

# THE 13<sup>TH</sup> ANNUAL MARKIES

2019 Award Winners and Finalists



ORACLE®





Since 2007, the Markie Awards have celebrated achievements in digital marketing. Over the years, the innovations we've witnessed from winners and finalists have broadened our perspective and made us wonder—what other breakthroughs are being made in other areas?

So, the 2019 Markies expanded to include the creators of standout customer experiences from across marketing, sales, service, and commerce. By putting on a fresh face, the Markies now celebrate all the efforts that go into award-winning CX, both on the front lines and behind the scenes, as they all work together to polish the outcome to its show-worthy sheen.





# Panasonic®

## The Apex Award

Best Overall Customer Experience

Every company says they're focused on customer experience, but few have the results to prove it. This Markie honors the company that went that extra mile to dazzle, intrigue, and build customer loyalty.

### FINALISTS

Carmen Steffens | Jetstar Airways | Motorola Solutions | Reserva

### Background

Spanning multilingual markets with an on-the-move field sales force and a service turnaround of just four days, Panasonic CPE needed to unite channels to serve customers across Europe. So, they built a Customer Experience program to connect marketing, sales, and service within a single Oracle CX Cloud platform.

### Moving Pieces

Sharing a 360° customer view across all teams minimized pitfalls to speed processes, streamline resources, and empower customers to take control of their experiences. It also provided personalized marketing campaigns to catch the right eyes and nurture them toward a decision.

### Connecting the Dots

Panasonic's efforts paid off, big time. Third-party technology analyst VDC Research reported that Panasonic is now the most trusted provider within its category, topping the list in terms of understanding customer needs, technical service, and overall customer satisfaction.

### The Showstopper

Driven by that success, Panasonic is revamping their CX with a Partner Portal, e-Learning solution, and Digital Asset Library to drive engagement, slash time to market, and amplify marketing and sales ROI.





Named the Most Trusted  
Provider of Rugged  
Notebooks & Tablets  
by VDC Research.







## The Borderless Award

Best International Marketing Campaign

A simple but effective message can stir emotions and action, even across international borders. This Markie went to the team that architected a game-changing national marketing campaign that was later translated for global use.

### FINALISTS

Clarivate Analytics | Cisco | Laerdal Medical

### Background

The mission of the Movember Foundation is, simply put, “Stop men from dying too young.” Its annual November campaign draws supporters from over 20 countries around the globe, but with a team of just three people responsible for global communications, the foundation needed a smart tool to streamline resources and save time.

### Moving Pieces

Using Oracle Eloqua, Movember Foundation was able to revamp a process that once demanded manual creation and deployment of 39 individual emails, powering customized communications across multilingual markets and accounting for nuances like regional slang, season, cultural humor, and local trending topics.

### Connecting the Dots

Armed with enhanced capabilities and increased focus on data and marketing automation, Movember Foundation brought on new employees to build out a dedicated insights team. The additional resources also made it possible for them to focus more on their English-speaking communications, which generate the majority of donations.

### The Showstopper

And that’s not all—donations raised through email marketing increased by a staggering 49% year over year, throwing more weight behind their mission to promote men’s health and save lives.





**5M+**  
SUPPORTERS



**1,200+**  
HEALTH PROJECT



**\$837M+**  
RAISED

*"Everything we do is to  
stop men dying too young"*



Email marketing automation  
helped increase donations by

**49%.**





# SAMSUNG

## The Cultivator Award

Best Lead Management Program

This Markie goes to the lead management program with smart scoring that nurtures prospects and delivers dynamic results, making it easy for marketers to pull leads all the way through the funnel into the open arms of the sales team.

### FINALISTS

Clarivate Analytics | Flight Centre Travel Group

Johnson Controls | Symantec

### Background

With distinct Mobile and IT Solutions and a sweeping array of offerings, lead management for Samsung Business contains lots of moving pieces. To support such a broad portfolio, they needed to streamline the process and empower sales and marketing to work smarter together.

### Moving Pieces

Codifying the buyer journey gave Samsung the power to intelligently distinguish key buying intent signs and shift how Oracle Eloqua identifies, nurtures, and qualifies leads for sales. Meanwhile, sales insights are communicated with marketing to help them be better stewards of the buyer journey, powering personalization, retargeting, journey progression, and suppression of content.

### Connecting the Dots

The outcome? Committing to this program helped Samsung understand marketing attribution, boost conversions, and reignite trust between sales and marketing.

### The Showstopper

This resulted in an overall 57% reduction in MQLs, allowing Samsung to cut out the noise and minimize extra work for sales. This, in turn, helped drive a 200% increase in conversion rates from MQL to SAL and SAL to SQL and increase marketing's contribution to revenue by 60%.





# 200%

increase in conversion  
rate from MQL to SQL.







Health Resources in Action  
*Advancing Public Health and Medical Research*

## The Heartstrings Award

This Markie goes to the fan favorite whose customer experience grabs hearts with unusual creativity, humor, and human-interest that could make a crowd laugh, cheer, or cry.

