



Oracle Cloud Platform Service for Marketing

Strategic marketing has evolved quickly in the digital age, partly in response to today's savvy consumers who can instantly search and virally share a brand experience. These customers require personalized and relevant care. Oracle offers a complete line of cloud-based Platform as a Service (PaaS) solutions for creating online marketing capabilities in combination with off-line customer records. These solutions help marketing officers modernize today's multichannel marketing strategies and properly capture campaign contributions.

Competing in a Highly Connected World

The challenges facing today's chief marketing officers (CMOs) have never been greater. To stay ahead in a highly connected, rapidly evolving business climate, these business leaders must build world-class marketing organizations that can continually adapt to changing tastes and strengthen the corporate brand. In addition to building a team with the right skills, processes, and systems, they must create and execute a marketing strategy to target customers with compelling messages. That includes generating awareness through digital and traditional channels as well as overseeing advertising, events, and many other types of campaigns—all designed to acquire new customers and retain existing ones.

In highly competitive industries, marketing leaders thrive by carefully gathering customer insight into buying behavior, patterns, and preferences. A solid marketing strategy is the basis for generating demand, as well as for converting broad awareness into a steady stream of leads through campaigns that build the sales pipeline. These fundamental activities depend on accurate data, yet 96 percent of CMOs are not satisfied with their ability to use customer data to orchestrate the buyer journey.¹ In many cases, customer data is spread among multiple sources, making it difficult to combine and analyze in a meaningful way. It's no wonder so many customers complain about being targeted with irrelevant offers or having fragmented experiences online.

Do you have difficulty attributing revenue to multichannel campaigns? Can you measure and track the impact of your marketing efforts? Can you intelligently prospect by using hundreds of demographic attributes to predict behavior and location? Can you quickly create websites leveraging your product catalog? Oracle Cloud technology can help.



"It's mind-numbing for me to think about how quickly we were able to ingest that much data and start making it actionable for the company. By reducing the project's IT budget, we were able to hire some top-grade analytics talent. We now have a world-class database and two individuals who can put out analytical reports every single day of the week. We improved time to market by 70 percent and increased campaign conversions by over 400 percent."

RAY OWENS
PRESIDENT, DX MARKETING

THE ADVANTAGE OF ORACLE CLOUD SERVICES

- **Unify data:** Aggregate marketing, sales, and finance data to discover insights and achieve a 360-degree view to better target customers
- **Engage customers:** Intuitively assemble content, applications, and processes for relevant and personalized multichannel experiences
- **Analyze performance:** Attribute revenue to campaigns by using customizable metrics and visual analyses to gain strategic insight into customer interactions

¹ Aberdeen Research, "The CMO Dilemma: Bridging the Gap Between Love and Money," May 2015.

Boosting Conversions for Marketing—and Beyond

Oracle Cloud solutions enable self-service business processes that facilitate collaboration and improve productivity within the marketing department—and throughout the enterprise. Oracle Cloud Platform Services give marketing executives the capabilities to develop new marketing apps, predict behavior, boost productivity, and reduce costs. Oracle's complementary cloud services work together to help solve marketing line of business problems.

For example, Oracle Sites Cloud Service enables you to quickly stand up a short term microsite for launches or promotions. Oracle Data Visualization empowers you to strategically measure and monitor the contribution of your marketing campaigns. You can see aggregated marketing, sales, and financial data in 360 degree views and view trends of how various outreach efforts impact customer growth, awareness, and advocacy. Armed with this insight, you can quickly convert more leads by engaging customers with pertinent offers and content. The flexibility and versatility inherent in Oracle's cloud-based business services allow you to experiment with new ideas and ramp up with confidence. Oracle's cloud-based business process management and data integration technologies extend your marketing efforts and enable collaboration with other teams.

Case in Point: DX Marketing

Consider DX Marketing, a targeted marketing company that specializes in big data analytics to allow its clients to rip through the barrage of ad noise. By launching a new set of data analysis and data management initiatives with hundreds of millions of customer records using Oracle Database Cloud, DX Marketing avoided the expense of hiring new IT staff and buying new infrastructure. In addition to substantial IT savings, DX Marketing has seen big advantages from its cloud initiative: decreased time to market for customer campaigns (by as much as 70 percent), added flexibility, and increased security—all in less than three weeks. DX marketing can deliver results for its clients more quickly than ever before. It used to take several weeks for a third-party provider to run an analysis comparing a client's data to the attributes in the data set. DX Marketing now can complete that analysis in a few days.

In addition to analyzing its own data sources for customer demographics, DX Marketing uses Oracle Marketing and Data Cloud Services to understand the current interests and past buying habits of its customers. This fast-moving firm has used the Oracle Cloud service to assist eight clients to date. DX Marketing has more than one terabyte of data stored in the cloud and expects to raise it to two terabytes soon.





Get Started Today

It's challenging to build a data-driven marketing organization when your marketing data is siloed in disparate systems and your team is saddled with complex technology, platforms, and tools. Meeting departmental needs requires innovative technology that extends beyond the most comprehensive packaged or custom-built business applications. Astute marketing officers are looking to the cloud to create dynamic solutions that can be logically organized into cost-effective cloud services—quickly accessed, easily extended, and provisioned on demand. Contact Oracle to learn more about these advanced cloud platform solutions, or visit oracle.com/cloud.

MASTER THE SCIENCE OF DATA-DRIVEN MARKETING

- Improve analysis and decision-making with faster, more dynamic, intuitive reporting
- Measure marketing performance and attribute revenue to specific campaigns and channels
- Better understand customers by unifying and visualizing financial and behavioral data
- Boost conversion rates by applying predictive analytics to programs and campaigns
- Drive customer acquisition and retention with personalized campaigns
- Deliver mobile business intelligence and customer information to all stakeholders
- Collaborate on the development of marketing assets, including internal and external stakeholder approvals
- Archive and rapidly access marketing assets from past campaigns

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