

Transforming B2B Marketing at Oracle with Oracle Cloud CX for Marketing

Oracle@Oracle: Our journey to the cloud

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Purpose statement

This document is intended to share some of the benefits our organization has achieved since moving our on-premises Marketing systems to Oracle CX Services for Marketing, as well as share how we achieved those benefits – so you can make more informed decisions as your business makes the move to cloud.

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Introduction

Why transformation now?

At Oracle, like at hundreds of other companies around the world, we have undergone a massive technology transformation to enable exceptional experiences for our customers and our employees. We have realized that in order to keep up with the pace of change, we have to modernize fast. At Oracle, we have migrated all of our internal systems to Oracle Cloud and are seeing incredible benefits.

Oracle is a complex organization serving 137,000 employees and 400,000 customers all over the globe. Using our cloud applications, we have:

- Supported different pricing and sales models for **6,000 different products** over the last couple of years.
- Managed over **1.5B customer interactions** each year, versus 2 million per year before migrating to Oracle Cloud.
- Shortened our close cycle by **more than 20%**.
- Recruited **10,000 college students** in the U.S. alone over the last 5 years.

Modernizing Marketing with Oracle Cloud CX

Today's digital environment presents both challenges and opportunities when it comes to marketing to the modern B2B customer. Customers expect to receive an "always on" customer experience – spanning all of their devices, through every stage of the customer lifecycle. To outpace our competition and keep up with ever-changing customer expectations, we needed to modernize Marketing at Oracle. We made the decision to migrate our legacy systems to Oracle CX Marketing (part of Oracle Cloud CX) to address four key challenges:

1. **Disconnected legacy data, systems, and processes** that limited the potential for automation.
2. **Messy and silo-ed data** coming from hundreds of thousands of customer interactions from both internal and external sources every day.
3. **Organizational siloes** between Sales, Field Marketing, Product Marketing, Corporate Marketing, and the rest of the business.
4. **A broken demand waterfall** – only 2% of marketing qualified leads (MQLs) were converting into sales accepted opportunities (SAOs).

Benefits of our transformation

We have realized both quantitative and qualitative benefits in terms of increased efficiencies, time savings, and cost savings from migrating to Oracle Cloud. We break these benefits into four categories. Leveraging Oracle Cloud, we are now able to:



Maximize efficiency and effectiveness: Focus on high value activities, increase collaboration, and save money with integrated automation across the entire business

Make the smartest decisions quickly: Make more informed and faster decisions with holistic insights, smart data, and artificial intelligence and machine learning

Outpace change: Stay ahead with flexible, high-performance services and quarterly innovation

Delight customers and employees: Increase satisfaction, engagement and loyalty with exceptional and secure experiences

More specifically, modernizing our Marketing systems and processes with the Oracle Cloud CX not only solved our problems, but also provided us the foundation to completely transform our demand generation efforts, and ultimately the holistic customer experience at Oracle. This transformation has enabled our marketers to:

- Effectively **connect and leverage data** from countless customer engagements across our business to deliver informed marketing programs and more value to our customers.
- **Harness unified datasets** to empower internal marketing teams to drive revenue to the business.
- **Measure the success** and prove the value of marketing programs to the business, to ensure future investment in quality Marketing resources

In terms of benefits to our marketing processes, we have seen major improvements since migrating to Oracle CX for Marketing. To name a few:

- We have reduced campaign lead time from **4 weeks to 5 days**.
- We have achieved a **2X improvement** in opportunity to lead conversion using machine learning.
- We have been able to measure and expand the reach of marketing, with **88% of customers** touched by marketing programs.
- We have achieved **69% more customer value** where Marketing is involved.



Framework for Transformation

At Oracle, we understand that change is constant and transformation never stops, so we use an iterative framework to continuously optimize end-to-end processes. We strive reduce friction and make our processes as simple and intuitive as possible, so that users are delighted and want to complete the experience again, much like how they interact with consumer applications.

