

Oracle Marketing Cloud for Insurance

“We drove webinar registrations and provided real-time visibility to our Internal and External Wholesaling teams. The campaign helped forge a stronger relationship between Sales and Marketing, exceeded our engagement goals, and significantly contributed to a product mix shift of just under 10%, double our goal.”

Genworth Financial

Oracle Marketing Cloud for Insurance helps insurance marketing professionals systematically deliver and track relevant marketing content that recruits new agents, brokerages, and financial advisors while promoting the brand and products, expanding the business, and lowering marketing costs.

KEY CHALLENGES FOR INSURANCE

Insurance carriers depend heavily on complex distribution channels of agents and brokers to maintain and grow their business. Each distribution channel drives multiple challenges that insurance marketers must address.

- Independent agents and advisors are shifting their book of business from insurance products to financial products. Independent advisors are reducing the number of carriers with whom they work, typically placing 50 percent with their top carrier. Competition is increasing.
- Affiliated agents and advisors are three times as likely to leave the firm as independents are, significantly increasing turnover in this channel. Carriers have increased service offerings to agents by 40 percent in the last decade, yet these new diversified services are not fully valued by affiliated agents and financial advisors, due to lack of awareness and education.
- Sales productivity is challenged by the lack of succession plans for the majority of agents and advisors who are over 50 years old and have more than 25 years of experience. Replacements must become more productive faster.

According to the 2012 LIMRA-McKinsey financial advisor survey, growth opportunity is the most important factor in agent and advisor firm selection and twice as important as compensation. Carriers must differentiate offerings by distribution channel, recruit additional channel capacity, and educate the channel to increase carrier business. A modern marketing solution is the key to supporting targeted and timely communications through increased business collaboration across carriers, brokers, agents, advisors, and consumers.

COMPREHENSIVE SOLUTIONS FOR INSURANCE

Oracle Marketing Cloud for Insurance mitigates these challenges with the following capabilities:

- **Recruitment.** Recruit new agents, advisors, and brokerages to represent and promote carrier products.
- **Communications.** Create highly effective marketing communications with relevant information for agents, advisors, and brokerages, based on lead nurturing and scoring campaigns.
- **Brand presence.** Drive thought leadership as well as brand and product awareness to each distribution channel.

- **Campaigns.** Leverage best practice templates and dynamic content to send highly personalized and relevant communications. Preconfigured programs include: Agent Recruitment – Educational Drip, Agent Recruitment – Informational Event, New Consumer Welcome, Product Education Screencast for Agents, and Newsletter for Consumers.
- **Secure hypersites and landing pages.** Use data from e-mail responses, social networks, and online behaviors to build personalized and dynamic microsites or landing pages to help build exceptional online experiences.
- **Oracle Marketing Cloud Engage.** Give insurance marketers the ability to send targeted trackable campaigns to advisors from an iPad or the Web, with preapproved content and templates. Increase effectiveness while improving visibility.
- **Insight features of Oracle Marketing Cloud.** Track how marketing efforts are driving agent and advisor engagement and ultimately wallet share. Produce high-level dashboards, and drill into specific details by campaign.

BE COMPLIANCE-READY

Oracle Marketing Cloud for Insurance is SEC Rule 204-2 compliance-ready through capabilities that enable administrators to configure the system to save a copy of every e-mail sent through the software to a destination of your choice, facilitating adherence to compliance requirements.

CREATE AND EXTEND RELATIONSHIPS

Oracle Marketing Cloud for Insurance best practice blueprints can help you create and send highly personalized newsletters to agents, advisors, brokerages, and customers. Content can be segmented by target interests and branded according to the relationship. Automated campaigns use social, profile, and Website data to send communications when target audiences are most interested in a specific product for immediate engagement.

REDUCE MARKETING PROGRAM COSTS

Marketing campaigns can be complex, time-consuming, and expensive. Oracle Marketing Cloud for Insurance makes it easy, with intuitive templates and workflows that

automate channel segmentation and communications. Manual campaign tasks can be eliminated and replaced with modern marketing methods across print, e-mail, website, and telemarketing channels.

INCREASE PRODUCTIVITY WITH IMMEDIATE INSIGHTS

Digital Body Language captured from website activities turn insights into opportunities. Agents and advisors can take advantage of client profile information for immediate awareness of life events, which then trigger personal responses.

USE EDUCATION PROGRAMS TO REDUCE COSTS

Education programs focused on risk mitigation can reduce claims, cut costs, and improve retention. Oracle helps insurance marketers specifically target education programs and campaigns based on life events and segments. Template campaigns include prebuilt newsletter formats to accelerate program rollout.

GAIN MARKETING VISIBILITY AND MEASUREMENT

Aligning marketing efforts with results can be difficult. Oracle makes it easy with the Insight feature, a comprehensive marketing reporting and analytics component of Oracle Eloqua Marketing for Insurance Cloud Service. Insight puts powerful reporting and Website analytics at a marketer's fingertips, providing valuable information and easy-to-understand dashboards that quickly assess marketing impact.

HIGHLIGHTS FOR THE INSURANCE INDUSTRY

- **Financial compliance and security.** The offering includes auto-archiving of all outbound messages for auditing purposes, controlled user access to the application, dedicated IP, single sign-on, and secure websites.
- **Best practice blueprints.** Choose from a variety of ready-made templates such as Meet Your Wholesaler, Advisor Newsletter, and Trends and Market Updates to ramp up your marketing programs quickly.
- **Segmentation.** A unified marketing database enables out-of-the-box integration with leading CRM systems

such as Oracle Sales Cloud, Salesforce.com, Microsoft Dynamics CRM, and Oracle’s Siebel CRM On Demand. You can also bring custom data from other internal and external sources.

- **Oracle Marketing AppCloud.** With more than 100 apps, Oracle Marketing AppCloud enables you to evaluate and integrate marketing, sales, and social media applications into Oracle Marketing Cloud.

CUSTOMER SUCCESS IS OUR KEY DIFFERENTIATOR

- **SmartStart Implementation Service.** Oracle’s innovative methodology accelerates the success of your implementation. In three days, Oracle gets you started by ensuring that Oracle Marketing Cloud is synced with your CRM database, forms and tracking are on, and your segmentation and prioritization are up and running.
- **Oracle account team.** Customers benefit from support, success, and expert teams knowledgeable in marketing best practices and in implementing Oracle Marketing Cloud.
- **Professional services and certified partners.** Oracle and its partners offer a range of professional services to support your implementation and day-to-day management of Oracle Marketing Cloud.
- **Ongoing certification through education.** Oracle offers classes to expand your understanding of marketing best practices as well as Oracle-specific product knowledge.

- **Topliners community.** Join the growing community of thousands of Modern Marketers using the Oracle Marketing Cloud. Connect and share through a vibrant online community and local events.

KEY FEATURES

- Client segmentation
- Advisor relationship campaigns
- Secure microsites and landing pages
- Ability to customize and track e-mails based on best practice blueprints
- Analytics and dashboards
- Out-of-the-box integrations with leading CRM systems

KEY BENEFITS

- Connect cross-channel, content, and social marketing with data management and activation.
- Integrate out of the box with leading CRM systems and bring custom data from other internal sources.
- Leverage best practice templates and dynamic content to send highly personalized communications.
- Use advisor data and online behavior to build personalized and dynamic microsites and landing pages.
- Send targeted, trackable campaigns to advisors with preapproved content and templates.
- Track how marketing efforts drive client and sales engagement and wallet share.

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.