

ORACLE®

Oracle Buys BlueKai

**Extends the World's Largest Marketing Cloud with the
Leading Data Management Platform to Personalize
Marketing Programs and Customer Experience**

blue**kai**

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.

Cautionary Statement Regarding Forward-Looking Statements

This document contains certain forward-looking statements about Oracle and BlueKai, including statements that involve risks and uncertainties concerning Oracle's acquisition of BlueKai, anticipated customer benefits and general business outlook. When used in this document, the words "anticipates", "can", "will", "look forward to", "expected" and similar expressions and any other statements that are not historical facts are intended to identify those assertions as forward-looking statements. Any such statement may be influenced by a variety of factors, many of which are beyond the control of Oracle or BlueKai, that could cause actual outcomes and results to be materially different from those projected, described, expressed or implied in this document due to a number of risks and uncertainties. Potential risks and uncertainties include, among others, the possibility that the anticipated synergies of the combined companies may not be achieved after closing, the combined operations may not be successfully integrated in a timely manner, if at all, general economic conditions in regions in which either company does business may deteriorate and/or Oracle or BlueKai may be adversely affected by other economic, business, and/or competitive factors. Accordingly, no assurances can be given that any of the events anticipated by the forward-looking statements will transpire or occur, or if any of them do so, what impact they will have on the results of operations or financial condition of Oracle or BlueKai. You are cautioned to not place undue reliance on forward-looking statements, which speak only as of the date of this document. Neither Oracle nor BlueKai is under any duty to update any of the information in this document.

The Announcement

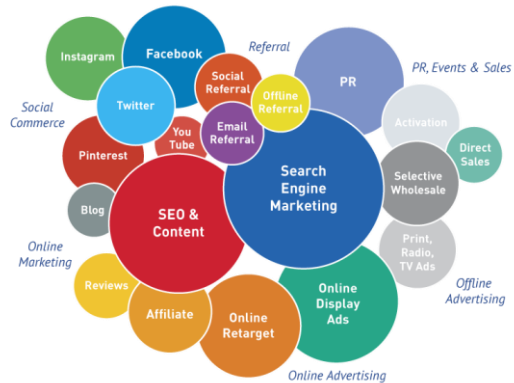
- **Oracle buys BlueKai**
 - Extends the world's largest Marketing Cloud with the leading Data Management Platform to personalize marketing programs and customer experience
- **About BlueKai**
 - BlueKai's Data Management Platform (DMP) centrally organizes a company's customer and audience data in the 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



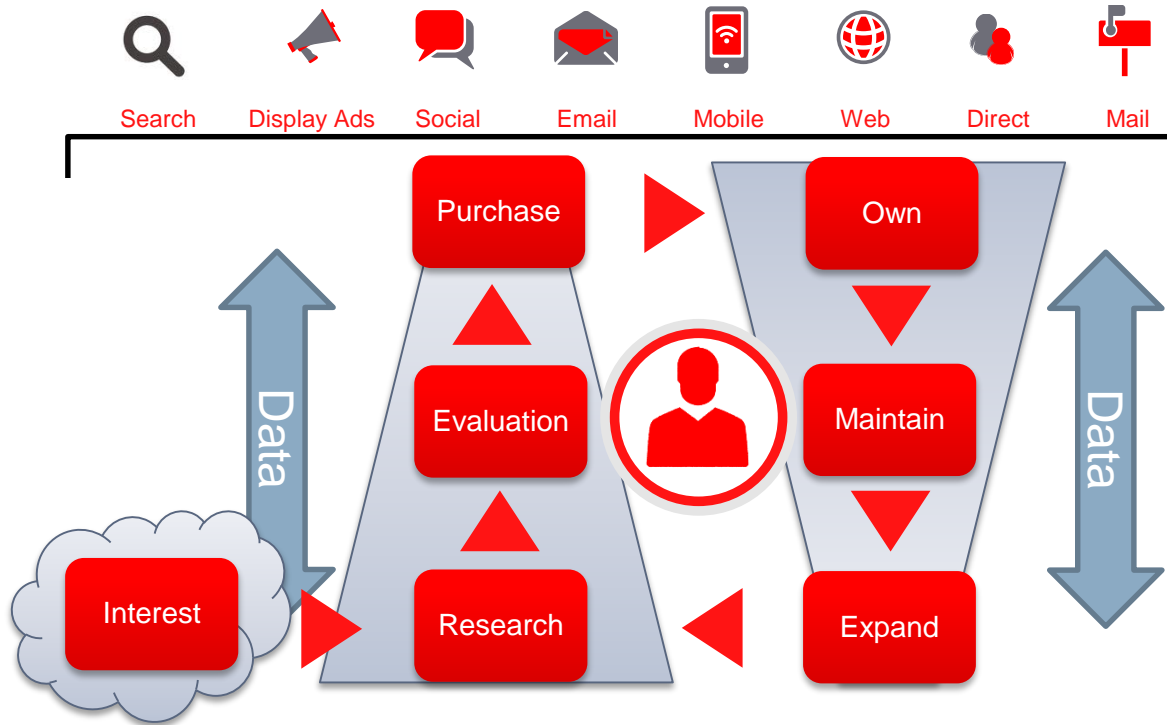
Create a Complete, Unified Customer Profile

