

# Oracle's Data Management Platform + Cross-Channel Marketing Solution

## Improve Customer Acquisition, Retention and Lifetime Value

A photograph of a man in a blue shirt smiling while holding a tablet computer over a laptop keyboard. He is sitting at a wooden table. In the background, another person is visible. The overall theme is digital marketing and customer engagement.

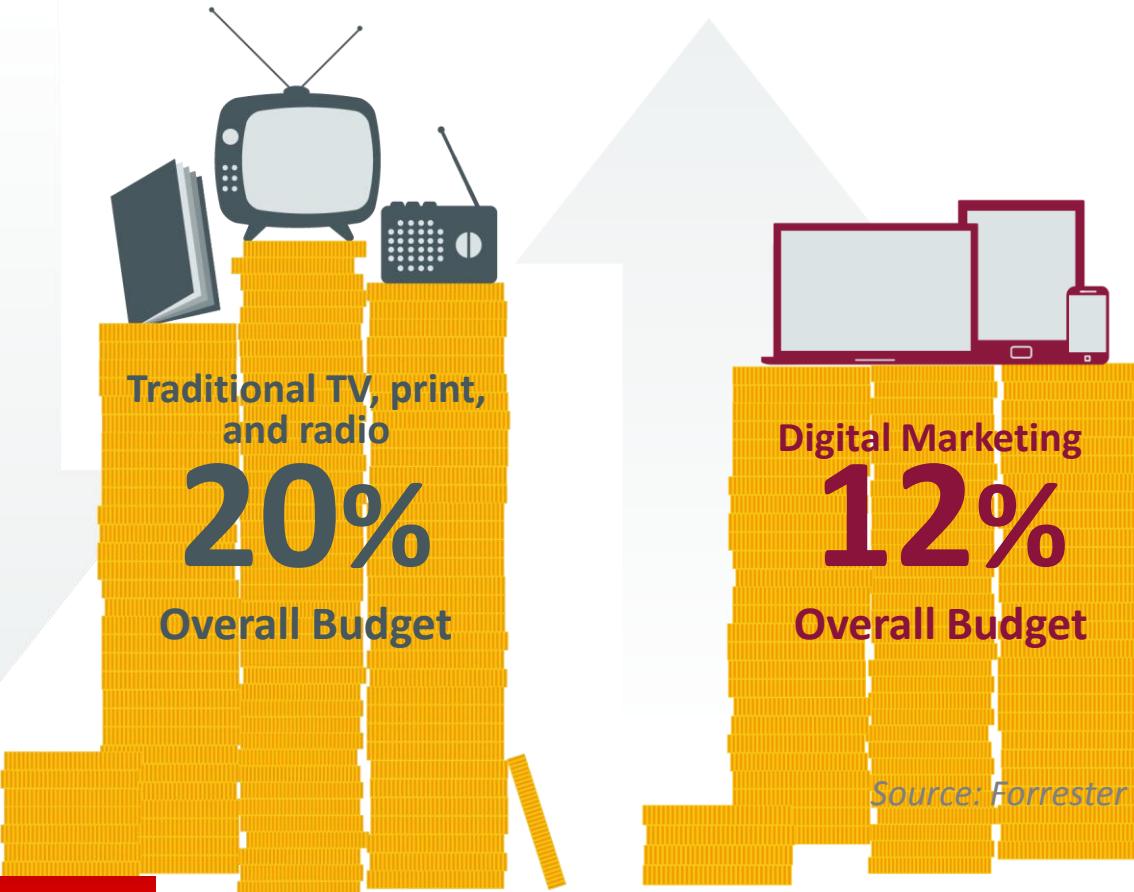
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# The Digital Marketing Tipping Point Draws Near

Brands are investing more in digital, closing in on traditional ad spend for television, print and radio

Overall Consumer Marketing Budgets 2014



**2 of 3**

CMOs say they will invest 25% or more of budget in digital next year.

-Accenture

# Despite Potential, Consumers Receive Broken Digital Experiences

As they move from channel to channel, companies treat consumers as if they're brand new

## WEB



Customer purchases headphones



## MOBILE



Thank you email

Two Days Pass



WANT EARTH SHATTERING SOUND?

Get the Quake TechTonics

KOOGI WORE DADDI'S NEW ALBUM... Why Do G...

KOOGI BIRDS: Old Crow Medicine Show

10 Biggest Songs of the Summer

10 Biggest Songs of the Summer



**78%**

of customers don't receive a tailored, cohesive experience across channels.

-Accenture

This Broken Customer Experience Is Linked to a Broken  
Marketer Experience

# Disparate Data Prevents Acquisition of Ideal Customers

Data from critical channels isn't integrated, making it harder to target the right customers



