

# What's Next for B2B Marketing?

THE NEXT OPPORTUNITY  
FOR CMOS IN  
**2018**

WHAT'S DISCONNECTED DATA  
**REALLY** DOING TO YOUR  
ORGANIZATION?

CREATE **BRILLIANT**  
CUSTOMER EXPERIENCES

**ALIGN YOUR TEAMS**  
USING ONE COMMON SOURCE FOR  
**ALL** YOUR CUSTOMER DATA

EXCLUSIVE FOR  
**ORACLE CUSTOMERS**  
CONNECT YOUR DATA TO  
GROW YOUR BUSINESS



# Data. It's Your Company's Most Valuable Asset.

Once the sole responsibility of the IT team, data now plays a vital role in shaping and driving your most fundamental sales and marketing decisions. And more than ever before, it's marketing's job to make sense of it all. After all, 33 percent of CEOs believe revenue generation is the primary responsibility of marketing. Data is going to play a huge part in meeting those goals.

Of course, this is easier said than done. If your team consists of marketers who rely on software and cloud-based applications to drive your programs, you know the pain and struggle that comes from managing data growth generated by disparate sources. Your people are likely drowning in customer and prospect data, unsure what's useful and where to go to ensure data is driving influential insights. Trying to bring it all together is a challenge for marketers across the globe.

Buzzwords abound in the marketing space. You've heard of big data and of all the practices spawned from the waterfall

of information being collected—artificial intelligence; programmatic marketing; sales acceleration; customer centricity; 360-degree view of customer, partner, brand, or whatever.

Companies are now becoming aware of another data-driven concept, one that's generating plenty of buzz because it's helping marketing, sales, and service professionals make sense of all these new data trends. It's called "Master Data," and it's quickly permeating the marketing landscape.

Master Data brings structure to chaos, makes data integration seamless, and provides the solid foundation for any data-inspired enterprise. Your CIO and IT peers have known about it forever. Now it's your turn.

Master Data is common data such as identifiers, hierarchies, segmentation categories, and other basic content that enterprises share between their systems and processes. Simply put, Master Data is the foundational data elements that

allow you to easily share, structure, match, and clean data across systems and processes. At its core, Master Data helps bring clarity and confidence in knowing what to do next in your business.

Until recently, people thought of Master Data and Master Data Management (MDM) as a back-office, clerical exercise. But given their dependence on the data being collected through digital channels, marketers are now forcing Master Data to center stage.

For Oracle platform users, Master Data helps teams who touch the customer journey to better target, communicate, sell, and service using the platforms they're already familiar with. Instead of three different places to manage your customer data, Master Data brings it all together, cleans it, and then adds even more data about your customer from the outside.

Your teams can now get a clearer picture of each customer, partner, company, and industry they work with—and

the opportunities that come with it. Copywriters can go deeper into the minds of the people they're writing to and craft relatable, personalized messages that call out to job titles and problems within the target's function. And marketers can get a holistic picture of the accounts they're aiming for while strategically selecting the best case studies to share.

Knowing more about your customer is always the first step to being a better marketer. But having an easy way to actually use that knowledge and a consistent approach as one company to create brilliant and more effective campaigns—that's what we're striving for in 2018.

41% of B2B marketers  
said **inconsistent**  
**data** was their  
biggest challenge to  
maximizing ROI.\*

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Oracle's Data-as-a-Service (DaaS) helps merge and clean your data, so teams operate with the same information. Then Dun & Bradstreet Master Data fills in the gaps.

# So, You've Got Lots of Data. Now What?

Marketers have all been promised a true competitive advantage from data. But it's been easier said than done.

Instead of the holy grail of usable customer intel that marketing, sales, and service teams expect, your people often find themselves dealing with messy and unreliable data sitting in multiple databases, platforms, and even spreadsheets. No one has time to sift through rows and columns of names and numbers to make sense of it all. You're left asking, "What's even useful? Or accurate?"

Today, 80 percent of marketers say data quality is critical to sales and marketing, yet the current state of data quality is "questionable" at best—and it's even declined by 10 percent according to Dun & Bradstreet's "B2B Marketing Data Report 2017." With more data in the world than ever before, you'd think it'd be easier to discover the right moves for business growth.

