

# Oracle Marketing Cloud Expert Services



*"Our Oracle Marketing Cloud expert provides us with technical solutions, advice, and answers our team ultimately needs to accelerate adoption of the platform. Our expert consultant is incredibly reactive and provides immense marketing automation, configuration, and best practices knowledge. The program has empowered us to improve quickly and efficiently in our use of the platform."*

AUORE MIGNOT  
MARKETER IN CHARGE OF MARKETING  
AUTOMATION PROJECTS  
SAGE

Oracle Marketing Cloud Expert Services provides digital transformation consulting across your Oracle Marketing Cloud solutions. Your Expert Consultant will focus on advisory, training, and configuration—so you get the ability to draw from these three functional areas as needed. Access to a Marketing Technologist provides a direct integration to your business, which is at the heart of what makes the Expert Program successful. You'll experience the impact of not just incremental change but also ongoing guidance for your organization in creating transformational digital breakthroughs.

## Experience in the Digital Marketing Ecosystem

Based on a subscription model, your Expert Consultant will collaborate with you regularly, establishing a cadence focused on knowledge transfer, thought partnership, and continual progress. The Expert Services team consists of former customers, partners, and sought after industry leaders who have worked with marketing technology, data management platforms throughout their career. The pedigree of our typical consultant includes senior level marketing roles along with experience within the digital marketing ecosystem.

## How It Works

For three hours a day or three hours a week, the Expert Consultant is dedicated to your team. Expert Consultants guide you through your marketing automation and data management journey through the following functional areas:

- Advisory
- Training
- Configuration

## Service Delivery Model

Expert Consultants understand the challenges of meeting deadlines, taking on new initiatives, and providing measurable ROI. Experts augment your team by entrenching themselves within teams, organizations, and industries. Whether experts act as a player, coach, or mentor, the service delivery models adapt to business needs. Expert Services is delivered remotely leveraging conferencing and video tools. On occasion, depending on the nature of the engagement and

location of the consultant, there are opportunities to conduct onsite visits for kickoff meetings, workshops, and executive alignment sessions.

*"We've really seen that there's a huge value add to getting a different perspective from someone who's really within the platform—really the experts."*

**RYAN LINDERS**  
DIRECTOR, LOYALTY MARKETING STRATEGY  
JC PENNEY

## Your Marketing Expert Is Just A Phone Call Away

From advice to product adoption and configuration, we want you to get the most out of the technology. We create a customized marketing plan that helps you meet your objectives. Each week, you'll meet with your expert to get the guidance, configuration assistance, and product expertise you need to accomplish more.

## Subscription Options

Expert Services is provided in two ways:

- Expert Standard (3 hours per week/\$3,125 USD month/3 month minimum).
- Expert Concierge (3 hours a day/\$15,125 USD month/3 month minimum).

Both services are stackable, providing even more flexibility to meet specific business needs.

SERVICE LEVEL	HOURS	MONTHLY COST	DURATION
EXPERT STANDARD	3 (3 hours/week)	USD \$3,125	3 months (minimum)
EXPERT CONCIERGE	15 (3 hours/day)	USD \$15,125	3 months (minimum)

## Sample Projects Across Platforms

Here are some examples of what Expert Services has done for customers of Oracle Eloqua, Oracle Responsys, and Oracle BlueKai:

PLATFORM	ADVISORY	TRAINING	CONFIGURATION
ORACLE ELOQUA	<ul style="list-style-type: none"> <li>• Improve reporting &amp; trends in benchmark metrics</li> <li>• Addressing flat growth and conversion</li> <li>• Improving deliverability</li> <li>• Disengaged or inactive database</li> <li>• Sales enablement adoption</li> <li>• Campaign optimization strategies</li> <li>• Buyer journey, content mapping and personas</li> </ul>	<ul style="list-style-type: none"> <li>• How to create reports and extending insights</li> <li>• How to run A/B split testing scenarios</li> <li>• How to implement dynamic content design to create more targeted messaging</li> <li>• How to troubleshoot your CRM integration</li> </ul>	<ul style="list-style-type: none"> <li>• Standardizing data sets and values</li> <li>• Ongoing CRM support/periodic audits of your integration</li> <li>• Landing page, form, and email build out</li> <li>• Nurture program (Campaign Canvas) build out</li> <li>• Building a lead scoring model</li> <li>• AppCloud configuration</li> </ul>

**ABOUT EXPERT SERVICES**

Jumpstart your marketing campaigns by getting specialized input on how to use your Oracle Marketing Cloud solution more effectively. Oracle Marketing Cloud Expert Services offer a flexible, affordable way to take advantage of expertise on a subscription basis. Your Oracle Marketing Cloud expert will act as an extension of your marketing team by providing guidance to help you get more out of your investment.

