

Rapid Retargeter: Adapt to Customer Behaviors with Speed and Precision

Summary: Oracle B2C Cross-Channel Marketing's Rapid Retargeter allows Modern Marketers to easily re-engage customers quickly with highly personalized and targeted messages across multiple channels and devices. Marketers are able to drive revenue by responding quickly to the unstructured customer journey that distracts customers from completing their conversion.

BUSINESS CHALLENGE:

The concept of the "customer journey" is a popular, yet overly linear way, of thinking about customers and the lifecycles they encounter. A real customer experience has many forks in the road that marketers need to account for. eConsultancy has found that only 12% of marketers believe their marketing is real-time enough to drive adequate business results.¹ It is not enough for a Modern Marketer to just engage a customer, they need to adapt to how customers engage with their brand in a timely manner.

Most retargeting tools don't adapt fast enough to customer interactions, and therefore, the timely experience is too delayed for the always-on customer. Additionally, most retargeting tools are silo'd by channel and the message may not be carried from email to display, for example. Accenture reports that nearly 80% of today's consumers fail to get a tailored, consistent experience across channel.²

Effectively implementing an integrated retargeting solution can be rather technical and cumbersome. Tasks like embedding tags, manipulating data from one system to another slow down the process for marketers and the customers. 68% of online shoppers with items placed in their online shopping cart will abandon before the transaction is finalized,³ and this number is rising each year. The fact that some retargeting solutions take a day or more to make retargeting data available results in many customers completing their purchase with a competitor.

As a result, marketers find themselves struggling to capitalize on digital interactions that customers have with their brand and miss the mark on their conversion goals.

ORACLE MARKETING CLOUD SOLUTIONS UTILIZED

✓ CROSS-CHANNEL MARKETING

- Message Designer
- Filter Designer
- Program

DID YOU KNOW?

More than 60% of consumers who like to interact with brands do so through multiple channels.

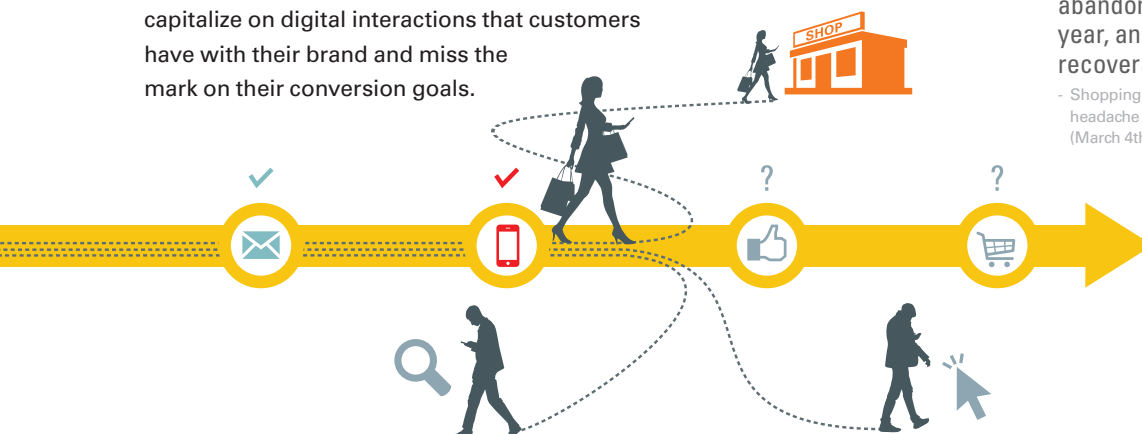
- "How To Engage Your Omnichannel Consumer?" Forrester Research. Nov. 26, 2012.

72% of consumers are more likely to purchase additional products if they receive a consistent cross-channel experience.

- The Foresee Experience Index (FXI): 2013 U.S. Retail Edition

\$4 trillion worth of merchandise will be abandoned in online shopping carts this year, and about **63%** of that is potentially recoverable by savvy online retailers.

- Shopping cart abandonment: online retailers' biggest headache is actually a huge opportunity. Business Insider. (March 4th 2015)



¹ Real-Time Marketing Report (in association with Monetate). eConsultancy. February 2014.

² The Accenture 2010 Global Consumer Survey. Accenture.