**82%**

of Marketers Lack Centralized View of Customer Interactions

**.06%**

Average CTR on Display Ads

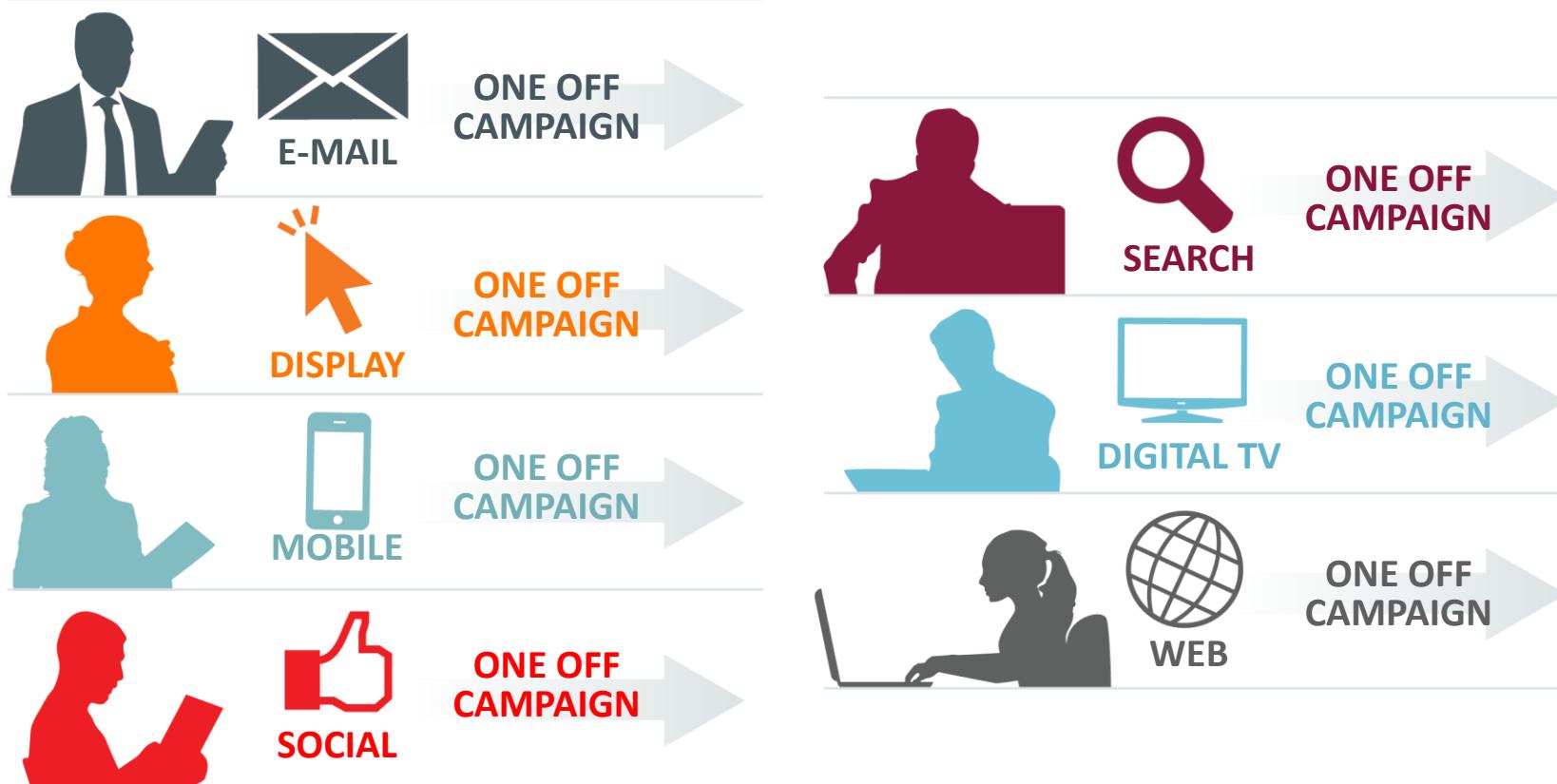
**Results**

**Low Acquisition & Conversion Rates**

**Low Return on Ad Spending**

# Internal Divisions Create Inconsistent Messaging

Marketing teams build one-off campaigns, often in isolation from each other, causing ineffective media strategies



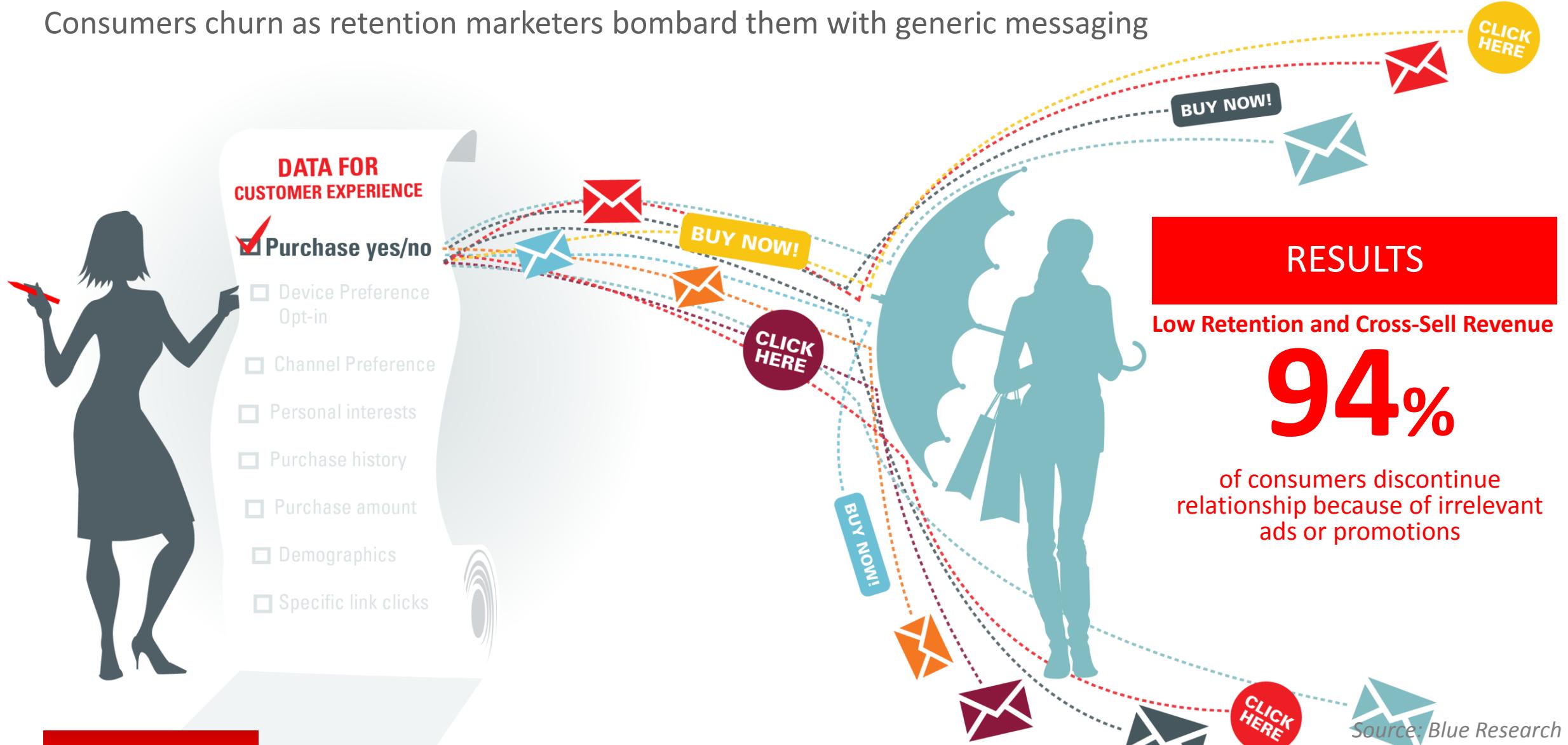
**89%**  
of Marketing Teams  
Have Internal Divisions  
Between Channels

