

Oracle CX Marketing for B2C

ORACLE

Deliver relevant, timely, and connected experiences

Consumers interact digitally in micro-moments at the speed of their imagination. Having a great product or providing an excellent service isn't enough to win in the Experience Economy. Brands like yours compete with experiences, and struggle with:

- Marketing processes that are slow and not scalable
- Disconnected data leading to inconsistent experiences
- Limited customer insight and the inability to personalize in real-time
- Effectively managing efficiency, scale, and personalization

A solution that simplifies marketing

Oracle CX Marketing helps B2C marketers like yourself to develop direct relationships with consumers in real-time through individualized, cross-channel customer experiences that span the online and offline worlds. Digital marketing teams require agility and adaptation to thrive in a world where consumers drive innovation. You'll be able to keep pace with the expectations of your customers because flexibility and responsiveness are infused in the Oracle CX Marketing solution.

Companies like yours are partnering with Oracle to improve relationships by responding to customers consistently and personalizing in real-time. The goal is to provide the contextualized engagement each individual has come to expect, and continue to grow these relationships throughout the entire customer lifecycle.

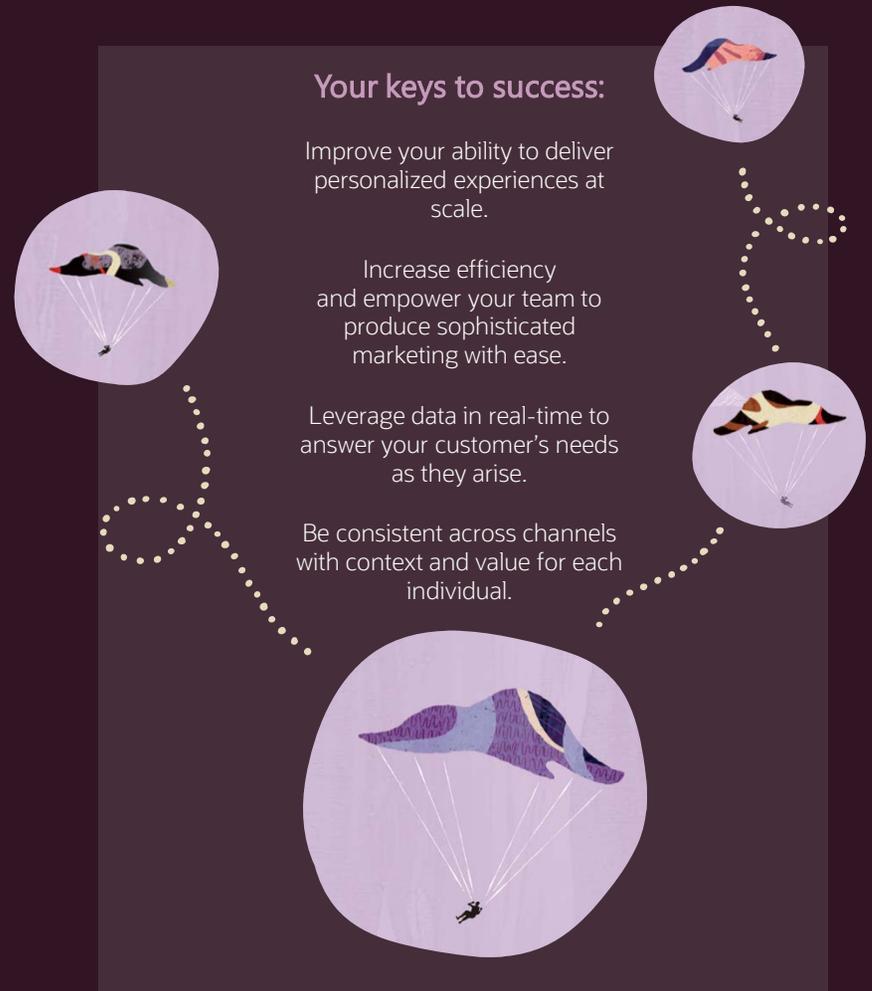
Your keys to success:

Improve your ability to deliver personalized experiences at scale.

Increase efficiency and empower your team to produce sophisticated marketing with ease.

Leverage data in real-time to answer your customer's needs as they arise.

Be consistent across channels with context and value for each individual.



Customer Relationships in the Experience Economy

Discover & Target

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

Identity management: Resolve identity with accurate ID graphs.

Understand customers better: Advanced analytics shine a spotlight on your best customers.

Target and personalize with agility: Connect, active, enrich, and utilize customer data easier.

Look-a-like targeting: Machine learning finds your best customers, and helps you find others like them.

Convert & Consume

Answer questions, solve problems, and convert the consumer.

Simplified automation: Produce, optimize, and maintain campaigns without difficulty

Intelligent orchestration: AI to optimize message, channel, and time.

Understand behavior & intent: Know when to entertain, when to offer assistance, or when to close with a deal.

Valuable analytics: Truly understand what marketing initiatives work, and build on them.

Personalize & Engage

Connect consistently across channels.

Reuse content blocks & data rules: Scale personalization down to the individual faster.

Capture every session: Unlimited real-time data tracking across all digital channels.

