Customer data comes in many forms—from various applications and systems, in online, offline, first-, second-, and third-party data. If this data isn’t collated into a single, unified customer profile, the customer experience 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 silos:

1. **Marketing campaigns are hamstrung by duplicate and inaccurate data.** When multiple teams enter and retrieve customer data without reconciliation, marketing campaigns may be inefficient or ineffective.

2. **CX is inconsistent.** Service and ecommerce data isn’t integrated with sales and marketing data, leading to inconsistent experiences for customers.

3. **Ad targeting will be skewed.** Without access to a complete view of customer data, ad targeting can be ineffective.

67% of employees expressed feeling overwhelmed or unhappy when working with data.

Dealing with disjointed customer data

A customer data platform (CDP) is one of the top solutions marketers say they can’t live without. According to Ascend2 and Oracle, 2022 marketers plan to invest 37% of their 2022 technology budgets on CDP technology. Why?

Marketers have mountains of data. But they have trouble turning that data into meaningful, customer-focused insights.

A CDP gives marketers access to a complete view of the customer, turning disjointed data into actionable insights.

Five ways a CDP can improve your marketing results

1. **Craft better digital marketing plans.** Real-time, intelligent, and predictive insights will help you create data-driven marketing plans that align with your audience’s interests and preferences.

2. **Create a more engaging customer experience.** Brands that leverage data can deliver an exceptional customer experience that demonstrates you understand your audience across the entire customer lifecycle.

3. **Deliver more targeted ad campaigns.** Advertisers with access to integrated data management capabilities report more effective advertising campaigns, including email, mobile, web, and social.

4. **Boost ROI.** A better understanding of your existing customers allows you to target your marketing efforts more effectively and increase the likelihood of conversions.

5. **Improve customer loyalty and retention.** A CDP that provides a complete view of your customer allows you to understand their needs, preferences, and behaviors, ensuring that they stay engaged with your brand.

Unified customer data is the key to a successful marketing strategy. And, although there are challenges to customer data management, using a CDP can help your business deliver more personalized and customized 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 aggregates data from across all customer touchpoints to create a complete, unified profile.

Take the Oracle Unity Quick Tour


