

# Oracle CX Marketing for B2B

ORACLE

Deliver relevant, timely, and connected experiences

In the Experience Economy, where we expect packages in hours, our rides in minutes and answers in seconds, brands compete on experiences to win and keep customers. But delivering relevant, connected experiences in real-time is challenging as B2B marketers struggle with:

- Incomplete, old and disconnected data
- Difficulty and complexity of real-time personalization
- Marketing processes that are too slow and can't scale
- Lack of marketing and sales alignment

## A solution that simplifies marketing

Oracle CX Marketing helps B2B marketers collect real-time insights on buyers, and then understand and use that information to engage, convert and nurture them for retention and expansion. We enable you to achieve this quickly and efficiently with tools that are simple and intuitive for the average marketer to easily manage, while sophisticated and intelligent enough to handle even the most complex use cases.

*Companies like yours are partnering with Oracle to improve their marketing influenced revenue by orchestrating cross-channel intelligent experiences in the moment. Provide your customers with the personalized engagement they have come to expect, and continue to grow these relationships throughout the entire customer lifecycle.*



### Your keys to success:

Improve your conversion rates with real-time data and cross-channel consistency

Align marketing and sales to increase efficiencies across multiple regions and teams

Increase revenue in your top accounts with best-in-class account-based marketing strategies

Nurture your customers for retention and growth to maximize life-time value and loyalty



# Customer Relationships in the Experience Economy

Oracle offers you solutions for every step of the customer lifecycle as you seek to attract and retain the most ideal customers.

## Discover & Target

Identify your best customers, and find new audiences like them.

**Audience discovery:** Identify and target anonymous prospects and discover new accounts.

**Data-driven web targeting:** Find and drive highly qualified leads to the web, capture and identify visitors.

**Personalize with agility:** Personalize landing pages on arrival for any of your contacts and make recommendations.

**Test & optimize:** Use testing for known and anonymous visitors to optimize web and mobile properties.

## Personalize & Engage

Create experiences that delight and engage.

**Identify key accounts:** Enrich prospect and account records with real-time firmographic data.

**Personalization at scale:** Manage and personalize marketing assets across all touchpoints.

**Cross-channel orchestration:** Deploy targeted, adaptive customer journeys across channels online and offline.

**Content and experience:** Create, syndicate, and distribute content to drive personalized consistent experiences at scale.

## Acquire & Convert

Streamline and coordinate marketing and sales efforts.

**Advanced lead scoring:** Analyze contact behavior and profiles across a broad variety of data sets.

**Faster speed to lead:** Send MQLs to the CRM system in minutes with seamless integration.

**Provide sales with insights:** Send customer behavior to sales so they know when a prospect is ready.

## Retain & Grow

Nourish the relationship and expand accounts.

**Upsell and cross-sell:** Leverage real-time web and mobile signals to strategically route communications.

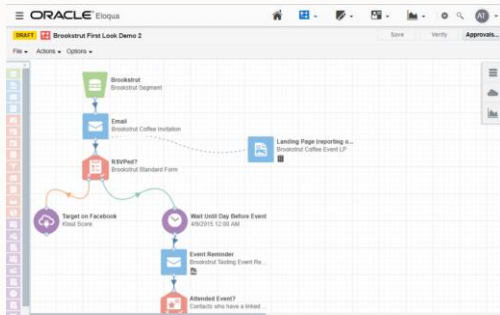
**Increase lifetime value:** Identify high value accounts for targeting and creating lookalike audiences.

**Measure performance:** Design insightful dashboards to monitor marketing performance and optimize future journeys.



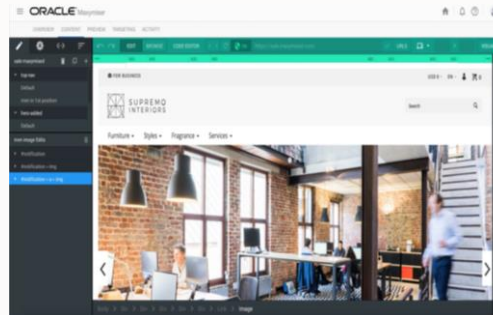
# Oracle CX Marketing Suite for B2B

Oracle provides easy to use tools so that you can work independent of IT to connect with your buyers on their preferred channels, in the moments that count.



