ORACLE®
Marketing Cloud

A Perfect Circle:

How to Connect to the Buyer of Now

ORACLE®

In a world with more data—and disjointedness—than ever, wowing buyers means businesses must morph how they market, sell, serve, and support.

Go from disconnected to undivided. And close the customer loop. With Oracle Marketing Cloud.

Responding to the Revolution

With the emergence of quick-click ecommerce that put packages in peoples' hands almost instantly, the customer revolution was born.

This makes marketing technology that delivers personalized experiences infused with intelligence non-negotiable.

*The buyer's journey is **70%** complete by the time a prospect communicates with sales. (SiriusDecisions)*

Sharpening Your Intuition

Serving people starts with understanding them.

By linking anonymous audience intel with known customer info, Oracle Marketing Cloud lets marketers identify and empathize with prospects—and optimize on the fly. That way, you're a step ahead of micromoments and pivotal customer trends.

94% *of consumers said they would discontinue a relationship because of irrelevant ads or promotions. (Blue Research)*

Controlling the Ripples

Loyalty is earned from making customers feel intimately known—over and over again.

Oracle Marketing Cloud gives you:

- Marketing automation
- Database management
- Cross-channel fluidity
- Social marketing
- Content management

89% *of customers said it was important for retailers to let them shop in a way that was convenient for them—no matter which channel they chose. (MultiChannel Merchant)*

Closing the Loop

The world is different. And to connect to the buyer of now, marketers must act differently.

Equip yourself with a marketing stack that is connected from bottom to top.

The game has changed. You should, too.

416% more *sales are closed from organizations using automated lead management systems. (SiriusDecisions)*

ORACLE®
Marketing Cloud

Understand.
Engage.
Deliver.

Oracle Marketing Cloud
is marketing in motion.

Discover more →

Because, why wait?