Oracle Maxymiser
Product Overview

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CREATE RELEVANT, PERSONALIZED ONLINE EXPERIENCES

Customers today expect more from their online and mobile experiences, and when their journey is interrupted by an experience that is not relevant to their needs, they typically abandon and move on. For marketers, the challenges associated with delivering engaging, consistent experiences across web, mobile platforms, servers, or IoT can be daunting. To succeed in today's highly competitive marketplace, digital marketing teams must learn from their customers, gain insight into their needs and preferences, and then transform those learnings into personalized, real-time marketing strategies and tactics.

> "81% of consumers want brands to understand them better and know when and when not to approach them." – Accenture

Oracle Maxymiser's intuitive self-serve interface enables marketers and developers to make data-driven decisions to win and retain customers. From simple A/B to complex multivariate tests, Oracle Maxymiser's robust platform, powerful real-time personalization capabilities and product recommendations, tools, and automated insights make it easy. All of this is available by deploying a single line of JavaScript to a customer's site.

WHY MARKETERS CHOOSE ORACLE MAXYMISER

Deliver Irresistible Personalized Experiences with Real-Time Recommendations and Advanced Targeting and Segmentation

For both B2B and B2C customers, it's important to make experiences as meaningful and relevant as possible to each individual by tailoring content to their specific needs and preferences. Oracle Maxymiser's easy-to-use data import tool empowers marketers to leverage data from any source and build rich customer profiles for more precise targeting, recommendations, and personalization. Oracle Maxymiser allows marketers to gain a complete view of customers and audiences by combining data from websites, apps and third-party sources like CRM and DMP platforms.

"Working with Oracle Maxymiser feels like an extension of the team… the insights the campaign design team share are an invaluable guide to how we can improve our sales funnel and they never cease to deliver on the technical side." – National Express

Create Powerful, Complex Campaigns

Oracle Maxymiser's advanced testing and targeting features allow marketers to react and respond to emerging data and trends, adapt to seasonality, and adjust pricing as inventory demands. Oracle Maxymiser also helps marketers enrich both customer and prospect profiles with ad exposure data, which can be used in real time to personalize onsite experiences. By linking display ad exposure to conversion metrics, acquisition teams can better understand the impact of a costly advertising campaign via more accurate attribution and reporting.

Gain Insights with Guided Campaign Monitoring and Advanced Analytics

Automated segment discovery and Infinity-powered heat and zone mapping allows marketers to gain actionable customer insights. And Oracle Maxymiser's statistics engine enables marketers to easily conclude tests with confidence. With advanced filtering options and guided test monitoring and notifications, marketers can make timely and accurate data-driven decisions—without needing a PhD in math.

Connect with Your Marketing Ecosystem and Beyond

Oracle Maxymiser's open and customizable APIs allow marketers to connect data across the platforms they most prefer. Built to meet the increasing needs and requirements associated with enterprise level scale and security, Oracle Marketing Cloud products have proven integrations that allow for easy connection to 1st, 2nd, and 3rd party data for testing, personalization, and optimization initiatives on websites and mobile apps.

Empower Marketing to Deploy Online Campaigns Quickly and Easily

With seamless switching between visual editing and code, Oracle Maxymiser's next-generation visual editor enables easy collaboration between marketers and developers. Whether running a simple AB test or a complex multi-page funnel test, Oracle provides market-leading support for responsive sites and single-page applications. Simple to deploy and easy-to-use, through a single line of code Oracle Maxymiser delivers the robust testing, targeting, and personalization that provides marketers with actionable insights to continually optimize.

Test with the Highest Level of Security and Data Privacy – at Scale

Oracle Maxymiser's high-performance optimization platform supports enterprise architectures and allows marketers to deliver secure campaigns at scale. The platform provides secure data storage and transfer, making sure not to process or store any personally identifiable information (PII) during data exchanges. Additionally, Oracle Maxymiser implements SSL encrypted links, penetration testing and IP restrictions to make sure marketers can optimize even the most secure areas of their site, such as shopping checkouts, forms and self-serve areas. Oracle Maxymiser's synchronous delivery minimizes latency and content 'flicker'.

DRIVE HIGHER ONLINE CONVERSIONS WITH SOPHISTICATED, SELF-SERVE OPTIMIZATION

Driving optimal online customer experiences is top of mind for today's organizations. As a result, self-serve testing tools that can be used collaboratively across teams have become a key focus to ensuring the customer experience extends throughout all areas of web or mobile app interactions. Oracle Maxymiser empowers marketers with tools in the following areas:

Building Campaigns

Oracle Maxymiser's easy-to-use Campaign Designer enables marketers to create both simple and very complex campaigns on virtually any type of site or device. The next-generation visual editor allows for seamless switching between visual editing and code for better collaboration between non-technical and technical users. Going beyond the web, Oracle Maxymiser can also test and personalize native apps quickly and easily, without an App Store update. Campaign Designer enables users to create campaigns with a visual editor for iOS apps. This unique capability gives marketers the ability to optimize their apps without requiring technical support.