### FINALISTS

Axcess Financial | Eaton

The National Roads and Motorists' Association | The Vermont Country Store

### Background

HRiA works tirelessly to combat the growing substance use epidemic.

It's a big step for someone with substance use disorder to reach out for help.

And when they do, providing timely, detailed responses that are accurate and tailored to the unique situation can save lives.

### Moving Pieces

Knowing this, HRiA deployed Oracle Service Cloud and Oracle Policy

Automation to power its statewide Helplines, providing instant advice and referrals to substance users, concerned family, friends, and caseworkers.

### Connecting the Dots

By aligning multi-channel support systems, including a website, call center, and guided digital questionnaire, HRiA made it possible to deliver priceless assistance to people in their time of greatest need, matching each person with the right service as quickly as possible.

### The Showstopper

The results were clear. Website traffic spiked by 50% and average caller satisfaction surpassed 4.5 on a 5 point scale. This success energized the HRiA team and filled them with pride about being on the front lines working with people and technology to save communities.





Caller satisfaction  
surpassed

4.5/5

points.







## The Insight Award

Best Use of Data

You can find data anywhere these days. What matters is how you use it. This Markie recognizes those applying data in ingenious new ways to target, personalize, pivot, and drive ROI.

### FINALISTS

ConnectWise | Covance Inc. | Danske Spil | Dow

### Background

A customer who uses a product or service within 30 days of purchase and has a positive customer experience is 80% more likely to renew. So Cisco set out to transform their company from the inside out to earn customers for life.

### Moving Pieces

By deploying an arsenal of Oracle solutions in tandem with third-party applications, Cisco fully digitized the customer lifecycle to benefit from data science, automation, and machine learning—situating Oracle Eloqua at the core to find, analyze, and activate the right data for their programs.

### Connecting the Dots

The new data strategy made waves, driving an unmatched volume of digital impressions, customer engagements, long-term renewals, and revenue.

### The Showstopper

The robust ecosystem has been expanded to break down silos and power alignment between all Cisco business units, increasing data automation by 56%. Cisco has also shared the lessons it learned with this process at multiple events, helping others in its industry find new ways to look at and apply data.





The solution powered a

56%

boost to efficiency.





# IHCL

Indian Hotels Company Limited - Taj

## The Nexus Award

Best CX Ecosystem

It can be hard to tell where a brand ends and its customer experience begins. And that's just the way it should be. This Markie honors a true connected CX ecosystem with a CRM, third-party cloud apps, or API integration.

FINALISTS

ADP | Aon | Schenck Process | Victoria University

### Background

Taj is a global subsidiary of the Indian Hotels Company Limited with 100 luxury hotels, hotel-resorts, palaces, and safaris, dedicated to providing an unmatched guest experience. The global sales team spans 13 countries, responsible for relationships with tour providers, travel agencies, special event accommodations, and more.

### Moving Pieces

To manage their complex global footprint, Taj built an ecosystem that blends Oracle hospitality applications with a host of 3rd-party tools all integrated with Oracle CX Cloud to keep records in sync for every guest, customer, account, and travel agent—at any time.

