

# A New Breed of Analytics

## Put Data In Motion

Data is the lifeblood of business success, but has been trapped in silos for too long. To unleash its value, analytics must transform from merely reporting on data to providing fuel for data-driven marketing.

### How Analytics Can Transform Customer Experience



18.4B

Gartner forecasts the demand for engaging and productive digital experiences will increase end-user spending on Digital Experience Platforms at a CAGR of 14% over the period 2016 to 2021, to reach \$18.4 billion in 2021.<sup>1</sup>



41%

41% percent of CX leaders said they planned to increase their investment in Customer Analytics with Digital Marketing Analytics being the number 1 focus. Moreover, by 2020, more than 40% of all data analytics projects will relate to an aspect of customer experience.<sup>2</sup>



3x

Between 2016 and 2019, spending on real-time analytics will grow three times faster than spending on non-real-time analytics.<sup>3</sup>

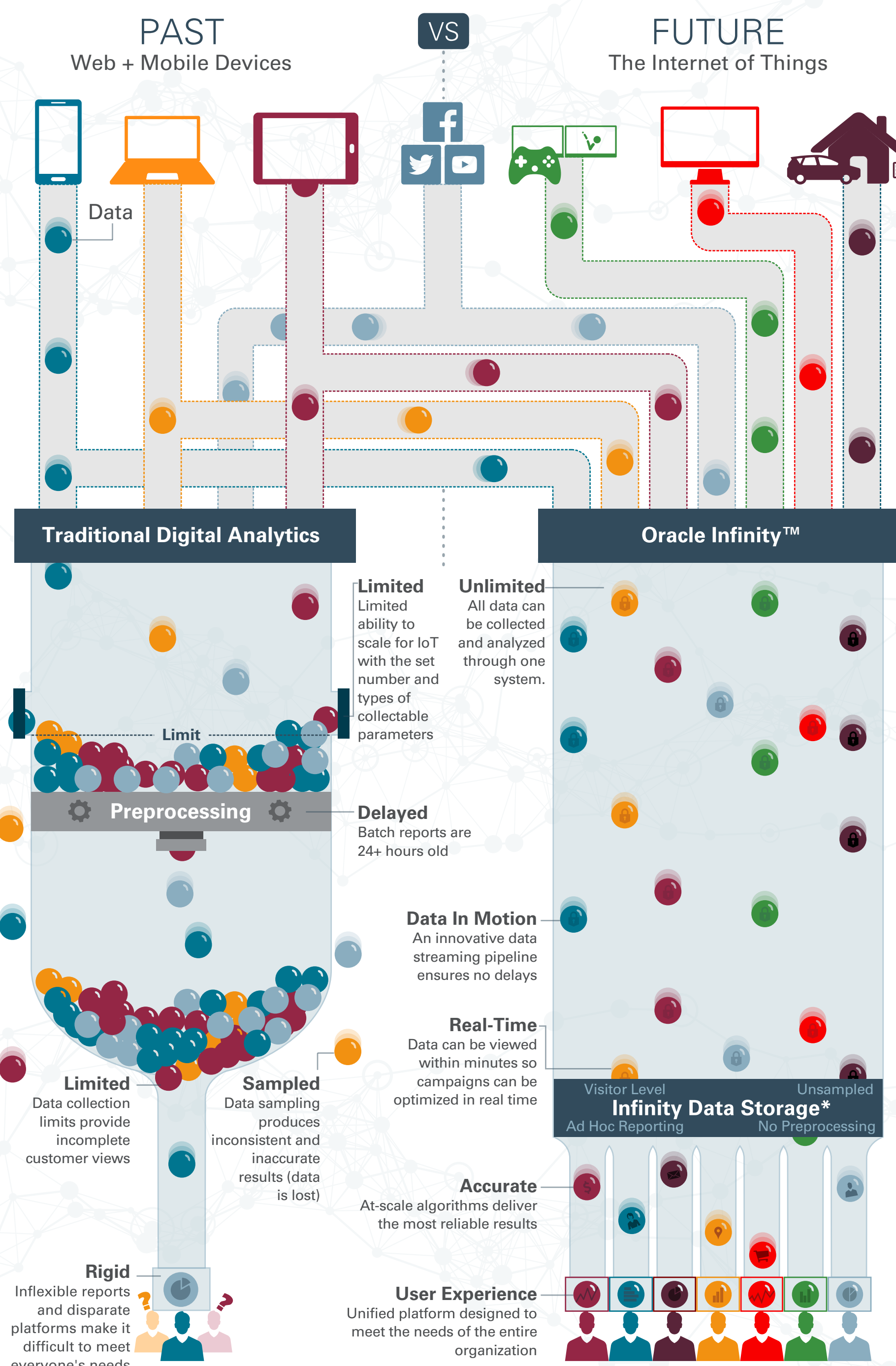


### IoT Analytics

Forrester predicts the IoT will create massive volumes of time-series data and IoT analytics will become a specialized category and discipline.

### Data In Motion

People are using more connected devices to engage with brands than ever before. Oracle has built a solution to collect, analyze and act on all of them.



#### Pains



##### Analysts

I can't drill into my reports deep enough to find the information I need.



##### Digital Marketers

I don't have real-time data to power personalized marketing.



##### Marketing Technologists

There are too many disparate sources of visitor data within my organization.



##### Digital Executives

I'm worried about maintaining my brand's reputation.

#### Benefits-Enabled Solutions

Infinity Analytics lets me go to unlimited depths with my data – in real time and with any view I want.

The timely and relevant experiences I can now provide my customers by leveraging visitor-level data are remarkable.

I now have complete interoperability and integration of my digital customer data with our entire marketing ecosystem.

I'm 100% confident that our data is delivering cross channel insights that help us build connected customer experiences.

#### Result

A revolutionary approach to digital analytics puts data in motion, enabling analysts, marketers and data strategists to finally be able to leverage data as a business asset

### KNOW MORE



Click [here](#) to learn more about Oracle Infinity

Source: [1] Gartner, "Magic Quadrant for Digital Experience Platforms" Jim Murphy, Gene Phifer, Gavin Tay, Mike Lowndes, January 2018.

[2] "Hype Cycle for Customer Experience Analytics, 2017" Melissa Davis, Gareth Herschel, Jim Hare, July 2017.

[3] "Shape the Future of Customer Experience With Customer Analytics" Melissa Davis, April 2017.

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