**96%**  
Of consumers receive  
irrelevant ads or  
promotions

Source: Janrain and Integrated Marketing Survey 2013

# Transactional Approach Hinders Loyalty

Consumers churn as retention marketers bombard them with generic messaging



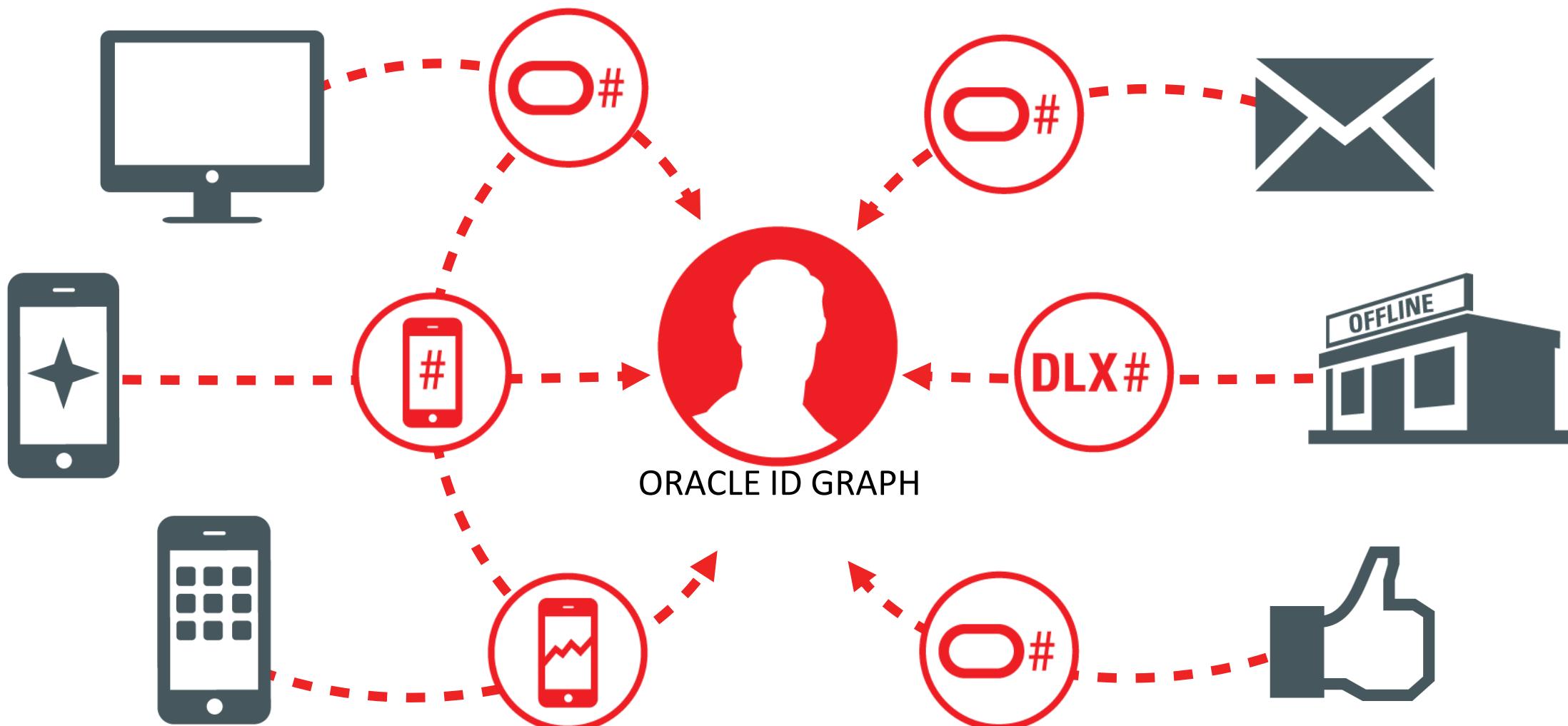
It's Time for Marketers to Take a Different Approach

# Oracle's DMP + Cross-Channel Marketing Solution

Improve customer acquisition, retention and lifetime value by unifying marketing data and execution



# Connect with an Individual Customer Across All Channels & Devices



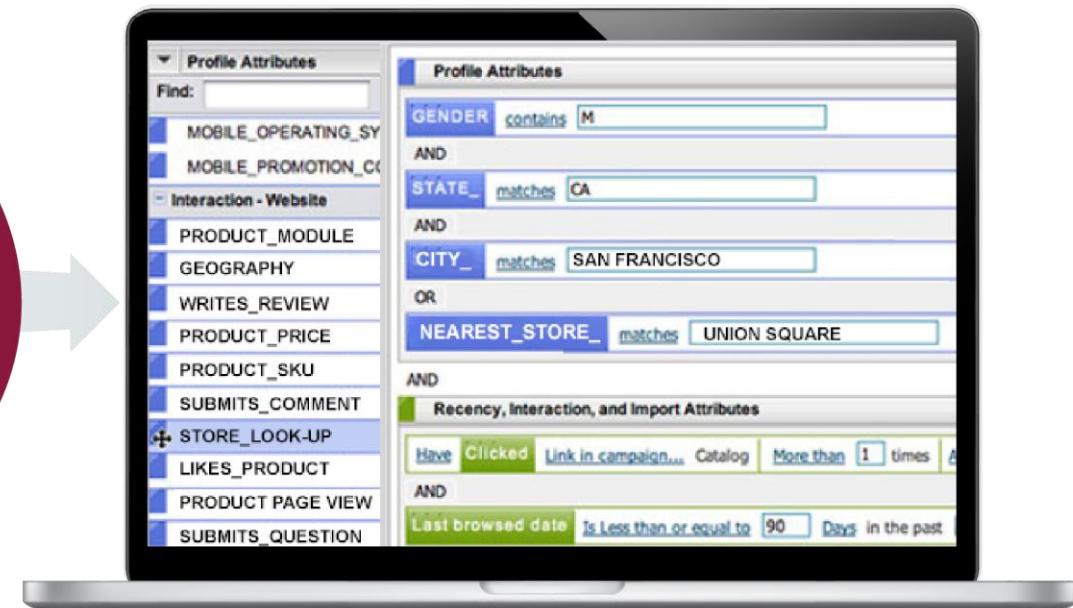
# Granular Behavioral Data Creates Richer Consumer Profile

Move beyond the transaction and enable engagement to dictate customer experiences

Capture 1<sup>st</sup> Party Data on  
Digital Assets (DMP)



Push Into Actionable Customer Profiles to  
Inform Customer Experience (Cross-Channel)



# Utilize Segments from Cross-Channel Marketing to Enhance DMP

Access valuable data about your consumers alongside all your 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> party marketing data

