Modernize Customer Engagement

Collaborative Marketing Asset Management

Companies today create more marketing assets than ever before. With this proliferation of content, it's important for organizations to have unified management of digital marketing assets. With Oracle Content and Experience Cloud, you can drive omni-channel content management and accelerate experience delivery to streamline marketing operations and improve customer and employee engagement. Marketers can create and manage content, automate processes and approvals, distribute content to channels including Oracle Marketing Cloud, and create engaging microsites for campaigns, events, brand asset portals and more. The goal is to ensure compliant, consistent marketing messages across multiple channels, and speed up time-to-market for digital campaigns.

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CLOUD PLATFORM
CONTENT AND PROCESS

Meeting Customer Expectations

Informed consumers can be your greatest advocates and your most loyal buying population. However, at a time when most interactions take place online, meeting customer expectations has become a tremendous challenge. Many marketing professionals have difficulty providing consistent and relevant experiences as customers engage with their brands across channels.

In some cases, marketers depend on multiple systems to manage a diverse set of customer interactions and assets. The systems are typically not easy to integrate and content is not easily shared amongst them. Most content management systems simply work with the web channel. But savvy marketing professionals need more. They need to combine content management and digital asset management with mobile apps, marketing automation, and social relationship management systems so that they can leverage web, email, mobile and social channels in a unified way.

To ensure excellent customer experiences, coordinated omni-channel asset management is a must. It is essential to have a unified way to create and distribute content across campaigns and touchpoints, including online commerce, corporate sites, mobile devices, social networks, digital signage, and kiosks.

Empower Marketers Everywhere

With Oracle Content and Experience Cloud, marketers can centralize marketing content operations, and create and collaborate on content easily with internal teams and external parties including digital agencies. A single source of truth for assets accessible across digital channels including email, web, social, and mobile helps organizations achieve operational efficiency and provides insights. And business users

"One of the issues we had was that a lot of our data was being handled multiple times...people were working with spreadsheets, on the phone and emailing and were not communicating very effectively. We took our separate systems and created an integrated system with Oracle Cloud Services and improved our time to market by 50% and were able to be more responsive to our customer needs."

STEVE DOWEY
TECHNOLOGY MANAGER
SUTTON TOOLS

ORACLE®

with no website experience can rapidly assemble rich, interactive engagement microsites for marketing and communities without IT help.

What is Oracle Content & Experience?
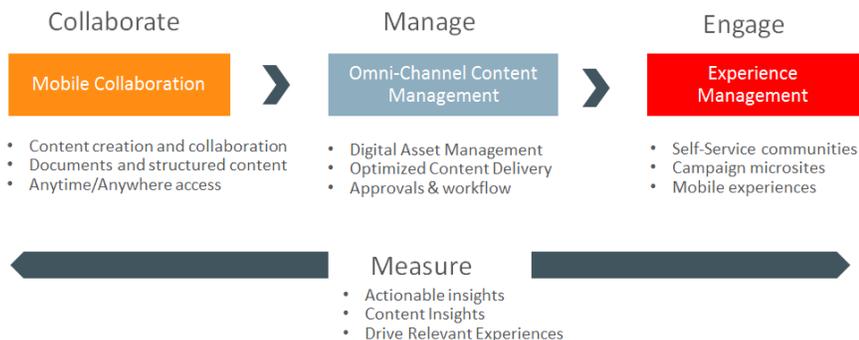**Complementary Services to Existing Marketing Tools for Content and Experience**

Figure 1. Oracle Content and Experience Cloud Empowers Marketers Everywhere.

KEY BENEFITS

- Create, manage and distribute content
- Integration with Oracle Marketing Cloud
- Collaborate with other team members and groups to get to market faster
- Enforce corporate branding through custom themes and approved content
- Complete visibility for IT to meet oversight and governance requirements
- Enhance engagement through engaging microsites
- Ensure security on sites and assets

Collaborate in Context

Collaboration is critical when marketers rely on different teams to execute campaigns. Oracle Content and Experience Cloud offers a content collaboration platform to not only create and manage content, but it also integrates in social conversations on assets and projects with full accessibility on mobile devices. This provides marketers a central solution for collaborative content management; extensibility to work with external groups such as contractors and design agencies; role specification for asset accessibility; version control and rollback; metadata management; and integrated process management for workflows.

Omni-Channel Content Delivery

For a marketing asset management solution to meet the needs of today's marketing professionals, it must deliver content across multiple channels and integrate with other systems. Oracle Content and Experience Cloud integrates tightly with marketing solutions like Oracle Eloqua and Oracle Social Relationship Management to simplify asset sourcing and channel specific approval. This enables distributed marketing teams to pick the right assets and create a seamless visitor experience across channels.

Collaborative Site Building Made Easy

Oracle Content and Experience Cloud puts the power of creating highly engaging sites into the hands of non-technical line-of-business managers. A beautiful website built off of your collaborative content including digital assets, videos, images, PDFs, and presentations can be created in minutes. Applications and processes can be integrated in as well. Assembling a website is a matter of point-and-click, making the development of marketing assets and sites easy and seamless.

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