

Oracle Marketing Cloud Product Overview

Learn How Modern Marketing Works

The Oracle Marketing Cloud is the digital marketing platform that marketers love and IT trusts. It simplifies how marketing teams harness digital innovation, empowering leading brands to transform the customer experience, attract ideal customers, and grow revenue.

THE MODERN MARKETER'S CHALLENGE: Deliver Data-Driven Customer Experiences

Today's customers move about the world in a way that's fast, digital, and unstructured. They vacillate from device to device, channel to channel, and online to offline at any given moment. No matter where they go, they expect a tailored experience individualized to their needs.

Marketing leaders must translate those disparate moments into a cohesive experience. Nearly 90% of chief marketing officers (CMOs) say delivering great customer experiences across channels is central to their long-term competitive differentiation and the top priority cited by their CEOs.¹ But despite that lofty goal, only 4% of marketers are happy with the customer journeys they deliver today.²

The challenge is rooted in complexity and fragmentation. Today's marketing teams amass dozens of applications that handle discrete areas of digital marketing execution. Meanwhile, data within a marketer's enterprise systems is isolated from audience data used for their media campaigns. This lack of integration between media, apps, and data sources consumes a marketing team's time, resources and money -- all while creating a heavy reliance on IT. More than 90% of today's marketers report teams working in silos by marketing channel, and 85% of CMOs say disparate customer data prevents their brands from delivering a consistent cross-channel experience.³



Oracle Marketing Cloud empowers marketers to deliver individualized customer experiences across online and offline marketing channels.

¹ Gartner Customer Experience Research. <http://www.gartner.com/document/3069817>

² Aberdeen "Love or Money" survey. <https://www.oracle.com/marketingcloud/resources/white-papers/cmo-dilemma-bridging-the-gap-wp.html>

³ Econsultancy <https://econsultancy.com/reports/cross-channel-marketing-report>

INTRODUCING ORACLE MARKETING CLOUD

Oracle Marketing Cloud is the digital marketing platform that marketers love and IT trusts. It simplifies digital marketing by providing one place for marketing teams to connect data, orchestrate experiences, and optimize interactions for each individual customer. Built on an open platform, Oracle Marketing Cloud connects with hundreds of apps, data, and media providers that brands use today.

By reducing the complexity of the digital ecosystem for their teams, marketing leaders can focus on transforming customer experience with innovation and liberate themselves from spending time, money, and resources on integration. Orchestrating billions of customer experiences worldwide, Oracle Marketing Cloud provides the security, performance, and scale that IT expects.

Why Do Modern Marketers Choose the Oracle Marketing Cloud?

There are five reasons that world-class brands choose Oracle Marketing Cloud to attract and retain their ideal customers.

 IT'S ACCURATE.	The Oracle ID Graph provides the most robust solution to link IDs across digital channels, devices and marketing systems, giving brands the highest level of confidence they are targeting the right individual customer while ensuring strong reach.
 IT'S DATA-DRIVEN.	With the most comprehensive solution for audience data management, marketers get the largest marketplace for anonymous audience data right at their fingertips and can connect it with their proprietary data about known customers in one actionable view.
 IT'S ADAPTIVE.	With the industry's most proven tools for cross-channel orchestration and marketing automation, Oracle Marketing Cloud shapes customer experiences rapidly based on individual customer behavior, preferences, and needs.
 IT'S INTELLIGENT.	Brands using the Oracle Marketing Cloud don't just guess; they test the customer experience more deeply than their peers with the industry's most sophisticated solutions for optimization and personalization.
 IT'S OPEN.	The Oracle Marketing Cloud provides the most marketer-centric ecosystem, connecting marketers to 400+ applications, media, and data sources they rely on today. By reducing dependencies on IT, marketers can spend more time innovating and less time integrating.

THE ORACLE MARKETING CLOUD SOLUTIONS

Marketing teams that use the Oracle Marketing Cloud don't need to choose between simplicity and sophistication. With an easy-to-use set of solutions for connecting data, orchestrating interactions, creating content, and optimizing experiences, marketing teams can easily execute data-driven campaigns and spend more time innovating. Here's a summary of the Oracle Marketing Cloud solutions.



DATA MANAGEMENT PLATFORM

Connect data about known customers that sits within enterprise systems such as CRM, web, and loyalty platforms with the largest audience data marketplace for anonymous profiles from the Oracle Data Cloud. Activate that audience data for digital advertising campaigns with integrations into hundreds of paid media providers.