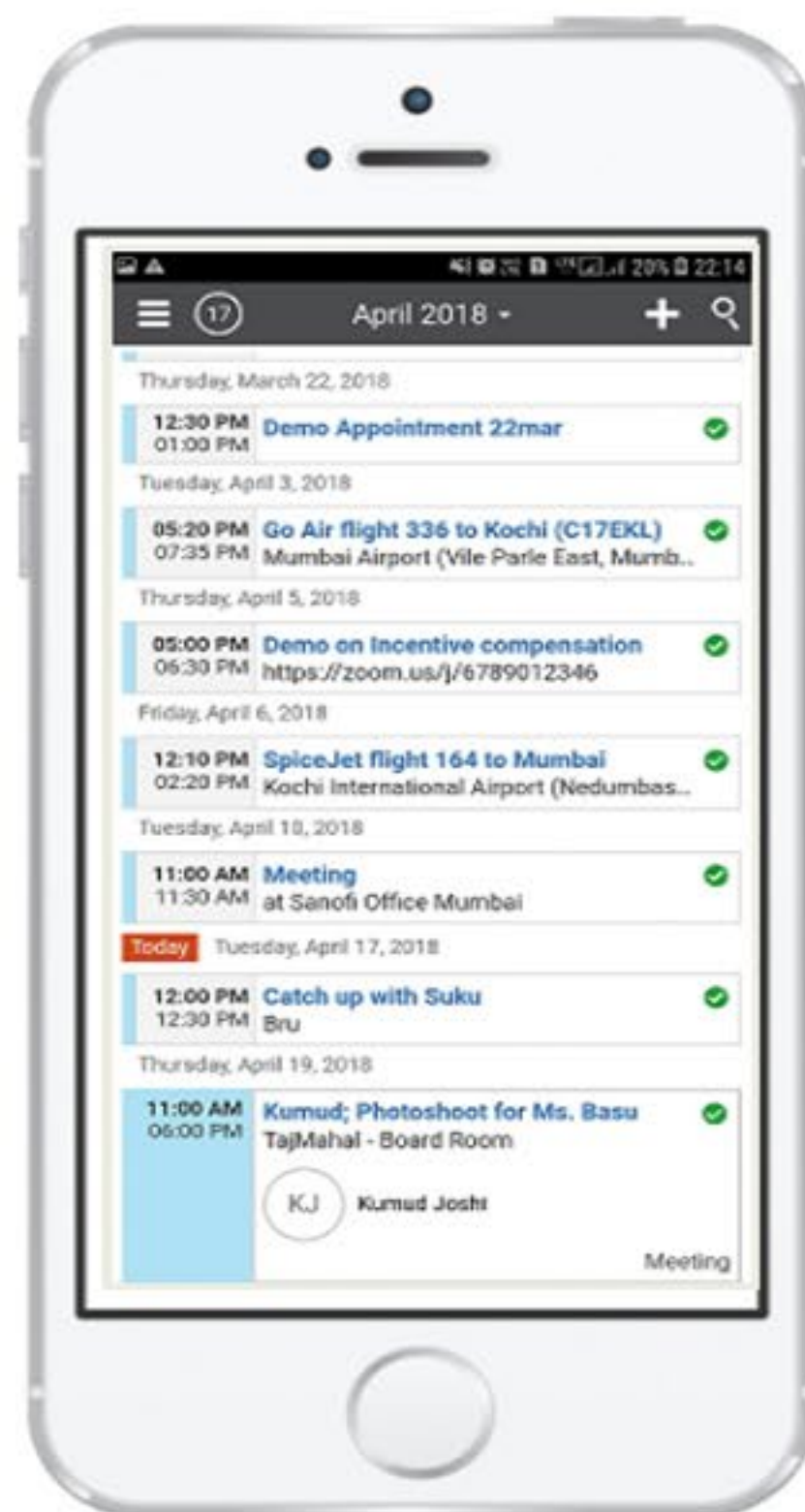
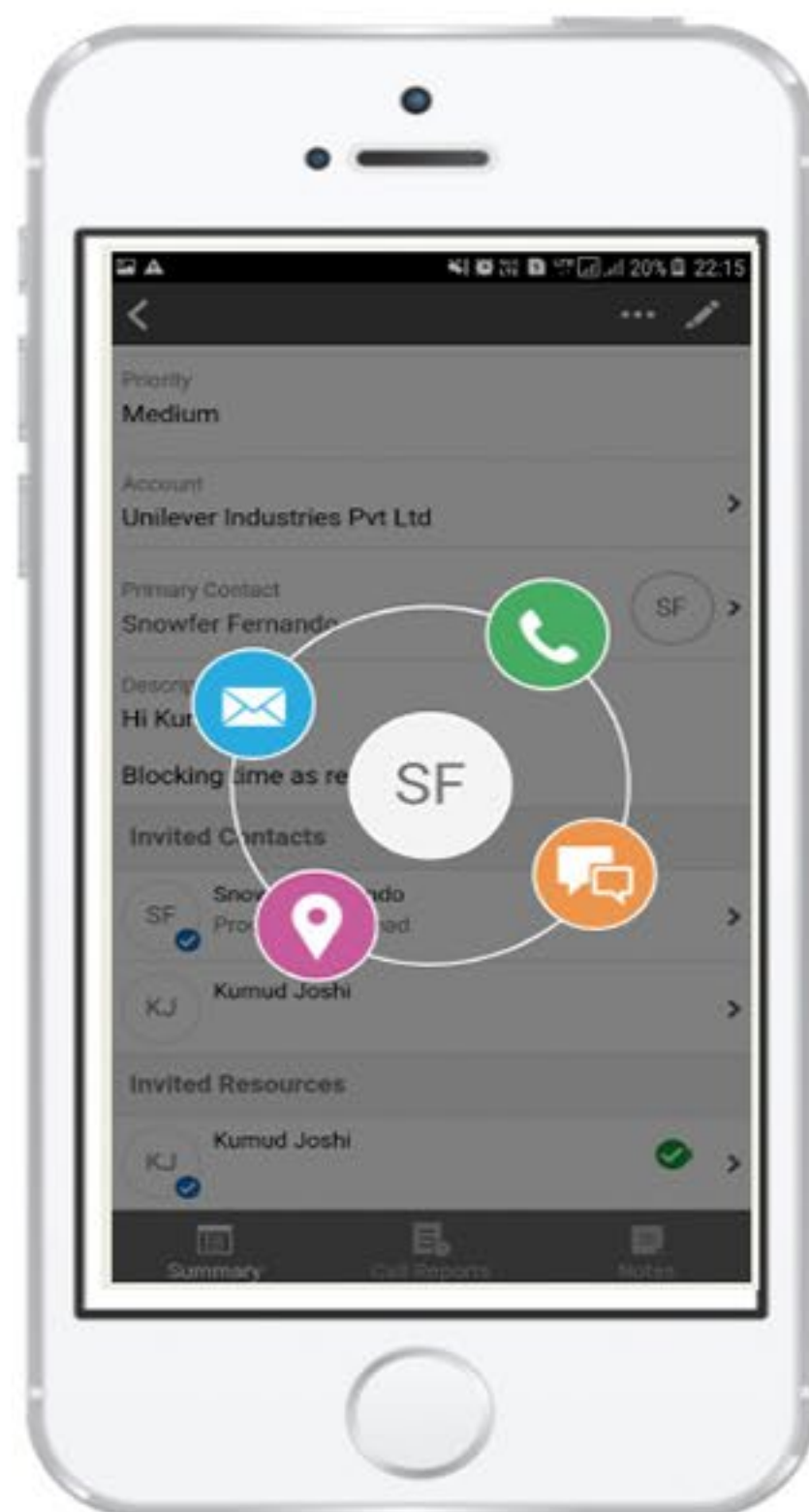
### Connecting the Dots

