



Investing in Digital Marketing: Common Questions for Consideration

Oracle CX Marketing

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Why invest in digital marketing?

Common questions for consideration

The customer experience has become as important as the tangible product or service customers seek. Customers today expect frictionless experiences that provide relevant, personalized content at the right time and on the right channel. As a result, creating an impressive customer experience has become increasingly important for differentiation. It also represents a significant business opportunity, as 42% of customers are willing to pay more for a pleasant experience or one with greater convenience, but 32% will walk away from a brand forever after one bad experience.¹ Brands should therefore look to invest in the right marketing tools to seize this opportunity for short- and long-term growth.

In deciding whether to invest in a marketing platform and if Oracle CX Marketing will satisfy your unique needs, you might ask yourself the following questions:

Q: Why should we buy a marketing platform instead of building it ourselves?

A: Brands often cite cost savings as a reason to build instead of buy, but this reasoning is often shortsighted. While a one-time upfront cost of creating an email platform might seem attractive, the ongoing costs can quickly add up.

Beyond maintenance, most other costs are largely overlooked, such as:

- Continuous upgrades over the system's lifespan.
- Integrations across CRMs, analytics, AI, and others.
- Ensuring compliance with data policies like GDPR and CCPA.

These costs prevent future investments that augment marketing ROI and help marketers create amazing customer experiences. In addition, these costs can hinder a brand's ability to differentiate and remain competitive.

Customers today expect frictionless experiences that provide relevant, personalized content.

Q: Why should I consider switching from my current marketing technology? What's the total cost of ownership, and what kinds of integrations will I need?

A: Selecting a solution that can meet all a brand's current and future needs prevents additional adoption costs later. Investing in a platform that has a wide feature set and a proven record of extensibility, flexibility, and scalability will ensure that a brand's needs are addressed at every stage of growth. While selecting a platform that addresses these concerns may represent higher short-term costs, the total cost of ownership is far lower in the long term.

Integrations are key. Oracle CX Marketing has both pre-built integrations with other Oracle solutions to connect front- and back-office applications to flexibly support marketing, loyalty, sales, service, field service, and commerce applications, which will boost efficiency and transparency. Oracle CX Marketing applications enable partners, ISVs, and customers to build apps to extend native capabilities. Oracle's extensive App Cloud and Partner Directory also gives marketers access to pre-built, configurable applications that are easy to implement and use, providing marketers with a greater degree of flexibility and autonomy.

Q: How important is platform reliability?

A: Incredibly important. Platform downtime and unresponsive applications can result in delayed campaigns and significant opportunity cost. Organizations must be able to send urgent, timely communications while ensuring landing pages and offers are live at the right time. If customers don't receive important communications when they need to, or are unable to access offers and landing pages, business and team productivity will suffer. However, Oracle CX Marketing's reliability empowers marketers to determine their own campaign schedule and not one bound by the limitations of their marketing platform.

Q: Can Oracle's marketing technologies scale with my business at the speed I need it to?

A: Yes. Oracle CX Marketing apps are open, extensible, and built for growth. Designed to scale, Oracle CX Marketing apps enable marketers to collect, analyze, and leverage copious amounts of data across multiple resources quickly and efficiently to create exceptional customer experiences. Oracle's data architecture makes it easy for IT teams to understand where data should go and ensure it continues to flow freely within the organization, enabling performance and speed.

For example, Oracle Eloqua, Oracle's B2B marketing solution, sends over 2 billion emails monthly, executes 37 billion transactions daily, and through turnkey integrations, can transfer qualified leads to sales in minutes versus hours.² Oracle Responsys, Oracle's B2C marketing solution, sends over 1 billion messages every day, collects 7.5 trillion data signals per year, and helps drive \$3 trillion in online and offline customer transactions. Oracle understands how important these customer experiences are and wants to ensure marketers can reach out to customers at the right time, with the right content, and on the right channels.

Q: How does Oracle maintain data quality and ensure it flows freely when and where we need it?

A: In our 40 years of working with data, Oracle has built the best applications in the industry to collect and connect an unlimited amount of customer behavioral and demographic data in real time. By utilizing any number of tools, apps, and APIs with the most relevant information from first-, second-, and third-party sources, you can enrich your data.

Q: How does Oracle's technology manage workflows, processes, and governance?

A: Oracle understands that collaboration between marketers and across the organization is key, and that efficiently managing marketing technology is crucial to success. Oracle CX Marketing enables marketers to manage marketing activities centrally within one platform. With our platform, marketers can easily configure geographic access across global teams, functional access across different job responsibilities, and organizational access to allow the creation of permissions that fit each organization's unique complexity.

Please see online resources for additional information about manageability for **Oracle Eloqua**, **Oracle Responsys**, **Oracle Infinity**, and **Oracle Maxymiser**.



Q: How does Oracle address concerns about data privacy?

A: Data privacy is extremely important to Oracle. To view Oracle's most up-to-date data privacy policies, please click [here](#).

Q: What is Oracle's stance on data security?

A: Oracle takes data security very seriously. As organizations worldwide increasingly rely on software controls to protect computing environments and data both in the cloud and on-premises, software security assurance grows in importance. To read Oracle's most up-to-date data security policies, please click [here](#).

An investment in digital marketing capabilities is an investment for growth. Oracle CX Marketing is committed to helping businesses of any size and from any industry to achieve their goals. To learn more about how Oracle CX Marketing can help your business, [please contact us](#).

¹ Experience is everything: Here's how to get it right, PWC, 2018

² When connecting to Oracle CX Sales or Salesforce CRMs