CROSS-CHANNEL ORCHESTRATION

Orchestrate individualized experiences for consumers across key digital channels in one canvas and eliminate marketing silos across key channels, including email, mobile, SMS, push, commerce, and display advertising. Trigger customer experiences that adapt rapidly based on customer behavior, preferences, and attributes.



MARKETING AUTOMATION

Automate B2B buyer journeys with sophisticated lead management and scoring. Easily modify lead scores and nurturing tracks based on cross-channel engagement, and generate the right demand for your salesforce automation system to ensure proper sales and marketing alignment.



SOCIAL MARKETING

Tap into rich social data to glean key insights about customers using latent semantic analysis. Engage customers across paid, owned, and earned social channels.



COMMERCE

Personalize the online buying and shopping cart experience to increase conversions and maximize customer lifetime value.



MOBILE MARKETING

Create individualized mobile messaging across SMS, MMS, push, and in-app experiences, and align it with your cross-channel programs.



WEB CONTENT MANAGEMENT

Deliver rich digital experiences to customers on website and mobile channels through personalized content creation and effective visitor engagement.



MARKETING ANALYTICS

Analyze ideal audiences and track how their engagement drives revenue across channels.



APPCLOUD & DATA CLOUD

Tap into hundreds of pre-integrated apps, media and data sources that teams rely on today from around the marketing technology landscape.



CONTENT MARKETING

Enable more strategic content collaboration by making it easier for teams to create content, map it to key stages in the customer lifecycle, and align it with cross-channel campaigns.

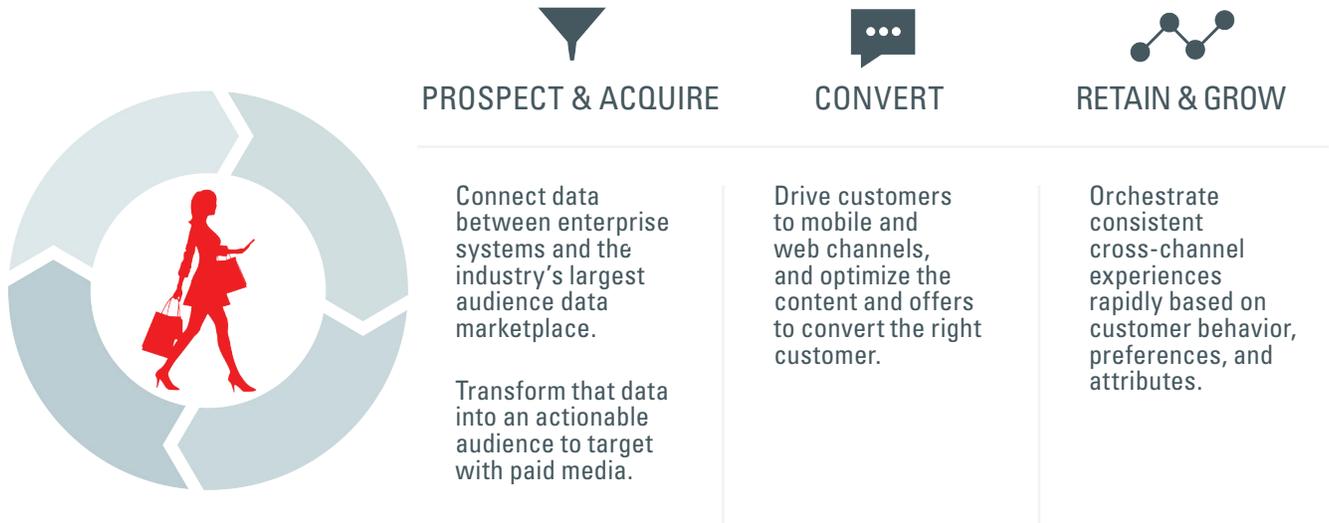


OPTIMIZATION & TESTING

Optimize the customer experience with A/B testing, multivariate testing, and predictive insights to deliver more relevant content, messages, and products.

SOLUTIONS FOR EVERY STEP OF THE CUSTOMER LIFECYCLE

With an actionable audience profile at the center, the Oracle Marketing Cloud scales across every step of the customer lifecycle as marketers seek to attract and retain their most ideal customers.



LEADING BRANDS DRIVE RESULTS THAT MATTER



Increased Revenue from Marketing Campaigns

+ 40%

ASCENA

Increased Attributable Revenue

+ 175%

THOMSON REUTERS



Improvement in Cross-sell & Upsell Campaign Engagement

+ 49%

AER LINGUS

Improvement in Conversions

+ 22%

DOLLAR THRIFTY

