytics integrates data from sources across the enterprise—including external sources—to provide the marketer with a complete view of their resources, expenses, and effectiveness. Using Oracle Marketing Analytics, companies can achieve higher marketing effectiveness and become more efficient.

Segment	Priority	Net
High Value - Loyal		
Random Sample 10%	1	270
Split by Value Age Bucket: 35 to 44	2	788
Split by Value Age Bucket: 45 to 54	3	730
Remainder	10	906
High Value - New		
Random Sample 10%	4	23
Split by Value Age Bucket: 35 to 44	5	69
Split by Value Age Bucket: 45 to 54	6	44
Remainder	11	87

Generate Quality Demand at the Lowest Cost

Measuring the effectiveness of demand generation activities in real time allows marketers to identify bottlenecks to improve the efficiency of campaigns. Oracle Marketing Analytics has extensive pre-built capability for monitoring the success of email campaigns, including number of emails delivered, open rate, bounce-backs, and offer effectiveness. For customer contact center campaigns, Oracle Marketing Analytics tracks the number of calls made, average days to follow-up, cross-sell and up-sell effectiveness, and total order revenue. Marketers can adapt their marketing approach in real time and swap out offers that do not elicit high response rates.

Insights for Improving Customer Profitability

ABOUT ORACLE BI APPLICATIONS

Oracle BI Applications provide complete, real-time and enterprise wide insight for all users, enabling fact-based actions and intelligent interaction. Tailored for more than 20 different industries and designed for rapid deployment at a low cost of ownership, Oracle BI Applications are prebuilt solutions that start with the customer, embrace any existing corporate data source, and are seamlessly integrated with Oracle's transactional solutions to increase effectiveness across the entire customer life cycle. All Oracle BI Applications are powered by Oracle BI Enterprise Edition, a high-performance, highly scalable, and highly reliable next generation business intelligence platform that can be used to extend existing analytic solutions to meet any enterprise business intelligence need. Additional information about Oracle BI Applications is available at <http://www.oracle.com/goto/obia>

Oracle BI Applications include:

- Oracle Financial Analytics
- Oracle HR Analytics
- Oracle Procurement and Spend Analytics
- Oracle Supply Chain and Order Management Analytics
- Oracle Sales Analytics
- Oracle Marketing Analytics
- Oracle Service Analytics
- Oracle Contact Center Analytics

Oracle Marketing Analytics provides information on which products customers are likely to buy and insight into which products may make effective bundles. The nuances of customer behavior information can be gleaned from transaction history and correlated with customer lifetime value, churn risk, and customer behavioral attributes to gain insight into customer clusters and better inform treatment strategies. The ability to aggregate information from various data sources also allows marketers to calculate, monitor, and build customer investment strategies based on critical metrics such as customer profitability.

Reduce Wasted Spend

Oracle Marketing Analytics provides information on all marketing expenditures. Department-level budgetary information and expenses on specific marketing programs can be tracked all the way down to the individual tactic. After campaigns are executed, the effectiveness of each tactic is automatically aggregated to marketing plans, thereby allowing marketing executives to monitor the effectiveness of each plan and make resource allocations based on facts instead of hunches.

Faster Implementation, Lower Risk, and Better Business Results

Traditional business intelligence solutions deployed within marketing are costly, require many months to implement, and are difficult to modify as business requirements change. In contrast, Oracle Marketing Analytics is a pre-built solution designed for faster deployment at a lower cost, at a lower risk, and with better business results. Oracle Marketing Analytics includes pre-built data models and more than 100 metrics and best practices based on Oracle's experience across hundreds of marketing automation implementations. In addition, Oracle's robust enterprise analytics platform enables users to easily customize and extend the application without the need for programming. The intuitive, Web-based user interface requires very little training and ensures rapid end user adoption.

Summary

Across industries, marketing organizations are being asked to do more with less, while ensuring that they meet more aggressive goals. Marketing reporting and analytics have traditionally focused solely on campaign results post-completion. Oracle Marketing Analytics provides marketing professionals with a new level of business insight by unlocking the information value hidden in systems across the enterprise. With Oracle Marketing Analytics, marketing professionals have access to actionable information, which drives a greater return on the marketing spend, reduced marketing cost, and increased revenue.

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