



You're spending the big bucks on digital. Do you know what you're getting in return?

Knowing what performs isn't a nice to have, it's a must-have. **Oracle ROI** delivers accurate, causal, in-store measurement DURING and AFTER your campaign so you can make effective decisions, at the right time.

Why Oracle ROI?



Accurate

Oracle ROI uses a proprietary control methodology that eliminates audience biases commonly unaccounted for in other solutions.



Trusted

Oracle ROI was the first causal measurement solution adopted by every major publisher (Facebook, Twitter, YouTube, Pinterest, Snapchat, Pandora).



"Oracle Data Cloud has become Heineken's **data and analytics backbone**. They have become the yardstick by which we measure our digital-marketing spend value."

Ron Amram
Vice President of Media
Heineken USA
HEINEKEN

Measurement methodology matters

Choose the partner that's trusted in the industry and find out why our four components can make or break the accuracy of your results.

- Remove any HH spending outliers
- Ensure clean control *post* campaign
- Use outcome modeling to isolate noise effect
- Include online platform activity scores

*Oracle ROI was originally launched as DLX ROI, the first widely accepted causal measurement solution for digital marketing.

The metrics you need, when you need them

Inflight



Don't wait until the end of your campaign to see how it performs.

Get causal, purchase-based results in just two weeks. It's the **fastest in the industry** so you can drive better campaign outcomes. Performance rankings against:

- **Audience**
- **Creative**
- **Placement**

*Available on select media platforms

Post Campaign



Did my campaign drive sales is a big question, but you need to know a lot more.

Get the most comprehensive causal measurement study in the industry. Understand total campaign lift across audience, creative, and media plus new, innovative performance reads, including:

- **Long-term value**
- **Mobile in-app results**

THE DATA  LINE

oracle.com/thedatahotline | Turn big ideas into great campaigns