



## **ORACLE®**

### **APPLICATIONS**

#### **ORACLE'S SOCIAL COMMERCE SOLUTION**

A fully integrated solution that adds social capabilities to commerce. Oracle's social commerce solution includes

- Oracle ATG Web Commerce products
- Oracle Endeca commerce products
- Siebel Loyalty
- Oracle Social Engagement and Monitoring Cloud Service
- Oracle Social Marketing Cloud Service

#### **DO YOU KNOW SOCIAL?**

- 58% of Facebook users have Liked a brand; 42% have mentioned a brand in their status update.
- 39% of Twitter users have tweeted about a brand.
- More than 75% of consumers surveyed posted a negative comment on a social networking site after a poor customer experience.
- 89% of consumers will begin doing business with a

## **Make Your Online Stores More Social with an Integrated Social Commerce Solution**

You've successfully started customers talking about your brand on social media, so now what? If you're not managing customer experiences and getting the benefit of those conversations, you're missing out on an opportunity you can't afford to waste.

### **You Need Social**

The role of social as a selling channel has grown and changed significantly over the past few years. What once was "something you should probably include" in your plans has become a critical requirement for any organization serious about growing its customer base.

Social media provides a critical part of your customer's experience with your brand. User-generated content—including product reviews, videos, wikis, and blogs—is increasingly an influence in consumer buying decisions. Businesses see Facebook (with more than one billion active users) and other online communities as a growing marketing and sales channel largely because consumers are now able to filter out traditional market media such as direct mail, e-mail, and TV advertisements.

### **Making Social Work for Your Business**

Your goal is to create more and better sales opportunities for your online store. You want to drive more customers to your online store, and you want your customers to recommend your store, your products, and your brand to potential customers over social media. The goal is simple, but the way you choose to achieve it can be the difference between a strong social presence and a piecemeal approach that's uncoordinated, incomplete, and frustrating to customers.

To achieve your goal, you need to build and manage a unified, personalized customer experience across all product categories, brands, and sites. Most of the social applications available today offer part of the answer, but unconnected silos of social programs are not a complete solution, and you spend too much time and too many resources coordinating disparate sources of information and supporting different applications and data sets. Or worse, you end up ignoring other programs, duplicating efforts, and confusing your customer with an uncoordinated social presence.

### **Integration Is Key**

Oracle's social commerce solution offers a different option. Oracle has added social relationship management capabilities to its best-of-breed e-commerce and customer experience solutions to deliver a complete, integrated, enterprisewide solution. Oracle's social commerce solution includes Oracle Social Engagement and Monitoring Cloud Service and Oracle Social Marketing Cloud Service, which provide the social capabilities you need to attract customers (and potential customers) and make your online store more social. Oracle's social commerce solution also includes Oracle ATG Web Commerce products, Oracle Endeca commerce products, and Siebel Loyalty for a complete solution that saves you time and resources.



## WORKING TOGETHER

Instead of using different applications, do it all with Oracle's social commerce solution. Take a look at one example of what you can do to increase your social presence with a complete, integrated solution:

- Launch a Facebook campaign to promote your online store.
- At your online store, greet customers with personalized storefronts and personalized special offers and purchase recommendations.
- Offer customers loyalty points when they Like and Share products with friends.

## GET SOCIAL

- Engage:  
[facebook.com/OracleSocial](https://facebook.com/OracleSocial)
- Think Ahead:  
[blogs.oracle.com/socialspotlight/](https://blogs.oracle.com/socialspotlight/)
- Join the Experience Revolution: [facebook.com/OracleCustomerExperience](https://facebook.com/OracleCustomerExperience)

## Increase Social Revenue Opportunities with a Complete Solution

Oracle's social commerce solution can help your business increase revenue opportunities by

- **Driving traffic from social media to your online stores.** The ultimate goal of social commerce is to increase opportunities to sell more products to more customers. By launching full social and engagement campaigns (such as creating a "mini store" on Facebook that links to your online store), you can increase both the number of visitors to the store and the opportunity for them to make a purchase.
- **Offering personalized storefronts and customer recommendations.** Right from the start, you can provide your customers with a more-personalized shopping experience. Oracle's social commerce solution helps you personalize the look and feel of the storefronts that greet each customer with special offers and purchase recommendations. Dynamic personalized information (done in real time) is specifically targeted to individual visitors based on their social profile—and, for returning customers, their purchase history with you.
- **Rewarding loyal customers.** Customer loyalty is a valuable commodity that can be encouraged with special offers and opportunities to save on future purchases. Oracle's social commerce solution lets you set up and manage customer loyalty programs that track user purchases in your store and then reward customers with points and deals to keep them coming back and—just as important—recommending your products to others on social media. Your customers will benefit from having more access to special offers and events, and they will feel more connected to your products, your brands, and your company.
- **Listening to customers.** Customers are talking about your brand and your products on social media. They recommend your products to friends on Facebook, tweet about a customer service experience, and comment on the product videos you have on YouTube. What these customers are saying is a key source of information for your business. By listening—to both the positive and the negative—you can learn more about your customer, build better products, and create a better customer experience.

## Single-Vendor Simplicity for Social

With Oracle's social commerce solution, you have a single vendor for the entire solution—one vendor for your social media management, your shopping cart experience, your recommendation engine, and your loyalty program. All the pieces work together with each other as well as with the various functions across the enterprise—including sales, marketing, human resources, and customer service. Oracle products at all layers of the technology stack are engineered to work together, so your social solution is also integrated with other Oracle and third-party applications. And, if you need help, you have only one contact to make to get complete support for the entire solution.

## A Complete, Integrated Social Commerce Solution

As social media continues its explosive growth, having a strong social presence is key to making connections with both new and existing customers. With social, the possibilities for increasing revenue opportunities are virtually unlimited. With the right social commerce solution, you can focus on strengthening your social presence, producing more and better customer connections, and driving revenue growth.

## CONTACT US

For more information on Oracle's social commerce solution, visit [oracle.com/social](https://oracle.com/social)

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