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Engage Leads Securely and Swiftly Across Channels with Facebook Lead Ads + Oracle Marketing Cloud

Summary: Facebook Lead Ads empower marketers with a low-friction, mobile optimized form that lets potential customers reach out to advertisers directly in as little as two taps. Innovations like Lead Ads are excellent marketing tactics. But to achieve cross-platform efficiencies at scale, marketers need to leverage assets like Facebook Lead Ads in concert with other cross-platform customer experiences to ensure consistency—and they need to do it in real time. The Oracle Marketing Cloud's direct integration with Facebook enables marketers to deliver personalized, relevant experiences when consumers ask for more information, subscribe to an email list, or request a quote from Lead Ads.

BUSINESS CHALLENGES:

More than 840 million consumers use Facebook Mobile every single day, which means that Facebook is a de facto choice for mobile-focused advertisers. However, leveraging mobile moments to turn the Facebook Mobile audience into fans, subscribers and customers presents two key challenges:

Lead generation forms offer poor experiences on Mobile, so users don't convert to leads as well as they do on desktop web forms.

- Facebook is where people communicate and discover new things on the go, but disparate technologies have made it difficult to create seamless ways for people to connect with brands beyond the "like."
- Mobile lead forms take about 38% longer to complete than desktop web forms.
- Mobile is still a maturing channel. Brands have been practicing multi-channel direct marketing for the past century, but mobile has only had about a decade of development and iteration.
- Marketers continue to drive potential leads to forms that offer sub-optimal customer experiences because they have no other choice that's both mobile-optimized and integrated with their platforms.

Activating leads in a contextually relevant way often takes too long or requires too much manual intervention to create consistent, personalized experiences across channels.

- Customers expect transactional communications to happen in minutes, not hours or days.
- If a brand fails to interact with a warm lead, doesn't deliver the value that person expected, or if the brand ignores their existing relationship in a later interaction, then the chances of that lead becoming a loyal customer drops significantly.
- Marketing automation platforms that require manual interventions or daily exports make fast communication difficult.
- The linear customer "journeys" marketers pre-plan don't account for the non-linear ways today's consumers like to interact with brands across various channels.

Facebook Mobile Lead → ??? → Email, Direct Mail, Retargeting

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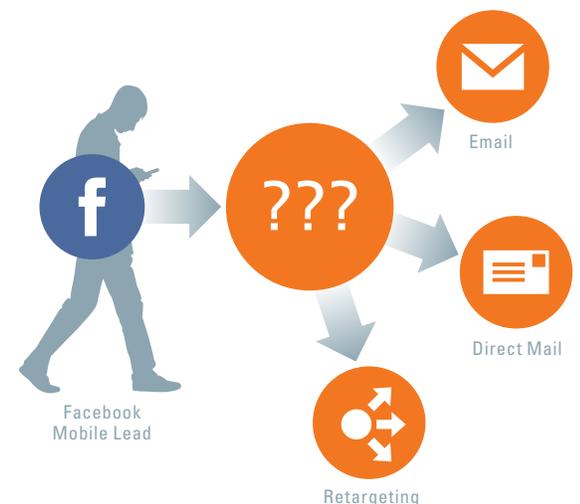
SOLUTION:

The Oracle Marketing Cloud integration with Facebook Lead Ads makes it easy for businesses to set up a simple, safe way for people to sign up for more information, subscribe to a newsletter or ask for a quote in as little as two taps, and then swiftly react with adaptive cross-channel experiences that delight customers and drive engagement.

The integration between Oracle Marketing Cloud and Facebook Lead Ads is a win-win for both brands and customers. Companies can plan on higher conversion rates from Facebook, especially on mobile, to turn more consumers into subscribers, customers and readers. At the same time, it puts customers in the driver's seat as to whether or not they want to have that direct relationship with a brand in the first place, ensuring privacy.
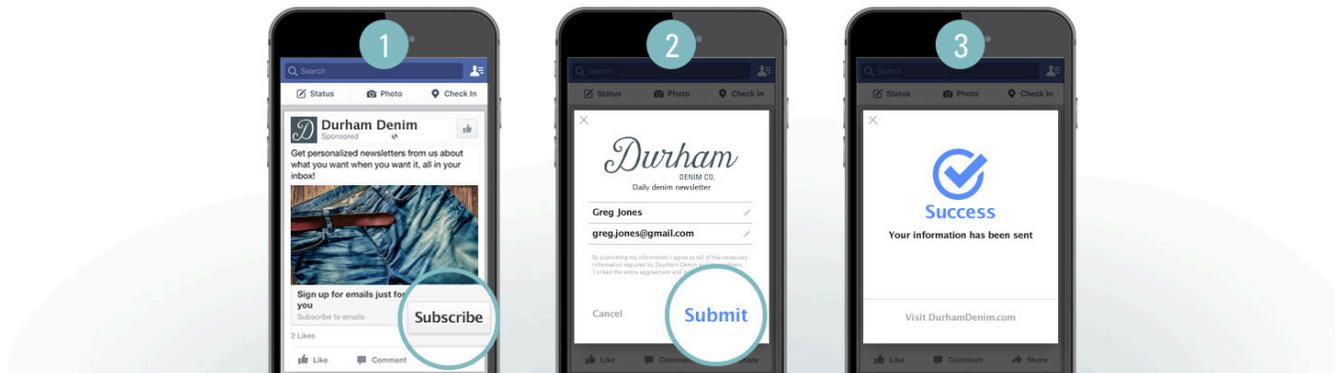
Simplify the Mobile Conversion Process

Whether brands want to encourage people to sign up for their newsletter, an offer, an event or more information about their product, Lead Ads simplify the mobile signup process by keeping users on Facebook. When someone clicks on a brand's Lead Ad, a form opens with the person's contact information automatically populated, based on the information they share with Facebook, like their name and email address. Automatically populating the contact information that people share with Facebook makes filling in the form as fast as two taps: one click on the ad to open the form and another to submit the auto-populated form. This integration allows Facebook Lead Ads to retrieve lead information and pass it into the Oracle Marketing Cloud.