Deliver a Consistent Message Across Channels

Throughout all Stages of the Customer Lifecycle

Data-Driven Modern, Personalized Marketing

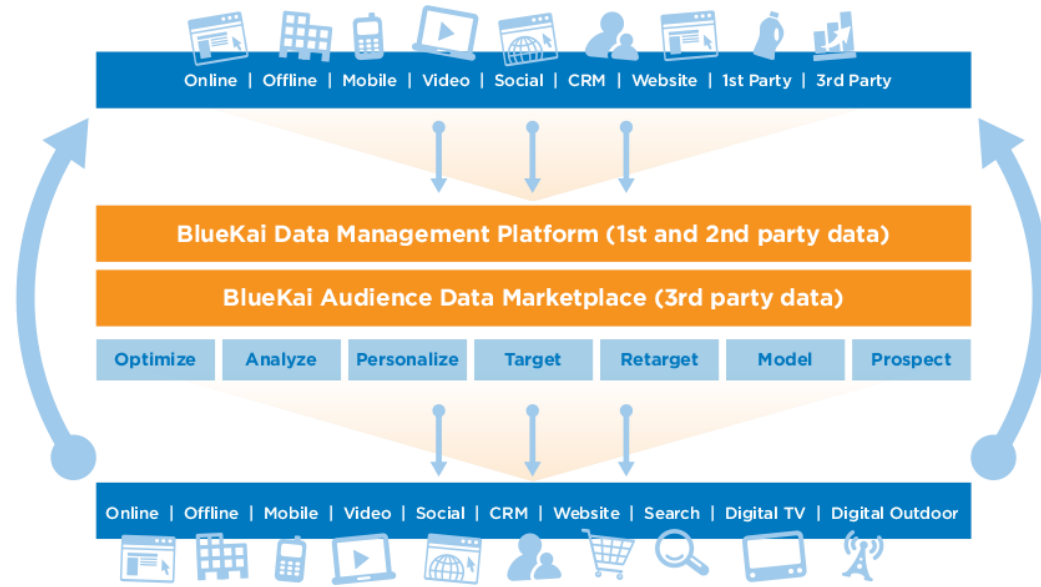
Requires Data to Inform Decisions for all Channels and Stages



- 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



- 3 of the Top U.S. Wireless Telcos
- 3 of the Top U.S. Retailers
- 3 of the Top U.S. Banks
- 3 of the Top Global Travel Brands
- 3 of the Top Technology Providers

