Oracle Buys BlueKai

Extends the World’s Largest Marketing Cloud with the Leading Data Management Platform to Personalize Marketing Programs and Customer Experience
Oracle is currently reviewing the existing BlueKai product roadmap and will be providing guidance to customers in accordance with Oracle’s standard product communication policies. Any resulting features and timing of release of such features as determined by Oracle’s review of BlueKai’s product roadmap are at the sole discretion of Oracle. All product roadmap information, whether communicated by BlueKai or by Oracle, does not represent a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. It is intended for information purposes only, and may not be incorporated into any contract.

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The Announcement

- **Oracle buys BlueKai**
  - Extends the world’s largest Marketing Cloud with the leading Data Management Platform to personalize marketing programs and customer experience

- **About BlueKai**
  - BlueKai’s Data Management Platform (DMP) centrally organizes a company’s customer and audience data in the cloud to help implement personalized marketing campaigns across all channels, and deliver better results and higher ROI
  - BlueKai’s Audience Data Marketplace (ADM) is the world’s largest 3rd party data marketplace to augment a customer’s proprietary data with actionable information on more than 700 million profiles
  - Privately held, founded in 2007, headquartered in Cupertino, CA, with approx. 300 customers across multiple industries

- **BlueKai will be integrated with both Responsys for B2C marketing automation and Eloqua for B2B marketing automation in order to deliver orchestrated and personalized customer interactions across all marketing activities and channels**
  - BlueKai combined with Oracle’s Marketing and Social solutions provide customers with the ability to build the richest user profiles combining information from first party and third party sources including media, advertising, social, and mobile sources
  - The combination will also allow both B2B and B2C organizations to build unmatched personalized cross-channel campaigns and customer interactions across e-mail, web, social, mobile, advertising and syndicated content channels
  - The Oracle Marketing Cloud is an integral part of the Oracle Customer Experience Cloud, which includes commerce, sales, service, social and marketing, and enables a seamless and integrated exceptional customer experience from the first touch point through the entire customer lifecycle
Marketers’ Key Challenge: Delivering the Right Message to the Right Audience in a Fragmented Environment

Multiple Data Sources  Multiple Channels  Multiple Lifecycle Stages

Create a Complete, Unified Customer Profile  Deliver a Consistent Message Across Channels  Throughout all Stages of the Customer Lifecycle
Data-Driven Modern, Personalized Marketing
Requires Data to Inform Decisions for all Channels and Stages

- Enables precise and efficient personalization that scales across channels
- Orchestrates unique messaging, regardless of customer lifecycle stage
- Transforms multi-sourced primary and secondary data into actionable information
- Provides rich data on target audience and customers as they progress through funnel, convert, and reactivate
BlueKai’s Industry Leading Data Management Platform

- Allows marketers to manage 1st party data, supplement with 3rd party data, and create private use 2nd party actions
- DMP allows marketers to work with multiple execution partners and across channels, including web, mobile, email, offline and social
- One of the most scalable marketing DMPs with 200 billion activities generating more than 7.5 trillion outputs per month

* Customer Information Provided by BlueKai

...All Rely on BlueKai to Maximize their Marketing Spend
BlueKai’s Audience Data Marketplace
The World’s Largest Data Marketplace for Digital Marketers

- Access to the largest aggregation of licensed 3rd party data providers available anywhere
- Provides customers more than 30,000 data attributes including intent, B2B, past purchases, geo/demo, interest/lifestyle, branded and qualified demographics
- Over 700 million global profiles
- More than 200 data providers
- 200+ customers across multiple industries
BlueKai Uniquely Enables Private Data Sharing
Allows Partners to Securely Share Data in a Mutually Beneficial Way

- 2nd party data transactions enable two or more parties on the BlueKai DMP to share permissioned data
- Participants achieve data symmetry and a competitive advantage as the data is completely unique
- Data is shared with full privacy controls and security

Marketer
Hotel chain sharing data with a Bank - Targeting rewards at designated levels at customers who are not current holders of bank rewards card

Marketer
Online Broker sharing data with a Social Media Site - To gather audience insights and help determine audience-based targeting

Publisher
Social Media Site sharing data with a Technology Company - For audience based media analytics to help provide incremental targeting

Data Provider
Analytics Provider sharing data with a Financial Institution - To target customers with designated credit card offers

