



## Don't settle for less than the metrics that matter most

Data-driven marketing has introduced a level of transparency and accountability to digital media providing marketers and publishers with better metrics, insights and performance.

With 90% of sales still taking place offline, understanding your campaign performance both online and offline is key. Our suite of measurement and insights tools and reports gives you access to metrics that matter most to your clients or brand—sales.

### How to use DLX Measurement & Insights

Track the effectiveness of your campaign at reaching buyers.

Understand the offline sales lift of your campaign.

Get a detailed profile of customer segments, such as site visitors, brand switchers and more.

### Putting DLX Measurement & Insights to work

#### Pre-campaign

- Get actionable insights on buyers
- Identify new audience opportunities



#### During campaign

- Make sales-based optimization decisions
- Get buyer-reach validation



#### Post-campaign

- Receive Buy-Through Rate reporting
- Understand ROI/ROAS

**The Data Hotline** | Quick answers & the audiences you need to win [TheDataHotline@oracle.com](mailto:TheDataHotline@oracle.com)

Oracle Data Cloud | @OracleDataCloud

Oracle Data Cloud delivers the richest understanding of consumers across both digital and traditional channels based on what they do, what they say and what they buy enabling leading brands to personalize and measure every customer interaction and maximize the value of their digital marketing.

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