## Actionable Customer Profile (Oracle Cross-Channel)



Name: Matt Jones

Geography: New York

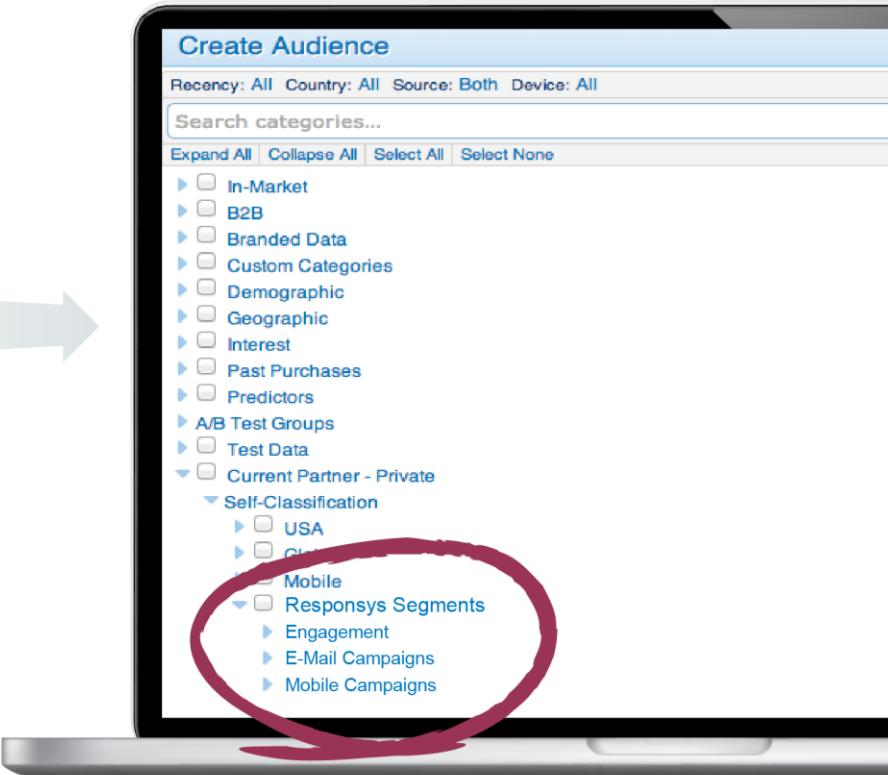
Clicked On: New York to Shanghai Travel Promotion

