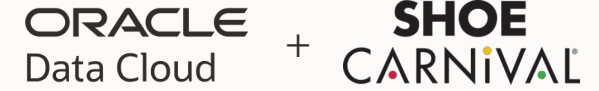


Increase Online to Offline Connections



10M

Email records provided

The Ask

Shoe Carnival wanted to reach Shoe Perks loyalty customers more effectively. Shoe Carnival had their email addresses but were missing corresponding postal addresses to communicate in a more relevant manner.

6.1M

Matched records

The Solve

Shoe Carnival provided 10M customer emails to Oracle Data Cloud to identify offline postal addresses. Oracle developed a reverse email append strategy powered by the Oracle ID Graph™ – a market leading capability that connects addressable IDs back to real people and households with greater accuracy and scale.

60%

Match rate

The Takeaway

Oracle's solution delivered an impressive 60% match rate, enabling Shoe Carnival to reach over 6 Million Shoe Perks customers offline.

“

We are thrilled with the match rate we are seeing with Oracle Data Cloud. We're seeing 2-3X the results that we've had with our previous vendor.”

Kent Zimmerman

VP Digital,
Shoe Carnival

