

# Oracle Retail Campaign and Deal Management Cloud Service

Oracle Retail Customer Engagement Cloud Services is a suite of integrated cloud services designed to drive incremental revenue and profitability for today's retail enterprise. The modules in the suite empower the user to: build customer loyalty, increase average spend, and drive repeat purchases. Further, the integrated modules each deliver strategic insights to focus investments on high potential customer segments and better inform decision-making in key aspects of merchandising and operations.

## POWERFUL PROMOTION PRICE MANAGEMENT STREAMLINES OPERATIONS

Price promotions (a.k.a. deals) are powerful tools. Oracle Retail Campaign and Deal Management Cloud Service keep customers engaged by providing retailers with a high degree of flexibility in the types of offers that can be created. The user can choose from a variety of templates to create deal configurations, including: "buy x get x," "buy x get y," line item, or transaction level discounts and kits/ensembles. Oracle Retail Campaign and Deal Management Cloud Service use a rules-based approach to deal management that doesn't rely on directly manipulating item-level price changes. Instead, the system publishes a lightweight set of rules directly into the POS deal engine for maximum responsiveness.

This unique design separates the offer from other elements of the promotion definition (location, day of week, etc.), thereby allowing deal definitions to be re-used over and over in different promotional contexts. This approach enables retailers to publish deals more efficiently with less chance of error. With Oracle Retail Campaign and Deal Management Cloud Service, retailers can optionally define deals with or without a coupon code trigger, and also optionally turn static coupons into single-use certificates. This strategy helps control distribution, adds a sense of exclusivity, and, at the same time, virtually eliminates 'margin erosion' due to fraud and waste.

## MAXIMIZE ROI

Delivering the right offers to the right customers at the right time is the challenge for every marketer across retail. Oracle Retail Campaign and Deal Management Cloud Service leverage the power of the segmentation tools in the 'foundation' module to target promotional offers to help maximize response rates. Promotions can be defined using a 'static' targeting model for traditional catalog and direct marketing activities or a more dynamic, event-triggered approach.



### Key Benefits

- Quickly respond to changing requirements
- Take advantage of promotional opportunities
- Provide enhanced capabilities such as card registration and integrated loyalty
- Integrate with existing card vendors
- Comprehensive reporting and analytics

## REAL-TIME RESPONSE ANALYSIS CLOSES THE LOOP

Understanding how a promotion is performing while it is active in the market is important. Oracle Retail Campaign and Deal Management Cloud Service feature a promotion event 'scorecard' which presents key performance metrics like aggregate response rates in real-time. As sales data (from all selling channels) is posted, the system updates the promotion history of individual respondents. Retailers can then use a set of pre-defined analytics to understand the details of who responded, what they purchased, and where. This 'closed-loop' design puts retailers in a cycle of continuous learning and improvement.

## SYSTEMS INTEGRATION ENHANCES PROMOTION CAPABILITIES

Relevancy and personalization drive response—Oracle Retail Customer Management and Segmentation Foundation Cloud Service stores extensive customer information. The campaign and deal management module harnesses this valuable 'foundation' data to personalize communications, increase response rates, and boost profitability. Oracle Retail Campaign and Deal Management Cloud Service can be integrated with best-in-class interactive marketing platforms like Oracle's Responsys to deliver engaging and highly personalized marketing communications.

## LOWER TOTAL COST OF OWNERSHIP

Oracle Retail Customer Engagement Cloud Services is hosted in the Oracle Cloud and acquired exclusively through a subscription service (SaaS) model. This shifts funding from a potential capital investment in software and IT infrastructure to an operational expense. For one monthly fee, the retailer's business will benefit from world-class capabilities that drive marketing, service, and operations to meet and exceed customer expectations. From an IT perspective, the Oracle Cloud team takes on the burden and responsibility of providing retailers with the highest levels of system availability, scalability, performance, and data security. Included in the service is continuous technical support, access to valuable software feature enhancements, hardware upgrades, and disaster recovery. Lastly, retailers will have peace of mind knowing that their data is managed and protected by Oracle, the company that leads the world in database technology.

For more information about Oracle Retail Campaign and Deal Management Cloud Service, please visit [oracle.com/retail](http://oracle.com/retail) or email [oneretailvoice\\_ww@oracle.com](mailto:oneretailvoice_ww@oracle.com) to speak with an Oracle representative.

### Key Features

- Flexible deal definition templates
- List management tools such as control groups splits, and merges
- Deep integration with Oracle Retail Xstore Point of Service
- Service-oriented architecture for real-time integration
- Single-use offer coupons
- Integrated analytics and quick reference event 'scorecard'

## CONNECT WITH US

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