Opened: New Shanghai Restaurant Guide

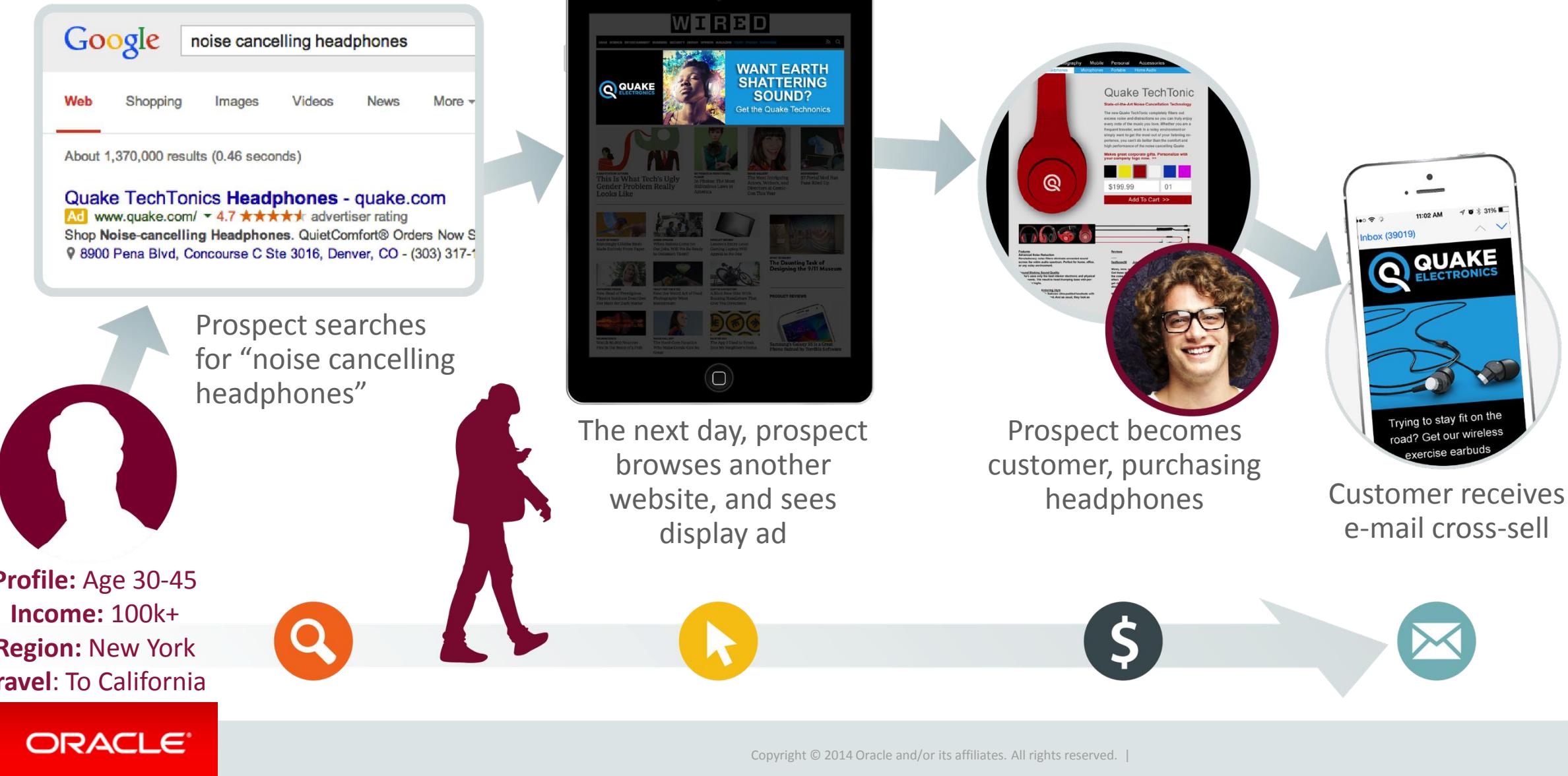
Received: SMS Text on Travel Delays



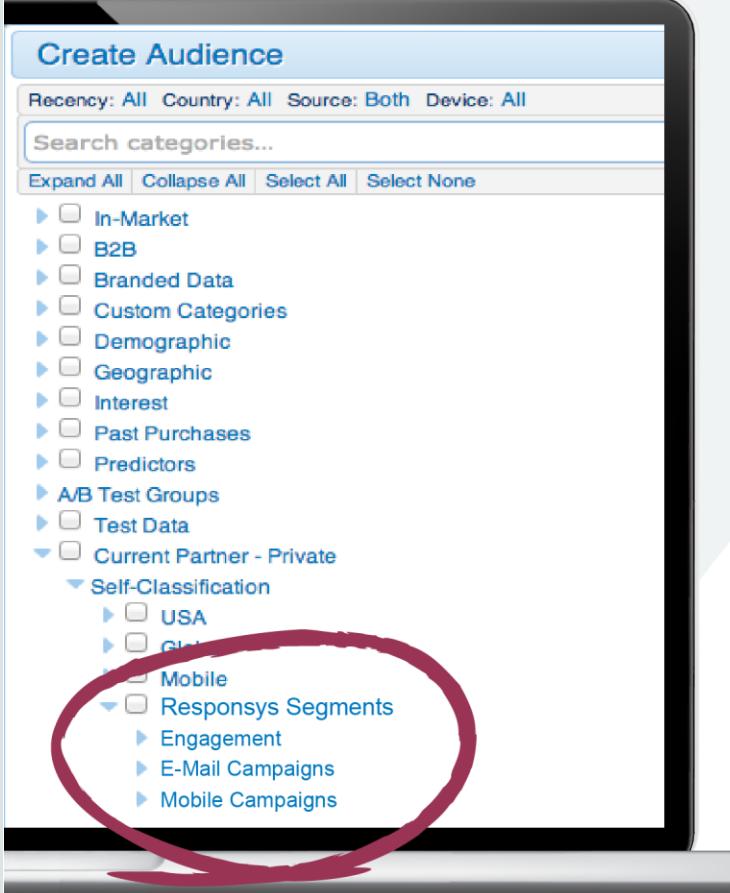
## Audience Data Management (Oracle DMP)



# Deliver a Seamless Cross-Channel Experience from Anonymous to Known Customers



# Activate Data to Reach More Customers Across Channels



## CUSTOMER ACQUISITION

### SEARCH



Bid up on  
Google keywords

### DISPLAY



Banner on  
relevant media

### SOCIAL



Paid media on Facebook  
or Twitter

## CUSTOMER RETENTION

### EMAIL



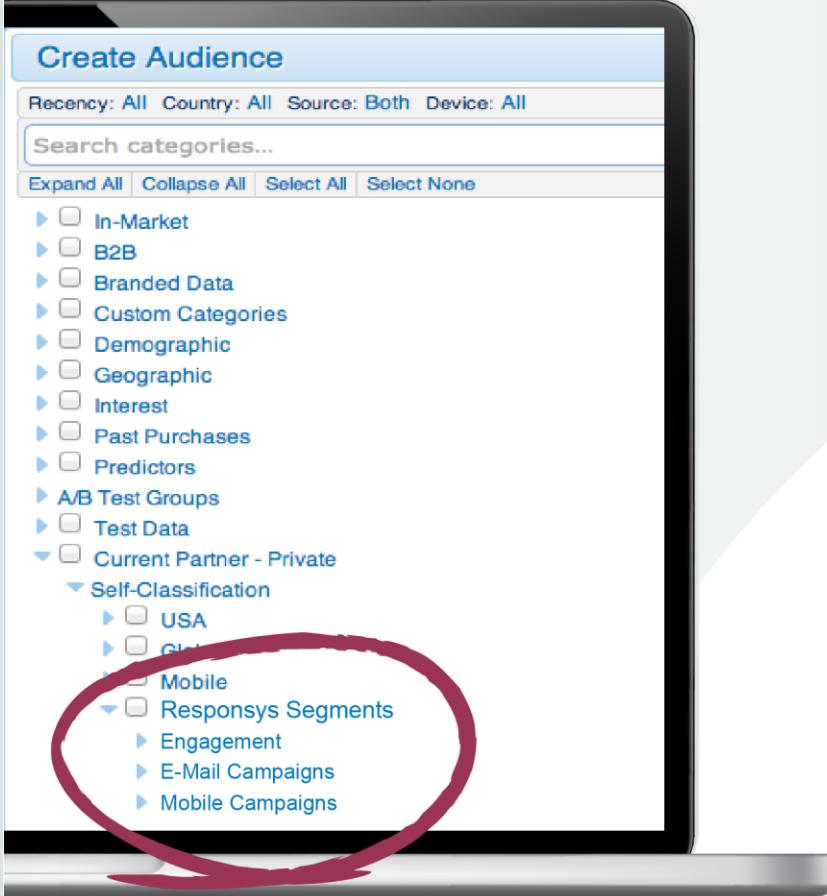
Orchestrate individualized messages

### MOBILE



# And Extend Reach Into the Marketer's Ecosystem

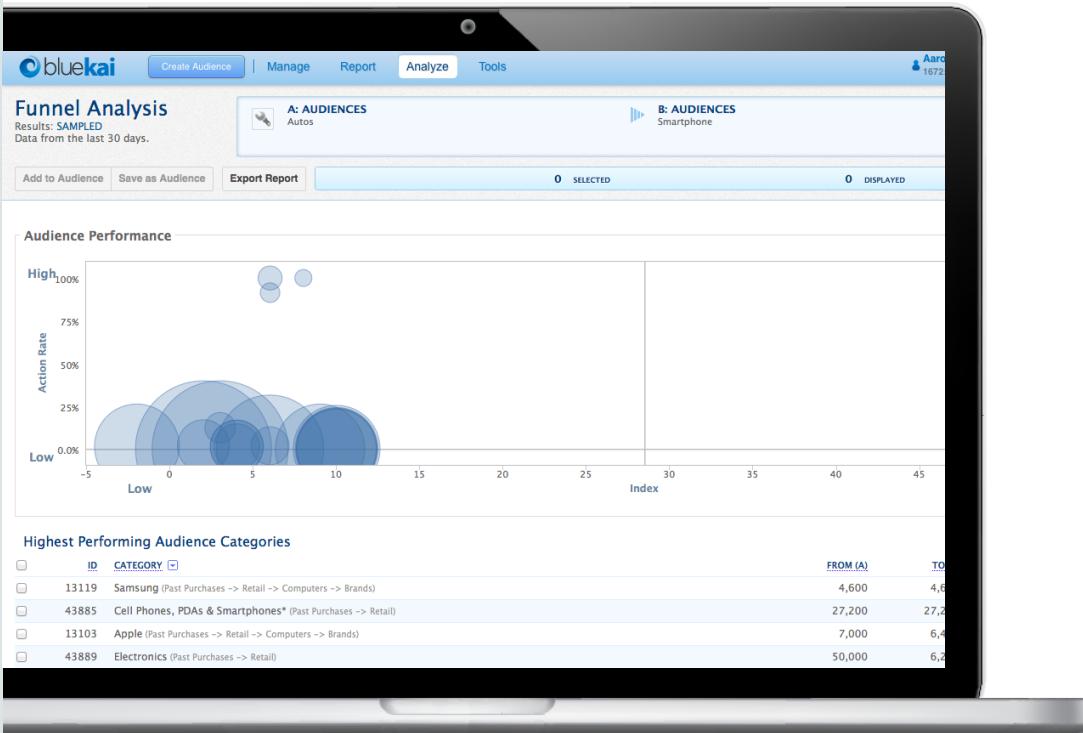
Designed on open web standards, the Oracle DMP provides immediate integration into hundreds of partners