But the reality is, new tech always brings to light new problems to solve. In this case, someone needs to clean up and organize the data. Teams across multiple

**Today's process of building separate data silos across your organization isn't working.** According to these 400 B2B marketers:<sup>\*</sup>



**80%**

say data quality is critical to sales and marketing



**13%**

believe they have optimal data coverage in key market segments



**40%**

don't think their sales teams have the right account intelligence to engage with prospects and leads



**63%**

struggle to align data across multiple channels

functions in your organization are building different customer records on different platforms—likely siloed. And each platform continues to push out more unreconciled data.



**Without tools to connect data and cross-functional processes:**

The result is ... **quiet chaos.**

Multiple, conflicting views of customers, products, budgets, and employees.

**No single source of truth**

that all can agree on.

Cumbersome, handcrafted business processes that don't extend across silos.

**The outcome is expensive, brittle, and inefficient.”** <sup>†</sup>

Chuck Hollis  
SVP for Converged Infrastructure at Oracle

Data piles up with differing sets of definitions or identifiers. One platform's “UID” can be another platform's “CID.” Inconsistent mapping causes confusion, and it doesn't allow the platforms to communicate with each other. Everyone ends up sending messages to customers based off *their* platform's data, which could be incomplete or inaccurate. Teams get frustrated and work further apart, encouraging silos instead of teamwork.



<sup>†</sup> “Don’t Let the Cloud Lead to an Unconnected Organization,” Forbes, Dec. 4, 2017

# Checklist: Is Disconnected Data Holding Your Team Back?

Ten signs your company needs an updated data solution:

- Your company's key customer data resides in more than one place
- Each lead isn't categorized as a customer, prospect, or vendor
- You've got multiple entries for the same company or contact
- Your CRM records are missing key information such as titles, company size, and revenue
- You've been told that most of the leads your team brings to sales are unqualified
- Emails come back undelivered
- You've got a channel strategy, but your prospect data is missing industry classifications
- Someone in your company approached a large customer as if they were an unknown prospect
- No one team or person is accountable for customer revenue
- Answering these questions is tough for your team today: Who are our top customers? How are we doing in new regions? Are we increasing penetration of key segments?

# You Have Bigger Problems Than Just “Messy Data”

If you’re slow to adopt best practices in managing data, you could miss hidden revenue opportunities and face misalignment with colleagues.

As a B2B marketer, your challenges are complex. You aren’t interacting with just one person at a given account, nor in one specific online or offline channel. You’re often talking to a committee of people with different problems and opinions across multiple channels. Many of these critical interactions happen online, well before a lead is delivered to sales.

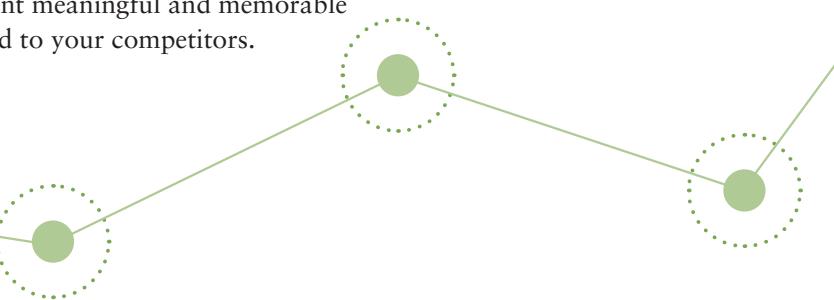
This is why the practice of organizing and aligning information is so important. Basing costly marketing campaigns off misaligned data can harm not only your organization’s KPIs but also the goals of your peers in sales and customer service. Irrelevant messaging can go out to your high-value contacts, resulting in confused and lost customers.

Imagine running an upsell email campaign to existing customers with a free trial offer targeted to senior marketers in specific industries.

You pull your list with defined criteria from multiple internal systems. Unknowingly, the list includes not only CMOs but also mid-level and frontline marketing associates across a wide variety of industries. And some of these targets have already purchased the solution you’re promoting.

Situations like this waste time, sap budgets, and compromise your brand’s credibility with established customers, who could feel like their relationship with you is being disregarded.

Different teams using different data not only makes campaigns less effective but causes internal misunderstanding among your teams. It becomes increasingly difficult to work together—during a time when collaboration is key to making every customer touchpoint meaningful and memorable compared to your competitors.



