Oracle CX Audience

Drive engagement by providing the most relevant experiences

Send the most relevant communications to the most interested audiences, when and where they matter, and encourage customers to grow their relationship with your brand.

You may be experiencing the following challenges:

- **Low engagement**
  Irrelevant offers or over-communication will hinder engagement and contribute to customer churn.

- **Disconnected data**
  It’s nearly impossible to provide relevant experiences for each customer without unified data.

- **Slow time-to-launch**
  Relying on IT to access data for campaign launches can slow down production time; delayed launches translate to opportunity costs.

Target and segment with precision

Ensure you have a 360-degree customer profile and understand who each customer is by using Oracle CX Audience. Target the right audience with precision by filtering and segmenting the data that you need.

*CX Audience helps you ensure you’re targeting the right customers, in the right channel, with the right content, in real time. Grow engagement, improve efficiency and develop trust throughout the customer lifecycle when your audience is properly engaged and targeted.*

Your keys to success:

- Precise targeting and segmentation
- Access data for campaign launches without IT intervention
- Analyze audience performance, both pre- and post-launch
- Increase efficiency with reusable filters and audiences
Precise targeting depends on three key capabilities...

**Unifying & enriching customer data**
Understand all customers’ habits and preferences. Personalize experiences for every individual.
- **Activate customer data.** Centralize and enrich data to improve segmentation.
- **Use prebuilt segments.** Leverage available templates for specific segments to optimize targeting for each campaign.
- **Update data in real time.** Reduce data latency to improve message relevance.

**Exploring & segmenting customers**
Access your data without relying on complex SQL queries or IT intervention.
- **Build precise audiences.** Get to market quickly using an intuitive drag-and-drop interface.
- **Prioritize offers with waterfalling.** Overcome conflicts and ensure value for each customer.
- **Analyze segments visually.** Easily determine which customers should fall in each segment.

**Analyzing key performance drivers**
Analyze audiences to deepen your understanding of campaign performance.
- **Analyze before you launch.** See how audiences have responded to previous campaigns & adjust accordingly.
- **Visualize audience data.** Review performance and surface critical details in an intuitive visual dashboard.
How will CX Audience help you and your customers?

91% of consumers are more likely to shop with brands that recognize, remember, and provide them with relevant offers and recommendations. 

- Accenture, 2018 Personalization Pulse Check

High-precision targeting
Enrich your understanding of your consumer with Oracle Data Cloud, the world's largest source of third-party data.

Faster time-to-value without IT
Streamline and automate audience segmentation, finding the ideal balance of reach and impact.

Greater visibility into segment performance
Leverage historical data to find the ideal audience, then review performance to measure campaign objectives.

Quickly identify new customers
Deliver more relevant experiences to newly-discovered segments, driving personalization and engagement.

Contact Oracle for information about Oracle CX Audience