The 360° account profiles made it simple to attribute productivity and revenue and incentivize and reward the sales executives accordingly, and the ease of tagging a reservation to any of over three million guests enabled transformational improvement to hotel operations and guest satisfaction.

### The Showstopper

But there's more. What was once a three-week tracking process for the sales team has been replaced with real-time data that allows reps to view productivity against their respective budgets and plan accordingly. All told, it's enabled the sales team to book over 450K room nights.





Increased efficiency  
powered over

450K

nights booked.





# THINGS REMEMBERED

## The Omni Award

Best Omni-Channel Experience

The fragmented digital landscape is no excuse to cut corners on delivering the hyper-relevant, omni-channel experiences buyers demand. This Markie honors those who've capitalized on micromoments of inspiration to build personalized, end-to-end experiences anywhere, anytime.

### FINALISTS

Carmen Steffens | Ferguson Enterprises

Ocean State Job Lot | Schenck Process

### Background

Things Remembered helps customers create unique and personalized products for all of life's occasions, big and small. With more than 600 stores across North America and an online store that allows for home delivery and same-day pickup in-store, they empower customers to shop when they want, where they want.

### Moving Pieces

To make good on this customer promise, Things Remembered set out to connect all their customers' channels of choice, boosting in-store and online traffic, reducing cart abandonment, dialing up customer service while reducing turnaround time for a personalized gift to just four hours.

