

# Personalized Marketing in the Experience Economy

ORACLE

## For Business to Consumer

### Our world is changing; marketers must adapt to thrive

Consumers drive innovation. Exceeding their expectations is more critical now than it has ever been. As brands reevaluate strategies and adjust to consumer-driven change, marketers like you are concentrating more on customer retention and growing deeper relationships with those customers. Brands who have a deep understanding of their best customers are in a prime position to protect those relationships. It's not enough for brands to settle for having the best product or service; consumers today seek engaging, insightful, and relevant interactions from brands and choose to do business with those brands who deliver on these expectations.

Marketing teams are forced to meet these ever-increasing expectations with shrinking budgets and resources. Agility and efficiency have become the critical characteristics of any successful digital marketing team. **Consumers need help – help that goes beyond just pushing them to the next transaction.** They need help that meets their needs in the moment, and delivers value to them in an authentic way. Companies who are capable of responding in the micro-moment consistently will outperform in protecting critical customer relationships and tap into these consumers as advocates to grow their brand.

### This creates new challenges

Being agile and adapting to change will lead to success in a world where the velocity of change has never been greater. Empower your marketing team to effectively respond to rapid changes in customer behavior or environment. Gain an understanding of the context of every interaction across each customer's journey - a journey that spans time, channels, context, and devices. Marketers like you need to be able to entertain in a moment of boredom, entice in a moment of need, and most importantly, differentiate when to offer which to whom.

#### Your customer's experience is shifting

High expectations for relevant,  
authentic interactions

Always-on, instant gratification is  
the new table stakes

Rapid consumer-driven innovation  
changing how we interact

# It's time to think differently

Anticipate the best interaction for each customer by understanding their needs at the moment. You accomplish this by listening to every detail from every customer across every channel. Adapt as you learn more from each visitor.

Understanding data signals requires the ability to evaluate user interactions during the session. It also requires the ability to connect one session to the next, and to add value by determining what should come next for that individual based on what they have already shared. Each experience must enhance and build upon the existing customer relationship.

We help you parse through that data, and highlight the digital signals that lead to abandonment. You'll be able to identify the details related to a conversion. This enables the production of experiences that connect the dots and replace abandonment with conversion.

## But that's easier said than done, especially:

- Without real-time actionable data
- As complexity and costs reduce marketing's reach
- With customers demanding faster and easier access to informative, relevant content in-the-moment
- As disconnected or inaccurate data across point solutions obfuscate customer intent
- When you are being forced to choose between efficiency, scale, and personalization to each individual

### What stands in your way

- Disconnected data across the customer lifecycle
- Little insight or ability to respond in real-time
- Inconsistency across touchpoints



## Notes from the field: Retail success

Leading retailers choose Oracle CX Marketing to implement omnichannel communications strategies that seamlessly connect the customer experience. One retailer grew conversions by 33%. Another boosted revenue from digital marketing campaigns by 70%.

# Imagine if you could...

Be agile. Leverage the right tools to conduct business at the speed and data resolution required today, all while utilizing your existing resources.

Provide authentic, consistent and personalized experiences to your customers.

Be present in the time and place your customers engage with you.

Envision a world in which you are able to inspire loyalty, build on your customer relationships, and listen and adapt to each experience in real-time, thus building stronger relationships.

Accomplish everything listed above, while also improving the productivity, efficiency, and throughput of your existing teams and resources.

“Our customers are at the center of what we do: we pride ourselves in delivering a great experience at every point of their journey. To achieve this, we have endeavored to deeply understand our customers’ different mindsets, needs and pain points as they book and travel with us.”

**Jetstar**



**These are the ideas that will drive business success today and help brands to outcompete tomorrow.**

## Consider the Possibilities

Activate data  
in real-time

Deliver  
moment-based  
marketing

Simplify sophistication  
and make marketing  
highly targeted and  
relevant

Deliver consistent  
Messaging across  
channels

Drive efficiency  
and streamline  
processes

# Key markers of business success in today's new world

When you have the right tools and technology to listen to your customers' activities and respond in-the-moment, you're able to adapt your marketing and properly react to their digital signals, driving better business results and longer term customer relationships.



