

Oracle Marketing Cloud for Manufacturing

“We are a very complex company with many different portfolios that touch many points in the value chain. So we need a very agile and flexible solution that can be continuously adjusted. Oracle Marketing Cloud is a great platform that gives you that freedom—even in a \$57 billion company like Dow.”

*Hubertus Devroye
Director of Global Marketing
The Dow Chemical Company*

Oracle Marketing Cloud for Manufacturing helps marketing professionals systematically determine exactly what customers and prospects want, reach the right people at the right time with the right message, and drive the business to out-market, out-sell, and outperform the competition.

KEY CHALLENGES FOR MANUFACTURING

Manufacturing marketing organizations face specific challenges. The buying process has become extremely complex with multiple stakeholders including marketing, sales, and channel partners. Conventional marketing methods centered on events, direct mail, batch-and-blast e-mails, and spreadsheet tracking are a thing of the past. Prospects are self-educating online with many making purchasing decisions before a salesperson enters the picture. Manufacturing marketers are struggling to deal with:

- Inaccurate data about prospects and customers.
- Non-standardized, inefficient, duplicate, and overlapping systems.
- Lack of global view into the demand pipeline.
- Lead flow and the need to deliver high quality leads to sales and partners.
- Inability to strategically nurture leads.
- The need to demonstrate marketing ROI.

For competitive advantage, manufacturing marketers must replace past methods and begin the journey to Modern Marketing where technology and expertise deliver what they need to succeed.

MODERN MARKETING SOLUTIONS FOR MANUFACTURING

Oracle Marketing Cloud for Manufacturing helps mitigate key manufacturing marketing challenges while raising revenue performance. For example, Modern Marketers in manufacturing can take advantage of the following capabilities:

- **Targeting.** Employ sophisticated Co-Dynamic Lead Scoring and Digital Body Language technologies to acquire prospects, capture digital behaviors, and segment for relevancy.
- **Engagement.** Launch educational communication or event-triggered nurture campaigns with one-to-one personalization based on history and profile information.
- **Conversion.** Deploy approved, proven, and branded sales templates for specific scenarios while empowering channel partners, integrating with CRM, and extending relationships.
- **Analytics.** Analyze the performance of campaigns and display the results for executive management on easy-to-understand dashboards.
- **Campaigns.** Send relevant communications for product launches, loyalty strategies, customer welcome, up sell or cross sell promotion, and more. Leverage best practice templates and dynamic content to send highly personalized and relevant communications.

Preconfigured programs include:

- **Live Event Campaign**
- **Channel Partner Welcome and Engagement Campaign**
- **Product Registration Campaign**
- **Sample Trial Request Campaign**
- **Upsell Cross Sell Campaign**

Oracle Marketing Cloud for Manufacturing offers leading tools and solutions:

- **Secure Hypersites and Landing Pages.** Use data from e-mail responses, social networks, and online behavior to build personalized and dynamic microsites or landing pages to help build exceptional online experiences.
- **Sales Engagement Email Templates.** Give your marketing, channel, and sales teams the ability to send targeted, trackable, and measurable campaigns from an iPad or web browser using preapproved content and templates. Increase agility while improving visibility.
- **Insight Features of Oracle Marketing Cloud.** Track how marketing efforts are driving engagement and ultimately wallet share. Produce high-level dashboards and drill into specific details by campaign.

CONSOLIDATE EVENT MANAGEMENT

Oracle Marketing Cloud for Manufacturing offers a systematic way to achieve significant productivity gains and boost attendance through automation of complex event management campaigns and follow-up reminders. The centralized event management interface supports e-mails, landing pages, forms, and more.

CREATE AND EXTEND CHANNEL RELATIONSHIPS

Oracle Marketing Cloud for Manufacturing can help create and send highly personalized channel materials. Content can be segmented by target interests and branded according to the relationship. Automated campaigns use social, profile, and website behavior data to send communications for immediate engagement when target audiences are most interested.

REDUCE MARKETING PROGRAM COSTS

Marketing campaigns can be complex, time-consuming, and expensive. Oracle Marketing Cloud for Manufacturing makes it easy with intuitive templates and workflows. Manual campaign tasks can be eliminated and replaced with Modern Marketing methods across print, e-mail, website, and telemarketing channels to support a syndicated marketing approach.

INCREASE PRODUCTIVITY WITH IMMEDIATE INSIGHTS

Digital Body Language and website activities turn insights into opportunities. Take advantage of prospect profile information for immediate awareness to trigger personal responses aligned to the process with content in context.

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 Marketing Cloud for Manufacturing. 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 MANUFACTURING INDUSTRY

- **Channel Management.** The offering simplifies manufacturing marketing efforts with targeted, consistent, and relevant information across the most complex distribution channels.
- **Best Practice Templates.** Develop your own templates or work with our experts to create a variety of consistent templates 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 Siebel CRM On Demand. You can also bring custom data from other internal sources.
- **Oracle Marketing AppCloud.** With more than 50 apps and growing, Oracle Marketing AppCloud

enables you to evaluate and integrate B2B marketing, sales, and social media applications into Oracle Marketing Cloud for Manufacturing.

- **Open Architecture.** Enjoy ready-to-use apps in the Oracle Marketing AppCloud as well as the ability to integrate to a variety of other applications through open and publicly available APIs.

CUSTOMER SUCCESS IS OUR KEY DIFFERENTIATOR

- **Oracle Marketing Cloud SmartStart Implementation.** Oracle's innovative methodology accelerates the success of your implementation. In three days, SmartStart implementation gets you started by ensuring that Oracle Marketing Cloud for Manufacturing 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 for Manufacturing.
- **Professional Services and Certified Partners.** Oracle and its partners offer a range of professional services dedicated to the manufacturing industry to support your implementation and day-to-day management of Oracle Marketing Cloud for Manufacturing.
- **Ongoing Certification.** 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 who are using the

Oracle Marketing Cloud platform. Connect and share through a vibrant online community and local events.

KEY FEATURES

- Targeting and segmentation
- Demand generation and nurturing e-mail campaigns
- Secure microsites and landing pages
- Ability to customize and track e-mails based on best practices
- 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.
- Use advanced data and online behaviors to build personalized messages, dynamic microsites, and focused landing pages.
- Integrate with leading CRM systems and other internal data sources.
- Maximize engagement from channel partners.
- Leverage best practices and dynamic content to send highly personalized communications.
- Send targeted and measurable campaigns to prospects with preapproved content and templates.
- Track how marketing efforts drive revenue and sales engagement.

Learn more 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.