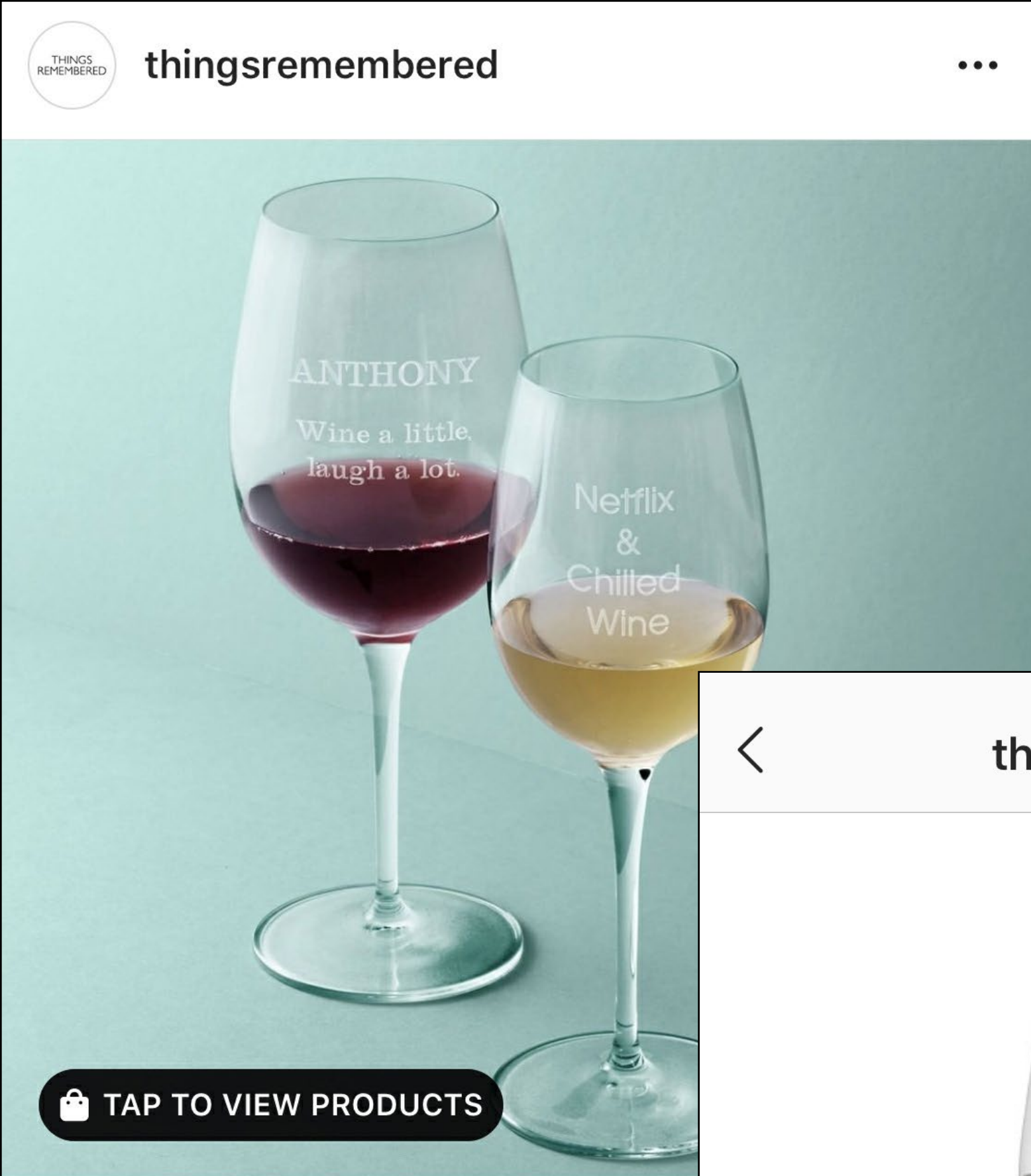
### Connecting the Dots

With Oracle Commerce Cloud, Things Remembered was able to get this ambitious solution into market in time to capitalize on the pivotal 2018 holiday shopping season, complete with a shoppable Instagram catalog, full-service mobile site, tablet experience for in-store customer service reps, and local store inventory details through geolocation.

### The Showstopper

The experience powered a sharp increase in traffic, a 15% boost in sales, and a 300% increase in online volume versus its historical highest volume at peak shopping times.





109 likes

thingsremembered People who say buy for don't know where to get pers glasses. <https://bit.ly/2H1rdRR>

View all 6 comments



300%

increase in online  
volume compared  
to previous peak  
shopping times.





# Hewlett Packard Enterprise

## The Pinpoint Award

Best Account-Based Marketing Strategy

This Markie honors creators who've fused account-specific intel, buyer personas, and intent data to reach prospects in a way that's entirely unique, expanding the boundaries of ABM as we know it.

### FINALISTS

Covance Inc. | HCL Technologies  
NEC Corp | NTT Communications

### Background

Hewlett Packard Enterprise is a leader in the majority of the market segments it serves: #1 in servers, #2 in networking, and #2 in total storage. With such broad influence, they needed an account-based strategy to help streamline resources and take the smartest approach to differing accounts.

### Moving Pieces

The program goals were clear: Reduce low click-through rate by ensuring that marketing targets the right accounts, align marketing and sales goals, deploy digital data to reduce dependency on form fills and boost demand for sales demand, and ensure that no MQL is closed prematurely by sales.

### Connecting the Dots

With Oracle Eloqua at its center, the HPE ABM framework matches each contact's "digital body language" to their associated account and analyzes the signals. All engagement activity (form fills, web browsing, email activity, chat conversations, etc.) is mapped at the account level to newly created or existing pipeline and used to feed the account through two key campaigns.

### The Showstopper

This program has sourced over \$60,000,000 in net new revenue and influenced over \$180,000,000 in FY18, with much stronger revenue signals projected for FY19 as a direct result of this program. Having a measurable impact on revenue provides the confidence to drive tighter alignment between marketing and sales.



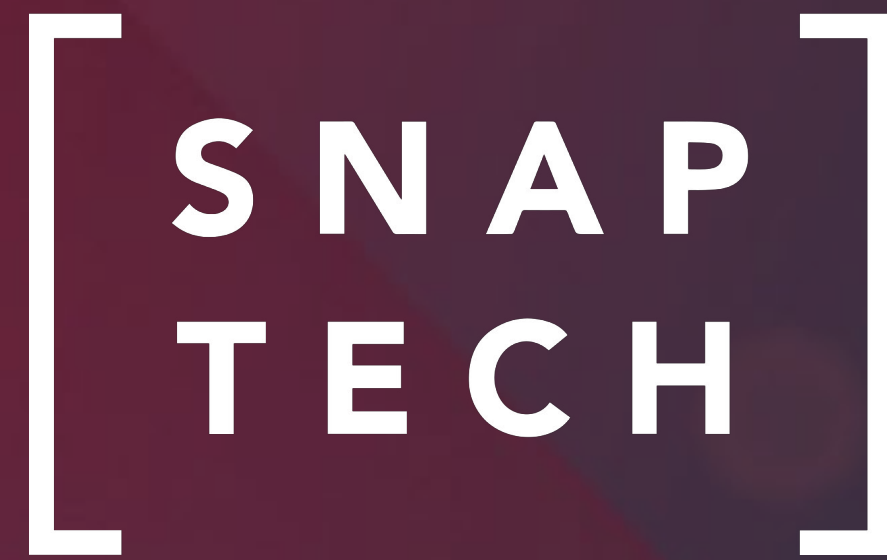


\$60,000,000

in net new revenue







## The Thinker Award

Best Innovation in Marketing

Radical commerce and marketing experiences come from being brave enough to take bold risks. This Markie honors the company that showcased new technology or a never-before-seen approach to attract, interest, and engage an audience.

