

Oracle Retail Consumer Insights Solution Brief

Oracle Retail Consumer Insights is a strategic collaboration with Oracle Data Cloud and brings an unprecedented level of insight to retail marketing teams looking to better understand their existing customers and optimize new customer acquisition campaigns.

Acquire the Right Retail Customers

There are nearly 320 million consumers in the United States alone. How many of those are your existing customers? How many should be?

With [75% of retailers stating “acquisition marketing” is their #1 investment](#), Oracle Consumer Insights delivers a strategic competitive advantage by enabling retailers to put customer attributes and behaviors at the center of their new customer acquisition strategy.

Key Benefits of Consumer Insights

- Enrich your customer data with the world's largest cloud-based data management platform to create a holistic picture of your existing customers
- Identify common attributes and new segments with predictive analytics and retail AI for highly individualized offers and promotions
- Find new audiences through Consumer Insights' direct integration with Oracle Data Cloud's massive data collective spanning 1500+ retailers, 1000+ product categories, 115 million + households, 375+ customer attributes and 5 trillion+ transactions
- Reach new audiences seamlessly with direct integration to the world's leading Ad Tech platform
- Reduce new customer acquisition costs by upwards of 2.6x

Descriptive, Predictive, Prescriptive Analytics, AI and Machine Learning: All Part of the Oracle Retail Family

Oracle Retail Consumer Insights is part of the [Oracle Retail Insights Cloud Service](#) family and can be extended with [Oracle Retail Science Platform Cloud Service](#). These services share a standards-based and retail-specific data model that reflects both functional and technical best practices, thousands of packaged metrics and hundreds of packaged reports and dashboards. Any number of [Oracle Retail Insights Cloud Services](#) can be combined with any number of [Oracle Retail Science Platform Cloud Service](#) to support each retailer's unique needs, roles, processes, and data footprints - whether they be narrow, broad, or somewhere in-between.

Oracle: The Platform for Modern Retail

- 5,000+ retail customers across 96 countries
- 2,500+ industry experts solving modern retail challenges
- Pivot to Customer strategy puts *customer* at the core of every business process and decision
- Single view of item, inventory, order and customer
- AI, Machine Learning embedded throughout workflows
- High performance cloud solutions, unmatched governance and security controls

Request a Demo
of Oracle Retail
Insights Suite

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