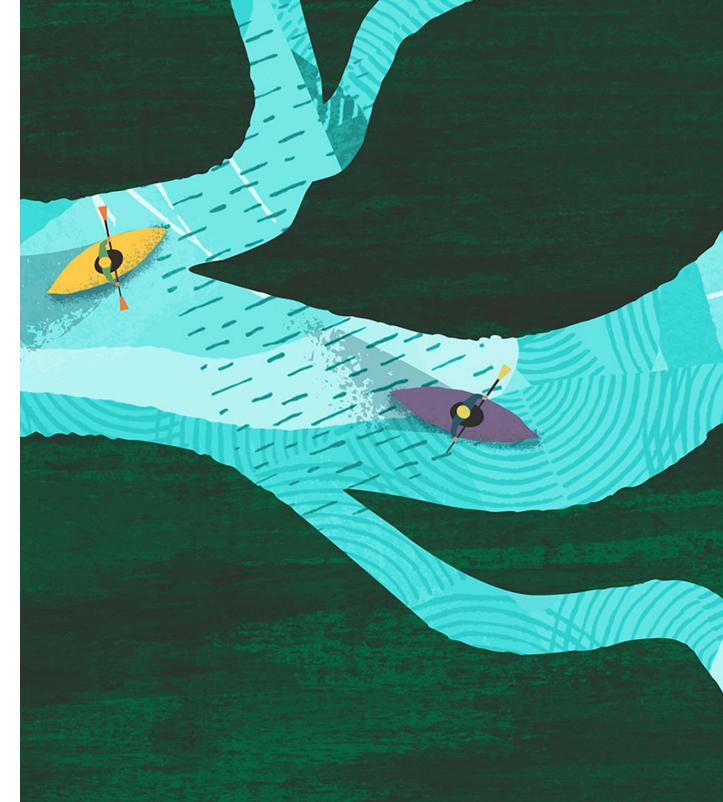
**Improve experiences** for every individual. Connect the disconnected touchpoints that each customer encounters, and use that knowledge to deliver value.

- Listen, and adapt experiences based on behavior in the moment
- Create authentic individual experiences at scale
- Ensure consistency across time and channel



**Increase efficiency** by leveraging tools designed by marketers to address the needs of marketers. Deliver more with less.

- Emphasize agility and amplify intuition with workflows and capabilities that elevate marketing
- Produce more campaigns easily with repeatable, scalable functionality
- Improve your ability to respond to changes in behavior or changes in the world



## Getting more done with less

Drag-and-drop personalization

WYSIWYG creative editing

Easier data management

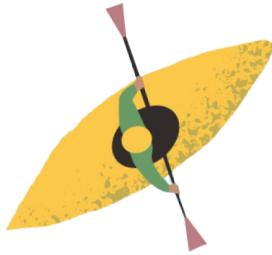
Reusable content blocks & data rules

Intuitive content management

Catch & throw orchestrations

Pause-and-edit live journeys

# Ready for the next step?



## Notes from the field: JOANN Stores

10-15% Lift in average in-store purchase rate after merging online and offline data to fuel targeted push campaigns.

With Oracle, JOANN understands their customers better, improving engagement across its omnichannel footprint, including their web and mobile properties and physical stores across the United States.

Leading marketers have already begun to take action and are making great strides in solidifying the customer experience for this new world. Yet, data silos among marketing, loyalty, commerce, and service continue to be an issue for brands. While customers today expect a consistent experience with a brands regardless of the business context they are interacting with, most organizations still are unable to connect the touchpoints together, leaving gaps and inconsistencies across the full customer journey.

Oracle Advertising & CX Marketing can work with you and your teams to determine how best to adapt your solutions and organizations to thrive in this current business environment.

[LEARN MORE](#)

## Three keys to success



Unlimited  
real-time data

Simplified automation &  
intelligent orchestration

Actionable & unified  
view of the customer