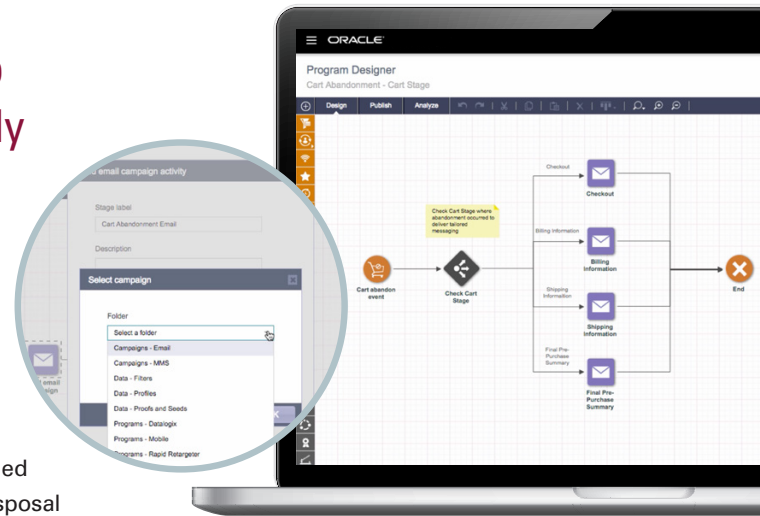
³ Why Online Retailers Are Losing 67.45% of Sales and What to Do About It. Shopify. Aug. 6, 2013.

SOLUTION: Leverage Rapid Retargeter to Quickly Re-Engage Customers with Timely and Relevant Communications

Rapid Retargeter, a native feature in Oracle® B2C Cross-Channel Marketing platform, gives marketers access to near real-time customer interaction data that allows them to quickly re-engage with customers across any channel. Rapid Retargeter allows for data to stream into the platform alleviating the pain of integrating a retargeting solution to a disparate cross-channel marketing platform.

A wide variety of near real-time website event data, such as Abandoned Shopping Cart, Abandoned Browse and Purchase, at the marketer's disposal help drive personalized email content, making emails more relevant to the customer.

Substantially decreasing the time between a customer event and marketing action is vital; when the time between event and action goes down, conversion goes up. This personalized and near real-time interaction with customers leads to the establishment of brand advocates.



HOW IT WORKS



1. CAPTURE CUSTOMER WEB EVENTS

Identify customers who visit your website by using tags to capture customer data. Learn what products the customer is browsing, what products are added or removed from a shopping cart, and what stage of the purchase process the customer is in.

2. PROCESS CUSTOMER DATA TO LEVERAGE IN YOUR ACCOUNT

Every 15 – 30 minutes, Rapid Retargeter processes web events to identify what actions a customer took on your website and makes them available to your account through Program.

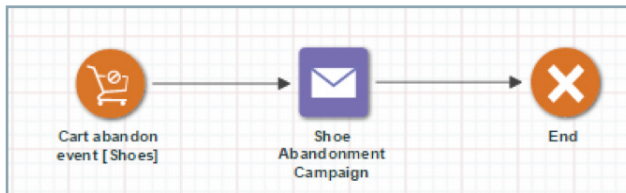
3. RETARGET CUSTOMERS WITH CROSS-CHANNEL ORCHESTRATION

Leverage the relevant Rapid Retargeter Interaction Event in Program to launch a reengagement campaign for customers who have abandoned their browse or shopping cart or completed a purchase. Marketers are able to utilize channels such as email, SMS, MMS, Push, social, and display to create a personalized and tailored cross-channel experience for their customers.

KEY USE CASES

1 Drive Revenue With Reengagement Campaigns for Abandoned Shopping Carts

Quickly re-engage customers who became distracted and abandoned the products in their shopping cart to encourage follow through to purchase.

