

Content is at the heart of what marketers do

93% of Marketers Say They Do Content Marketing¹

Marketers use content for Customer Retention / Loyalty (88%), Engagement (88%), Brand Awareness (87%) and Sales (77%)²



BUT MOST COMPANIES TODAY STRUGGLE WITH

Content Collaboration and Production



\$0.25 of every dollar spent on content is wasted on inefficient content operations³

Employees waste **7 hours per week** because of collaboration hurdles – a total of **350 hours per year** – the equivalent of almost 9 weeks!⁴

92% marketers believe that approval delays are the **#1 reason** for missing content marketing deadlines⁵

And, **96%** of people don't consider security measures before sharing company assets with outside vendors⁶

(most common ways of sharing: email, USB, consumer-grade EFSS)

Content Search

Email and search consume **47%** of the work week⁷

56% of sales people can't find content when they need it⁸

On average, a company spends **25 hours** recreating a lost document⁹



And, Content Delivery

93% of marketers have silo'd teams and technologies by channels...¹⁰



Resulting in **inconsistent customer experiences**¹¹

(78% of customers don't receive consistent experiences across channels)

Where consistent brands are worth up to **20% more** than those that aren't¹²

41% marketers feel that IT is a bottleneck in getting timely content, site / template changes¹³

SOLUTION DEMYSTIFIED

A Cloud-Based Content Hub to drive Collaboration & Digital Asset Management, Consistent Content Across Channels & Accelerate Experience Delivery

Trivia

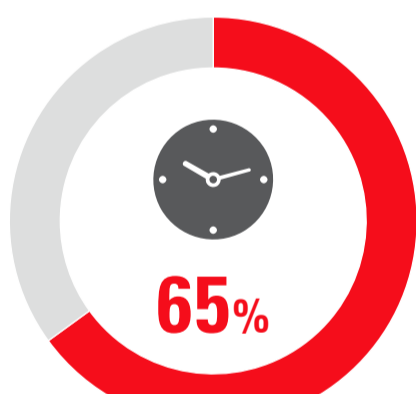
Digital Asset Management (DAM) refers to a centralized solution for companies to store, manage, find, access and share digital content like documents, images, audio, conversations, multimedia files, and more.