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Oracle Modern Marketing Cloud
The Most Advanced Solutions Created to Orchestrate Personalized Customer Experiences for any Company, in Any Industry, at Any Scale

Social | Search | Email | Display | Mobile | Web | Commerce | Direct Sales | Channel Sales

Social Marketing & Listening
Content Marketing

Consumer Marketing Orchestration (B2C)
Business Marketing Orchestration (B2B)

Universal Customer Profile

Across Industries
Retail | Travel | Entertainment | Communications | Pharmaceuticals | Financial Services | High Tech | Manufacturing | Not-for-profit

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Only the Oracle Cloud Can Deliver Exceptional Customer Experiences Throughout the Customer Lifecycle
Customer Success: Top Online Retailer Increases Sales +400%

OVERVIEW & CHALLENGES:
• A top online retailer offering a diverse product set across multiple business units was searching for a way to increase the effectiveness of its digital marketing
• With valuable 1st party data sitting idle in a data warehouse, the retailer was unable to take direct action and use it to inform customer interactions or campaigns

SOLUTION:
• BlueKai DMP unified 1st party data from owned and earned digital properties in a single centralized taxonomy
• BlueKai’s Audience Analytics provided insight for cross-selling opportunities across different business units

BENEFITS:
• Drove an average of 434% increase in sales on-site
• 630% average return on ad spend in the first year after implementation
• New target audience segments were created and transferred into multiple channels and platforms, powering website customization, retargeting and dynamic creative optimization

* Customer Information Provided by BlueKai
Customer Success:
Top Wireless Telco Creates 6x Lift In Facebook Ad Performance

OVERVIEW & CHALLENGES:
• A top U.S. wireless telco provider planned to launch a significant rebranding campaign to entice prospective customers to sign a new wireless contract
• Was having difficulty customizing Facebook native ads through traditional targeting efforts which did not allow for precise audience creation at scale, or support native ad formats
• Media efficiency was a particular focus since this telco provider did not want to re-message to current wireless subscribers

SOLUTION:
• BlueKai DMP and Audience Analytics to understand and precisely segment 1st party audiences, excluding current customers
• BlueKai’s direct integration into Facebook Custom Audiences allowed these audiences to be sent into the telco’s Facebook account for activation
• Both 1st and 3rd party data, available directly in the BlueKai DMP, were also used to holistically message prospective consumers across multiple other media channels

BENEFITS:
• 6x lift in Facebook native ad click-through vs. benchmark campaigns
• 50% increase in conversion traffic vs. standard retargeting campaigns

* Customer Information Provided by BlueKai
Customer Success: Top Wireless Telco Increases Ad Efficiency and Performance

OVERVIEW & CHALLENGES:

- An established U.S. wireless telco provider faced a high rate of customer attrition and decelerating sales of new products
- The marketing budget was locked in for the year and marketer was looking for ways to spend existing budget more efficiently

SOLUTION:

- BlueKai DMP integrations with media channels and site optimization partner, the telco was able to:
  - Target messaging to existing clients to ensure marketing efforts only reached eligible new subscribers
  - Dynamically inform its site content to show the most relevant offers to potential customers
  - BlueKai Audience Analytics, provided the most relevant, yet scalable audiences during key buying periods (e.g., Back-to-School), allowing them to customize their targeting across multiple media partners

BENEFITS:

- Customer saved more than $1.5M in media spend
- Conversion for new customers increased 200% with improved on-site messaging
Oracle and BlueKai

Creates the World’s Most Modern Marketing Cloud

- Extends world’s largest Marketing Cloud to manage and execute marketing activities across all channels and stages of the customer lifecycle
  - BlueKai extends Oracle’s ability to orchestrate marketing activities across both known customers and new audiences
  - The combination will deliver a richer customer profile to enable personalized customer interactions, enhance customer engagement, and improve return on marketing spend
- Together, Oracle and BlueKai will enable Marketers to:
  - Manage online and offline campaigns through a single hub across owned, earned, and paid media
  - Build more complete customer profiles, enriched with detailed 1<sup>st</sup> party data, easily accessible 3<sup>rd</sup> party data, and new 2<sup>nd</sup> party partner data
  - Deliver personalized content and offers based on more comprehensive customer behavior data
- BlueKai’s management team and employees are expected to join Oracle and continue their focus facilitating excellence in data-driven marketing

For more information, please visit oracle.com/bluekai