The framework is made up of four steps:

1. **Streamline:** Remove and simplify steps across the experience
2. **Empower:** Enable users to complete the experience autonomously
3. **Delight:** Design a positive experience that users love
4. **Automate:** Automate the end-to-end experience with Oracle Cloud



A real Oracle@Oracle example:

We applied this four-part framework in our transformation strategy as we worked to implement Oracle CX for Marketing and transform the customer discovery experience at Oracle. Here are the benefits we achieved and how we executed this transformation:

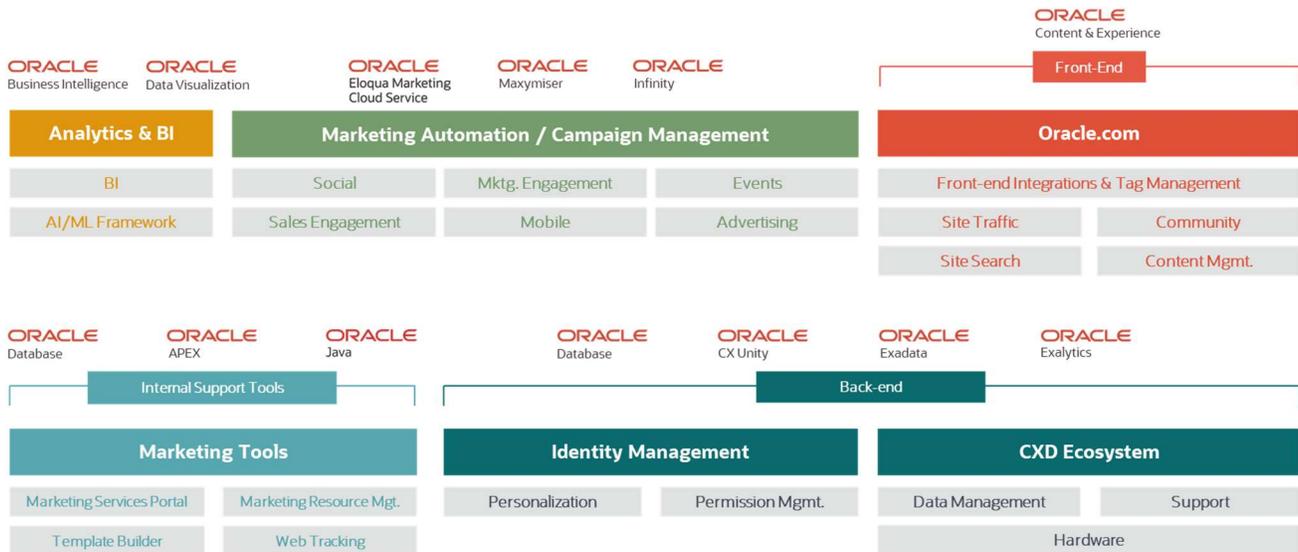
Streamline

We streamlined to connect data by:

Streamlining our MarTech stack.

Oracle invests in a lot of different technology to ensure our marketers have the tools they need to leverage data and measure success. We worked to simplify and streamline our MarTech stack to better align to our core marketing functions. We organized our MarTech stack into 5 distinct functional categories:

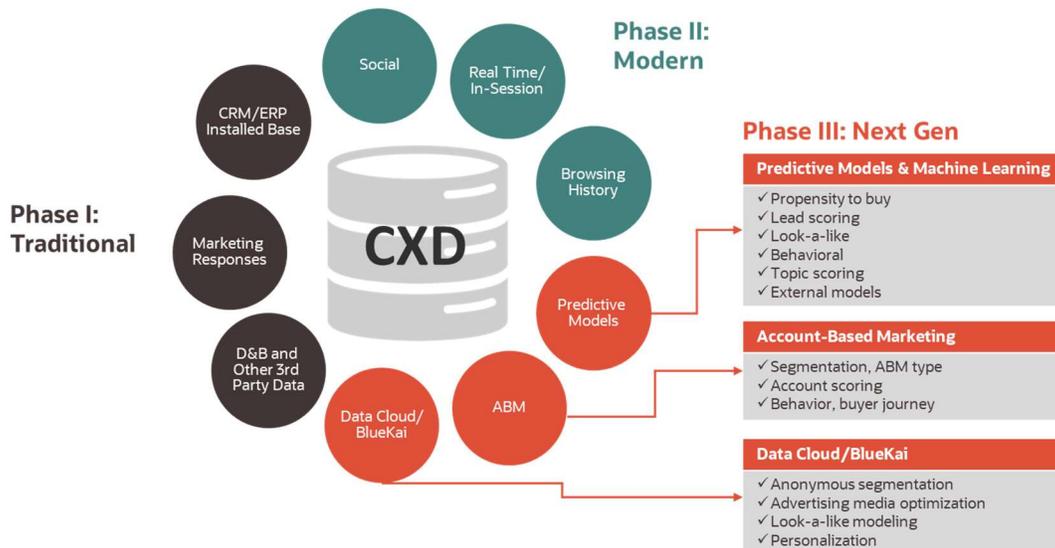
1. **Analytics and Business Intelligence** which includes artificial intelligence capabilities, as well as machine learning models built in-house.
2. **Marketing automation and campaign management** – here we primarily use Eloqua, along with Maxymiser and Infinity, but this also includes social, mobile, events, and advertising – everything that runs a campaign.
3. **Oracle.com** serves as the front-end component to manage communities, content management, site traffic, search, interactions, and more. We primarily use Oracle Content and Experience Cloud for these functions.
4. **Internal support tools** are built in-house to help our marketers be more productive and succeed.
5. **Data management tools** make up the true back-end to our MarTech stack – these include a data warehouse that we built on our own hardware, as well as identity management tools.



Oracle's streamlined MarTech stack.

Connecting customer data to break down data siloes.

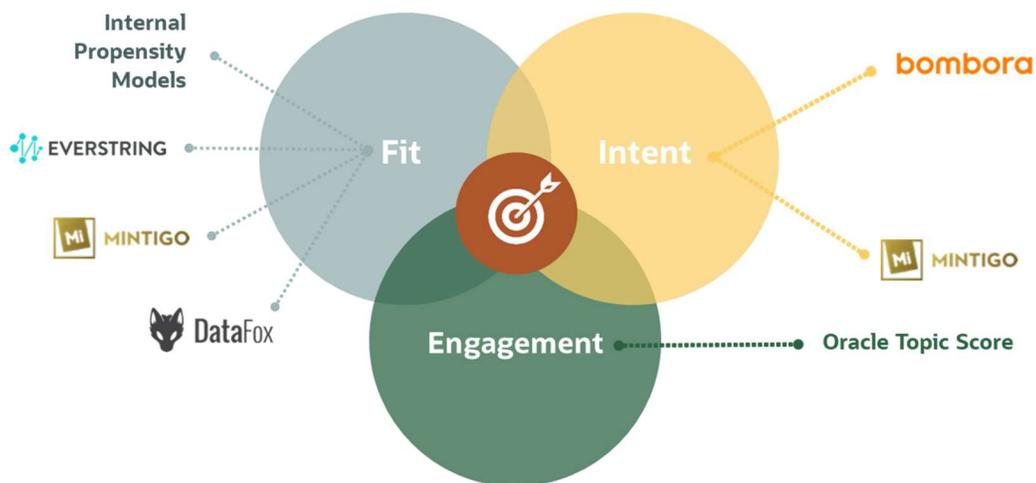
To connect data from customer interactions, we leveraged and further developed an in-house marketing warehouse, called our Customer Experience Database (CXD). We expanded CXD to include more than just traditional data attributes like marketing responses and third-party data. Noted in the figure below, we expanded CXD in three key phases. We started in Phase I with the traditional data we already had. This includes CRM/ERP install-base data, marketing responses, and 3rd party or purchased data. About 6 years ago we moved into Phase II, what we call the Modern phase. At this time we were able to incorporate social behavioral data, real-time information, and browsing history to better tailor content to customers or prospects. Over the last few years, we have been working to implement data from Phase III, NextGen data. This phase will focus on harnessing the value of the connected data we are collecting across the organization. These efforts will include predictive modeling using machine learning, account based marketing (ABM), and lastly, Data Cloud and BlueKai integration to tap into the anonymous datasets that we have access to.



Developing powerful processes leveraging connected data and insights.

