Freddie Mac is a government-sponsored enterprise that was chartered by the United States Congress in 1970. The company’s public mission is to stabilize the nation’s residential mortgage markets and expand opportunities for homeownership and affordable rental housing. Its statutory mission is to provide liquidity, stability, and affordability to the U.S. housing market. To remain competitive, the marketing team decided it was time to introduce new marketing automation technology to streamline the access to the marketing automation system and establish processes for scheduling campaigns and capturing metrics.

**CHALLENGES**

- Implementing new marketing automation technology
- Streamlining marketing automation process
- Expanding the organization’s digital marketing capabilities

**SOLUTIONS**

- Campaign management
- Marketing measurement

**RESULTS**

- Created a center of excellence of marketing automation power users
- Strengthened the organization’s ability to communicate with customers and track the results
- Sent more than 300 email campaigns in one year

Within one year, Freddie Mac created a center of excellence, consisting of four Oracle Marketing Cloud power users, to alleviate the workload burden on the copywriters (who were responsible for generating the emails), and to take full advantage of Oracle Marketing Cloud’s robust capabilities. The marketing team also added sales enablement tools (Engage and Profiler), Oracle Cloud Apps (RSS Cloud and WebEx Cloud), and attended the Oracle Marketing Cloud Academy. To ensure a seamless implementation, the team started migrating the largest business area’s database first, and worked with the CRM team to integrate the two systems. This approach allowed the team to learn on the fly and apply those lessons learned to subsequent migrations. After performing a successful IP warming campaign, the team made the permanent switch to Oracle Marketing Cloud.

As a result of this rapid transformation, the Freddie Mac organization views the marketing automation team as an integral part of their marketing success that delivers higher economies of scale and cross sharing of marketing best practices. They have earned a reputation as experts in Oracle Marketing Cloud, marketing automation, digital marketing best practices—and most importantly—their customers. They have proven the value of gathering, reporting, and analyzing metrics, and used their new knowledge to deliver more than 300 email campaigns in just one year.

Learn more at: [oracle.com/marketingcloud](http://oracle.com/marketingcloud)