

INCREASE ONLINE TO OFFLINE CONNECTIONS

**SHOE
CARNIVAL®**

10M

Email records provided

6.1M

Matched records

60%

Match rate

The Ask

Shoe Carnival wanted to reach Shoe Perks loyalty customers more effectively. Shoe Carnival had their email addresses but were missing corresponding postal addresses to communicate in a more relevant manner.

The Solve

Shoe Carnival provided 10M customer emails to Oracle Data Cloud to identify offline postal addresses. Oracle developed a reverse email append strategy powered by the Oracle ID Graph™ – a market leading capability that connects addressable IDs back to real people and households with greater accuracy and scale.

The Takeaway

Oracle's solution delivered an impressive 60% match rate, enabling Shoe Carnival to reach over 6 Million Shoe Perks customers offline.

“ We are thrilled with the match rate we are seeing with Oracle Data Cloud. We're seeing 2-3X the results that we've had with our previous vendor.”

Kent Zimmerman,
VP Digital,
Shoe Carnival

ORACLE®
Data Cloud