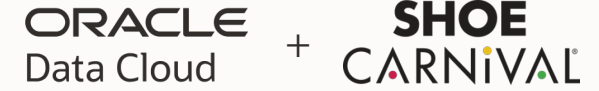


# Increase Online to Offline Connections



10M

Email records provided

## 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.

6.1M

Matched records

## 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.

60%

Match rate

## 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

