

# Acquire the Right Retail Customers with Consumer Insights

## CONSUMER INSIGHTS

Employ Oracle Retail's platform for modern retail science and analytics along with the world's largest retail data collective in Oracle Data Cloud to expand and retain the quantity and the quality of your customer base.



of retailers stated  
**“acquisition marketing”**  
 is their #1 investment

 [Learn More](#)

## Key Benefits:

- Identify common attributes and new segments with predictive analytics and retail AI for highly individualized offers and promotions
- Find new audiences through Consumer Insights' direct integration with Oracle Data Cloud's massive data collective spanning:
  - 1,500+ retailers
  - 1,000+ product categories
  - 115 million+ households
  - 375+ customer attributes
  - 5 trillion+ transactions
- Reach new audiences seamlessly with direct integration to the world's leading Ad Tech platform
- 2.6x Reduction of new customer acquisition costs
- 5x Increase in % of consumers buying within 45 days



Customer Example:

## Shoe Carnival



- Expanded use of 1st-party data
- 20:1 achievement of new buyers Return on Ad Spend
- Ability to reach and convert 3.5x more prospects

Customer Example:

## La-Z-Boy

- Increased Click-Through-Rate with personalized creative
- 187% higher campaign ROI compared to average
- Expanded use of 1st-party data



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