Misaligned information ***misaligns your teams:***

SALES

MARKETING

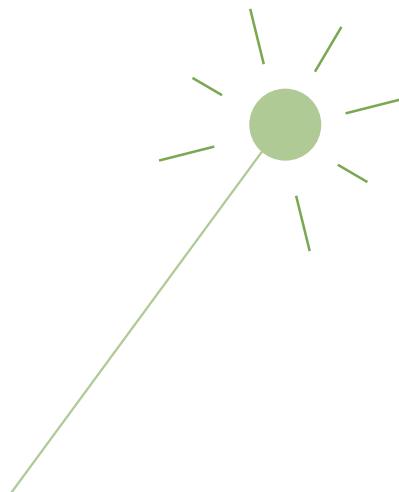
BB Marketing needs to generate more demand for us! We found the prospect—and had to explain everything. It's like we started from zero.

BB We give the sales team leads. Then they sit on the leads until they decide if and when they want to deal with them.

BB We don't get enough leads. And the leads we get aren't even good.

BB We provide the sales team with quality leads. Then we never get feedback.

## Everyone's Problem Can Become **Your Opportunity**



CMOs have a choice: become data savvy to align teams and gain a massive competitive advantage—or remain walled in by ever-growing silos, lost in the background noise of me-too campaigns.

When your teams have the data to create targeted content by persona, account profile, and channel that's trackable throughout the buyer's journey, you'll gather insights to hone your messaging and campaign approach. And when the time comes along the nurture stream, you'll know when and where to offer the right solution.

It's time for marketing, sales, and service teams to get on the same page and aim for the same KPIs.

# Bring Harmony to Internal Collaboration With a Single Source of Truth

As a B2B marketing leader, you have the opportunity to transform your department's role in the company, from lead generators to trusted advisors across the entire customer lifecycle. The value-add starts with creating a common view of your customer data.

Every department wants to deliver the best experience to their customers and shorten the path from prospect to profitable customer. That requires an easy way to align, work smarter with the same customer intel, and establish a unified approach to craft and execute the ideal journey for your customers.

Marketing, sales, and service teams depend on knowing the intricacies of the customer they're interacting with to do their jobs well. When multiple teams manually input and manage customer data on several platforms, this leads to duplicates, incomplete data, or worse—the wrong information altogether.

It's then easy to act on misleading reports and run the wrong campaigns.

Sales may enter incomplete information into the CRM after a successful third call with a prospect, or marketing may run a lead generation campaign that promises a lead magnet that undervalues the salesperson's pitch. Or two salespeople could unknowingly work with the same company in different locations because they entered the company information differently in their systems; e.g., "3M" vs. "Minnesota Mining and Manufacturing" or "Lowe's" (parent co.) vs. "Orchard Supply" (subsidiary).

# 2018

## Marketing Trends to Watch<sup>\*</sup>

### Customer Experience

The customer's experience is the first, last, and primary consideration.

### Data-Driven Marketing

We need to know everything we can about our customers.

# Master Data: One Trusted Customer Data Source for Your Company

With a Master Data Program, one common source for all customer records becomes the foundation for customer-related activity, with departments from marketing, sales, and service working together with the same data.

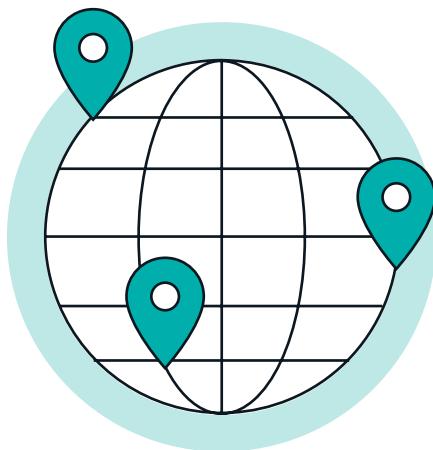
Now, your teams are aligned around the right information, giving them the

opportunity to collaborate with each other while creating more meaningful and effective customer experiences.

They can also continue to enhance the quality of the Master Data, rather than duplicating multiple records with different information.