Orchestrate a Real-Time Response

Marketers can have a user's profile data automatically routed from Facebook Lead Ads into the Oracle Cross-Channel Marketing platform, in real time. Those leads can be activated immediately in existing marketing programs, or marketers can orchestrate new interactions and messaging for that customer across email, mobile, and social experiences via the Program Orchestration Canvas. Forrester research shows that only 16% of marketers feel they have combined traditional transactional data and contextual data about their customers in one view—this integration helps alleviate that challenge. The marketer no longer needs to do any technical heavy lifting, data entry, or spreadsheet uploads to deliver the quick, relevant interactions customers expect.

DID YOU KNOW?

Only 12% of marketers believe their marketing is real-time enough to drive adequate business results.
-eConsultancy

More than 655 million Facebook users only use Facebook on their mobile devices.
-Facebook

86% of companies are experiencing some form of mobile-led disruption in their business or marketing models.
*-Forrester*

Few companies deliver seamless cross-channel experiences--**only 16% of marketers** successfully merge contextual data with customer data to get a complete view of their audience. *-Forrester*

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HOW IT WORKS

1 Improve Mobile Conversion Rates and Grow Your List with Facebook Lead Ads

Lead Ads are created in much the same way as other Facebook Ad formats—simply.

A. Design and upload the creative for your Lead Ad to Facebook

B. Set your targeting and bidding type

C. Customize the form fields you want to auto-populate with information from the user's Facebook profile

D. Campaign and Profile information is pulled into your Cross-Channel Marketing Platform contact records in real time
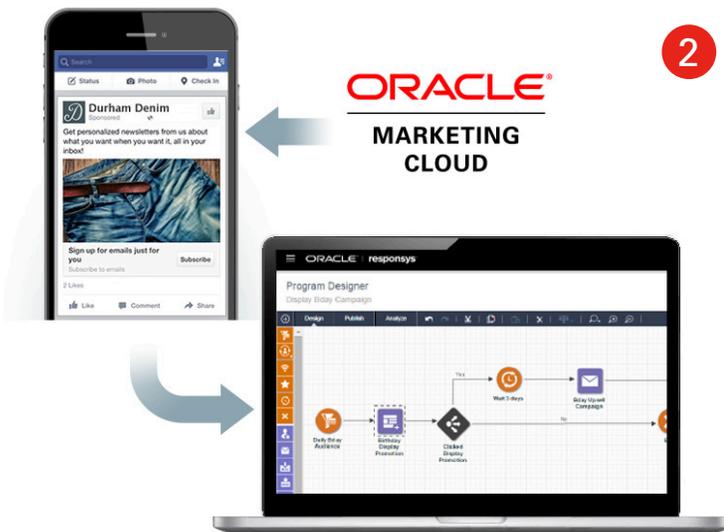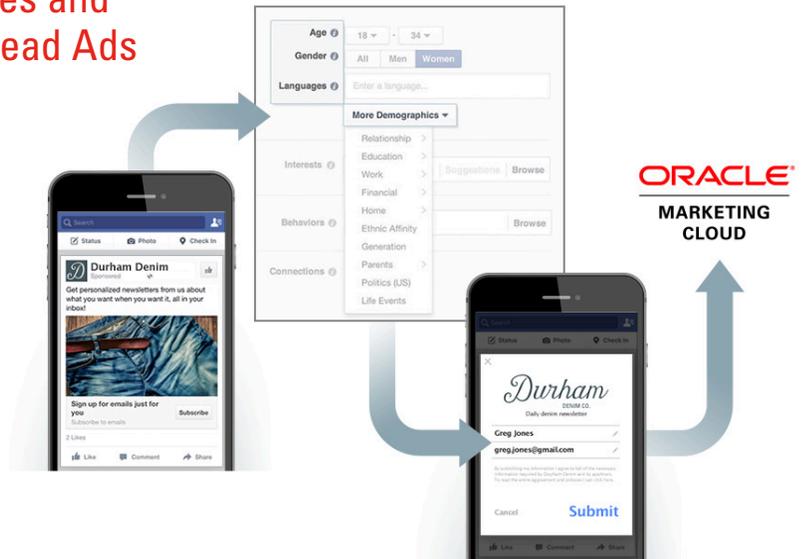
2 Drive Engagement with Consistent Messaging Across Channels

A. Interact with leads promptly and on their terms, whichever platform they prefer. Connect your Facebook for Business account with the Oracle Marketing Cloud via the direct integration

B. As people click through your Facebook Lead Ads campaign, they'll be automatically activated in your Cross-Channel Marketing Program

C. Orchestrate a cross-channel program for Facebook Leads that provides consistent messaging across mobile, social, email, web and other touch points

Learn more about Oracle Marketing Cloud at: **oracle.com/marketingcloud**

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