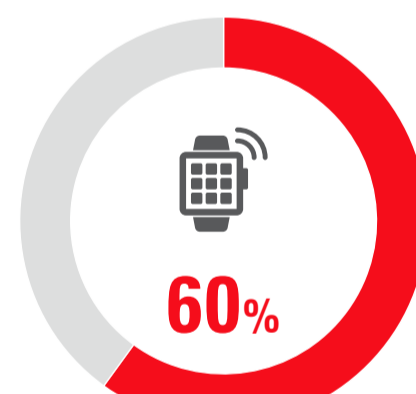
A CLOUD APPROACH IS BETTER¹⁴



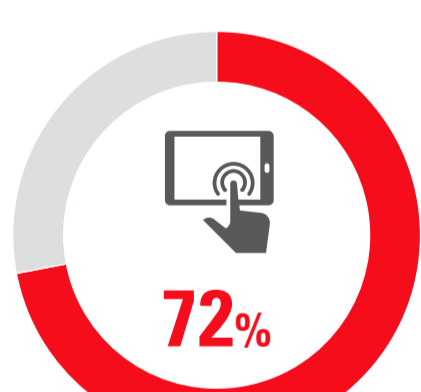
Efficient 24x7 Collaboration



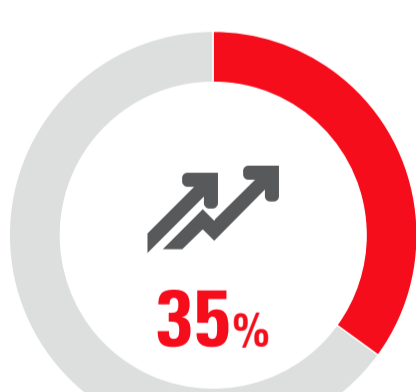
Quick Time-to-Market



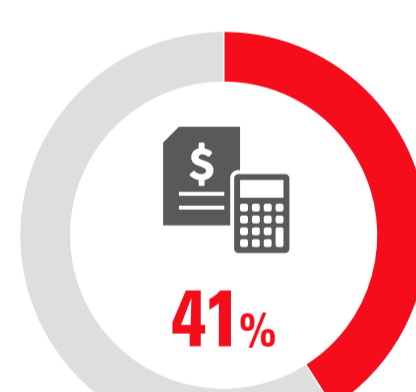
Anytime, Anywhere, Any Device Access



Superior User Experiences



Improved Business Agility



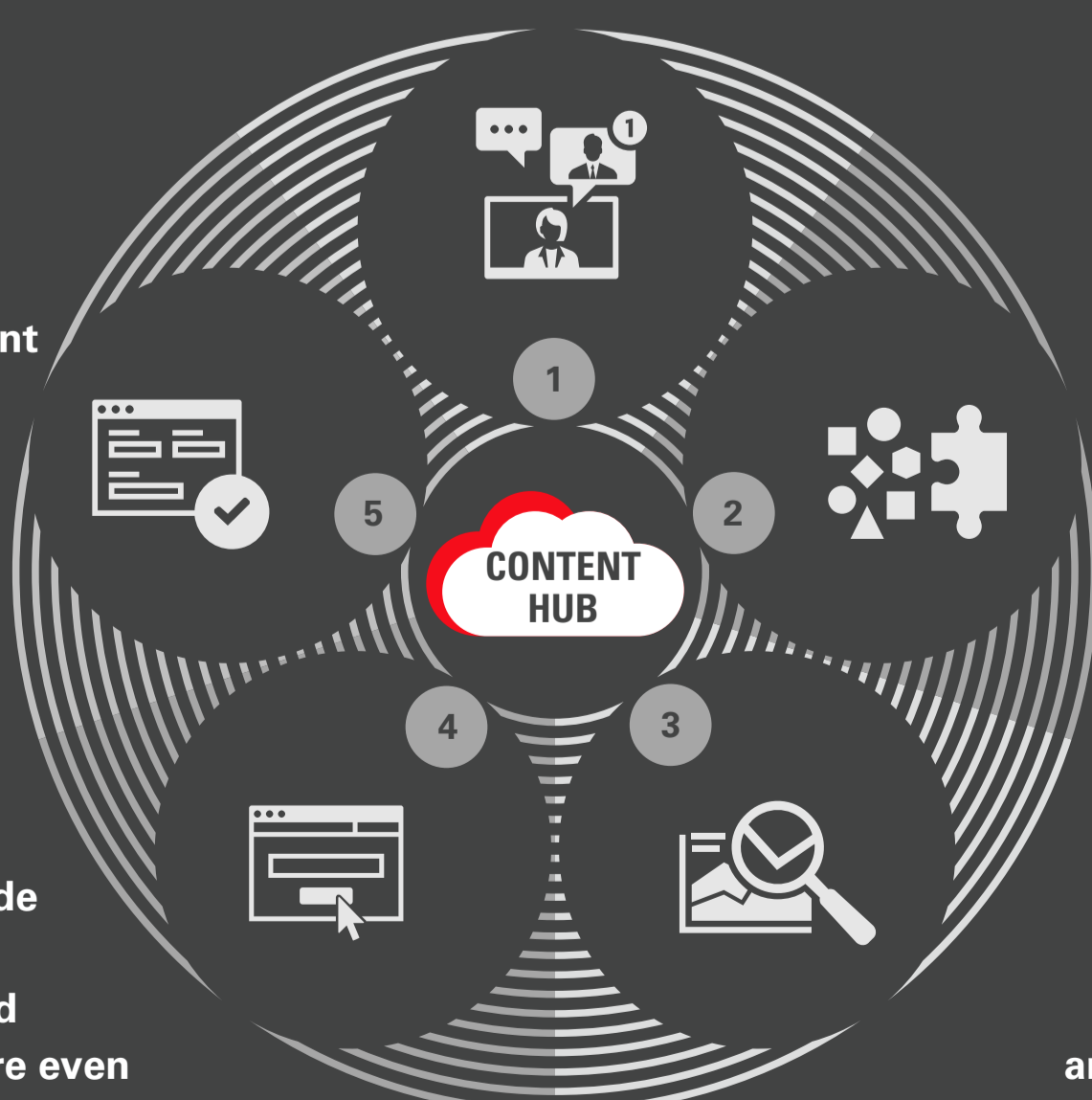
Lower Marketing Costs

5-POINT CHECK: LOOK FOR A CLOUD-BASED CONTENT HUB THAT

Drives Digital Asset Management (DAM) with comprehensive workflow management, social and mobile collaboration

Facilitates visual sites development for quick experience delivery

Offers content APIs and low code SDKs to drive content once and publish anywhere even to custom user interfaces (UIs)



Integrates with existing content systems for content reuse

Supports ANY content type and drives content analytics for insights

For a Free Trial and More Information, Visit Oracle.com/dx

¹¹ TopRank
¹² Heidi Cohen
¹³ Gleanster Research
¹⁴ ProjectLab
¹⁵ Content Marketing Institute
¹⁶ Egress Information Security Survey
¹⁷ McKinsey Global Institute Survey

¹⁸ Content Marketing Institute
¹⁹ PricewaterhouseCoopers
²⁰ eConsultancy
²¹ Accenture
²² Branding Forward Survey
²³ Forrester Research
²⁴ Forrester Consulting