

Oracle DataFox Cloud Service

Oracle DataFox Cloud Service is a company intelligence platform that provides B2B company data and signals. Oracle DataFox Cloud Service has a modern data engine that leverages artificial intelligence (AI) to automate data collection. It uses a combination of natural language processing (NLP), machine learning, and human-in-the-loop techniques to scan the web and create trusted B2B company data and signals.

DATA TO DRIVE BUSINESS

If your systems are full of stale and manually inputted data, your organization is exposed to sellers calling into duplicate accounts, marketing running campaigns to businesses no longer in operation, or worse, companies that should be your customers not even existing in your CRM or marketing automation systems.

If you're trying to implement AI within your organization, even the best algorithms will not operate on flawed data. Data is the foundation for your business to work at peak efficiency.

Company Firmographic Data

Having a full and accurate picture of the companies and ideal targets in your CRM, marketing automation platform, or internal database is critical to identifying business opportunities. The process is challenging because company data can be difficult to find. And once found, maintaining that same data on hundreds or thousands of companies is simply untenable.

Oracle DataFox Cloud Service for company firmographic information will effortlessly enrich and continuously maintain more than 70 critical data points across every company profile.

Company Signals Data

Knowing when a company is mentioned in the news or has a specific type of event is incredibly valuable to businesses. This information can be used to monitor growth, identify needs, and create compelling reasons to reach out.

Fully customizable by type of signals and the companies they are about, Oracle DataFox Cloud Service enables you to deliver those insights directly into your business workflows where they are immediately actionable. Today, Oracle DataFox Cloud Service offers more than 68 customizable signal types.

Benefits of Oracle DataFox Cloud Service

- Accelerate sales and marketing with accurate, up-to-date data.
- Universally align sales and marketing on high quality accounts with a shared account score, a data-driven framework for identifying the highest quality prospects.
- Use signal data for event-triggered sales and marketing outreach.
- Leverage accurate data points for crucial workflows such as account assignment and territory balancing.
- Append company-level data directly onto contacts for improved lead-to-company matching and more accurate lead routing.
- Define account-based segmentations.
- Create dynamic lists of target companies for event-triggered campaigns.

USE CASES FOR ORACLE DATAFOX CLOUD SERVICE

Account Enrichment

- Gain a better understanding of your customers and enhance sales and marketing efficiency.
- Avoid stale or missing data by enriching customer records with more than 70 firmographic data points and 68 types of signals, updated daily or in real time. Identify duplicate records, missing corporate hierarchies, and ensure your CRM and/or marketing automation platform contains only sellable entities.

Total Addressable Market (TAM) Expansion

- Expand your target market by identifying new accounts to sell into and increase revenue potential with a larger prospect base.
- Run advanced searches to identify all companies that meet your target market criteria that are not yet in your database and then quickly sync the missing accounts.

Account Prioritization

- Create a faster path to revenue by focusing on the best target accounts and opportunities.
- Prioritize companies that meet your ideal customer profile (ICP) with a transparent account scoring model that provides a consistent, constantly updating list of top targets.

Smart Talking Points

- Enable sellers to have meaningful conversations without wasting time on manual research.
- Inject real time news feeds into sellers' workflows. Display highly relevant signals to sales representatives as triggers for a relevant and personalized dialogue to prompt progress towards a sales close.

Marketing Enrichment

- Optimize campaigns by prioritizing leads from highly qualified companies, not just leads that are the most active.
- Append company data, and the corresponding account score, on contacts for improved routing and automated prioritization.
- Create dynamic lists of target accounts for event-triggered campaigns and hyper-personalization.

APIs

- Infuse any workflow with trusted data.
- Leverage core data building blocks to power your custom workflows. Use prebuilt integrations or our APIs to deliver firmographics and unique business signals wherever they are needed.

About Oracle DataFox Cloud Service

Oracle DataFox Cloud Service is a company intelligence platform that provides AI-sourced, human-verified company data and signals. It continuously extracts detailed data on more than 4.9 million public and private businesses while adding 2.2 million businesses annually. Customers utilize Oracle DataFox Cloud Service's insightful data to prioritize accounts, enrich leads, refresh and harmonize CRM and MAP data, and identify new prospects.

DATA POINTS AVAILABLE WITH ORACLE DATAFOX CLOUD SERVICE

COMPANY FIRMOGRAPHIC DATA		COMPANY SIGNALS	
CATEGORY	DATA POINT	CATEGORY	DATA POINT
Address	<ul style="list-style-type: none"> • City* • Country* • State* • Street • Postal Code 	Growth	<ul style="list-style-type: none"> • Partnership or joint venture • Sales or user growth • New geography • New products, initiatives, or strategy • New patent or regulatory approval • Office space expansion • Won a major customer
Company	<ul style="list-style-type: none"> • Company name* • DataFox Company ID* • Company status • Company description • CEO name and email (United States only) • Number of employees* • Tech stack • Year founded • Stock ticker • Corporate hierarchy (parent/child/investment) 	Financial	<ul style="list-style-type: none"> • Made an acquisition • Debt financing • SEC, regulatory filings, and IPOs • Acquisitions (data/acquirer/acquisition cost) • Invested in a company • Merger, restructuring, or ownership change • Received private funding • Historical funding (round/amount/date/ investors)
Industry	<ul style="list-style-type: none"> • Industry NAICS code and description • Industry keywords* • Industry category* • Sub-industry category* 	People	<ul style="list-style-type: none"> • Executive quote or publication • Headcount growth • Key executive hire or promotion • Leadership change
Prioritization	<ul style="list-style-type: none"> • Account score* • Account tier* 	Awards and recognition	<ul style="list-style-type: none"> • Award received • Included in industry news • Included in industry lists
Financial	<ul style="list-style-type: none"> • Revenue estimate* • Total funding • Last funding round amount • Last funding round date • Last funding round stage 	Negative news	<ul style="list-style-type: none"> • Bankruptcy • Industry or competitive • Financial changes • Key executive departure • Layoffs, legal, regulatory, and security issues
Content links	<ul style="list-style-type: none"> • Crunchbase ID • Company URL • Blog URL • AngelList slug • LinkedIn ID • Twitter handle 	Events and marketing	<ul style="list-style-type: none"> • Accelerator or incubator participation • Exhibitor or presenter at an event • Conference or event sponsorship • Conference or event attendee • Video presentation, podcast, or demo
		Corporate updates	<ul style="list-style-type: none"> • Purchased or became a customer • Outsourcing • Real estate sale or relocation • Reorganization or name change

*Data points enriched in Eloqua.

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