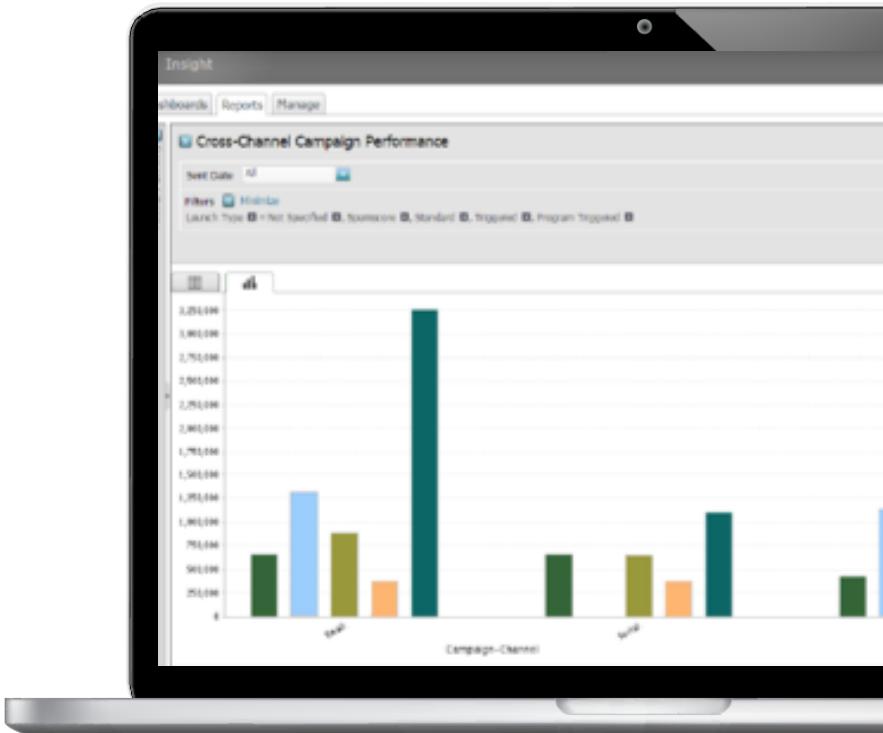
Media, Data and Ad Partners

# Connect and Analyze Data: Analyze Ideal Audience and Assess Marketing Performance

Analytics throughout Oracle Marketing Cloud help marketing leaders demonstrate value and ROI



Understand Best Audience



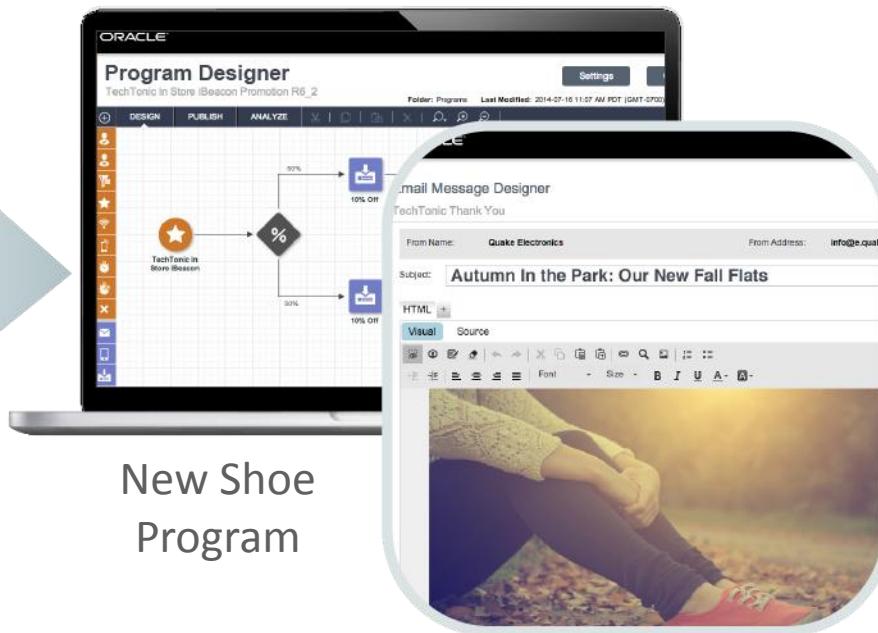
Tie Cross-Channel Engagement to Conversions

# How It Works Inside a Cross-Channel Marketing Program

Example: Retail consumers get orchestrated experience based on behaviors



**Age:** 40-45  
**Gender:** Female  
**Engagement:** Opened Previous Promotional Email



  
**DESIGN MESSAGE**



# Key Use Cases

# Customer Acquisition: Discover Better Top-of-Funnel Prospects

Tap into 700 million customer profiles and 40,000 data attributes to connect with more ideal customers

