

ORACLE®
Marketing Cloud

Cross-Channel Orchestration Fundamentals

ALIGNING WEB WITH ALL MARKETING CHANNELS



ORACLE®

Today's consumers are demanding: They have become more unforgiving of a poor customer experience and expect interactions on their desktop and mobile devices to be responsive, intuitive, and easy-to-use. Marketers understand that delivering the most relevant experience is the key to gaining continued satisfaction and loyalty from their digital consumers.

What they want are experiences that are personalized, contextually relevant, and consistent—regardless of online or offline channel or lifecycle stage. What they too often get, however, are experiences that are disconnected, not contextually relevant, and inconsistent across channels and lifecycle stages.

Given the following data points, this is highly problematic for a great number of marketers:

- **79%** of consumers want their issue to be resolved in one interaction and don't want to be told what channel they should use.¹
- **73%** of respondents said they use multiple channels during their shopping journey.²
- Omnichannel shoppers spend an average of **4%** more on every shopping occasion in the store and **10%** more online than single-channel customers.³

It's no wonder that, according to Econsultancy, a mere **5%** of marketers say they are "very much set up to effectively orchestrate cross-channel marketing activities."

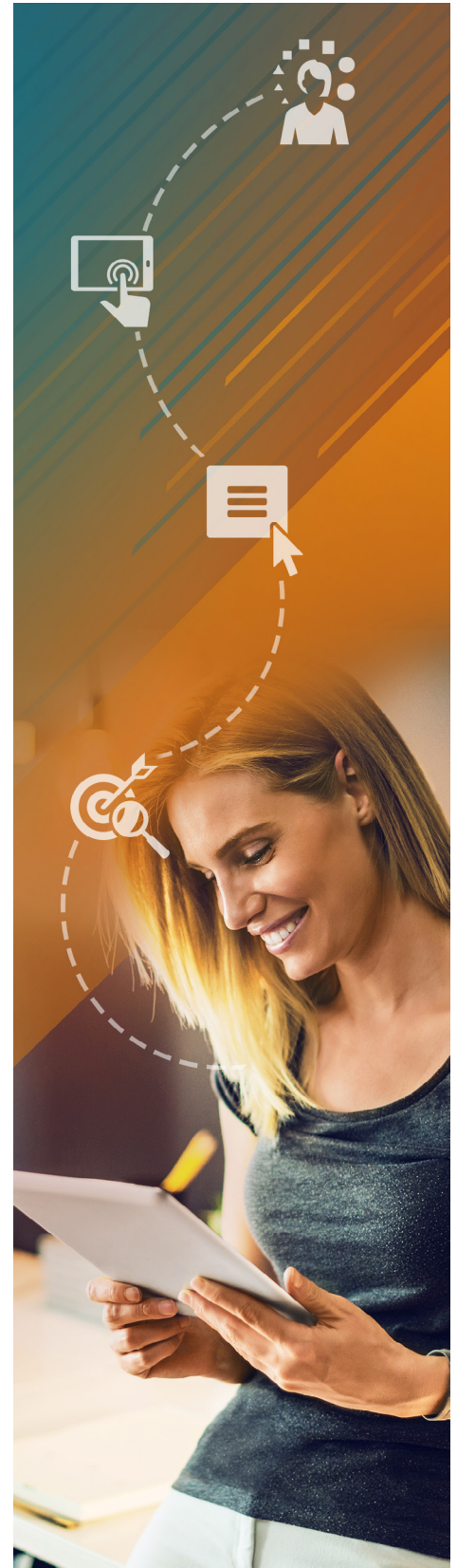
WHO'S RESPONSIBLE?

Well, to put it bluntly, marketers themselves are partly responsible. The customer experience is broken because the marketer experience is broken.

¹ Modern Experiences for Connected Consumers: Creating Digital Customer Engagement, Oracle Communications, 2018

² A Study of 46,000 Shoppers Shows That Omnichannel Retailing Works, HBR, January 2017

³ A Study of 46,000 Shoppers Shows That Omnichannel Retailing Works, HBR, January 2017





“Cross-channel campaign management platforms enable let you manage customer data, perform customer analytics, design customer communications and campaigns, orchestrate cross-channel customer interactions, and measure marketing performance for ongoing optimization.”

*The Forrester Wave™
Cross-Channel Campaign
Management, Q1 2018*

If you want to learn more, go to:
oracle.com/marketingcloud

If you have heard enough and you are ready to talk to someone, [contact us](#).

But it's not entirely marketing's fault. It's the legacy technology that provides only a distorted view of the customer that creates the broken experiences. It is the same technology that, while providing rich behavioral, demographic, and preference data, does not allow for silos of data to be shared across channels.

There is far too often a disconnect between marketing and commerce that prevents progress, which means that despite having similar goals, campaign planning and campaign execution often happen in a vacuum.

HOW TO FIX WHAT'S BROKEN

Now that you know what's broken, it's time to fix it—aka use technology that will provide you with the capability to personalize the full customer experience at a higher resolution across messaging, web, mobile, and applications.

For B2C marketers it is vital that the technology you use enables you to orchestrate the full experience from message to conversion, as well as extend personalization and consistency across channels—all while increasing engagement by speaking to customers through their channel of preference.

You need to be able to connect the digital dots and create holistic customer profiles: digital dots such as website behaviors, browsing data, physical location, and demographics. You then need to be able to combine those dots with cross-channel unique IDs, customer preferences, behavioral data, and channel preferences.

TESTING & OPTIMIZATION

It should come as no surprise to learn that 96% of marketing leaders say customer experience optimization is key to their bottom line. The problem, however, is that these same marketers continue to struggle to understand what content should go to what segments at what point in the customer journey for maximum ROI.

Marketers have a clear and inherent need to optimize a consumer's path to purchase. And the way to do that effectively is via testing and optimization. Optimization is about using data to systematically discover and deliver what customers want—and it all starts with testing.

The challenge, though, is that testing needs to be easy enough to be something we always do, yet powerful enough to deliver real results.

The technology you use as a marketer should empower you to find and deliver the best-performing experiences for every journey your customers take as they move between desktop, tablet, and mobile devices.

ORACLE® Marketing Cloud

ABOUT ORACLE MARKETING CLOUD

B2B and B2C marketers use Oracle Marketing Cloud, an integrated portfolio of best-in-class applications, to drive sales, brand and customer loyalty. Oracle Marketing Cloud offers the industry's richest datasets and most adaptive intelligence so marketers can deliver irresistible, consistent and connected experiences to customers wherever they are and however they choose to engage.

[Visit oracle.com/marketingcloud](https://oracle.com/marketingcloud)