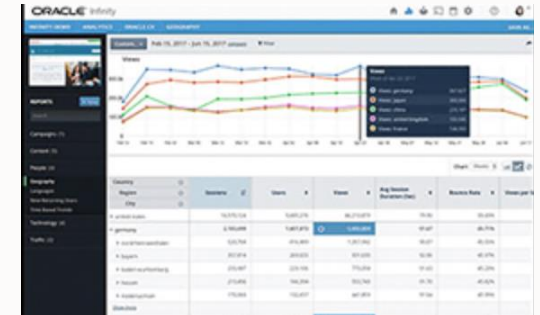
## Cross-channel Orchestration

Advanced lead management and marketing automation that helps you find the best leads and deliver brilliant B2B campaigns to drive engagement across each stage of the customer experience on prospects' preferred channels.



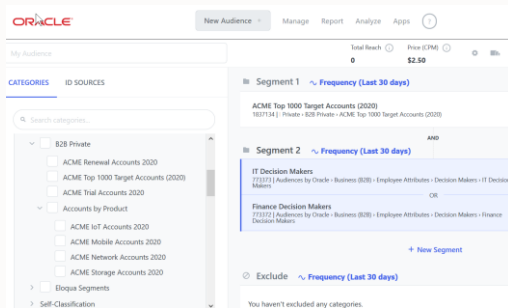
## Personalization & Testing

Advanced website testing and personalization solutions that help you make data-driven decisions on websites and mobile apps, creating seamless, connected customer experiences, and deliver higher marketing ROI.



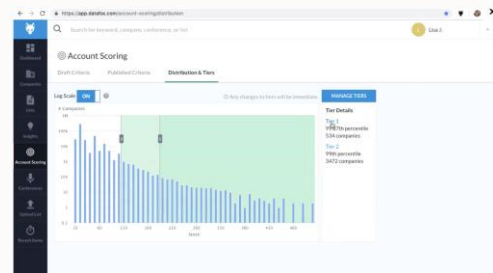
## Digital Analytics

Data-streaming and digital analytics that harness big data in real time, allowing you to collect, process and deliver actionable customer intelligence at scale- with unlimited flexibility.



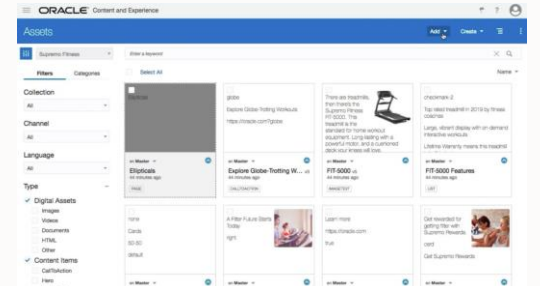
## Data Management

Optimized data management platform that delivers greater business efficiencies and generates unique insights about your audience to help drive increased sales and engagement.



## Account Targeting & AI

Artificial intelligence (AI) data engine that continuously extracts account-level data and signals that help you enrich profile data and identify and target the highest value accounts.



## Content Management

Content and experience Universal Asset Hub that helps you deliver consistent experiences across your applications and channels, with personalized content faster at scale with the power of AI.



## Dedicated B2B Solutions

**>2B**  
Emails Sent  
Per Month

Handles  
over  
**>30B**  
transactions  
Per Month

**200M**  
Form Submits  
Per Month

**>1M**  
Addressable b2b accounts

**<200ms**  
Test content  
response  
times

**<1 minute**  
Speed to lead times

**70 firmographic types**  
of AI-curated company signal data



**Schibsted**



# Your Path to Marketing Excellence

Oracle's integrated digital marketing solutions helps  
B2B marketers like you to...



## Unify your customer data

Connect customer behaviors, transactions, and demographics across marketing, sales, service, and your back-office applications to create the next great experience for each individual.



## Deliver relevant experiences in real time

Collect data from more places, apply intelligence at scale, and use insights to deliver personalized experiences in the moments that matter.



## Easily execute sophisticated marketing

Empower marketers to use their intuition and creativity to orchestrate amazing B2B campaigns and irresistible customer experiences.

Contact Oracle for help supporting your  
**Personalized Marketing programs**

