

Customer Acquisition and Engagement for Retail and Consumer Goods

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RETAIL

KEY FEATURES

- **Consumer 360:** Obtain a comprehensive view of customer profiles to power optimized marketing across channels while applying advanced analytics to develop more relevant programs
- **Customer Acquisition:** Grow the number of customers who opt-in to a digital relationship with your brand
- **Customer Engagement:** Deliver the right content through the right channel at the right time to serve the content needs of customers throughout the purchase journey

KEY BUSINESS BENEFITS

- Create a comprehensive and actionable view of customer personally identifiable information (PII)
- Develop segmentation, personalization and marketing mix analytics based on PII and any data
- Increase the number of known customers by improving opt in rates
- Optimize marketing spend by targeting only customers you want to acquire
- Deliver relevant and targeted content to improve response rates
- Convert more known customers into brand advocates

Most retail and consumer goods companies today view consumer relationships as their most precious asset. It's apparent that consumers are now in control and less responsive to mass media and homogeneous marketing. Therefore, it's critical to orchestrate marketing in alignment with the consumer's journey – across the pre-shop, shop and post-shop phases. Oracle Customer Acquisition and Engagement is the only proven, complete and integrated cloud solution that aligns marketing channels and actions with the behaviors of individual consumers.

Best in Class Marketing

Best in class marketers leverage a comprehensive understanding of consumers to harmonize acquisition and engagement programs across owned, earned and paid channels. Oracle Customer Acquisition and Engagement is a modern, cloud based solution to this challenge.

Consumer 360

Data is the centerpiece of modern marketing, yet few marketers have a true 360 degree view of their consumers. It's critical to manage and develop the profiles of consumers in order to optimize advertising and direct consumer engagement decisions. Blending this structured data with unstructured sources sets the stage for applying big data analytics to unlock more relevant ways to segment customers, and personalize treatments and content.

- Leverage a 360 degree view of consumers to drive marketing decisions across the consumer journey.
- Account for the management of consumer personally identifiable information (PII) and other relevant data sources, as well as the analytics required to power more personalized, relevant and timely interactions with customers.

Customer Acquisition

Digital advertising plays an important role in the marketing mix by helping connect brands with many millions of potential new customers. Look-alike audience targeting is greatly improved when basing those decisions on a complete 360 degree view of consumers which in turn drives direct engagement programs such as email. Customer Acquisition begins the process of converting many more anonymous customers to known brand advocates.

- Acquire permissions to engage with customers via digital media with greater precision by leveraging a 360 degree view of consumers together with 3rd party data.
- Achieve a higher return on digital advertising and promotion spend, including media,

creative and agency fees.

Customer Engagement

Once permissions to communicate are obtained, marketers must take advantage of this opportunity to understand and serve the optimal content to consumers throughout the shopping journey. The best results are achieved when basing these actions off of a complete 360 degree view of consumers informed with analytics. Permissions are retained through more relevant engagement programs, digital relationships deepen as a consequence, and marketers develop the indispensable consumer relationships at the heart of successful brands.

- Retain and grow the depth of customer digital relationships by engaging in more personalized, relevant and timely interactions with customers aligned with their individual shopping journeys.
- Orchestrate campaigns with customers across the pre-shop, shop and post shop journey at scale leveraging mobile, email, web, text, and social channels.

Integrated Cloud Services

Customer Acquisition and Engagement blends multiple Oracle cloud services:

- Customer Data Management: Oracle Customer Engagement Cloud Service (ORCE) provides management of customer personally identifiable information (PII).
- Data Management Platform: Enables marketers to use 3rd party customer data with Big Data Analytics and Customer Data Management to acquire the best prospective new customers through paid media channels.
- Campaign Orchestration: Responsys from the Oracle Marketing Cloud allows marketers to engage customers with personalized cross channel content, communications, and offers.
- Big Data Analytics: New insights from Oracle's comprehensive Big Data Analytics capabilities. This includes Big Data Cloud Service, Big Data Discovery Cloud Service, Big Data Preparation Cloud Service, Oracle R and Business Intelligence Cloud Service (BICS).

Modularity Speeds Time to Value

Oracle's Customer Acquisition and Engagement solution is architected to be delivered in a modular way, on top of the Oracle Cloud platform and based on your priorities. It takes advantage of Oracle's proven technology stack to deliver on the promise of a superior customer experience.



CONTACT US

For more information about Customer Acquisition and Engagement, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative

Integrated Cloud Applications & Platform Services

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