ORACLE CUSTOM AUDIENCES DELIVER INSIGHTFUL RESULTS

ORACLE Data Cloud + HEWLETT PACKARD

11%

Cheaper in CPA cost in comparison to our other competitors

1.5%

Increase in conversions

The Ask

Hewlett-Packard, and its agency, PHD Thailand, challenged Oracle Data Cloud to accomplish two tasks using Oracle's 3PD versus other 3PD data providers to:
1. Increase reach for their print branding campaign.
2. Drive conversions.

The Solve

Oracle Data Cloud and HP used 3rd party data audience solutions (formerly Bluekai) to ensure ads are targeting the right audiences, such as those aligning with "their job scopes" and "Line of Businesses."

This enabled the strategic HP team to leverage its impressive brand, increase message relevancy, and reach its target audience at scale.

The Takeaway

Audiences by Oracle outperformed other 3PD audience vendors and realized strong performance against relevant audience reach (1.5 million online profiles)

"

Using Oracle Audience Planner has saved us hours of manually sifting and grouping 3rd party audiences, whilst saving us CPA costs and giving us better performance.

Ro-Ann Vista

Senior Manager, PHD (Thailand) Co., Ltd.