Building out CXD and streamlining our MarTech stack provided the foundation to develop new and innovative processes to leverage customer data. For example, we leveraged data to build our internal Predictive Intelligence Framework, to better understand a customer’s behavior in order to ‘predict’ their propensity to purchase – which is incredibly useful for our Sales teams. Oracle Marketing’s PI Framework characterizes customers and prospects based on three categories of data:

1. **Fit** measures propensity to buy, based on how similar the prospect is to other Oracle customers in terms of annual revenue. This is measured using data from internal propensity models, DataFox, Mintigo, and EverString.
2. **Intent** takes into account external market signal data to measure likeliness to purchase. This measure is based on data from Bombora and Mintigo.
3. **Engagement** is based on an Oracle Topic Score – the measure of all combined topics that the customer or prospect has interacted with.



With the Predictive Intelligence framework, we are seeing **2-4X higher win rates** across our different solutions compared to the baseline. For example, we saw **3x deal closings** for Oracle ERP Cloud and **4x deal closings** for Oracle CX Cloud:

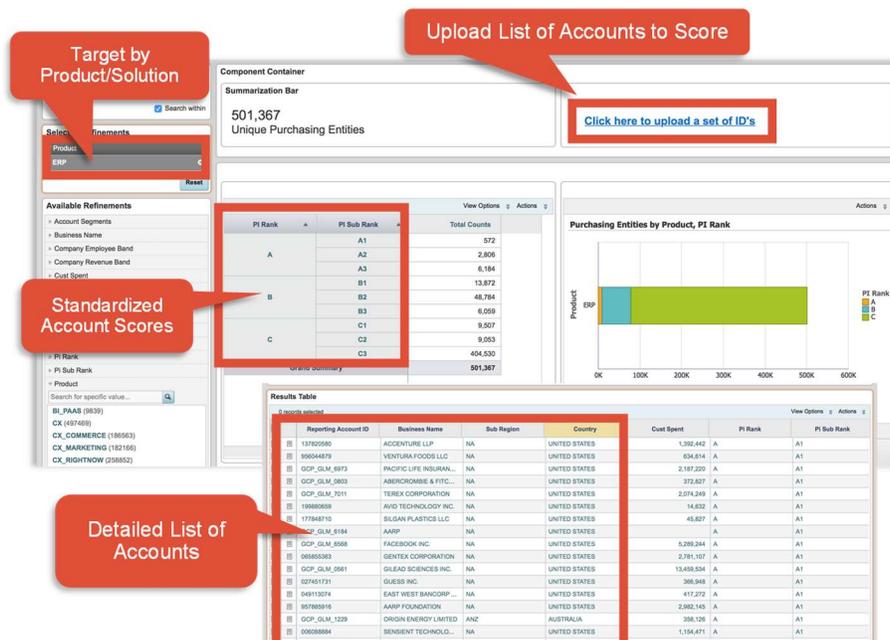


Empower

We empower employees through automation by:

Building self-service tools to boost Marketing productivity.

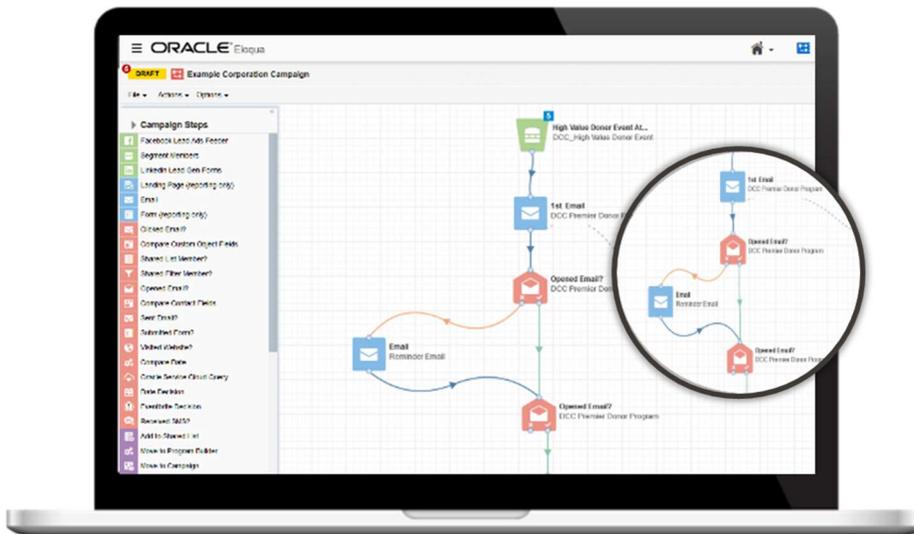
By migrating to Oracle Cloud, we were able to build intuitive tools for marketing teams that facilitate and accelerate campaign creation and audience planning. For example, we implemented self-service audience segmentation and management dashboards, where employees can identify their audience segments for campaigns, using data to select their own account-based or predictive audiences. We also built self-service asset creation tools, like what we internally call Template Builder, that allow any marketer to develop their own email or landing page creative, among other campaign assets.