## IDEAL CUSTOMER

**Income range:** \$100k – \$150k

**Purchase history:** 1 pair of hiking boots

**Behaviors:** Viewed micro-fleece product; submitted question

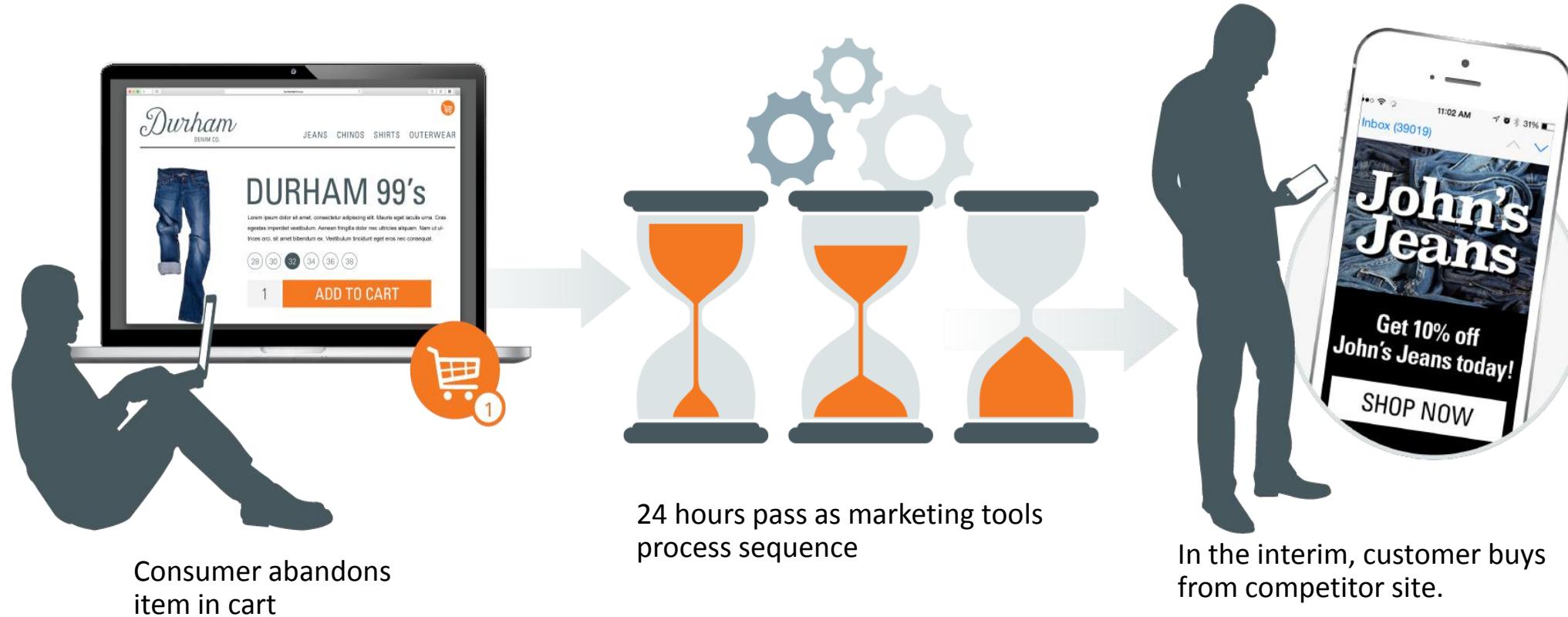


## Business Outcomes

- ✓ Improve conversion rate
- ✓ Improve customer lifetime value

# Personalized Retargeting: Keep Relevant Products Top-of-Mind

More intelligently engage your customers with products in which they've expressed affinity



# Look-Alike Models Deliver More Ideal Customers

Find millions of more consumers with similar behaviors, attributes and preferences



# Break Down Marketing Silos: Optimize Digital Spend

Streamline costs by avoiding duplicative marketing data and applications

All Marketing Data



Customer Interactions



**ORACLE®**  
**MARKETING CLOUD**  
Oracle DMP +  
Cross-Channel Marketing

BUSINESS  
OUTCOMES

- ✓ Eliminate redundant costs
- ✓ Ensure consistent cross-channel experience

# Delivering Value to Digital Marketers and Their Customers

## More Complete Data About Known Customers



More Data Attributes and Activities Stored at Scale

## Better Reach Across Marketing Ecosystem



Connect disparate data and message to your ideal customers

## Achieve Customer Centricity with Tailored Messaging

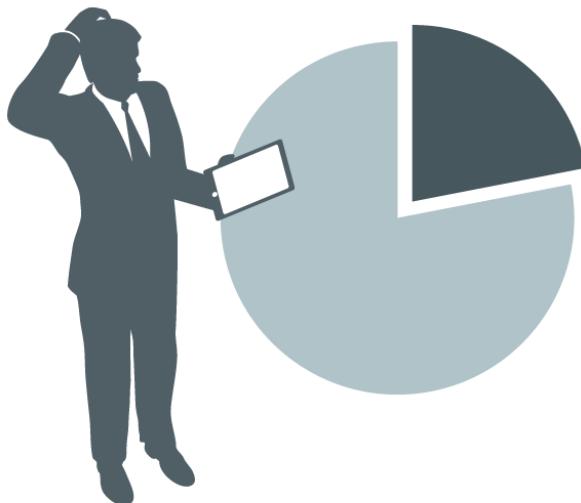


Reach consumers at the right time in their lifecycle

# Case Study: Telecommunications Firm Leading the Way

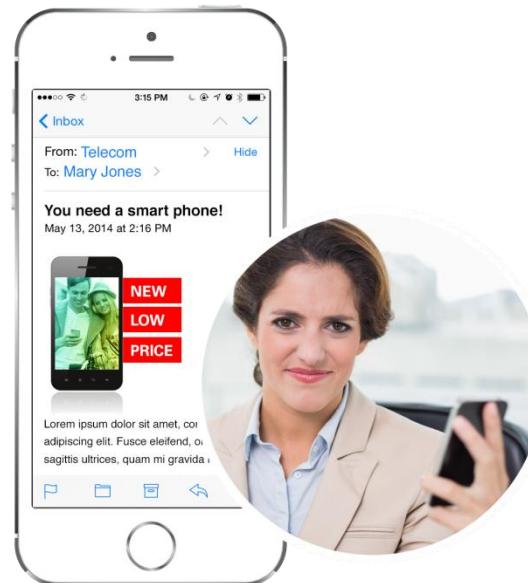
# Case Study: Challenges for Major Telecommunications Firm

## Maximize Existing Budget



As new products slowed in growth, marketing team had to hold firm on current budget

## Acquire Customers & Convert Revenue More Efficiently



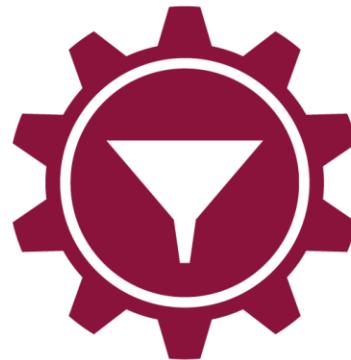
Without a way to pull together marketing data and orchestrate consistent experience, new customers received irrelevant ads and promotions