## Activate Your Master Data Plan When You Connect to the D-U-N-S Number

The Data Universal Numbering System (D-U-N-S) Number is a unique, nine-digit identifier assigned to every business location in the Dun & Bradstreet database that has a unique, separate, and distinct operation. D-U-N-S Numbers are used by industries and organizations around the world as a global standard for business identification and tracking.



# 1 2 3 4 5 6 7 8 9

## The D-U-N-S Number

Your Dun & Bradstreet connector to businesses around the world.\*



**280m+**

business records globally



**\$1m+**

invested every business day in maintenance



**190+**

countries & territories worldwide



**5m+**

updates daily based on business changes



**5m+**

corporate family trees with 20m+ linked members



**30,000+**

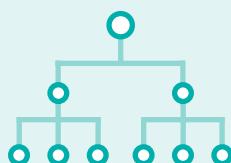
data sources

## See your customers in a whole new light:



### Establish

Identity resolution is the process to identify a unique business. Dun & Bradstreet's Entity Matching helps you identify, consolidate, and cleanse each account record in Oracle by assigning a D-U-N-S Number.



### Enrich

Enrich master records in Oracle with Dun & Bradstreet demographic, contact, industry, size, and the world's largest network of linked corporate hierarchy data.



### Expand

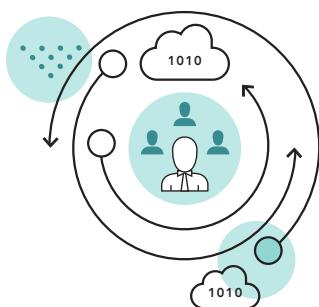
Reveal the attributes of your best customer segments to find lookalike prospects in the Dun & Bradstreet database. Uncovering related companies in an account's corporate hierarchy can open up whitespace opportunities.

## Get Started

# First, Rally the Troops to Merge Your Company's Customer Data Across Your Oracle Clouds

You can't do this alone, but you can kick-start the conversation.

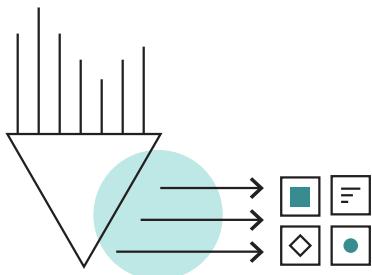
Establishing a proper data governance program requires all stakeholders to work together. This includes leaders in your organization who are data owners or otherwise influence the customer journey.



## 1. Find the Data Champion

Beginning a Master Data Program requires cross-functional collaboration and a leader. As marketers are historically the architects of customer experiences, it's an ideal opportunity for you to champion your company's customer data program. Or maybe your Chief Data Officer (CDO) has been given the task.

No matter who leads the effort, it will be your role as the marketing lead to work side by side with the CDO, CTO, and other leaders to establish strong data governance policies, roles, definitions, and hierarchies to use across the enterprise.



## 2. Define the Data

A primary goal for stakeholders will be to align how everyone defines and collects data. It's crucial that marketing has a voice in establishing the fundamental data language for the company. For example, marketing leaders will need to define a "customer" vs. a "prospect," keeping in mind that there could be multiple products that are being sold to a given customer.

