

Vägen mot en 360° vy över kunden... och därefter

ORACLE<sup>®</sup>  
Marketing Cloud

Marcus Nyman, Enterprise Sales Director OMC Nordics  
marcus.nyman@oracle.com @marcusnyman

A close-up photograph of a cake. The cake is covered in light green frosting with white sprinkles. A white icing message is piped in a cursive font. A pink rose-shaped decoration is placed above the message. A small black tag with white swirls is partially visible behind the rose.

För  
Första Torsdagen  
i måss!



**Power Shift to Consumers**

**Channel Proliferation**

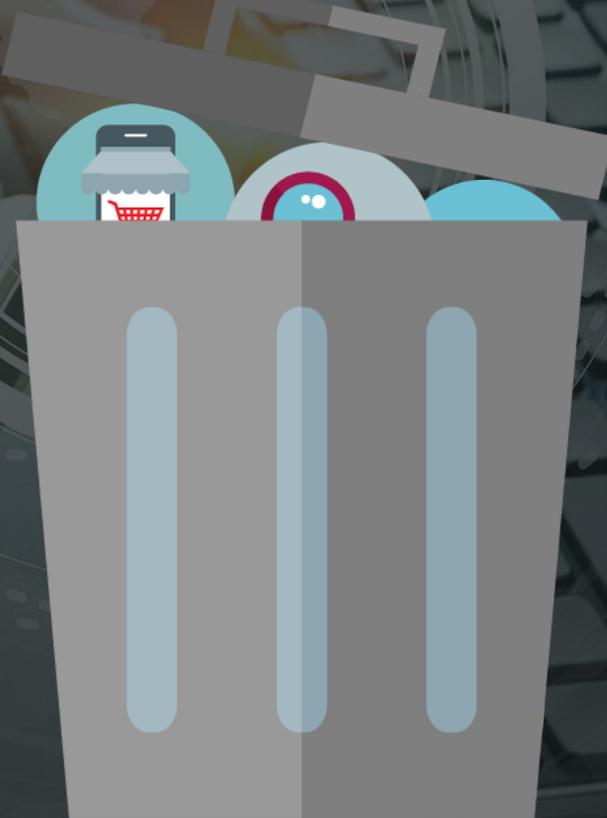
**Higher Customer Expectations**

**Mobile Maturity**

**GDPR**



# ACTIVATE DATA... OR IT'S WASTED



- ✓ Individual Touchpoints
- ✓ Lifecycle Optimization

# Connected Customer Profile Across Marketing Touchpoints



# Customers do not see channels, they see a brand experience



Search

Display

Social

Web

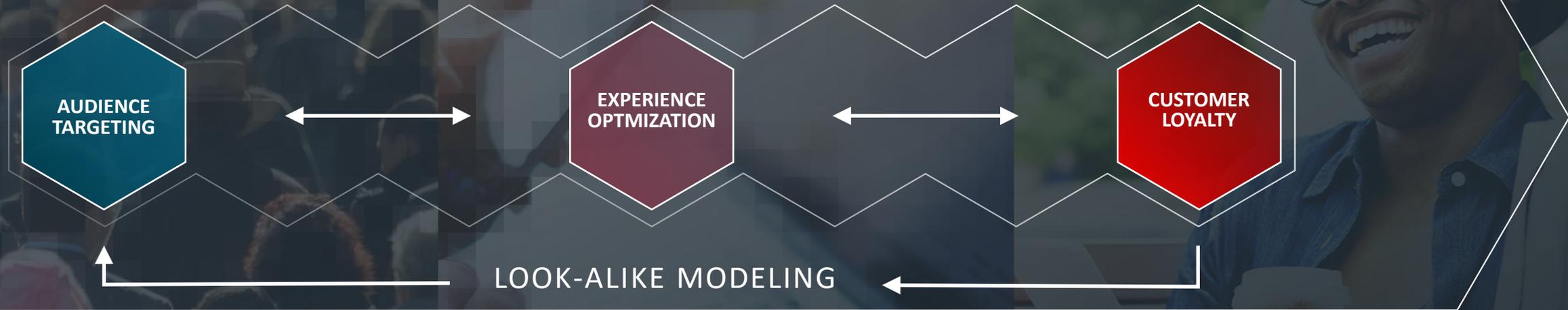
App

Push/SMS

Rich/In App

Email

# A Connected Experience Across the Customer Lifecycle



Anonymous Prospects

Known Customers

## PROSPECT & ACQUIRE

Connect data and activate it across paid media channels

## ENGAGE & CONVERT

Deliver tailored, optimized experience to drive purchase or collect contact

