

Modernize Marketing with Digital Insight

Use Oracle Business Analytics to get relevant, real-time, role-based marketing analytics to measure and shape marketing's contribution to customer growth, awareness, and advocacy.

THE STAKES



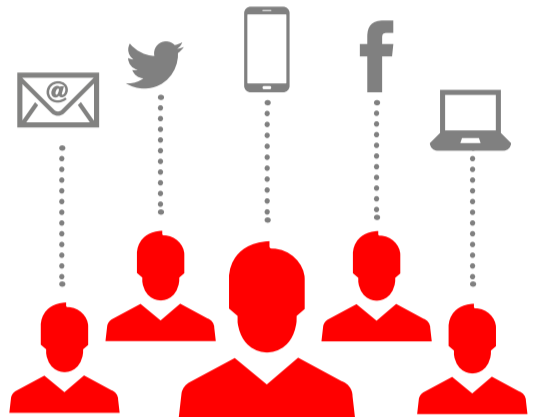
CMOs Need Data

92% of CMOs want to be data-driven in how they quantify value.

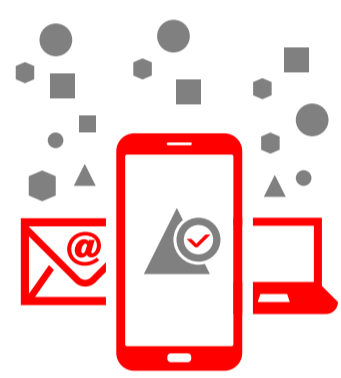
CEOs Want ROI

75% of CEOs want their CMOs to become 100% ROI-focused.

CUSTOMERS SEEK SEAMLESS EXPERIENCE



THE OBSTACLES



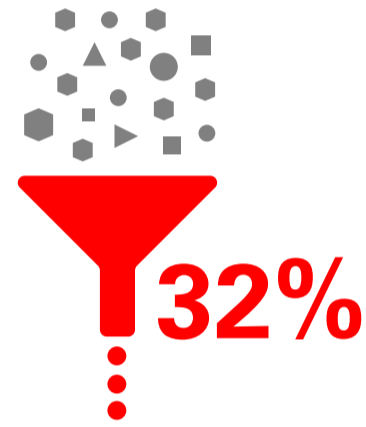
Disparate Data Sources

85% of marketers say consumer data is unavailable spread across multiple sources or altogether unavailable.



Technology Complexity

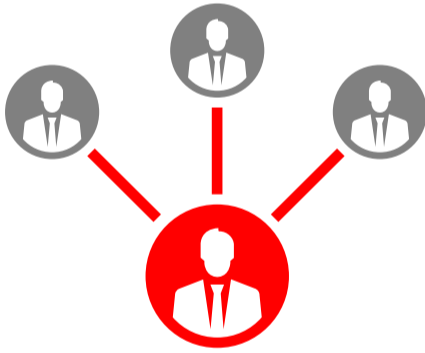
Marketing technology and big data landscape are expanding, but digital marketing skills are scarce.



Inability to Decide with Data

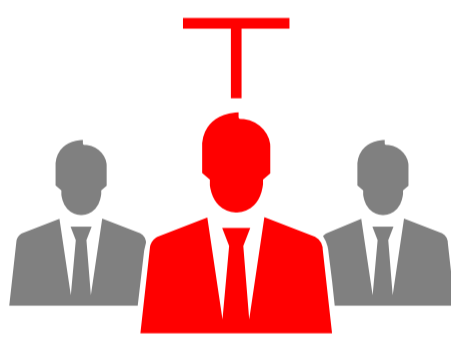
Only 32% of available or requested marketing analytics are used to drive marketers' decisions.

THE ANALYTICS ADVANTAGE



Unify Data

Aggregate marketing data sources to discover insights and target the right customers.



Engage Customers

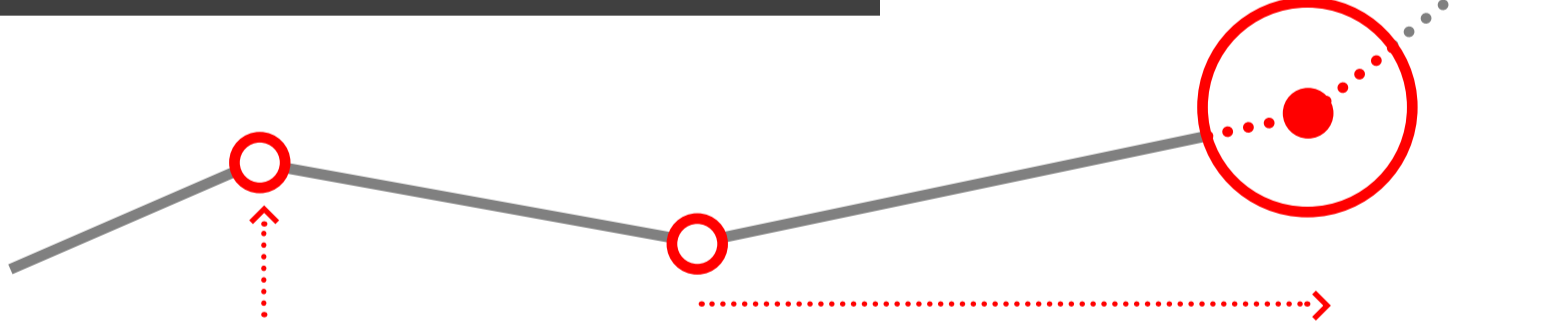
Give customers relevant, individualized, experiences with real-time personalization and cross-channel interaction.



Analyze Performance

Attribute revenue with customizable metrics and visual analysis to gain strategic insight more quickly.

THE BUSINESS IMPACT



Boost Conversion Rates

Convert more leads by targeting the right customers the right way with the right content.

Adapt Faster

Quickly adapt to customer needs and preferences for your products and services.

Measure Marketing Contribution

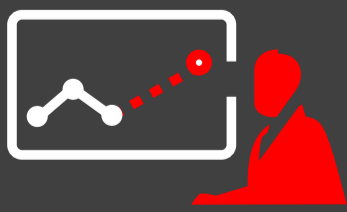
Intelligently map marketing's contribution to key conversion metrics.

ORACLE BUSINESS ANALYTICS



GAIN ACTIONABLE INSIGHT

Gain actionable insight by visualizing, enriching, and discovering click streams, social sentiment, and sales behavior from multiple sources.



PREDICT OUTCOMES

Predict outcomes and prescribe personal recommendations by leveraging advanced analytics and machine learning.



SPEED TIME TO VALUE

Speed time to value by deploying in the cloud, on mobile, and in-memory.

LEARN MORE AT CLOUD.ORACLE.COM/CRM-ANALYTICS