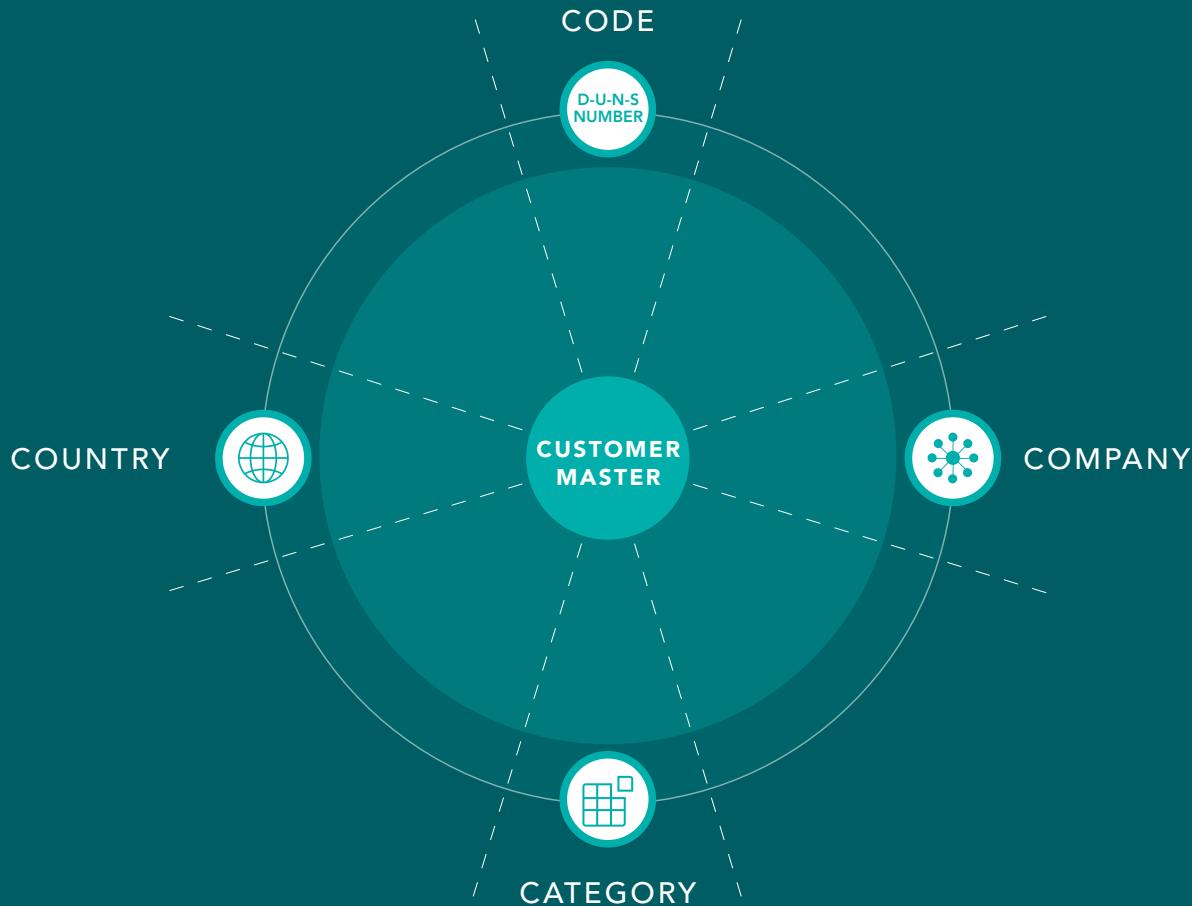
The lack of enterprise-wide standards for data collection and management will make managing a data program difficult for marketers. It's important to get this done before establishing the program.



## 3. Get the Data

Your foundation has been built, and now you're ready to merge and clean your data and fill in any gaps that may exist. You then marry your organized data with trusted external data about your customers, making complete customer records for all your teams to use.

# Kick-Start Your Company's Data Structure with the **4 Cs**



## 1. Code

Every record in a database has a code—somewhere. For your customer records, a unique business identifier like the D-U-N-S Number is an ideal code. Because most systems have their own sets of codes, you probably have more than one across your multiple workflows, departments, and regions. If you can tie them together, that's your shortest path to a single version of that relationship.

## 2. Company

It's easy to know the name of a company you intend to work with. But what about going one or two layers deeper, or higher, or being able to recognize other corporate ownership relationships that might reveal whitespace opportunities? Seeing the full breadth of a customer's corporate hierarchy can influence how you approach your next big account.

## 3. Category

Knowing the categories, such as industry or company size based on sales or employees, helps you get more specific in your messaging. From types and sub-types, channels and sub-channels, genres and sub-genres—categories help you target specific segments of your audience. The deeper you go, the more personalized the journey will feel to your customers.

## 4. Country

Geography can have many views too: state, county, metro area, province, city, and postal code. With an understanding of your markets, geographies will help align communications between marketing, sales, finance, operations, and customer service.

# Create Brilliant Campaigns Anchored by Master Data

Master Data isn't just another point solution. It can become the foundation for your customer engagement. Your Oracle platform manages a common Master Data structure—pulling data from individual applications on your Oracle platform, including social, web data, and third-party data sources. With the number of data sources growing every day, you'll need one trusted source that can keep up.

## A Path to Better Relationships

Today, there is an intense focus on customer experience and personalization. It's about clarifying your solution to the right person at the right time—and making sure you know their needs and concerns so you can address them immediately.

