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MARKETING CLOUD

Creating Ideal Customers

Personalize Every Experience to Increase Engagement, Advocacy, and Revenue



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Oracle Marketing Cloud

CMOs face a major dilemma: While 75% of CEOs want marketing to become more ROI-focused and attribute revenue to efforts, they're also being tasked to innovate and lead their companies into the digital age. As they embark on the journey to Modern Marketing, a formidable challenge stands in their way.

Challenge: Multiple Channels and Systems

The explosion of digital channels has created a fragmented customer experience. Only 21% of customers say they receive a tailored experience, and 79% are frustrated with inconsistent marketing experiences across these channels. The content being served up to them doesn't resonate, either: 70% of today's marketing content goes unused. On social channels, the experience can be just as impersonal. On Facebook, only 16% of brand posts get delivered to customers who liked a brand page, and just 15% of the ads use personalized data.

This fragmented experience is the result of disconnected technology, data, and processes. With marketing systems running in silos, only 12% of CMOs enjoy an integrated view of customer interactions across their brands.

Solution: Oracle Marketing Cloud

Oracle Marketing Cloud provides marketing leaders with data-driven solutions to unify marketing resources and empower Modern Marketing teams to deliver personalized customer experiences across each channel. Built on an open platform, Oracle Marketing Cloud can integrate your systems to communicate with customers and start new conversations and relationships that drive revenue.

Four Ways That Modern CMOs Attract and Retain Ideal Customers



1. Cross-Channel Marketing
Create consistent yet personalized experiences, messages, and promotions across web, social, mobile, e-mail, or any digital channel. Attract and retain ideal customers who drive revenue, remain loyal, and become brand advocates.



2. Content Marketing
Plan, produce, and deliver marketing content across the customer lifecycle, aligning compelling content with customer behavior at each stage. Increase engagement, accelerate conversion, and improve retention.



3. Social Marketing
Listen, analyze, and personally engage customers across millions of conversations, discussions, and connections on social networks. Give customer advocates a platform to amplify your message and promote your brand.



4. Data Management
Aggregate, enrich, and analyze data for a comprehensive view of each customer to personalize programs and experience. Create a single source of customer data to develop personas and predict behaviors.

Only Oracle offers a unified Modern Marketing platform with integrated cross-channel marketing, content marketing, social marketing, and data management for enterprise B2B and B2C. All designed to help you create ideal customers.

SOURCES:

Global Marketing Effectiveness Program
The Fournaise Marketing Group

Global Consumer Pulse Survey
Accenture

Inciting a B-to-B Content Revolution
SiriusDecisions

An Open Letter to Mark Zuckerberg
Forrester

Closing the Gap: The Sales and Marketing Alignment Imperative
The CMO Council

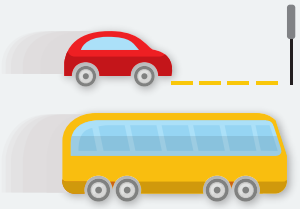
Why Oracle?

Get huge value from big data. Oracle is the only marketing technology provider that organically collects, aggregates, and enriches customer data across every marketing channel. With a centralized source of information, your teams can deliver personalized experiences that grow revenue and retain ideal customers.

Deliver personalized content in context. By planning, aligning, and delivering relevant content at every step in the customer journey, your teams can accelerate purchase paths, improve conversion rates, increase loyalty, and promote advocacy.

Unify your marketing resources on an open platform. Marketing technology clouds come in all shapes and sizes. With our open platform, your teams can connect the data sources, technology, and processes they rely on today for managing the customer experience.

Real Results



Drive Revenue

175%

Increase in Marketing Attributed Revenue

Thomson Reuters

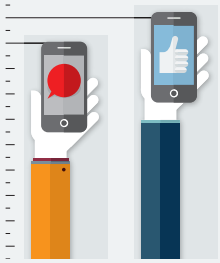


Create Followers

300%

More Twitter Followers

Golden State Warriors



Improve Loyalty

10%

Improved Retention

Zurich NA

It's time to target, engage, convert, analyze, and connect marketing technology on a single marketing cloud.

Visit **oracle.com/marketingcloud** to start your journey to Modern Marketing today.

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