Respond to any behavior: Real-time, adaptive, event-driven reactions to customer needs.

Intuitive UX: Customizable workflows and easy-to-use tools simplify every step in the process..

Retain & Grow

Nourish the relationship and develop advocacy.

Reward engagement: Encourage advocacy and grow socially.

Complete the customer profile: Connect experiences across Service and Commerce. Eliminate the blind spots created by channel complexity.

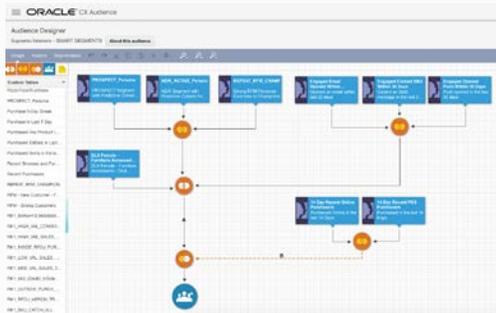
Improve reactivation, reduce churn: Machine learning helps identify message fatigue. Optimize the cadence for each individual.

Unify experiences: Exceed expectations and deliver value in the moment every time.



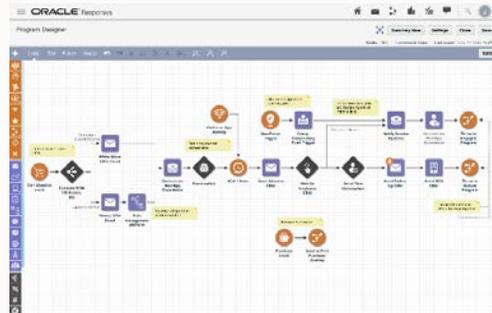
Oracle CX Marketing Suite for B2C

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.



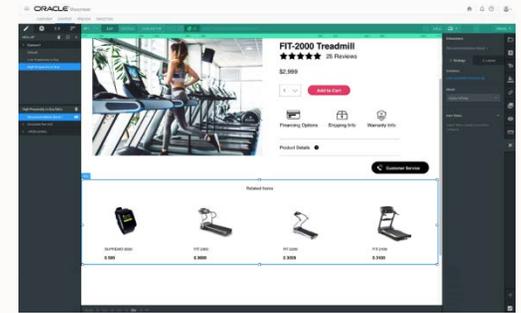
Targeting & Segmentation

No more SQL and data request forms. Marketer-friendly interface enables simple evaluation and segmentation of customers.



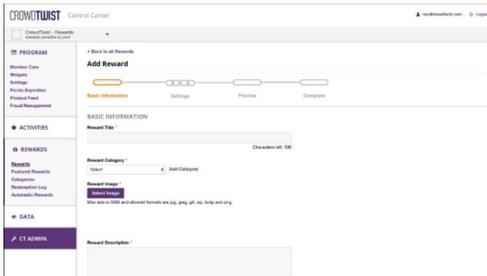
Intelligent Orchestration

Create agile, responsive experiences that personalize each step of the customer journey.



Testing & Personalization

Optimize experiences on web, mobile, email, push, and beyond. Personalize at an enterprise scale to each unique individual.



Loyalty Engagement

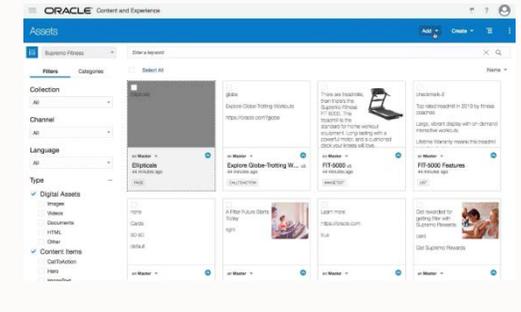
Leverage loyalty to increase brand value, drive purchase frequency, and deepen customer relationships.

The screenshot shows the Oracle CX Real-time Data interface. It displays a table with columns for 'Channel', 'Campaign', and 'Product'. The table contains data for various channels and campaigns, including 'Mobile App', 'Email', and 'Web'. The interface includes a sidebar with navigation options and a top header with the Oracle logo and 'Real-time Data' title.

Channel	Campaign	Product
Mobile App	Mobile App	Mobile App
Email	Email	Email
Web	Web	Web

Real-time Data

Customer data that is ready for instantaneous streaming, connecting customer behavior with marketing initiatives.



Content & Collaboration

Teams can work in tandem and in real time, with the same content creative assets, and data to deliver exceptional experiences consistently.



Dedicated B2C Solutions

>5B

Global consumer IDs

7.5T

Segments of data from 1,500 sources and 15M websites

7.5T

Data signals collected per year

\$3T

In online and offline customer transactions

15+ years

In-market expertise

>1 Billion

Email, SMS, Mobile messages sent daily

>80 customers sending >1B

messages per year

JOANN


COMCAST

KidZania

 **pet**
stock

Your Path to Marketing Excellence

Oracle's integrated digital marketing solutions helps B2C marketers like you to...



Unify your customer data

Connect customer behaviors, transactions, and demographics across marketing, loyalty, ecommerce, 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 B2C campaigns and irresistible customer experiences.

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

