ORACLE®

MARKETING CLOUD

Creating Ideal Customers

Personalise Every Experience to Increase Engagement, Advocacy, and Revenue

ORACLE®

Modern Marketing

CMOs face a major dilemma: While 75% of CEOs want marketing to become more ROI-focused and attribute revenue to efforts, they're also being tasked to innovate and lead their companies into the digital age. As they embark on the journey to Modern Marketing, a formidable challenge stands in their way.

Challenge: Multiple Channels and Systems

The explosion of digital channels has created a fragmented customer experience. Only 21% of customers say they receive a tailored experience, and 79% are frustrated with inconsistent marketing experiences across these channels. The content being served up to them doesn't resonate, either: 70% of today's marketing content goes unused. On social channels, the experience can be just as impersonal. On Facebook, only 16% of brand posts get delivered to customers who liked a brand page, and just 15% of the ads use personalised data.

This fragmented experience is the result of disconnected technology, data, and processes. With marketing systems running in silos, only 12% of CMOs enjoy an integrated view of customer interactions across their brands.

Solution: Oracle Marketing Cloud

Oracle Marketing Cloud provides marketing leaders with data-driven solutions to unify marketing resources and empower Modern Marketing teams to deliver personalised customer experiences across each channel. Built on an open platform, Oracle Marketing Cloud can integrate your systems to communicate with customers and start new conversations and relationships that drive revenue.

Five Ways That Modern CMOs Attract and Retain Ideal Customers
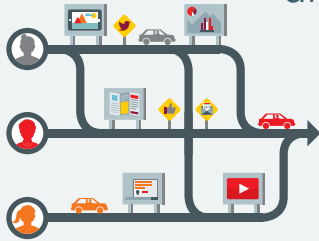
1. Marketing Automation & Cross Channel Orchestration

Create consistent yet personalised experiences, messages, and promotions across web, social, mobile, email, or any digital channel. Attract and retain ideal customers who drive revenue, remain loyal, and become brand advocates.

2. Content Marketing

Plan, produce, and deliver marketing content across the customer lifecycle, aligning compelling content with customer behaviour at each stage. Increase engagement, accelerate conversion, and improve retention.

3. Social Marketing

Listen, analyse, and personally engage customers across millions of conversations, discussions, and connections on social networks. Give customer advocates a platform to amplify your message and promote your brand.
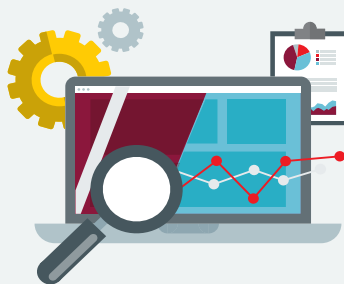
4. Data Management

Aggregate, enrich, and analyse data for a comprehensive view of each customer to personalise programs and experience. Create a single source of customer data to develop personas and predict behaviours.
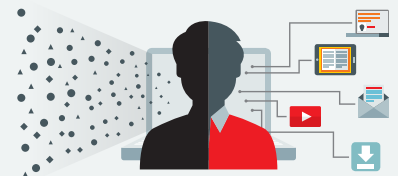
5. Testing & Optimisation

Use the most powerful solution for optimising the online customer experience with testing, insights, and personalisation. Create simple to highly sophisticated campaigns, drive conversion rates, and generate unparalleled insights about your customers.

Only Oracle offers a unified Modern Marketing platform with integrated marketing automation, cross channel orchestration, content marketing, social marketing, and data management with testing and optimisation for enterprise B2B and B2C. All working together to help you create ideal customers.

SOURCES:

Global Marketing Effectiveness Program
The Fournaise Marketing Group

Global Consumer Pulse Survey
Accenture

Inciting a B-to-B Content Revolution
SiriusDecisions

An Open Letter to Mark Zuckerberg
Forrester

Closing the Gap: The Sales and Marketing Alignment Imperative
The CMO Council

Why Oracle?

Get huge value from big data. Oracle is the only marketing technology provider that organically collects, aggregates, and enriches customer data to make Modern Marketing work across every marketing channel. With a centralised source of information, your teams can deliver personalised experiences that grow revenue and retain ideal customers.

Deliver personalised content in context. By planning, aligning, optimising, and delivering relevant content at every step in the customer journey, your teams can accelerate purchase paths, improve conversion rates, increase loyalty, and promote advocacy.

Unify your marketing resources on an open platform. Marketing technology clouds come in all shapes and sizes. With our open platform, featuring marketing app and data integration, your teams can connect the data sources, technology, and processes they rely on today for managing the customer experience.

Real Results

Improve Engagement

+200%
Increase in Open Rates.
Adidas India

Drive Revenue

+4%
Increase Ancillary Revenue Per Passenger.
Scoot Airlines

Increase Sales

+10%
Improvement in Closed Business Deals.
Thomson Reuters Australia

"Oracle Marketing Cloud is helping us achieve our Marketing goals by actually helping us measure the campaigns that we put out in the market. The tool itself is extremely robust, so we can run a number of campaigns simultaneously. Also the reporting capability of the tool is fantastic so we are able to make informed decisions for our next campaigns."

Nitya Padman, Digital, Content and Channel Marketing, Canon Australia

It's time to meet the expectations of empowered customers while adding shareholder value. Rely on expertise and solutions that marketers love and IT trusts. See how Modern Marketing works with the Oracle Marketing Cloud.

Visit **oracle.com/marketingcloud** to start your journey to Modern Marketing today.

ORACLE®