

Power Your ABM Strategy with Oracle DataFox Cloud Service

“We love using Oracle DataFox Cloud Service. It helps us align our ABM prospecting efforts better than any piece of software I’ve used in the past. Our marketing team uses Oracle DataFox Cloud Service to create dynamic lists of high-scoring accounts which are pulled into our ABM model to support outbound sales.” - *Kyle Lacy, VP of Marketing at Lessonly*

DATA ENRICHMENT

Append account-level data directly onto leads with AI-curated firmographic and signal data to kickstart your ABM campaigns.



Define laser-targeted segmentations based on reliable account data for more personalized engagement



Close the divide between leads and accounts with improved lead-to-company matching



Improve lead routing with automated rules based on firmographic data and accurate account hierarchies

What is the key to ABM success? 92% say better data and research (Forrester)

ACCOUNT SELECTION

Automatically reveal which accounts to target with ideal customer profile modeling and a customizable account score for predictive account selection.



Discover relevant account attributes indicative of high-value accounts with robust ideal customer profiling



Collaborate with sales on a shared account score to universally align and prioritize the right accounts to target



Create dynamic lists of target accounts to trigger campaigns and personalize engagement at scale

ABM is not a trend. It's a categorical shift to companies taking an account-centric approach in pursuit of a more targeted go-to-market strategy. But, your ABM strategy is only as good as the data that drives it. With Oracle DataFox, confidently rely on a quality data foundation to universally align on target accounts and unlock predictive account selection so you're always targeting the right accounts and optimizing engagement.

GETTING STARTED: CREATE A ROBUST ABM STRATEGY

Connect Your Systems

With Oracle DataFox, combine 1st party data with robust 3rd party data for a unified view of your customers and a consistent data strategy across both your marketing automation platform and your CRM. Ongoing data enrichment improves lead management so you can discover previously unknown contacts and be confident MQLs are routing to the right reps.



Increase leads from top tier accounts

Align Sales and Marketing

Collaborate with sales sooner by creating a shared account score to identify which accounts to target. Using the same measure of account quality, easily coordinate account-based strategies and work as a single revenue team.



Increase conversions

Predictive Account Selection

Augment your intuitions with data science and spend just minutes on an ideal customer profile modeling process that surfaces the most influential data points indicative of your best customers. Use this insight to create a customized account score with account-level data and signal data for automatic account prioritization so you're always targeting the right accounts.



Increase average deal size

Create Targeted Campaigns

Personalize outreach at scale with account-based segmentations and signal-triggered campaigns for laser-targeted personalization. Combine sales and marketing activity data for even greater personalization and automated nurture programs.



Increase engagement

Measure and Optimize

Go beyond standard clicks and open rates. Instead, measure campaign engagement by account score to understand which account-based marketing campaigns are delivering the highest ROI. Report on pipeline and revenue based on comprehensive account intelligence and extend the value of your account-based approach.



Increase win rate

84%

of B2B marketers say that ABM delivers a higher ROI than any other approach (ITSMA)

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