ORACLE
Marketing Cloud

Oracle CX Audience

Oracle CX Audience helps to solve the complexities related to not being able to execute large scale audience segmentation and analysis capabilities by providing marketing teams with the ability to aggregate cross channel data in a user-friendly cloud environment. Marketers can seamlessly reference online, offline and third-party data as well as complex customer insights normally isolated to commerce, service and web applications.

LARGE-SCALE AUDIENCE SEGMENTATION & ANALYSIS WITH ORACLE CX AUDIENCE

Digital marketers encounter enormous obstacles when it comes to breaking through application silos to manage and enrich data, explore and segment customers and accurately analyze audience performance. Marketing teams struggle with managing the data from point solutions to effectively target their audiences across specific stages of the customer journey. They also struggle with allocating resources and finding budget to mitigate the risks associated with a fragmented customer view.

A CONNECTED EXPERIENCE NEEDS A CONNECTED DATA SYSTEM

CAPABILITY	HIGHLIGHTS
Data Management	CX Audience provides marketers with the flexibility to create their own data model using three unique types of data object. Functional benefits includebeing able to vary and simplify the Filter Designer UI, allow marketers toselect different profile-based attributes along with segment exports, as well as performance of data import and export.

31% of companies have > 30 marketing vendors
— **Econsultancy**

94% of customers discontinue communication with a company because of irrelevant messages.
— **Blue Research**

Filter Designer	A marketer friendly user interface that enables marketers to complete tasks that have traditionally been managed by IT professionals, with the unique ability to provide accurate query counts in seconds, regardless of scale.
Audience Designer	Segments are refined to target audiences in this Graphic User Interface. With Audience Designer, marketers combine filtered segments with "And", "Or", and "Minus" functions to create segments while providing detailed count information related to every data attribute.
Audience Insights	Conduct pre-launch campaign analysis of each segment to ensure every campaign is hitting the ideal target audience. Evaluate post-launch results in real-time with demographic and psychographic drill-down visual reporting.
Integration with Responsys	All critical cross-channel behavioral data from Responsys is directly integrated into CX Audience so that users can interact seamlessly access recency, frequency, and transactional data while building segments with Filter and Audience Designer. Responsys currently restricts behavioural queries to a 3-month window that CX Audience will eliminate.
Integration with Oracle Data Cloud	Data is in our DNA. CX Audience includes a direct integration with ODC, enriching each customer profile, and ensuring the long-term value of strategic data management is actualized.

USE CASE EXAMPLES

FIND BEST CUSTOMERS ACROSS INTERACTION CHANNELS	USE OFFLINE SALES TO FIND ONLINE MARKETING TARGETS	USE 3RD PARTY (DATALOGIX) DATA TO TARGET CUSTOMERS
- Who purchased the most from you across channels in the last 3 months? - Who are the most engaged on Email, SMS, Mobile App, Web, Offline?	- Who bought similar products offline in the past? - Who responded to promotions in store? - Can mobile app promotions increase in-store sales?	- For net new customers that you don't know much about, how do you communicate beyond Welcome? - Who among your inactive customers are safe to reactivate?

Only 11% Of brands express strong confidence they're reaching the right audience with their internal and agency resources.

– Nielsen Survey

HIGHLIGHTS

The Details Matter: Oracle CX Audience ignites large scale audience segmentation and analysys.

Manage and enrich data

- Open, flexible data platform for complex data
- Enrich with Datalogix demographics and purchase behavior data

Explore and segment customers

- Reusable filters and graphical audience design tool for business users
- Get counts in seconds/minutes, adjust audience to balance reach and impact

Analyze audiene performance

- Pre-campaign, analyze past performance to find the right audience
- Post-campaign, analyze audience performance to evaluate campaign objectives

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