### FINALISTS

Covance Inc. | DX Marketing | Mack Trucks | Verndale

### Background

Snap Tech is changing the way the world shops, providing visual search tools with proven revenue results for publishers, retailers, and influencers in the fashion industry and beyond.

### Moving Pieces

The program goals were clear: Reduce low click-through rate by ensuring that marketing targets the right accounts, align marketing and sales goals, deploy digital data to reduce dependency on form fills, and create boost demand for sales demand, and ensure that no MQL is closed prematurely by sales.

### Connecting the Dots


By integrating its own technology with Oracle solutions, such as Responsys and BlueKai, Snap Tech has created a seamless process for Oracle's retailer customers to capitalize on cutting-edge visual search.

### The Showstopper

Whether a product image is taken from a shop window in the real world or clicked online, Snap Tech provides automated suggestions in less than half a second, doubling retailers' time on site and boosting conversions by 33.3%. For editorial publishers, the solution reduces the time spent identifying "shop the look" products from 4-6 hours to just 60 seconds, increasing productivity and job satisfaction.



SIMILAR TO











COLOUR >

SHAPE >


PRICE

£6 £8520

Similar shape 190 ITEMS

 <p>PRETTYLITTLETHING £20.00</p>	 <p>PROENZA SCHOULER £738.00</p>	 <p>NICHOLAS £296.00</p>	 <p>CINQ À SEPT £209.00</p>
 <p>MATCHES FASHION £300.00</p>	 <p>MATCHES FASHION £750.00</p>	 <p>OASIS £16.00</p>	 <p>MARCHESA NOTTE £334.00</p>

SIMILAR TO











COLOUR >

SHAPE >

PRICE

£6 £5050

Similar colour 189 ITEMS

 <p>PROENZA SCHOULER £738.00</p>	 <p>MAJE £156.00</p>	 <p>ETRO £1,744.00</p>	 <p>ANTI-K BATIK £188.00</p>
 <p>MATCHES FASHION £576.00</p>	 <p>MATCHES FASHION £2,000.00</p>	 <p>MATCHES FASHION £1,377.00</p>	 <p>MATCHES FASHION £460.00</p>



Automated product suggestions double time on-site for retailers.





# Aon

## The Thinker Award

Best Innovation in Sales

For a winner, good is never good enough. This Markie is for the team that dreamed about bigger, better commerce and sales experiences—and rolled up their sleeves and made them real by leveraging technology, breaking siloes, and developing creative incentives.

### FINALISTS

Fatima Group | F5 Networks

Hermes Pardini | Hyster-Yale Group

### Background

Ten years of growth and development achieved via acquisition and divestiture resulted in a complex technology footprint, including disparate policy systems, multiple CRM/Service systems and data gaps between organizations, making it near-impossible for Aon to operate at the global level.

### Moving Pieces

To overcome these mounting challenges, Aon launched process modeling and re-engineering with the support of Oracle and Apex IT, aiming to consolidate disparate processes into one global standard. With Aon Connect as the largest global deployment of Oracle Sales Cloud, Aon has redefined what it means to have one single sales process with the support of Oracle CX.

### Connecting the Dots

Aon Connect has provided Aon executive leadership with one global forecasting tool, one global pipeline, and cross-organization collaboration (including contacts, leads, surveys, etc.) The organization has successfully been able to cross-sell and upsell into existing clients leveraging data provided by separate organizations within the Aon network.

### The Showstopper

So where did they land? Aon now has one administrative team managing one global instance of CRM instead of disparate teams across disparate systems trying to reconcile data and manage parallel efforts around the world.





Aon is the largest  
global deployment  
of Oracle Sales Cloud.







City of Albuquerque, New Mexico

## The Thinker Award

Best Innovation in Service

Winning service never stops short. This Markie belongs to those who've taken the tools at their disposal to do something that's never been done before.

FINALISTS

Hermes Parcelnet | Payoneer | Sage | Smiths Medical

### Background

The City of Albuquerque launched an ambitious initiative to transform citizens' day-to-day lives with citizen-driven government; namely, a responsive 311 system. The challenge? A staff of just 51 was juggling 1.2 million incoming calls every year. To continue progressing toward its goal, the city needed an omni-channel solution to alleviate the burden on the call center.

### Moving Pieces

Leveraging Oracle Service Cloud, Albuquerque became the first city in the world to integrate an automated Alexa voice assistant with a 311 contact center. Oracle Service Cloud provides centralized service request management via phone, email, and Alexa—an innovative, user-friendly process allowing residents to report issues and request assistance even outside business hours.

### Connecting the Dots

This future-ready solution earned the city the prestigious National 2018 Government Experience Innovation Award from the Center for Digital Government, recognized not only for its convenience but also for making a critical government service accessible to people with disabilities.