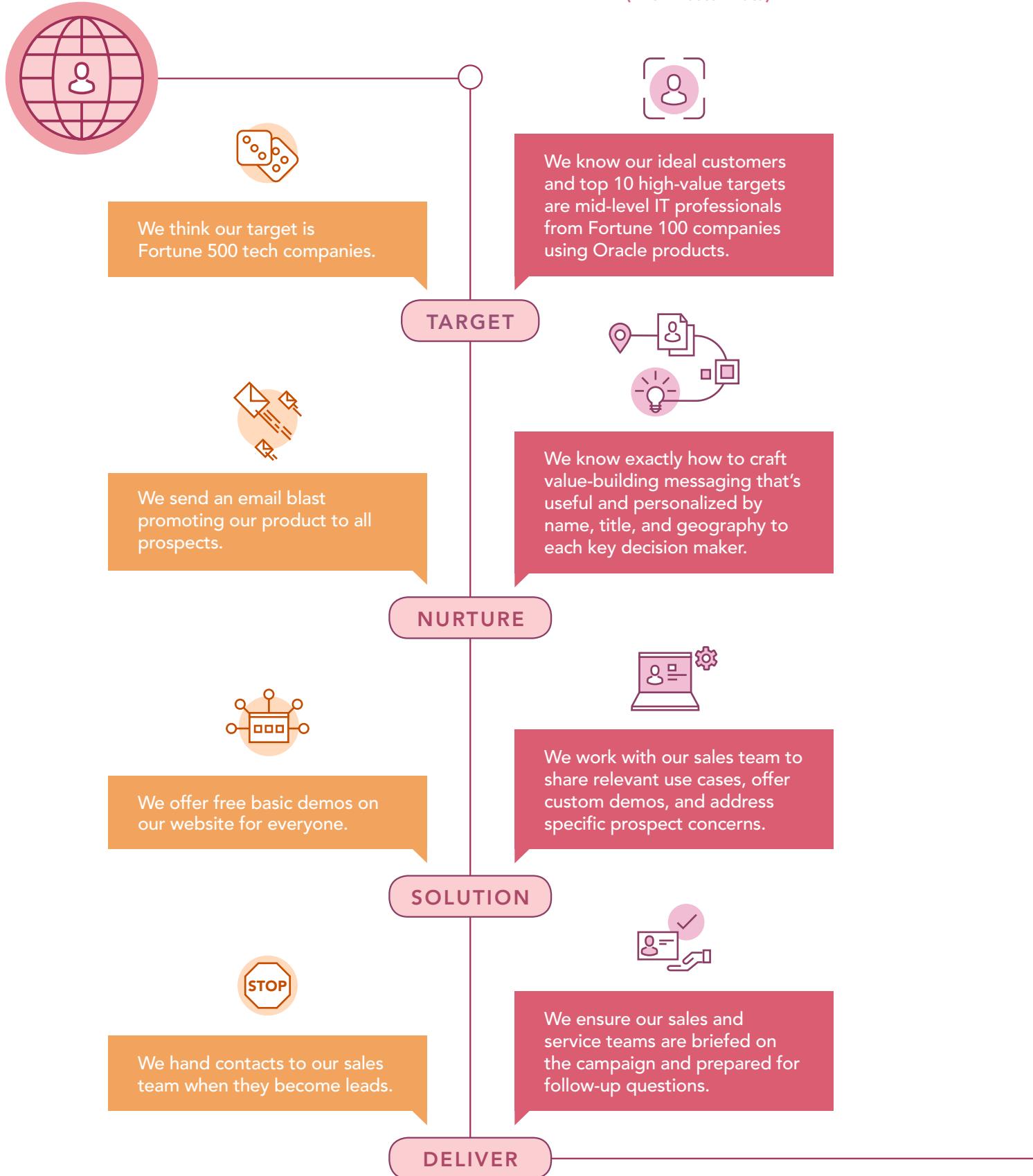
If all your organization's teams acted off one shared master customer view that was complete and trusted, they would be given the knowledge they need to be more effective in their jobs. Company revenue would grow and customer loyalty would skyrocket.

- + Marketers would create **targeted campaigns** and send them directly to the appropriate people.
- + Sales teams would **pinpoint high-value targets** with the highest chances of closing.
- + Service teams would deliver a **warmer, more personalized brand experience** to customers.

