

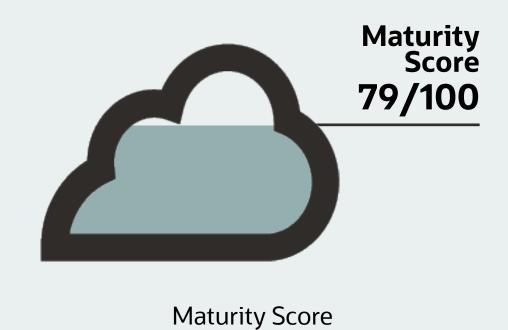
# Marketing Maturity: Recommendation Report

for

Read Report



# **Executive Summary**

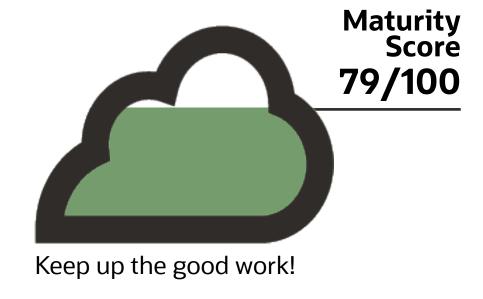






# Broadcast Marketing Score

Automate marketing, improve efficiencies, and integrate with CRM.



You are positively impacting the following Business Drivers and KPIs

- Attract and Nurture Prospects
- Addressable/realized reach
- 🕣 Customer database growth 🔻
- Cost per acquisition

# Marketing Excellence

Congratulations, based on your responses to the Broadcast Marketing Maturity section, your company gets top marks for marketing excellence in the areas that follow.



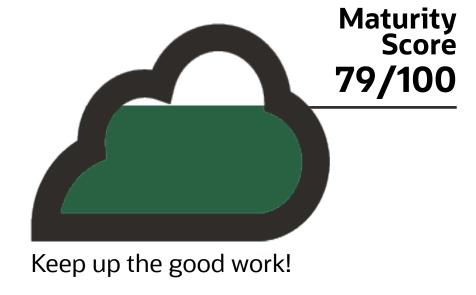
Recommendations for Improvement

Listed below are your personalized action items outlining the foundational and tactical areas needed to master Broadcast Marketing Maturity.



#### Responsive Marketing Score

React and respond to multiple channels while focusing on improving conversions and shortening buying cycles.





# Marketing Excellence

Congratulations, based on your responses to the Responsive Marketing Maturity section, your company gets top marks for marketing excellence in the areas that follow.

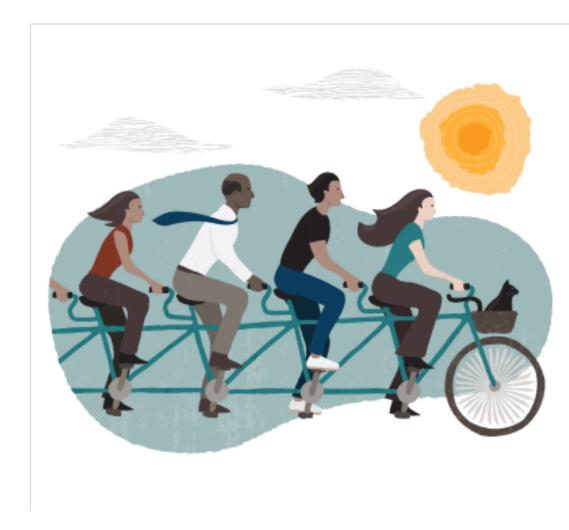


# Marketing Excellence (cont.)

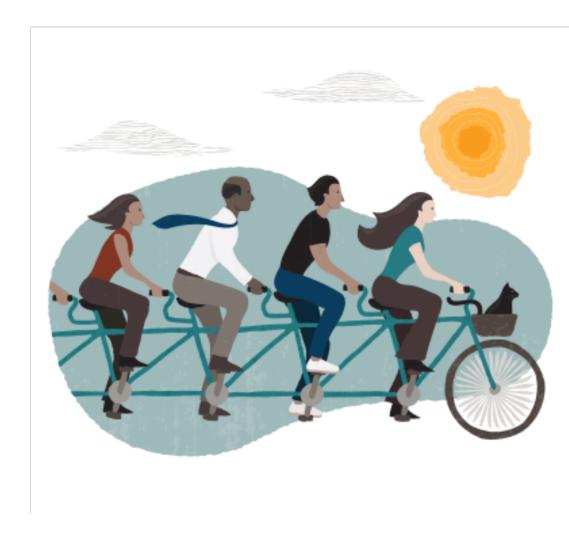


# Recommendations for Improvement

Listed below are your personalized action items outlining the remaining strategies and advanced tactics needed to master Responsive Marketing Maturity.

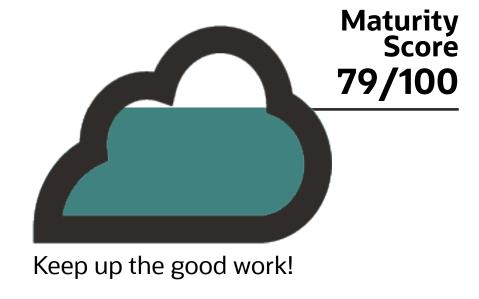


# Recommendations (cont.)



#### Relationship Marketing Score

Achieve cross-channel consistency with advanced account engagement and Al-driven decision-making.





# Marketing Excellence

Congratulations, based on your responses to the Relationship Marketing Maturity section, your company gets top marks for marketing excellence in the areas that follow.





# Marketing Excellence (cont.)



# Recommendations for Improvement

Listed below are your personalized action items outlining the advanced engagement, data/AI and channel strategies needed to master Relationship Marketing Maturity.

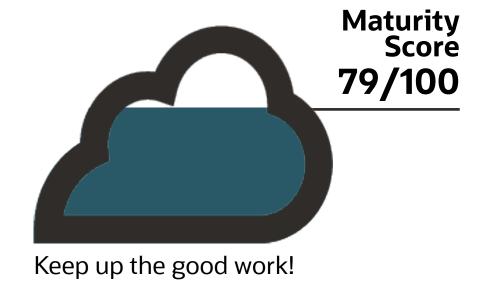


# Recommendations (cont.)



#### Lifecycle Engagement Score

Deliver a unifed brand experience across the customer lifecycle.





# Marketing Excellence

Congratulations, based on your responses to the Lifecycle Engagement Maturity section, your company gets top marks for marketing excellence in the areas that follow.



# Marketing Excellence (cont.)



#### Recommendations for Improvement

The personalized list of action items outlines which of today's hottest strategies for delivering unified brand experiences your company can employ to master Lifecycle Engagement Maturity.



# Recommendations (cont.)



# Summary and Next Steps

#### Your action list for marketing maturity improvement

**Broadcast Marketing** 

**Responsive Marketing** 

**Relationship Marketing** 

**Lifecycle Engagement Marketing** 

Oracle sees a world where marketers use data to create irresistible connected experiences. Capturing new buyers is important. But keeping them—that's what really counts. With the omnichannel fluidity of Oracle CX Marketing, you can fan the flames of loyalty across touchpoints—from a buyer's first interaction with your brand to their ascension into post-purchase.

Our customers use Oracle CX Marketing to continually drive success through integrated cross-channel marketing, higher engagement across content marketing campaigns, personalized B2B strategies, optimized B2C mobile marketing channels, and real-time insights. To learn more visit: https://www.oracle.com/marketingcloud