## Retain More Ideal Customers



Without personalized content or imagery, existing customers weren't inclined to be upsold or cross-sold to

# Case Study Oracle DMP: Pull Together Data to Improve Acquisition Marketing



## Unifies Marketing Data with Oracle DMP

- Online and offline CRM (1<sup>st</sup> party)
- Pre-integrated 3<sup>rd</sup> party data



## Creates relevant audiences in DMP to target right customers for new business

**Example:** Suppresses data from customers who recently purchased, eliminating redundant messaging



## Executes more efficient display ad through DMP partners

# Case Study Oracle Cross-Channel: Behaviors Inform Individualized Messaging

## KEY PERSONALIZED ATTRIBUTES

### ✓ Subject Lines

### ✓ Hero Image & Device Selection

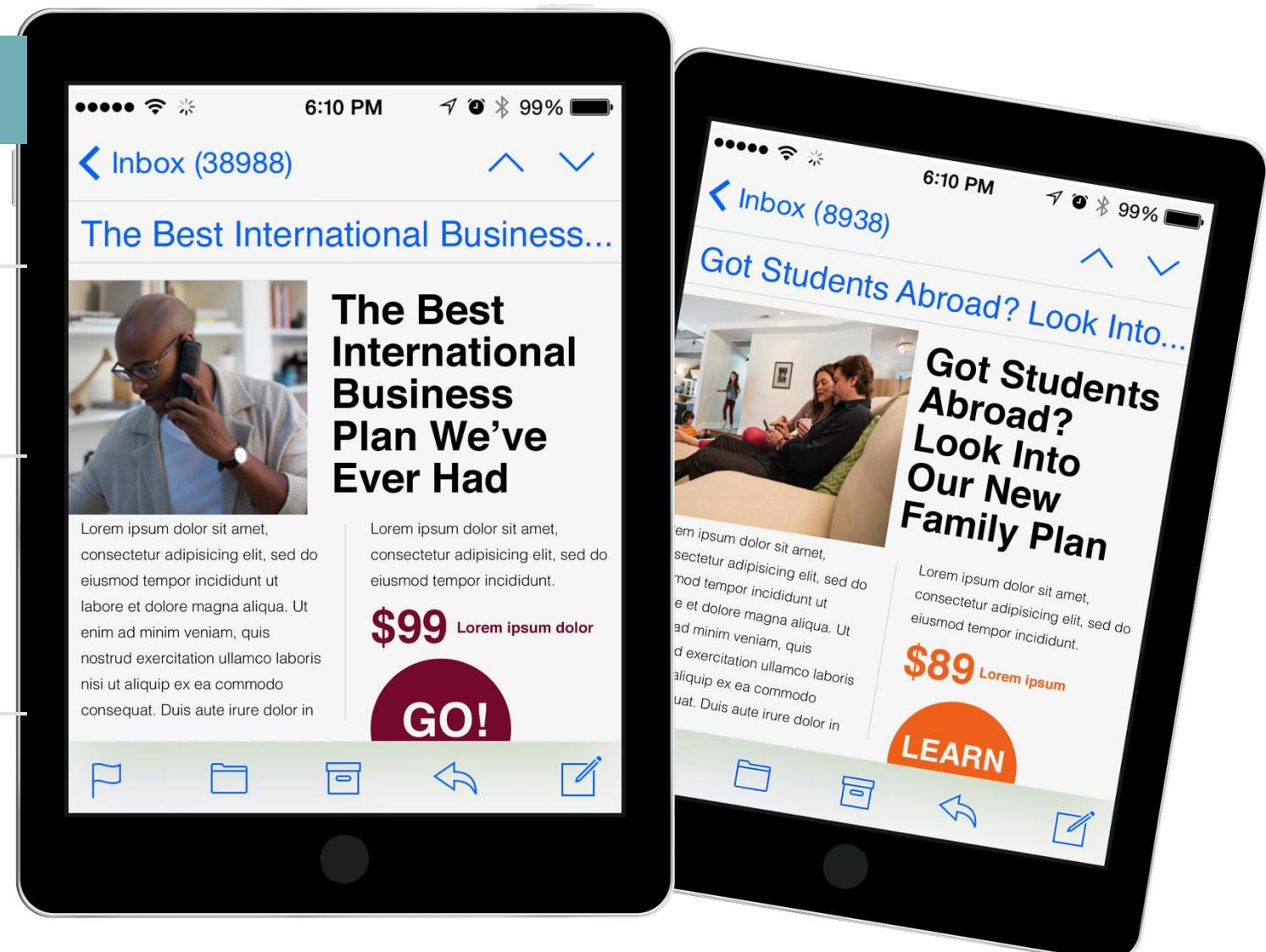
- Age range/demographic

### ✓ Lifestyle

- Likes to Travel
- May have weekend or vacation home

### ✓ Promotional Message

- Specific to customer attributes



# Case Study Oracle Cross-Channel: Orchestrate Cohesive Experience to Retain Customers



# Case Study: Major Telecommunications Maximizes Budget and Accelerates Conversions

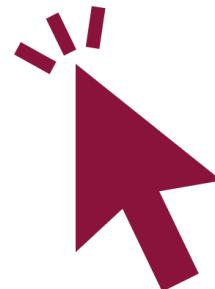
## Better Cost Savings



**\$1.5 Million**

Amount saved from avoiding wasted ad impressions on current customers

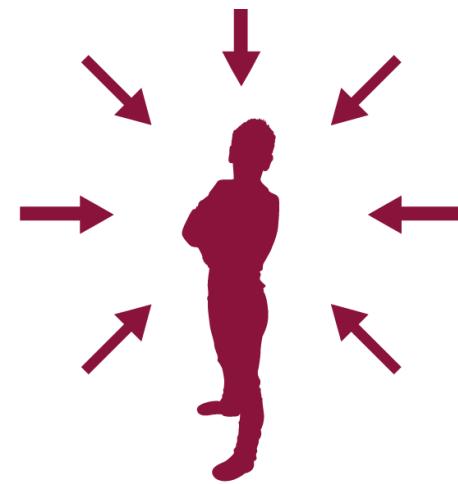
## Increased Revenue



**200%**

Increase in Conversions

## Better Engagement and Increased Retention



- ✓ More repeat purchases
- ✓ Better e-mail open rates
- ✓ Increased cross-channel engagement

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