Oracle Marketing Cloud for Communications

"We can attribute much of our marketing efficiencies to Oracle Marketing Cloud. It has truly evolved from a marketing automation tool to a robust platform that has enabled us to better align our sales and marketing processes and initiatives."

Megan Lueders
Vice President, Global Marketing
LifeSize, a division of Logitech

Oracle Marketing Cloud for Communications enpowers companies to combat their unique set of challenges around reducing customer acquisition cost, reducing churn, increasing customer loyalty, gathering deeper audience intelligence, and increasing upsells and cross-sells within an existing customer base.

EMBRACING CUSTOMER CENTRICITY

It is no secret that communications companies suffer from high customer acquisition cost, at the same time the industry suffers from some of the highest average churn rates. We also know that it is cheaper to retain than acquire a new customer. Communications marketers are asked to deliver more with less, while competition is just getting stronger. To overcome this situation, many communications executives have already identified customer centricity as their top priority. Yet communications customers continue to receive a fragmented experience.

According to a Janrain integrated marketing survey, 96% of customers receive irrelevant ads or promotions. Even though all internal teams move towards the same goal, the end results fall far short. Customers continue to be bombarded with batch-and-blast information and promotions, which not only creates a broken customer experience, but also wastes company resources. It's time to take a different approach.

Communications companies need holistic solutions that integrate with the existing company technology to create one view of the customer at all stages of customer lifecycle and centralize all customer communications across channels through a single source. This is what it takes to create a customer centric culture. Oracle Marketing Cloud for Communications offers an award-winning portfolio of solutions to:

- Reduce customer acquisition costs by using data taxonomy and look-alike profiles on a data management platform that integrates all first, second, and third party data.
- Develop deeper customer and segment intelligence by combining online and offline data into a single source.
- Execute powerful multichannel campaigns across display, web, social, email, and mobile communication channels.
- Improve relevancy of communication by delivering content in context along with dynamic email and landing page content personalization.
- Listen, engage, and publish content across social channels that address customer concerns in real time to enhance the customer experience.

CONSISTENT CUSTOMER EXPERIENCE ACROSS ALL CHANNELS

Communications companies have wide range of customer segments. They interact across different channels and have individual needs that influence their purchasing criteria. This is where it becomes critical to align the right audience with the right message at the right time. When communicating

ORACLE®

with such a broad audience, providing a single voice and consistent messaging not only helps companies maintain strong relations, but also ensures customers receive the right message that matters to them. Otherwise customers get bombarded with irrelevant communications, which increases frustration and reduces conversion.

By tailoring content to audience segments and interests, companies can start improving their relations with their customer base to increase engagement and loyalty by delivering consistently outstanding customer experiences.

INTEGRATED SOLUTIONS FOR INCREASED MARKETING EFFICIENCY AND REDUCED COST

Through deep communications industry experience and powerful solutions, Oracle Marketing Cloud enables companies to take their communication efforts to the next level, equipping them with capabilities to do:

- **Audience analytics.** Track how marketing drives interest, engagement, and wallet share with analytics. Produce high-level dashboards or drill into details by campaign to measure effectiveness.

- **Audience segmentation.** Align audience member interests, geographic location, channel, and other behavior and engagement related information. Build profiles that send the right communication to the right audience at the right time.

- **Audience nurture.** Use audience data and online behavior to build personalized and dynamic emails and landing pages to deliver an exceptional online experience. Automate sophisticated campaigns with relevant and timely information to ensure long-term loyalty.

- **Content marketing.** Scale content using a powerful content creation platform. Organize content creation across different internal and external audiences with a built in workflow capability to streamline content creation, approval, and publishing across multiple channels.

- **Data management.** Connect audience data on a single platform to build actionable profiles using taxonomy and look-alike profiles. Increase the relevancy of communications and save on advertising costs.

