

# Reach your customers anywhere with Oracle OnRamp



The power of 1st party data is undeniable and marketers are constantly searching for ways to expand its value. Data onboarding digitizes a marketer's CRM lists to increase the relevance of its online campaigns.

With Oracle OnRamp, marketers can activate 1st party data to drive reach, accuracy, and performance for superior efficiency.

## Use Oracle OnRamp to power:

- Look-alike modeling
- Ad suppression
- Lapsed customer reactivation
- CRM retargeting
- Website personalization

Oracle OnRamp **wins 90+% of all head-to-head match tests**, when evaluating reach, accuracy, and performance.

## Test Oracle OnRamp today

We will happily have our platform and claims evaluated in head-to-head tests and encourage clients to do so.



Reach



Accuracy & performance

# Across industries, Oracle OnRamp is proven to outperform the competition

## Large multichannel retailer, with massive footprint conducts live head-to-head test

Oracle OnRamp beat four onboarding partners with superior reach, performance, and accuracy

Oracle OnRamp was the only onboarder to achieve high marks across both reach and performance

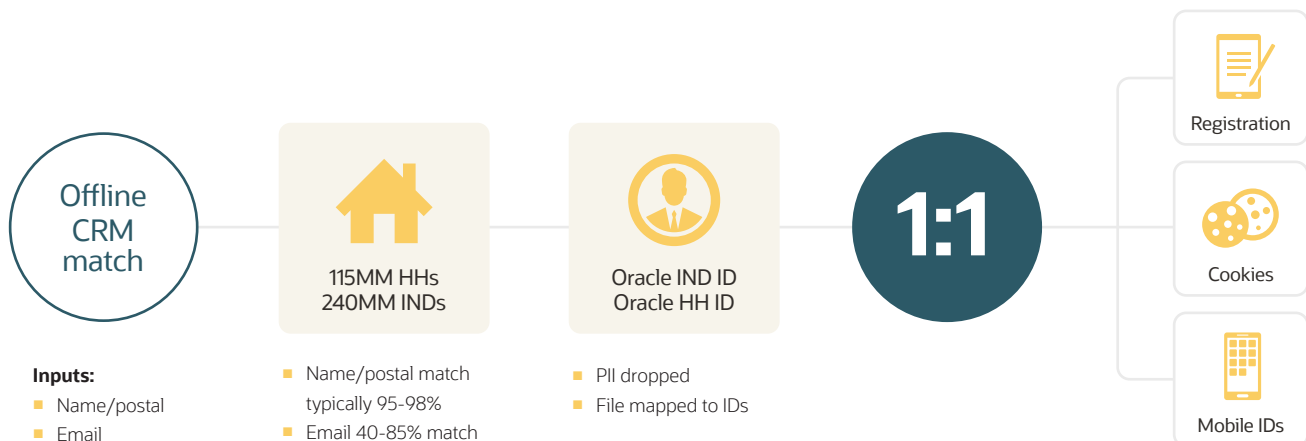
## Hotel chain with 14 brands and more than 5K properties conducts live head-to-head test

Oracle OnRamp was declared the winner on cookie reach

Oracle OnRamp had 3x the number of mobile ad IDs, and best performance by a significant margin

## Map offline data 1:1 to online destinations

Offline CRM data is matched 1:1 to an online audience. Audiences are then reached with cookies, reg-based data, and mobile IDs



To get started, reach out at [Oracle.com/TheDataHotline](https://www.oracle.com/the-data-hotline)