We have reduced campaign lead time from **4 weeks to 5 days or less**, for even more complicated multi-channel campaigns.

Enabling marketers to easily create dynamic automated nurture campaigns.

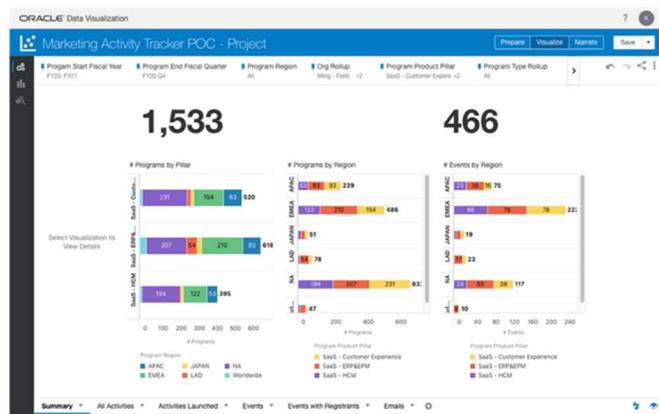
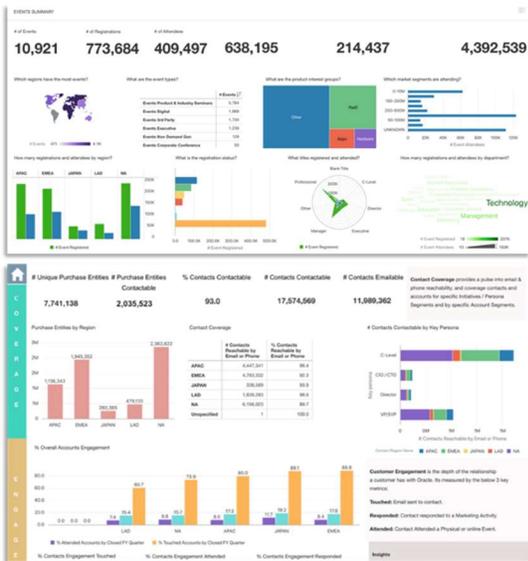
Leveraging Oracle Eloqua, we enabled marketers to create adaptive campaigns that intrigue buyers and intelligently adapt the experience based on buyers' real-time activities. In this way, we can better react to the buyers' needs and provide a tailored customer experience.



Oracle marketers can create dynamic campaigns with Oracle Eloqua.

Providing enhanced visibility into data.

The marketing team now has access to detailed analytics and insights. They benefit from data visualization and analytics through our centralized Data Visualisation dashboard, so they can track and articulate the success of campaigns with data.



Delight

We delight our internal and external customers by:

Providing employees with the tools they need to succeed.

