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Oracle Infinity Streams Actionable Intelligence for Oracle Eloqua Campaigns

Digital marketers understand that relevant and timely messaging is the most effective way to pique the interest of known prospects or customers when launching marketing campaigns. But the relevance of follow up emails in multi-touch or remarketing campaigns is often challenging and sometimes ineffective as marketers have limited insight into the activities of visitors when they navigate across online pages and assets. Oracle Infinity Streams provides real-time actionable intelligence for Oracle Eloqua users to fuel their digital and online campaigns so they can deliver the most relevant and engaging experiences for their customers.

"While 81% of marketers agree it is extremely important to understand their customers, only 46% of customers say they are understood by the brands they usually buy from." – Qualtrics research

THE POWER OF REAL-TIME ACITONABLE INTELLIGENCE

Oracle Eloqua excels in providing personalized, cross-channel campaigns at scale, and tracking traditional metrics such as email sends, opens, page visits, clicks, and form submissions; however, these metrics are limited to the activities initiated within Eloqua and the marketer faces frequent blind spots when looking to understand the full customer journey or experience of an individual on their site. With Infinity Streams, marketers can gain insight into the entirety of a known individual's interests on their site or mobile app by showing their activity across their entire session.

Infinity Streams pushes rich digital intelligence in real-time and enables marketing teams to analyze the data and drive the next most relevant action dramatically changing the speed, relevance and effectiveness of online customer engagement and the digital experience.

Adding Infinity Streams to Oracle Eloqua provides marketers greater visibility into an individual's online behaviors across any combination of behavioral events on any device. Richer intelligence increases the opportunities to deliver the best experience to customers.

Oracle Infinity Streams connects ALL behavioral events into complete user sessions to provide a comprehensive understanding of online behaviors.

Individual events include:
- Interactions Within Pages (Links Clicked, Scrolling, Intra-page Clicks)
- Acquisition Campaign Clicks
- Onsite Ad Clicks
- Referrals
- All Funnel Interactions (Add, Remove, View, Purchase)
- Rich Media Events (Pause, Play, Save, Share, "Heartbeats")

THE POWER OF ACTIONABLE INTELLIGENCE IN THE HANDS OF THE MARKETER

Enrich Profiles for More Precise Segmentation and Better Lead Quality

Gathering intelligence regarding a prospect's activity and engagement on a page (such a product page) deepens the marketer's understanding of their level of interest and intent. Rather than only seeing that they visited the product page via a CTA in an Eloqua email, marketers can potentially see a much broader range of behaviors; i.e. the amount of time the prospect spent watching a video, which articles they clicked, where they may have abandoned a form, or how long they interacted on a specific page (and others in the domain) within their online session. Individual activities can be exported from Infinity Streams to be used in Eloqua to drive precise segmentation and better lead quality.

Benefits of Oracle Infinity Streams:
- Visibility into an individual's online behaviors
- Real-time understanding of how campaigns are performing
- Availability of customer behaviors for profile enrichment
- Drive more relevant customer experiences
- Measure and optimize online content and social marketing
- More precise targeting, segmentation, and better lead quality

Real-Time Content Engagement and Performance

For content marketers, Infinity Streams is as-it-happens insight into content engagement and performance. Real-time data enables marketers to adjust content and offers based on customer behavior at that moment. It provides insight into visitor movement to, from and within a site, and helps teams understand where modifying messaging, content and/or offers may be needed. For businesses that have sites requiring constantly changing content based on preferences or have highly active social traffic where they want to immediately identify sources to amplify campaigns or understand potential issues, Infinity Streams can help expand KPIs beyond simple conversions to include all the relevant engagement metrics that may impact the customer experience.

Gain Insight into the Entire Customer Experience – from Attention, to Acquisition, to Advocacy

No matter where a customer is in the customer lifecycle, Oracle Infinity Streams paired with Oracle Eloqua enables marketers to gain better insights into their customer's behaviors and add value to every stage of the customer journey, across every channel, and in every interaction with their brand.

Oracle Infinity Streams is available as part of the Oracle Infinity Premium offering. Ask your representative for details.