### The Showstopper

And the work is far from over. The city continues to lead the way in technology and citizen engagement, incorporating using more website forms to feed its CRM application as well as mining business intelligence from reporting trends to see what is and is not working for the public.





The world's first city to  
integrate an automated voice  
assistant with a 311 system.





# BONNIER

News

## The Upshot Award

Best Demonstrated ROI in Marketing

This Markie honors the pros who find opportunities to optimize campaigns where others see obstacles and capitalize on them without hesitation.

### FINALISTS

Covance Inc. | CVS Health

Mountain America Credit Union | Movember Foundation

### Background

Swedish media house Bonnier News has been in business since the 19th century, committed to defending journalistic truth and integrity for the benefit of a broad citizenry. To continue delivering on their customer promise in the digital age, Bonnier needed to modernize and adopt a data-driven approach to lead generation and nurture.

### Moving Pieces

Marketing automation and data-driven development work in the news industry plays a key role in ensuring subscriber growth and revenue. So, Bonnier adopted Oracle Eloqua for lead generation, scoring, customer journey mapping, and lead nurture.

### Connecting the Dots

Data-driven improvements in Oracle Eloqua allowed Bonnier to achieve 53% revenue growth in Q2 and Q3, followed by an additional increase of 165% QoQ in Q4. Implementing an automated lead generation engine spurred progress and digital change so Bonnier could grow toward the future.

### The Showstopper

Optimization remains ongoing. In the years ahead, Bonnier plans to continue to evaluate nurture campaigns and evolve customer journey mapping to be in alignment while driving database growth and expanding dynamic content capabilities.





Eloqua-powered program drove

**165%**

quarter-over-quarter revenue growth.







KENYA REVENUE  
AUTHORITY

## The Upshot Award

Best Demonstrated ROI  
in Sales and Service

Here's to putting analytics insights to good use in sales and service experiences—and realizing major ROI in the process. This Markie honors those who've taken measured risks and reaped astounding benefits as a result.

### FINALISTS

Beachbody | DISH Network  
MetroNet Inc. | Pier 1 Imports

### Background

In recent years, only about 11% of working adults in Kenya paid their taxes. And it was no surprise—citizens were expected to travel long distances and pay taxes in person, with no option to gather information or ask questions via phone, online, or any other channel of choice.

### Moving Pieces

To further complicate matters, citizens didn't trust their government to process taxes with integrity. To overcome these steep obstacles, the Kenya Revenue Authority (KRA) set out to earn a better reputation by modernizing the way it communicates, educates, and serves citizens.

### Connecting the Dots

KRA adopted an omnichannel CRM platform powered by Oracle Service Cloud with Policy Automation, Social Cloud, and Marketing Cloud. To troubleshoot or address misunderstandings, citizens can now connect with tax specialists via email, phone, live chat, social media, and in-person as needed. Taxpayers can also self-serve with an online Customer Portal and knowledge base.

### The Showstopper

Providing a modern experience for taxpayers not only increased tax compliance by 26%; it also helped ensure the nation's economic future by improving its standing in the global economy and attracting foreign direct investment—both imperative to Kenya's sovereignty as an African nation.





A modern taxpayer  
experience boosted  
compliance by

26%.







# The Convert Award

Best Commerce Experience

Winning commerce experiences give buyers more. This Markie recognizes the enlightened commerce team hyper-focused on converting transactional customers into brand-loyal enthusiasts through inspirational experiences.

## FINALISTS

Carmen Steffens | Duloren

Things Remembered | The Vermont Country Store

## Background

Livelo is a rewards company with over 19 million customers and dozens of points accrual and redemption partners. Customers can generate points from a variety of channels, including eligible credit card spending and shopping at participating stores, while points can be redeemed for airline miles, hotel accommodations, car rentals, and more.

## Moving Pieces

To align all the moving pieces of this commerce experience, Livelo leveraged Oracle Art Technology Group and Service-Oriented Architecture to launch Livelo Marketplace, a new platform allowing customers to make purchases in Brazilian reais and collect points without ever migrating to a partner site.

