

Oracle Marketing Cloud for Entertainment

“Oracle has provided the platform and technology necessary for us to dramatically shift the focus of our business from mass media to a true one-to-one communication strategy.”

*Kyle Eichman
Director, Relationship
Marketing
Sacramento Kings*

Oracle Marketing Cloud for Entertainment enables sports teams, venue owners, and the entertainment industry to connect one-to-one with their audience members to drive lifelong loyalty through integrated multichannel programs and then report on their performance.

DELIVERING FANS AND FINANCIAL RESULTS

The sports and entertainment industry has a special relationship with its customer base. It tends to elicit passionate reactions from its customers—and they are receptive to a variety of digital communications: e-mail, websites, direct mail, events, contests, and more. To win business from these digital-savvy fans, the industry needs more than simply an e-mail engine.

Oracle Marketing Cloud for Entertainment gives teams the advanced tools to:

- Build and manage a profile-rich marketing database
- Execute powerful multichannel campaigns
- Report on campaign performance

HELPING FANS HELP THEMSELVES

When your audience receives timely one-to-one communications containing information they care about, they become more engaged and, in return, extend their dollars.

The following key capabilities are offered by Oracle Marketing Cloud for Entertainment:

- **Audience segmentation.** Align audience member interests with the events information they want and track how they respond to specific campaigns.
- **Audience nurture.** Use audience data and online behavior to build personalized and dynamic e-mails and/or landing pages to ensure an exceptional online experience; automate sophisticated campaigns with relevant and timely information to ensure long-term loyalty.
- **Social applications.** A set of social apps is integrated seamlessly into the marketing automation platform. With the social features of Oracle Marketing Cloud, marketers can reach broader audiences through shareable social content and observe which fan social networks drive the most engagement.
- **Audience analytics.** Track how marketing efforts drive fan interest, engagement, and share of wallet with the Insight feature of Oracle Marketing Cloud for Entertainment. Produce high-level dashboards or drill into details by campaign.

ONE FAN, MANY INTERESTS

For sports and entertainment companies, audiences are segmented across a wide diversity of backgrounds and interests, and one fan can have many interests. These differences are reflected in how fans consume information and respond to communications. For instance, Oracle Marketing Cloud for Entertainment helps sports teams identify fan interest by tracking their online activities.

This helps them tailor their content to audience segments that are likely to respond. By aligning fan interest with offers (season renewals, contests/rewards, or merchandise), you not only elicit more responses from an engaged audience but also build deeper, sustained fan loyalty.

VISIBILITY INTO AND MEASUREMENT OF MARKETING EFFORTS

Aligning marketing efforts with results can be difficult. Oracle makes it easy with Insight, a comprehensive marketing reporting and analytics feature of Oracle Marketing Cloud for Entertainment. This puts powerful website analytics at your fingertips, giving you access to valuable information and easy-to-understand dashboards that enable you to quickly assess the impact of your marketing efforts. Key capabilities of include:

- An e-mail revenue calculator
- Campaign performance analytics
- Tools for understanding the origins of your audience

ONE-TO-ONE CONNECTION

Oracle Marketing Cloud for Entertainment helps you attract audience members and bring them into a relationship by communicating the right personalized message, at the right time. You can establish nurture campaigns to generate scores or rankings based on fan behavior online and offline.

Managing marketing activities can be complex and time-consuming. Oracle Marketing Cloud for Entertainment makes it easy, with 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 e-mail, website, direct mail, display ad, and telemarketing channels and draw attention by targeting fans based on their online activity or inactivity.

HIGHLIGHTS FOR THE ENTERTAINMENT INDUSTRY

- **Audience data management.** Fan profiling, data cleansing/appending, data acquisition, and inline/real-time data management.
- **Multichannel marketing.** E-mail, hypersites, SMS, recorded voice, direct mail, and RSS.

- **Personalization.** Dynamic/personalized content (such as e-mails, Web pages, direct mail), e-mail signatures, and personal URLs.
- **Audience relationship management.** Fan scoring, fan routing, fan nurturing, and real-time alerts.
- **Campaign and closed-loop reporting.** Reports and dashboards, web analytics, campaign performance, and e-mail revenue calculator.

CUSTOMER SUCCESS IS OUR KEY DIFFERENTIATOR

- **Team manager.** Responsible for the relationship between you and Oracle.
- **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).
- **Sports central.** Monthly call for all teams where they can share stories and collaborate.
- **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
- E-mail revenue calculator

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.

ORACLE MARKETING CLOUD FOR ENTERTAINMENT

Oracle Marketing Cloud for Entertainment is a complete out-of-the-box marketing solution. With it, your company can create compelling campaigns, generate high-quality leads, and measure the impact of your marketing budget.

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.