**...All Rely on BlueKai to
Maximize their Marketing Spend**

BlueKai's Audience Data Marketplace

The World's Largest Data Marketplace for Digital Marketers

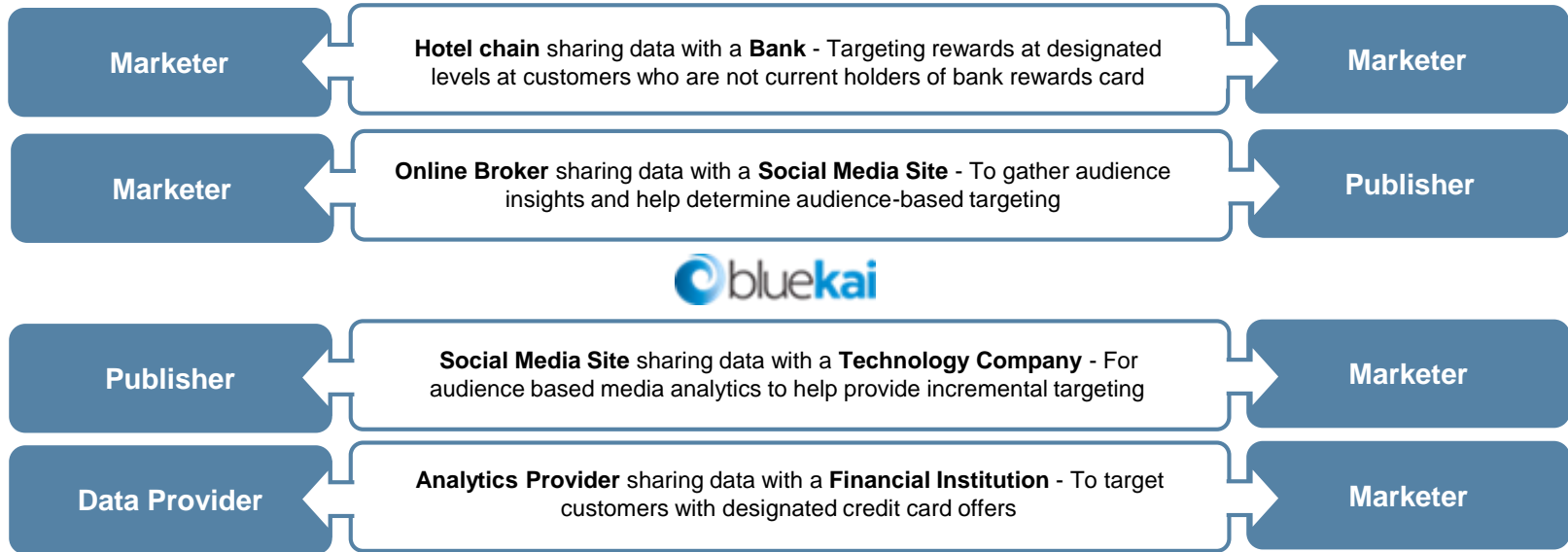
- Access to the largest aggregation of licensed 3rd party data providers available anywhere
- Provides customers more than 30,000 data attributes including intent, B2B, past purchases, geo/demo, interest/lifestyle, branded and qualified demographics
- Over 700 million global profiles
- More than 200 data providers
- 200+ customers across multiple industries



BlueKai Uniquely Enables Private Data Sharing

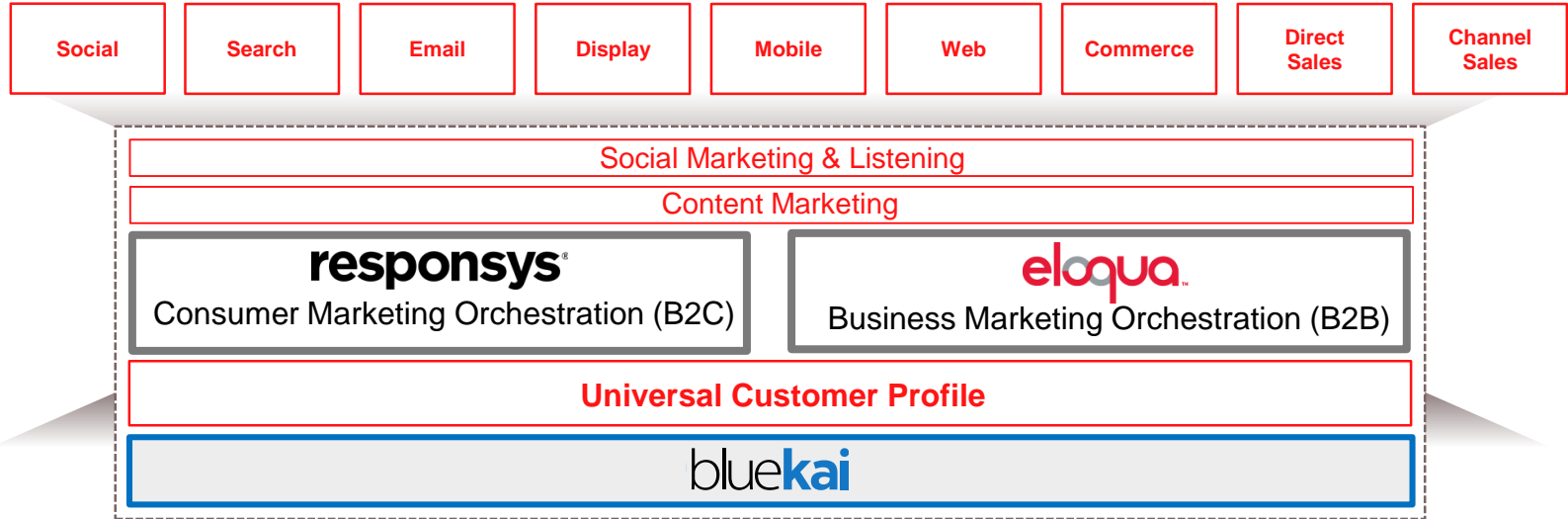
Allows Partners to Securely Share Data in a Mutually Beneficial Way