- **Social listening and engagement.** A set of social

apps is integrated seamlessly into the cross-channel communication platform. With the social features of Oracle Marketing Cloud, marketers can reach broader audiences through shareable social content, improve community and customer relations, and observe which social networks drive the most engagement.

ENHANCED SOCIAL INTERACTIONS

Social media offers extensive resources to reach a broad audience. Yet companies need to manage millions of conversations that occur across all social chanels and engage in those that represent an interest to the company. When social marketing is done well, it can:

- Keep customer engaged with the company.

- Align products and services to individual needs.

- Develop sentiment analysis to gather deeper customer intelligence.

Only Oracle offers social media management solutions that provide listening, engagement, publishing, campaigns, and analytics that are integrated with cross-channel marketing.

VISIBILITY INTO AND MEASUREMENT OF MARKETING EFFORTS

Aligning marketing efforts with results can be difficult. Oracle makes it easier with powerful website analytics at your fingertips, giving you access to valuable information and easy-to-understand dashboards so you can quickly assess the impact of your marketing efforts. Key capabilities include:

- Automated event and cross-channel communications.

- Personalized audience communications with dynamic content.

- Campaign performance analytics.

- Tools for understanding the origins of your audience.

ONE-TO-ONE CONNECTION

Managing marketing activities can be complex and time-consuming. Oracle Marketing Cloud for Communications offers intuitive templates and workflows that automate segmentation, nurturing, and communications. Now you can run your small- and large-scale campaign processes by using a multi-touch approach across email, website, direct

ORACLE®

mail, display ad, and telemarketing channels and draw attention by targeting customers based on their online activity or inactivity.

HIGHLIGHTS FOR THE COMMUNICATIONS INDUSTRY

- **Audience data management.** Audience data in a single source for audience profiles, data cleansing or appending, data acquisition, and inline/real-time data management.

- **Multichannel marketing.** Email, hypersites, SMS, recorded voice, direct mail, and RSS.

- **Personalization.** Dynamic/personalized content (such as emails, web pages, direct mail), email signatures, and personal URLs.

- **Audience relationship management.** Audience scoring, routing, nurturing, and real-time alerts.

- **Campaign and closed-loop reporting.** Reports and dashboards, web analytics, campaign performance, and email revenue calculator.

CUSTOMER SUCCESS IS OUR KEY DIFFERENTIATOR

- **Account manager.** Responsible for the relationship between you and Oracle.

- **Expert services.** Anything and everything from helping you along the way to running all marketing programs for you.

- **Education.** Quickly gain product and best practice knowledge with standard and customized courses.

- **Success coach.** Ten-week program led by a success coach who is a marketer by profession. The coach guides you step-by-step through a success plan with biweekly checkpoint meetings that include best practices education, homework, and campaign review.

- **Topliners community.** A growing community of thousands of forward thinking marketers using Oracle Marketing Cloud.

KEY FEATURES

- Cross-channel, content, and social marketing

- Data management and activation

- Audience segmentation

- Personalization

- Audience relationship management

- Campaign and closed-loop reporting

KEY BENEFITS

- Reach broader audiences through shareable social content.

- Provide your audience with an exceptional online experience.

- Demonstrate marketing's impact on business results with meaningful metrics.

- Tailor content to audience segments to ensure a positive response.

Learn more about Oracle Marketing Cloud at: **oracle.com/marketingcloud**

About Oracle Marketing Cloud

Modern Marketers choose Oracle Marketing Cloud to build customer obsessed cultures, create and manage ideal customers, and power revenue performance. They use award-winning technology and expertise to transform marketing by truly knowing the customer, engaging with cross-channel marketing, and achieving data driven accountability. Integrated information from cross-channel, content, and social marketing with data management and activation along with hundreds of app and data partners enables them to target, engage, convert, analyze, and use award-winning marketing technology and expertise to deliver personalized customer experiences at every interaction. Visit **oracle.com/marketingcloud.**

ORACLE®