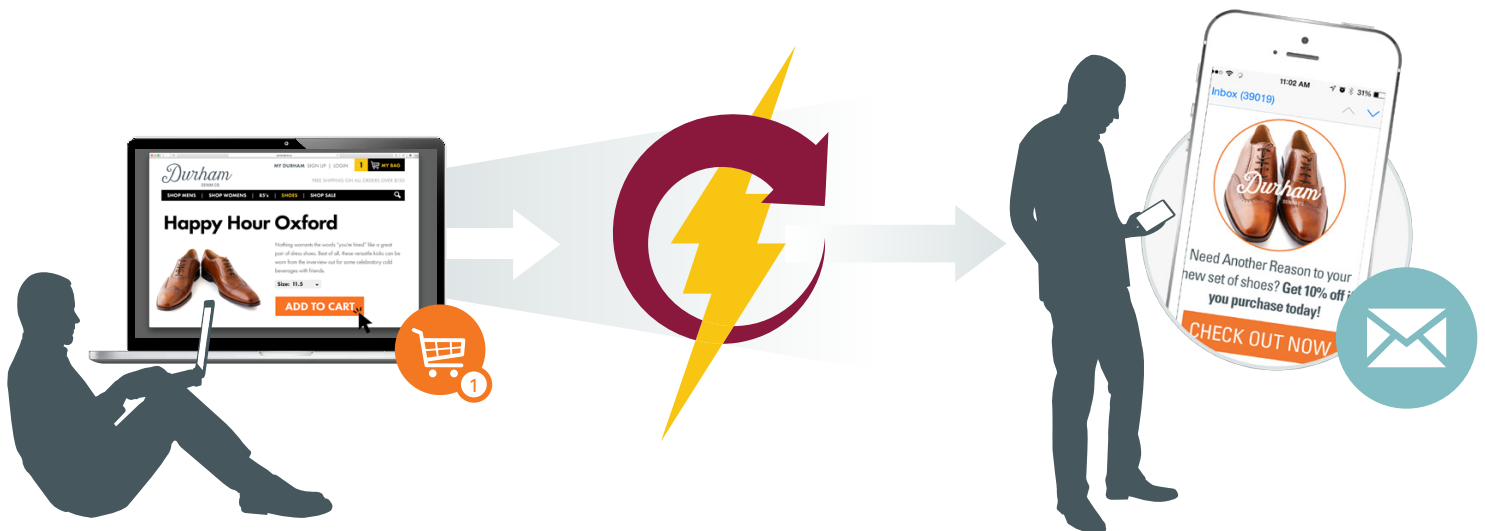


RESULTS:

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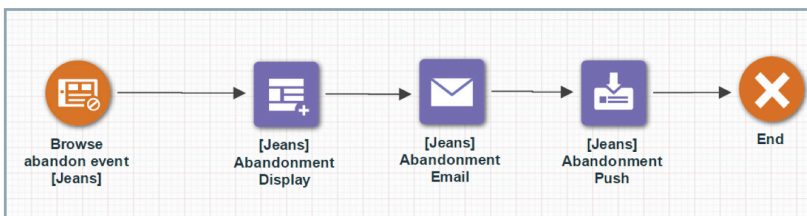
SOLUTION:

- Step 1.** Capture cart abandonment stage and product information from customer interactions on your website.
- Step 2.** Create an orchestration that listens for a cart to be abandoned.
- Step 3.** Re-engage customers with email, SMS, MMS, Push, social and display campaigns to encourage follow through to product purchase.



2 Increase Product Visibility and Knowledge by Retargeting Customers who Abandoned Product Browsing

With Rapid Retargeter, Marketers are able to remind customers of products that they browsed but did not add to their shopping cart. In doing so, marketers can encourage customers to reconsider their product and offer discounts to encourage them to purchase the product.



RESULTS:

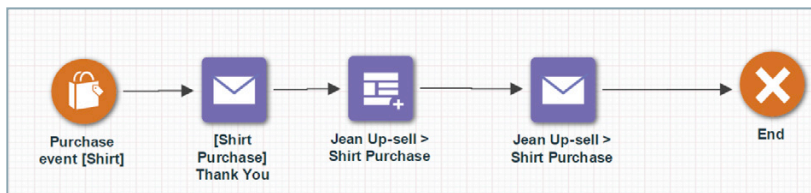
By creating highly-targeted email responses that include products your customers are interested in, but haven't yet purchased, builds trust and authority. Delivering this information in a timely manner drives conversions.

SOLUTION:

- Step 1.** Capture product information when a product browse is abandoned from customer interactions on your website.
- Step 2.** Create an orchestration that listens for a product browse to be abandoned.
- Step 3.** Re-engage customers with email, SMS, MMS, Push, social and display campaigns to encourage customers to reconsider the product for purchase or offer a discount if the product is purchased.

3 Enhance the Customer Experience with a Custom Post-Purchase Campaign

Modern Marketers are able to improve the lifecycle experience their customers have with their brand by creating tailored "thank you" or upsell campaigns after customers purchase a product.



RESULTS:

Create brand advocates and drive additional revenue based on the post-purchase experience that customers have with your brand through a highly-targeted campaign.

SOLUTION:

- Step 1.** Capture purchased product information from customer interactions on your website.
- Step 2.** Create an orchestration that listens for a product to be purchased.
- Step 3.** Leverage the various channels found within Program (email, SMS, MMS, Push, social and display) to say "thank you" or promote an upsell opportunity based on the specific product that the customer purchased.