ORACLE
Advertising and CX

A single source of truth: How CDPs create a 360-degree view of your customer

Customer data comes in many forms from various applications and systems. If online, offline, first-, second-, and third-party data isn't collated into a single, unified customer profile, the customer experience (CX) will be flawed—and your advertising, marketing, and sales efforts won't deliver the results you expect.

There are three examples of harm caused by data siloes.

1 Marketing campaigns are hamstrung by **duplicate and inaccurate data** created when multiple teams enter and retrieve customer data without reconciliation.

2 **CX is inconsistent** when service and ecommerce data isn't integrated with sales and marketing data.

3 **Ad targeting will be skewed** without access to a complete view of customer data.

74% of employees expressed feeling overwhelmed or unhappy when working with data.[1]

Dealing with disjointed customer data

A customer data platform (CDP) is one of the top solutions marketers say they cannot live without. **37% of marketers said they plan to invest most of their 2022 technology budgets on CDP technology.[2]** Why?

Marketers have mountains of data. But they have trouble turning that data into meaningful customer profiles. A CDP gives marketers access to a complete view of the customer.
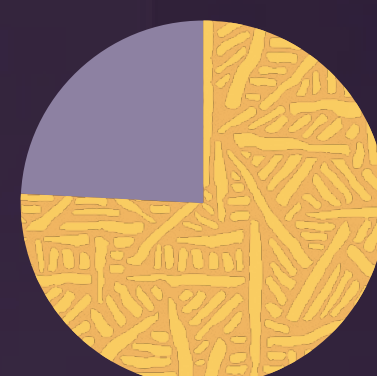
Five ways a CDP can improve your marketing results

01 Craft better digital marketing plans

Real-time, intelligent, and predictive insights will help you create a marketing plan that demonstrates you understand your audience across the entire customer lifecycle.
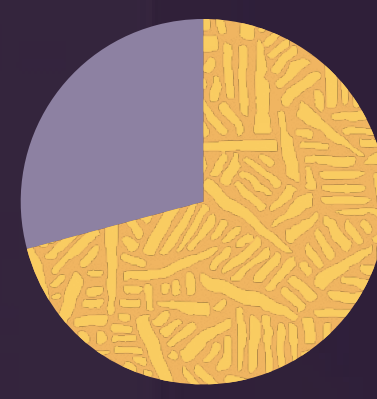
71% of consumers expect a personalized experience.[3]

76% get frustrated when content isn't personalized.[3]

02 Create a more engaging customer experience

Brands that leverage data can deliver an exceptional customer experience win.

Three in five consumers (61%) say they're likely to buy when a company creates a personalized experience.[4]

03 Deliver more targeted ad campaigns

Advertisers with access to unified data management capabilities report more effective advertising campaigns across all channels, including email, mobile, web, and social.

An effective ad targeting strategy can increase customer acquisition by 72%[5]

04 Boost ROI

When you have a complete view of your customer, you'll know how to catch and keep their attention—and what problems you can solve for them.

Leveraging holistic customer analytics results in above-market growth and a **15-25%** increase in earnings.[6]

05 Improve customer loyalty and retention

A better understanding of your existing customers allows you to provide relevant content and offers. The more relevant you are, the more likely your customers will stay engaged with your brand.

78% of consumers are more likely to purchase repeatedly from companies that personalize.[3]

Unified customer data is the key to a successful marketing strategy. And, although there are challenges to customer data management, utilizing a CDP can help your business create more personalized customer experiences to generate better ROI.

Learn more

Oracle Unity CDP creates single, dynamic views of each customer in real time. With built-in AI and machine learning, Oracle Unity brings data together from all sources, applies intelligence, and activates insights to improve the B2B and B2C customer experience across marketing, sales, service, and commerce.

Take the Oracle Unity Quick Tour

[1] Accenture, "The Human Impact of Data Literacy," 2020.
[2] Ascend2 and Oracle, "Marketing trends 2022: Marketers tell all about successes, struggles, and solutions," 2022. (gated)
[3] McKinsey and Company, "The value of getting personalization right—or wrong—is multiplying," November 12, 2021.
[4] Movable Ink, "Audience of One: Consumer Expectations and the Power of Personalization," 2021. (gated)
[5] Forrester, "Getting Customer Data Management Right," November 2019. (gated)
[6] McKinsey and Company, "Insights to impact: Creating and sustaining data-driven commercial growth," January 18, 2022.