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Marketing Cloud

# Multichannel Fluidity



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## Setting the Course for a Seamless Customer Experience

It takes more than a single interaction to net a customer. By now, marketers understand the importance of multichannel engagement, but most still struggle to seamlessly connect the customer experience across channels.

Simply put, it's easy to batch and blast a broadcast message to email, social, and mobile audiences, but consumers today want more. They want to see themselves in the brand, not just see the brand talk about themselves.

Additionally, personalizing messaging in one channel can be tricky enough, but connecting messaging, for an audience who is sprinting from one channel to the next, is a whole other hurdle.

## FINDING THE ALL-STAR CUSTOMER

It's increasingly important to find your business's All-Star; a single customer identity that unites behaviors across all channels in a single, comprehensive profile.

Finding your All-Star customer is not a simple task. You need to be equipped with all of this:

1. **Personalizing** interactions based on channel preferences and behaviors.
2. **Improving** precision in targeting and segmenting in an agile world in real time.
3. **Perfecting** messaging across multiple channels to reach each customer with a single voice regardless of channel.

Though many marketers believe that technology vendors can execute aspects of personalization, and some can help marketers target customers better, the ability to actually use personalization and targeting across channels differentiates modern marketing solutions from the less comprehensive alternatives.

The right technology powers marketers to reach new levels of digital sophistication by unifying identities and creating campaigns on a scalable multichannel program.

So, what does this look like in practice?

## STATIC, PREDETERMINED CUSTOMER JOURNEYS VS. ORCHESTRATED, ADAPTIVE MARKETING

**On the static side**, you have every subscriber receiving nearly identical welcome experiences, regardless of their preferences, behaviors, or interests. But cross-channel customers are sophisticated, and "Hello [NAME]" doesn't feel very personal to them.

**On the adaptive side**, you can see a welcome program that is constantly adjusting and optimizing based on how a customer reacts to certain messages. When interactions are contextually relevant, cross channel customers are more likely to increase in value.

Personalization isn't an afterthought in modern marketing organizations—it's the adaptive foundation. When marketers have the tools and data they need to create rich individual experiences, customers can actually enjoy their own personalized journeys across channels, devices, and content.

**Contact us** to learn more about how the world's leading brands are personalizing orchestrated cross-channel customer experiences at scale using solutions that marketers love and IT trusts.

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## ABOUT ORACLE MARKETING CLOUD

B2B and B2C marketers use Oracle Marketing Cloud, an integrated portfolio of best-in-class applications, to drive sales, brand and customer loyalty. OMC offers the industry's richest datasets and most adaptive intelligence so marketers can deliver irresistible, consistent and connected experiences to customers wherever they are and however they choose to engage.

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