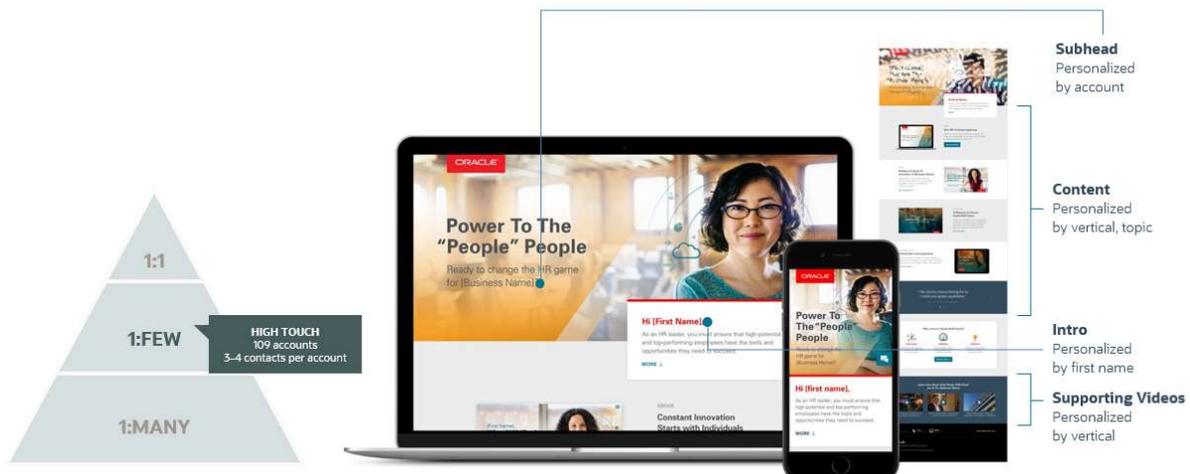
With Oracle Cloud, we can deliver experiences that delight our employees, and allow them to succeed. For example, we enable them to execute dynamically personalized campaigns. Using our predictive analytics framework, we are even able to personalize the body copy of emails based on topics of interest to the contact. This level of personalization delivers real results.

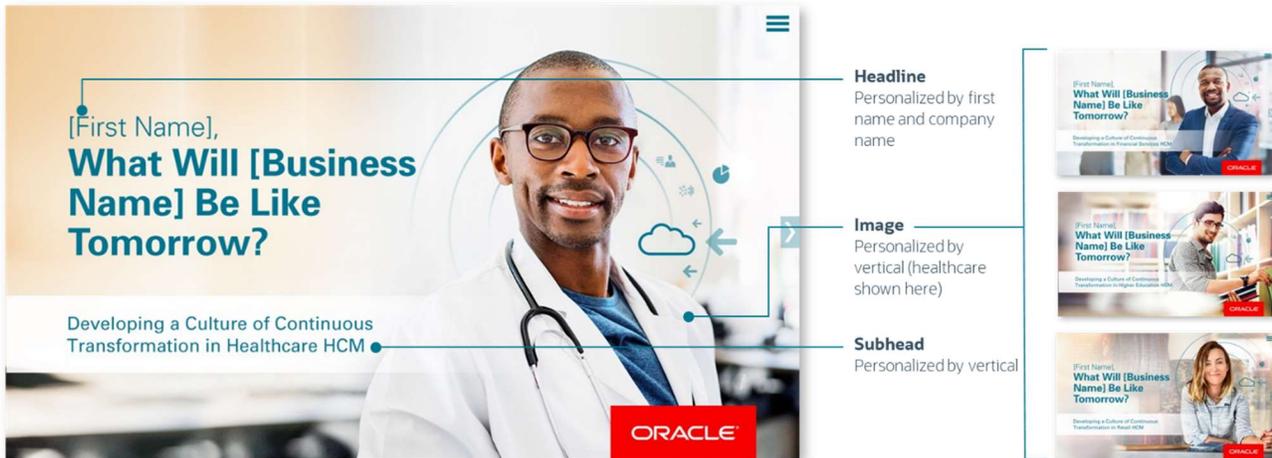
Delighting customers through personalized digital interactions.

With enhanced ability to personalize content, we are able to better tailor the experiences we deliver to our customers based on their interests and needs. This leads to increased revenue and larger deal sizes.

Here is an example of a personalized Account-Based Marketing campaign developed with Oracle's Predictive Intelligence Framework that delivered real results, and delighted customers:

We launched "The Power to the 'People' People" campaign in 2019, as a high-touch, account-based campaign. We executed a hyper-personalized campaign, as shown in the images below, for 109 strategic accounts with 3-4 contacts from each account. The campaign was intended to target 'greenfield' accounts for Oracle Cloud HCM – companies that have not purchased from Oracle before that were strong candidates to purchase Oracle's HR solutions.