- 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



Oracle Modern Marketing Cloud

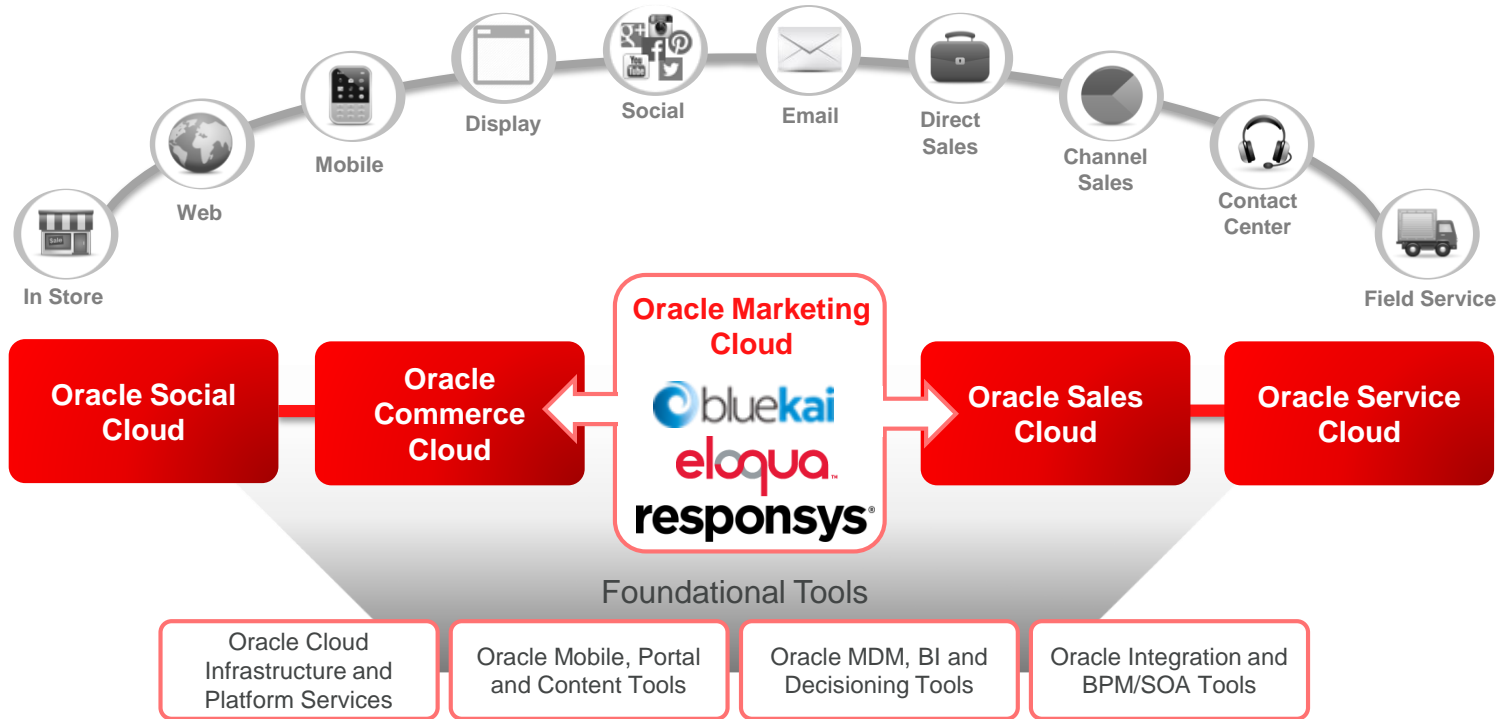
The Most Advanced Solutions Created to Orchestrate Personalized Customer Experiences for any Company, in Any Industry, at Any Scale



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 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 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 1st party data, easily accessible 3rd party data, and new 2nd 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

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