**DIGITAL SERVICES**

The following services support Oracle Marketing Cloud customers:

- Strategic Services
- Implementation Services
- Campaign Services
- Expert Services
- Creative Studio

PLATFORM	ADVISORY	TRAINING	CONFIGURATION
ORACLE RESPONSYS	<ul style="list-style-type: none"> <li>• System audits and health checks</li> <li>• Improve reporting &amp; trends in benchmark metrics</li> <li>• Adoption of newly released or purchased functionality</li> <li>• How to optimize your use of the platform to speed up the campaign development process and save time</li> <li>• How to use APIs to integrate your Oracle Responsys account with your website</li> <li>• Working with data services team to aggregate data</li> </ul>	<ul style="list-style-type: none"> <li>• How to create complex personalization with Built in Functions / Oracle Responsys Programming Language</li> <li>• How to use new functionality following new releases</li> <li>• How to run A/B split testing scenarios</li> <li>• How to use Program, Connect, and Insight</li> <li>• How to set up data integrations with third-party databases</li> <li>• How to best use remarketing campaigns</li> </ul>	<ul style="list-style-type: none"> <li>• Design, configure, and optimize programs</li> <li>• Design and configure campaign templates and forms</li> <li>• Design and configure filters and SQL queries</li> <li>• Design and configure lists, PETs, and supplemental tables</li> <li>• Design and configure Data Integrations</li> <li>• Design and configure Segments</li> <li>• Design built in functions using Responsys Programming Language code for simple to complex personalization</li> <li>• Configure Insight reports</li> </ul>

PLATFORM	ADVISORY	TRAINING	CONFIGURATION
ORACLE BLUEKAI	<ul style="list-style-type: none"> <li>• Provide best practices on managing your first-party data, tags, and taxonomy</li> <li>• Efficiently create audiences and campaigns through audience analytics tools</li> <li>• Campaign optimization strategies</li> <li>• Complete end-to-end platform analysis with recommendations and roadmap</li> <li>• Strategic and tactical guidance to get the most out of the platform and integrations</li> </ul>	<ul style="list-style-type: none"> <li>• Create audience analytics reports to grow, analyze, and optimize audiences and performance</li> <li>• How to troubleshoot and manage your third-party tags</li> <li>• How to manage your first-party categories in your taxonomy</li> <li>• How to use APIs to ingest and deliver your data in and out of the Oracle BlueKai platform</li> <li>• Provide training workshops</li> <li>• Provide technical implementation</li> </ul>	<ul style="list-style-type: none"> <li>• Manage your online and offline data</li> <li>• Build and refine key target audiences for activation across channels</li> <li>• Create and configure your campaigns to target users in your audience</li> <li>• Manage your Oracle BlueKai and third-party tags</li> <li>• Build audience analytics reports</li> <li>• Manage and optimize your taxonomy</li> <li>• Serve as the liaison between support &amp; product engineering</li> </ul>

	<ul style="list-style-type: none"> <li>• <i>Second-party data relationships and requirements</i></li> <li>• <i>Assistance to properly document taxonomy in the UI</i></li> </ul>	<i>support and coaching</i> <ul style="list-style-type: none"> <li>• <i>Audience and campaign management</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Provide technical guidance for solution architecture and solutions</i></li> </ul>
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## Service Level Terms

Your Expert will be available to you during the three-hour daily or weekly timeframe specified in the order form depending on your time zone and that of your assigned consultant. In the event of a vacation or holiday, we will make every attempt to ensure coverage for your assigned Expert. However, we cannot guarantee a dedicated replacement.

## Out of Scope Items

Expert Services is designed to work with you to provide an additional resource for succeeding with your platform. The scope of the service is limited to marketing-related work within the platform. Additional items, such as those listed below would require an additional statement of work (SOW) and perhaps the addition of other service groups from within the Oracle services group.

- Create content or creative.
- Creating or editing any HTML, JavaScript, CSS, or images.
- API call development/maintenance.
- Custom report creation.
- Customer relationship management (CRM) implementation, development, or management.
- Performing data aggregation, export transform and load (ETL) processes or other data manipulation on your incoming or outgoing data feeds.
- Sending email campaigns.
- Publishing programs.
- Activating audiences in BlueKai with 3<sup>rd</sup> Party Data.

## Assumptions

- All services will be delivered remote (no onsite support included in price).
- All services and deliverables will be delivered in English.
- Out of scope items will require a separate statement of work (SOW).
- The service offering is non-refundable. Fees for services not used in a given period cannot be refunded or re-allocated and the services may not be moved to a future period.



## CONTACT US

For more information about Oracle Marketing Cloud, visit [oracle.com](http://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative.

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## Integrated Cloud Applications &amp; Platform Services

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