Personalization, Content, and Product Recommendations
Oracle Maxymiser puts the power in the hands of the marketer to easily and quickly create the most relevant experiences without additional technical resources or complexity. Advanced personalization and product recommendations capabilities provide marketers with deeper insight into what visitors really want. Through a single design interface, marketers have hands-on control to access in-depth customer insights and set up personalization campaigns that target high-valued segments with relevant messages, all in real-time.

Automation

Oracle Maxymiser's machine learning dynamic optimization and automated test monitoring and conclusion enables marketers to increase speed to market and drive maximum uplift, saving time and resources. And with automated segment discovery and Infinity-powered heat and zone mapping, marketers gain actionable customer insights into new opportunities and optimization ideas. By discovering the impact testing has on visitor engagement, marketers can gain insights into areas of the site they might be struggling with.

Reporting & Statistics

From advanced filtering to guided campaign monitoring and notifications, Oracle Maxymiser helps marketers make timely and accurate data-driven decisions. As optimization becomes a routine part of customer experience design, users want to conclude tests as quickly and intuitively as possible. Oracle Maxymiser's statistics engine is designed to make test conclusion fully selfserve and automated. Other advanced features include automatic prediction of remaining test duration, and the ability to change the traffic split between variations mid-test while maintaining data integrity. And with the Normalized Reporting capability, marketers can maintain accuracy in their reporting even as they personalize tests and deliver trending experiences to their traffic mid-flight.

A DAY IN THE LIFE

As digital marketing has matured and become increasingly complex, so too have the demands being placed on marketing departments. Whether the focus is on improving customer engagement or testing the digital experience to create more relevant experiences, each stakeholder has specific challenges they need solved by their marketing technology provider.

Head of Testing and Optimization – *"I need a platform that is easy to use, but also capable of running multiple complex campaigns at scale and minimizes latency or performance issues."*

In addition to our no-flicker guarantee, Oracle Maxymiser provides best-in-class standards for test content response times. Our data centers are SAS-70 compliant and are deployed around the world. To minimize latency, visitor requests are automatically routed to the closest data center. Oracle Maxymiser is powered using an advanced content delivery network resulting in test content response times of less than 200ms on average.

> While designed to be fully self-serve – if a customer would like support, Oracle Maxymiser offers professional services that can be tailored to the needs of the customer. Our professional services team can assist with:
>
> - Optimization Strategy
> - Technical Training & Support
> - Quick-Start
> - Capacity Management

Head of Digital or Customer Marketing – *"I need to be able to create and launch personalized online experiences on my own—without relying on my limited technical resources."*

Oracle Maxymiser's Campaign Designer has an easy-to-use next generation visual editor that makes even the most complex tasks attainable. Whereas other tools may require development resources to deploy a campaign, these can now be created by a marketer enabling them to launch experiences quickly and efficiently.

eCommerce leader – *"I want to better understand the performance of my ad campaigns so I can optimize the experience to drive higher online conversions."*

The triggering of a tracking pixel allows ad exposure data to be added to the Oracle Maxymiser customer profiles along with other contextual data. This provides marketers with the ability to gain insight into the impact of their ad campaigns, make product recommendations to cross-sell and up-sell, and personalize and serve consistent experiences to visitors based on ads they have been exposed to, and optimize the ads on third party sites by using a combination of insights and conversion metrics.

Digital Marketing Technologist / IT – *"I'm concerned about data privacy and security issues with my website and online apps."*

Oracle Maxymiser is a highly secure platform that implements SSL encrypted links, penetration testing, and IP restriction to make sure marketers can optimize even the most secure areas of the site. We also offer a Data Leak Protection feature for testing on an area of a site with PII or sensitive customer information. And finally, regular platform vulnerability scans and penetration testing means that marketing teams can be reassured that Oracle Maxymiser maintains the highest level of security in the industry.

Head of Data and Analytics – *"I'm seeking tools that can help me uncover any missed opportunities and drive incremental revenue so we can adapt our programs to better engage customers."*

Oracle Maxymiser provides insight into which customers are over or underperforming on sites. It also enables marketing analysts to easily capture and analyze marketing campaign/behavioral data to gain actionable customer insight with automated and predictive digital intelligence.

CONNECT DATA, INTELLIGENCE, AND EXPERIENCES WITH ORACLE MAXYMISER

Oracle Maxymiser's testing and personalization capabilities play a critical role in collecting the meaningful data points that help marketers truly understand the needs and preferences of their customers. By leveraging that intelligence, marketers deliver compelling and connected experiences that convert more visitors into customers, increase engagement and revenue—and keep them coming back for more.

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