88% of won revenue is touched by Marketing, and when it is, we typically see a **69%** increase in deal size.

Automate

We automate the end-to-end experience with Oracle Cloud to achieve our initial goals:

Maximize efficiency and effectiveness.

By connecting data and providing the tools our Marketers need to succeed, we are able to significantly increase the efficiency with which campaigns are executed, as well as deliver more successful campaigns.

Make the smartest decisions quickly.

With artificial intelligence and machine learning capabilities, we are able to leverage data to create automated and “always on” campaigns throughout the customer journey.

Outpace change.

Leveraging quarterly cloud updates, Oracle’s teams are able to continuously reimagine the experience based on feedback, analysis, and technology innovation.

Delight customers and employees.

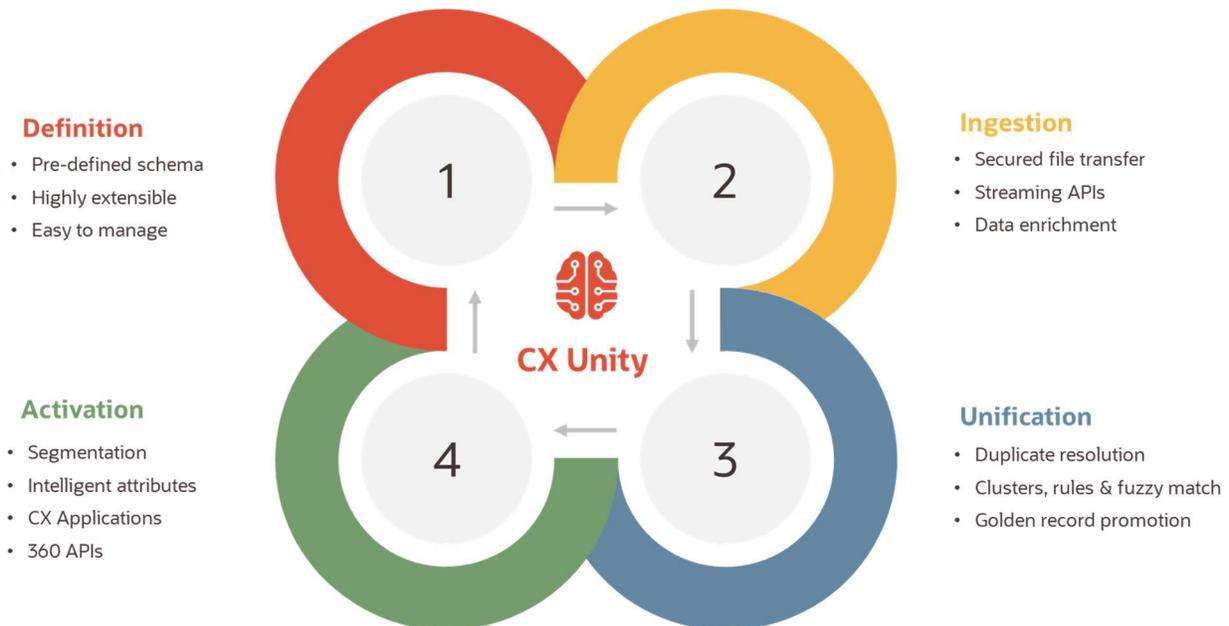
By connecting all of our data within CXD, we have been able to simplify existing processes and develop new programs to delight Oracle employees and customers. We have empowered marketers with the comprehensive insights and tools they need to execute successful campaigns. We have also been able to deliver a more tailored customer experience to better serve external customers. By unifying data in different siloes, we have been able to completely automate the customer buying experience for **70% of transactions** – further improving the experience for both employees and customers.



What's next for Oracle Marketing?

CX Unity

Everything that we have built in-house at Oracle to streamline our Marketing processes will now be delivered as a product to our customers. CX Unity will deliver seamless experiences and hyper-personalization to help other businesses harness their customer data and create “always on” experiences and campaigns with a unified profile, data enrichment, advanced segmentation capabilities, customer analytics, and highly personalized experiences. Customers will be able to manage the data lifecycle from a single platform. Starting with easy definition, ingesting data, and ultimately unifying all data and activating the data.



Data lifecycle management in CX Unity

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