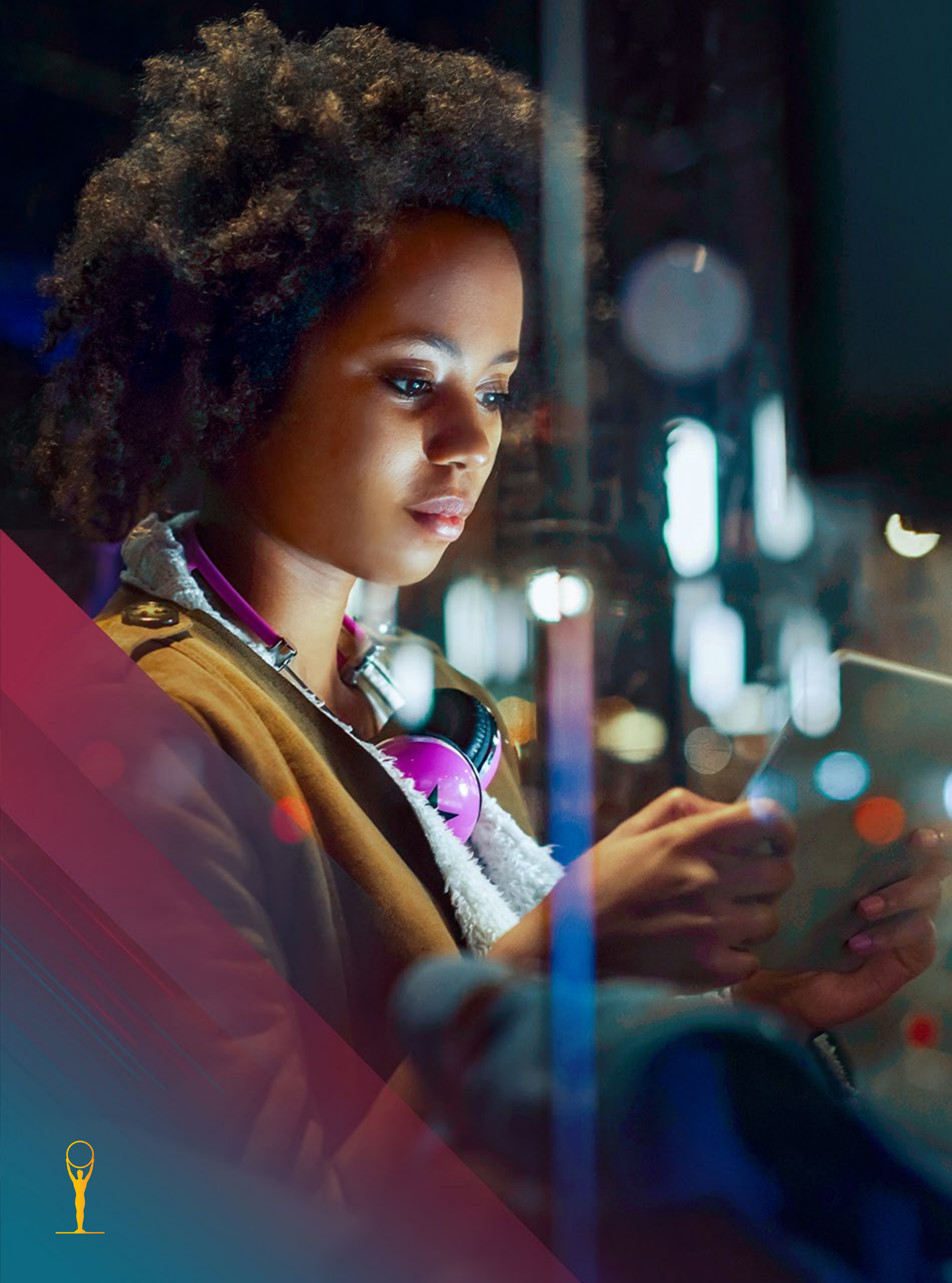
## Connecting the Dots

In addition to providing a smooth, frictionless experience for customers, the robust, new platform is safe and secure. Plus, Livelo partners in the marketplace can gain additional brand exposure to millions of potential new customers.

## The Showstopper

As they continue to progress, Livelo is working on migrating the Marketplace to a new architecture model combining Oracle Commerce Cloud with additional microservices, which will ultimately shorten cycle times, increase flexibility, improve transaction quality, and encourage innovation.





Customers shop and collect points without ever migrating to a partner site.





# Honoring the Minds Behind the Experience Ahead

ADP  
Aon  
Axxess Financial  
Bonnier News  
Beachbody  
Carmen Steffens  
Cisco  
City of Albuquerque, New Mexico  
Clarivate Analytics  
ConnectWise  
Covance Inc.  
CVS Health  
Danske Spil  
DISH Network  
Dow

Duloren  
DX Marketing  
Eaton  
Fatima Group  
Ferguson Enterprises  
Flight Centre Travel Group  
F5 Networks  
HCL Technologies  
Health Resources in Action  
Hermes Parcelnet  
Hermes Pardini  
Hewlett Packard Enterprise  
Hyster-Yale Group  
Indian Hotels Company Limited  
Jetstar Airways

Johnson Controls  
Kenya Revenue Authority  
Laerdal Medical  
Livelo  
Mack Trucks  
MetroNet Inc.  
Motorola Solutions  
Mountain America Credit Union  
Movember Foundation  
The National Roads and Motorists' Association  
NEC Corp  
NTT Communications  
Ocean State Job Lot  
Panasonic (Computer Products Europe)

Pier 1 Imports  
Payoneer  
Reserva  
Schenck Process  
Sage  
Samsung Business  
Smiths Medical  
Snap Tech  
Symantec  
Things Remembered  
Verndale  
The Vermont Country Store  
Victoria University

We hope you'll join us at the 14<sup>th</sup> Annual Markies in 2020.