Experiences are everything of consumers agree that the more personalization tactics a brand uses, the more loyal they are to that brand. \(^1\)

The connected retailer

Deliver interactive and engaging omnichannel experiences for retail consumers with Oracle Advertising and CX

The challenges retailers face today also represent great opportunities. Reaching, engaging, converting, and retaining customers involves leveraging big data to surface insights and connect with customers. Oracle Advertising and CX helps retailers master these capabilities and provide a cohesive customer experience so they can thrive in an ever-changing landscape. The solution you choose must have the right features to enable success.

79%

Experiences are everything of consumers agree that the more personalization tactics a brand uses, the more loyal they are to that brand. \(^1\)

Key challenges for the retail industry

Making full use of data
54% of retailers plan to consolidate customer data and leverage advanced analytics. \(^2\)

Failure to reach in real time
35.4% of retailers will invest in technology to close the gaps in digital transformation. \(^1\)

Managing shifting priorities and strategies
56% of troops are managing shifting priorities, and disruptions as a major challenge. \(^2\)

How can retailers combat these challenges?

Accurate targeting
Target based on digital customer IDs and online purchase IDs from retail interactions.

Adaptive omnichannel experiences
Orchestrate omnichannel retail experiences rapidly based on consumer behavior, preference, or attributes.

Frictionless commerce
Boost online sales, create innovative experiences, and support subscription models by providing omnichannel, self-service opportunities.

Data-driven engagement
Connect the largest set of anonymous and known retail customer data.

Intelligent content
Optimize retail content and experiences using self-learning, predictive AI models.

Automate and scale customer service
Engage with customers on their preferred communication channel, while accessing connected customer profile, purchase, demographic, and behavioral data.

Grow retention with CX
68% of consumers globally feel more loyalty toward the brands and organizations that make it easy and convenient to engage with them. \(^5\)

Improve your retail CX

A data-first, customer-centric approach
Oracle Advertising and CX is an integrated retail platform that spans every stage of the customer lifecycle, helping you improve the customer experience.

At Oracle, we are committed to helping you build customer relationships that last

Want to learn more?
Visit Oracle CX for Retail

---

\(^1\) New Report: The Need for Hyper-Individualization, 2020, Formation

\(^2\) IDC PlanScape: Customer Data Platform for Retail Customer Experience and Commerce, February 2021, Ornella Urso, Filippo Battaini, Giulio Raffaele, IDC

\(^3\) Customer Engagement and Loyalty Strategies for Touchless Retail. February 2021, Leslie Hand, IDC

\(^4\) These Are The Biggest Marketing Challenges Facing Brands In The Age Of COVID-19, May 5, 2020, Shama Hyder, Forbes

\(^5\) Customer Loyalty And Retention Are In Decline, October 13, 2019, Shep Hyken, Forbes