Clean, deduplicate, and enrich internal customer data with Dun & Bradstreet Master Data, the world's largest commercial database of over 280 million businesses globally, fed from 30,000 sources and updated over 5 million times a day.

# The Buyer Journey With Master Data

- Assumptive Marketing  
(Without Master Data)
- Marketing with Confidence  
(With Master Data)



# Connect Your Data: The Oracle Customer Advantage

Is the customer data in your Oracle Cloud platforms disjointed, incomplete, or inaccurate? Empower your teams to elevate the customer experience with trusted Master Data that's cleansed and updated automatically, every day.

Make your data usable—all of it.

Oracle's Data-as-a-Service (DaaS) approach is designed to facilitate a common view of customer Master Data for your cross-functional teams.

It's made for B2B companies looking to bring clarity, structure, and efficiency

across their organizations without needing another platform.

Oracle and Dun & Bradstreet have partnered to help you clean, enrich, and maintain your customer Master Data, anchored by the D-U-N-S Number as a unique business identifier, for a common view across Oracle Cloud platforms.



Gain a common, trusted view of your valued business relationships



Break down blind spots caused by data silos



Help your sales team close deals faster



Create accurate business models more efficiently

Oracle DaaS helps your teams connect their shared customer knowledge to marketing ROI, sales acceleration, and service level excellence.

# Oracle User Benefits by Function

As an Oracle Cloud user, you can sign up to fact-check your existing customer database; eliminate errors; and connect your marketing, sales, and service data to get a complete customer view.

## Marketing Cloud

Increase the return on campaigns by segmenting markets and identifying prospects based on ideal customer profiles. Build target lists for retention, nurture and cross-sell specific campaigns, and use contact information to market to the right people at the right time.

- **Email**

Clean existing customer lists and append new customer data into your Eloqua campaigns. Add the customers' latest job titles, functions, addresses, phone numbers, company sizes, industries, and geographies for highly targeted campaigns.

- **Data**

Use online and offline data to target granular audience segments on BlueKai. Reveal the companies who fit your ideal customer profile and which companies look promising for a partnership.

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## Sales Cloud

Closing sales is easier when leads are qualified. Target your most profitable prospects and customers, gain entry to the right decision makers at the right level, and reduce sales cycle time while increasing average deal size.

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## Service Cloud

Understand your customer's profile and history at a glance when they inquire. Automation doesn't need to mean cold interactions. With a complete customer view, you can build warmer, more personalized relationships with your customers. Excellent customer service builds brand loyalty. It's the perfect opportunity to create a positive impression of your company, even after the sale.

## MASTER DATA

Collaborate cross-functionally to pursue high-value opportunities and deliver a more personalized customer journey



COMPANY NAME: ACME CORP  
D-U-N-S NUMBER: 90-473-5132  
CATEGORY: SIC Manufacturing

FIRMOGRAPHICS  
CUSTOMER PERSONA

Enrich customer records with Dun & Bradstreet, the world's largest commercial database of businesses



MARKETING



SALES



SERVICE

Merge and clean existing customer data across your Oracle clouds



CODE



COMPANY



CATEGORY



COUNTRY

Establish structure with the 4 Cs

## Let's Get Started:

Learn how to connect your customer data in Oracle—and get a digital version of this magazine to share with your peers:

[dnb.com/oracle-daas-magazine](http://dnb.com/oracle-daas-magazine)



#### ABOUT DUN & BRADSTREET

Dun & Bradstreet (NYSE: DNB) grows the most valuable relationships in business. By uncovering truth and meaning from data, we connect our customers with the prospects, suppliers, clients, and partners that matter most, and have since 1841. Nearly 90 percent of the Fortune 500, and companies of every size around the world, rely on our data, insights, and analytics. For more about Dun & Bradstreet, visit [DNB.com](http://DNB.com).

#### ABOUT ORACLE

The Oracle Cloud offers complete SaaS application suites for ERP, HCM, and CX, plus best-in-class database Platform as a Service (PaaS) and Infrastructure as a Service (IaaS) from data centers throughout the Americas, Europe, and Asia. For more information about Oracle (NYSE:ORCL), visit [oracle.com](http://oracle.com).