

Oracle Marketing Cloud for the B2B Marketer

Solution Overview



“This campaign helped us increase our footprint within our partner ecosystems, as well as build relationships and trust to facilitate future customer referrals.”

Jessica Davis, Marketing Operations Manager, Avalara

DELIVERING AN INTEGRATED B2B CUSTOMER JOURNEY

You can generate more high-quality leads by delivering an intelligent customer experience that’s highly relevant and adapts to the interests and needs of your audience. What stands in your way? Limited staff. Tight budgets. Lack of alignment between your sales and marketing teams. And poorly integrated systems with disparate databases. If you’re not willing to compromise on your vision of a truly connected customer experience, look to the cloud for better marketing technology.

Solution: Oracle Marketing Cloud

B2B marketers rely on Oracle Marketing Cloud to manage the customer journey from first impression to customer advocacy. Oracle is a proven leader amongst industry analysts for delivering the strongest technology and innovation. The result is irresistible, consistent and connected experiences for your prospects and customers.

Oracle Marketing Cloud includes an integrated marketing suite built from proven, best-in-class B2B marketing applications. Marketers know they can rely on Oracle’s rich first-, second- and third-party datasets to deliver smarter customer experiences. And because Oracle Marketing Cloud is built for unparalleled speed, B2B marketers can use the platform to take advantage of ever-evolving digital marketing opportunities.

Form a Single View of Every Prospect – and Nurture Them from First Contact to Close of Sale

VISION	CAPABILITIES AND HIGHLIGHTS
Recognize Your Customers Anywhere	Identity Management: Understand the business intent of your prospects and customers—and engage them with a consistent and unified voice by delivering personalized content at scale. Oracle Marketing Cloud automatically connects disparate profile data, digital body language and third-party data across anonymous and known profiles, and delivers it to your marketers in a single profile view. You can maintain a unified view of prospects across all your channels, while eliminating the complexities created by an ever-expanding set of cookies, device IDs and other identifiers.
Adapt to Unpredictable Customer Journeys	Adaptive Multi-Channel Marketing: Deliver a real-time comprehensive, adaptive prospect and customer experience from first interaction to close of sale. Oracle Marketing Cloud enables you to design, build, execute, track and optimize individualized cross-channel experiences quickly, based on real-time behavior, preferences and attributes. Oracle’s comprehensive solutions are developed for the specific needs of B2B marketers and enable you to deliver experiences through known and anonymous channels.
Deliver Irresistible Connected Experiences	Data-Driven Intelligence: Provide contextually informed, personalized experiences at scale and in real time. Oracle Marketing Cloud enables your marketers to realize the value of account-level intelligence as it pertains to understanding the business needs expressed by individuals and accounts. Oracle also uses the largest account-based data set to help you understand and market to prospects and customers.
Connect with your Marketing Ecosystem and Beyond	Open Architecture and Integrations: Keep prospects and customers at the center of your marketing programs—and provide them with relevant, consistent experiences at all points of their journey. Oracle Marketing Cloud lets your marketers leverage an extensive partner network with proven integrations that help break down marketing silos. In addition, Oracle Marketing App Cloud’s more than 500 partner integrations and open architecture enable easy integration of data and processes.
Empower Visionary Marketing	Data and Technology: Transform your marketing vision into a practical reality by spending more time on strategic activities and less time on redundant manual tasks. Oracle Marketing Cloud uses best-of-breed marketer-friendly technologies that help organizations of any size execute advanced marketing strategies at scale while reducing their dependence on IT. That means B2B marketers can use a technology framework and advanced capabilities to drive digital experiences that increase revenue and marketing ROI.

“Since we’ve deployed Oracle Eloqua, we have closed-loop reporting and visibility from contact acquisition on our website all the way through our multi-touch within Eloqua, and then ultimately into an MQL pass to sales.

Juniper Networks

“Oracle Marketing Cloud helps us innovate and achieve our goals everyday, because we are able to cut time down on various manual processes that have happened across the board in Dell as a company.”

Dell

THE NEW FACE OF PRODUCT RESEARCH

90% of B2B buyers start their purchases with an online search.

-Forrester



Real Results from Real Customers



Filling the Pipeline with Quality Leads at Eaton

Eaton used Oracle Marketing Cloud to launch a unique awareness campaign that engaged IT professionals with humor. The campaign attracted 276% more participants than expected and dramatically increased lead quality.



Higher Response Rates at Avalara

Avalara used Oracle Marketing Cloud to target channel partner sales reps and their customers. The company achieved a 45% response rate and built a pipeline valued at more than \$500,000.



Faster Lead Generation at Dell

Dell uses Oracle Eloqua to run cross-channel prospecting campaigns with progressive profiling. The company has improved its view-through revenue on advertising spend by 1,000% and boosted its click-to-visit rate by 15%.

A Day in the Life of a B2B Marketer

Marketers have a bigger seat at the table and are more responsible for revenue and customer success than ever before. In fact, you're under more pressure than ever to deliver the seamless digital experiences your customers and prospects have come to expect from your B2C counterparts. You could stay the course and hope that the old approaches continue to work for another year. Or, you could call Oracle.

B2B sales and marketing leaders rely on Oracle Marketing Cloud's B2B solutions to overcome their biggest challenges. Oracle Marketing Cloud helps marketers increase conversion and improve ROI while connecting their disparate data. Its flexible integrations and data points can help you align sales and marketing while enhancing the quality of your leads. Oracle Marketing Cloud brings data and technology together, empowering you to present the right content at the right time to drive sales.

Head of Marketing/Demand Generation:

"I need to increase conversions and improve our marketing ROI, but I'm struggling with poor quality and quantity of leads."

B2B marketers can improve their results by focusing on creating individualized, personalized experiences at scale. Oracle Marketing Cloud lets you manage the customer journey from first impression to customer advocacy by using the industry's richest dataset and most adaptive marketing solutions. The result is irresistible, consistent and connected experiences.

Marketing Execution/Operations

"I'm trying to increase revenue by driving better customer experiences, but I can't accurately track campaign performance and overall marketing ROI."

Marketing automation can enable you to not only segment and target ideal customers, but also generate better reports on your multichannel marketing initiatives. Oracle Marketing Cloud includes the industry-leading marketing automation platform: Oracle Eloqua. By providing multi-factor lead scoring and routing as well as an intuitive campaign builder that takes you through execution and tracking, your team can easily optimize your customer experiences.

Sales Operations

"I want to provide the sales team with high-quality leads, but our customer and prospect data is inaccurate and our lead scoring is inconsistent."

B2B marketers can help Sales keep the pipeline moving by gaining speedy access to prospect insights and sharing relevant content with sales reps. Oracle Marketing Cloud works with the industry's richest dataset. In addition, Oracle can append more data and apply identity resolution technology to create better customer profiles than any other solution.

Connect Your Data, Intelligence and Experiences with Oracle Marketing Cloud

Learn how Oracle Marketing Cloud has unified the B2B customer journey across channels and devices—while also making it possible to deliver the seamless digital interactions B2B shoppers expect in any relationship today.



This leading IT power management solutions company used Oracle Marketing Cloud to create a lead nurturing e-mail campaign that is forecast to drive \$2 million in pipeline opportunities within 18 months.

Eaton

WHAT'S DRIVING SALES?

58% of marketers said they couldn't attribute success accurately across their marketing funnel.

B2B Magazine Survey

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Integrated Cloud Applications & Platform Services

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