

ORACLE®
Marketing Cloud

Go Further With
**Cross-Channel
Marketing**

ORACLE®

An Ignite Guide
24 MIN READ



To the marketer who's always on

We know. There's a lot to keep up with. And get to the bottom of. As the universe of marketing evolves, shape-shifting from one minute to the next, the importance of building muscle memory around new topics is undeniable.

At Oracle, we get it. Which is why we created a series of guides about what's trending in modern marketing. They'll get you up to speed on pivotal trends in less time – with less effort – so you can get back out there. Because sitting on the sidelines isn't really your thing.



The Rundown

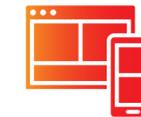
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Understanding The Core

Cross-channel marketing. You hear it everywhere. As you – and all your opponents – know, it's a digital marketing method



that helps you share better stories with customers and prospects



across devices



via behavioral tracking and analytics



and promotional and distribution channels.

NOTE:

Brand voice and unique selling proposition messaging should stay consistent across all channels, from traditional to social media)

Cross-channel marketing, also called multichannel and omnichannel marketing, is progressive and delivers increasingly personalized (and fewer irrelevant) offers to customers and prospects as it gains more information across touchpoints.

Why You Need It

Cross-channel marketing gets the messages that matter to prospects faster.

For starters, it improves:



SHOPPER CONVENIENCE

Being present across channels reduces friction and helps shoppers make it to checkout in nothing flat.



MESSAGE CONSISTENCY

Delivering a clear, unique selling proposition can help differentiate a brand in the market.



CUSTOMER LOYALTY

Serving multichannel offers that suit shoppers' immediate needs drive repeat purchase and brand affinity.

Common Hurdles

What stands in the way of you taking your campaigns across channels?

A lot.

To develop a hyper-personalized, device-specific strategy that adjusts to real-time customer behavior, you must first overcome:



Mountains of unstandardized first-, second- and third-party data



Decades-old organizational silos



Disparate customer IDs



Rigid tech that enforces binary decision branching

NOTE:

These are all things a cross-channel martech solution can course correct.

The Strategy

Now that you know the basics, we think it's high time you moved toward structuring a shopper and brand experience your customers will enjoy.

01 First, assemble a unified customer view.

02 Next, optimize campaigns for performance via analytics.

03 Finally, track key performance indicators (KPIs) and attribution across channels.

A Unified View

Whether we're talking about word of mouth, share of wallet or bottom-line revenue, it all starts with satisfying the customer.

But how do you satisfy customers if you don't know who they are? Start by creating a unified customer view with a martech platform that offers identity mapping.

Identity maps can tell you which customers are doing what, regardless of which ID they're using.



From engaging with a webpage



to downloading your app



to mentioning your brand on social media.

NOTE:

Types of common customer IDs:

- Email addresses
- Social handles
- Device IDs

DID YOU KNOW?

Just one person in your database may have 10+ IDs associated with their profile?

Cross-Channel Analytics

Once you know who's who in your database, you just need to figure out what story to tell. Luckily, people drop clues that tell marketers what they like and how ready they are to buy.

When you can see that a prospect has:



Clicked an ad



Opened an email



Downloaded an app



Liked a social media post.

You can optimize your campaigns, track KPIs, and keep an eye on ROI.

Just be sure to use technology that allows you to look at these actions in context – from a single dashboard – so you can huddle up with other teams better.

Attribution

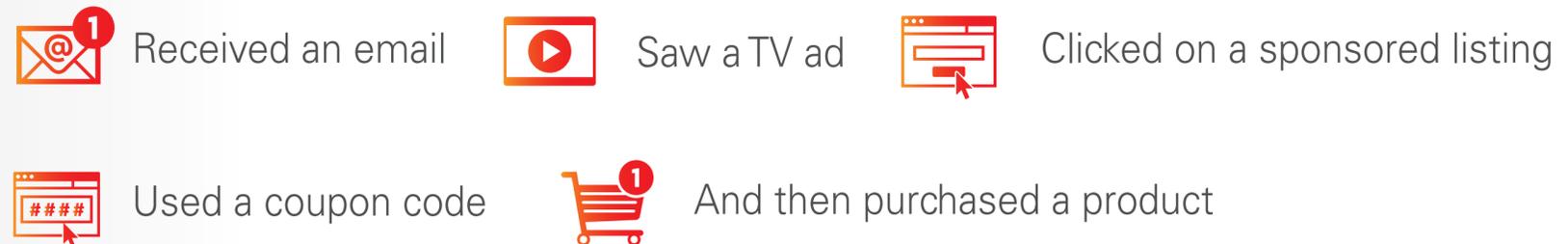
At this point in your cross-channel sprint, you've already cleared two major hurdles that are chief to any solid demand generation or mobile marketing campaign:

1 USER IDENTIFICATION and 2 PERFORMANCE OPTIMIZATION

Which means it's time to focus some energy on attribution.

An attribution model is a mathematical formula that measures the impact of each marketing communication in the conversion path, assigning a certain amount of credit for sales to each.

For example, if a user:



An attribution model would give credit to each of these marketing touch points.

Marketing technology that features cross-channel attribution capabilities can help you more effectively allocate your marketing budget so your promotions reach the highest-converting audiences.

The Power of Oracle Marketing Cloud

Oracle Responsys

(B2C Cross-Channel Orchestration)

Oracle Bluekai

(Data Management)

Oracle Maxymiser

(Testing & Optimization)

Oracle Social Marketing

Oracle Content Marketing

Oracle Eloqua

(B2B Marketing Automation)

Oracle Responsys is a cross-channel marketing platform for B2C marketers that provides customer and campaign info that help you pivot quicker. From micro-conversion analytics to multi-channel attribution, Oracle Responsys puts everything your cross-functional team needs in one place. Look for it inside Oracle Marketing Cloud.

About Oracle Marketing Cloud

B2B and B2C marketers use Oracle Marketing Cloud, an integrated portfolio of best-in-class applications, to drive sales, brand and customer loyalty. Oracle Marketing Cloud offers the industry's richest datasets and most adaptive intelligence so marketers can deliver irresistible, consistent and connected experiences to customers wherever they are and however they choose to engage.

Want to know more? (Of course, you do.)
Visit oracle.com/marketingcloud to get it.