## RETAIN & GROW

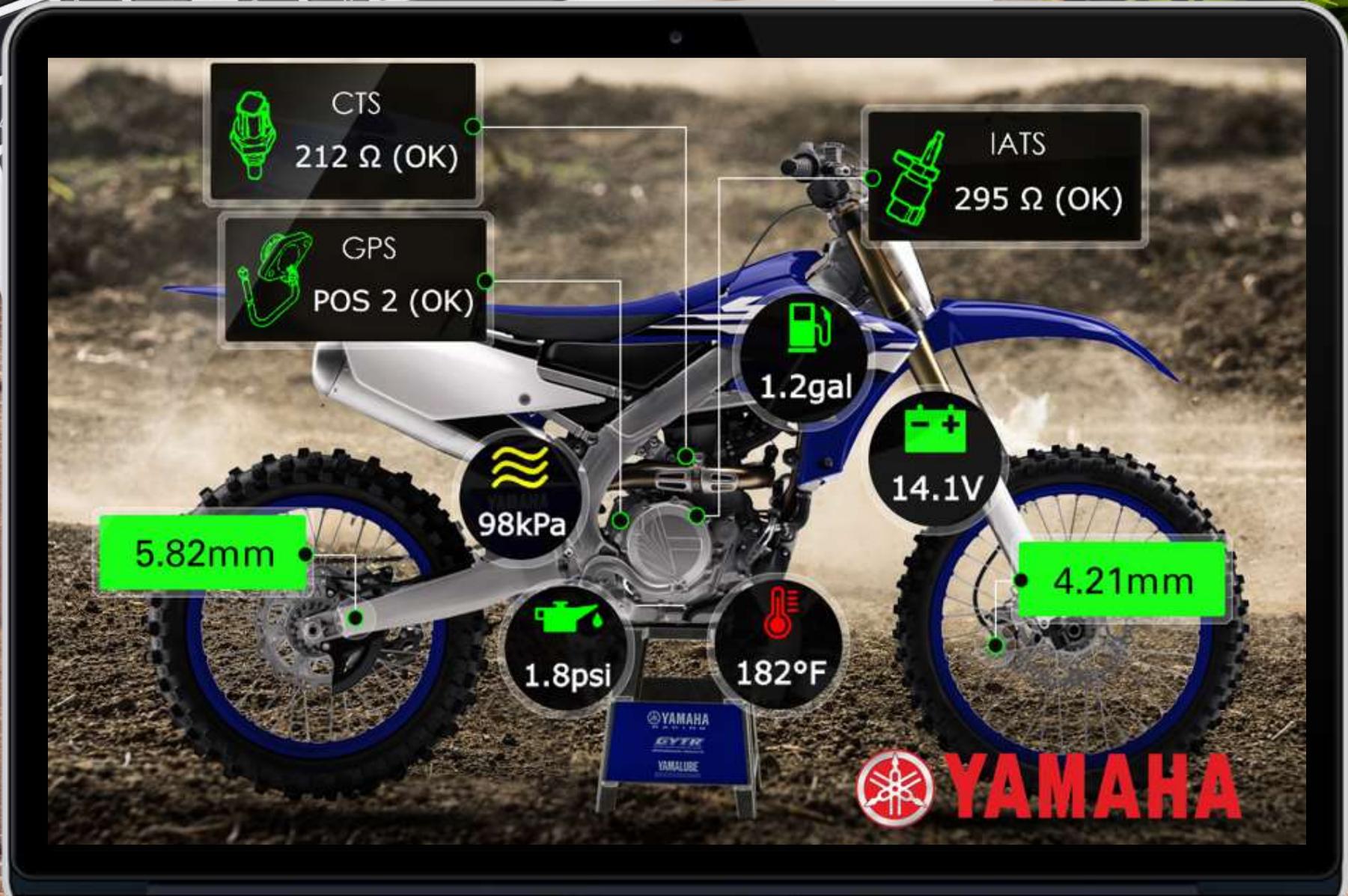
Orchestrate experiences across paid, owned and earned media to drive cross-sell and upsell revenue

# Marketing Ecosystem

Known

Anonymous





CTS  
212 Ω (OK)

IATS  
295 Ω (OK)

GPS  
POS 2 (OK)

1.2gal

14.1V

98kPa

5.82mm

4.21mm

1.8psi

182°F

YAMAHA  
MOTOR  
GYTR  
YAMALUBE

YAMAHA

# Competitive Advantage Comes from Acting on Unique Data







**MIDLIFE  
CRISIS  
AHEAD**



EMAIL



WEB



MOBILE



SOCIAL



VIDEO



SEARCH



DISPLAY



TV



STORE

CONNECTED EXPERIENCE

ORACLE MARKETING CLOUD

ORACLE SALES CLOUD

ORACLE SERVICE CLOUD

ORACLE COMMERCE CLOUD

ORACLE LOYALTY CLOUD

ORACLE CONTENT & EXPERIENCE CLOUD

ORACLE RESPONSYS  
Cross-Channel Marketing

ORACLE BLUEKAI  
Data Management Platform

ORACLE MAXYMISER  
Testing & Optimization

ORACLE SOCIAL  
Social Listening and Engagement

ORACLE INFINITY  
Digital Analytics

ORACLE CONTENT MARKETING  
Content Marketing

ORACLE ELOQUA  
Marketing Automation

CONNECTED INTELLIGENCE



ORACLE ADAPTIVE INTELLIGENCE



CUSTOMER PROFILES



IDENTITY RESOLUTION (ORACLE ID GRAPH)

CONNECTED DATA

1<sup>ST</sup> PARTY DATA



Online, Offline & Enterprise

2<sup>ND</sup> / 3<sup>RD</sup> PARTY & PUBLIC DATA



Oracle Data Cloud



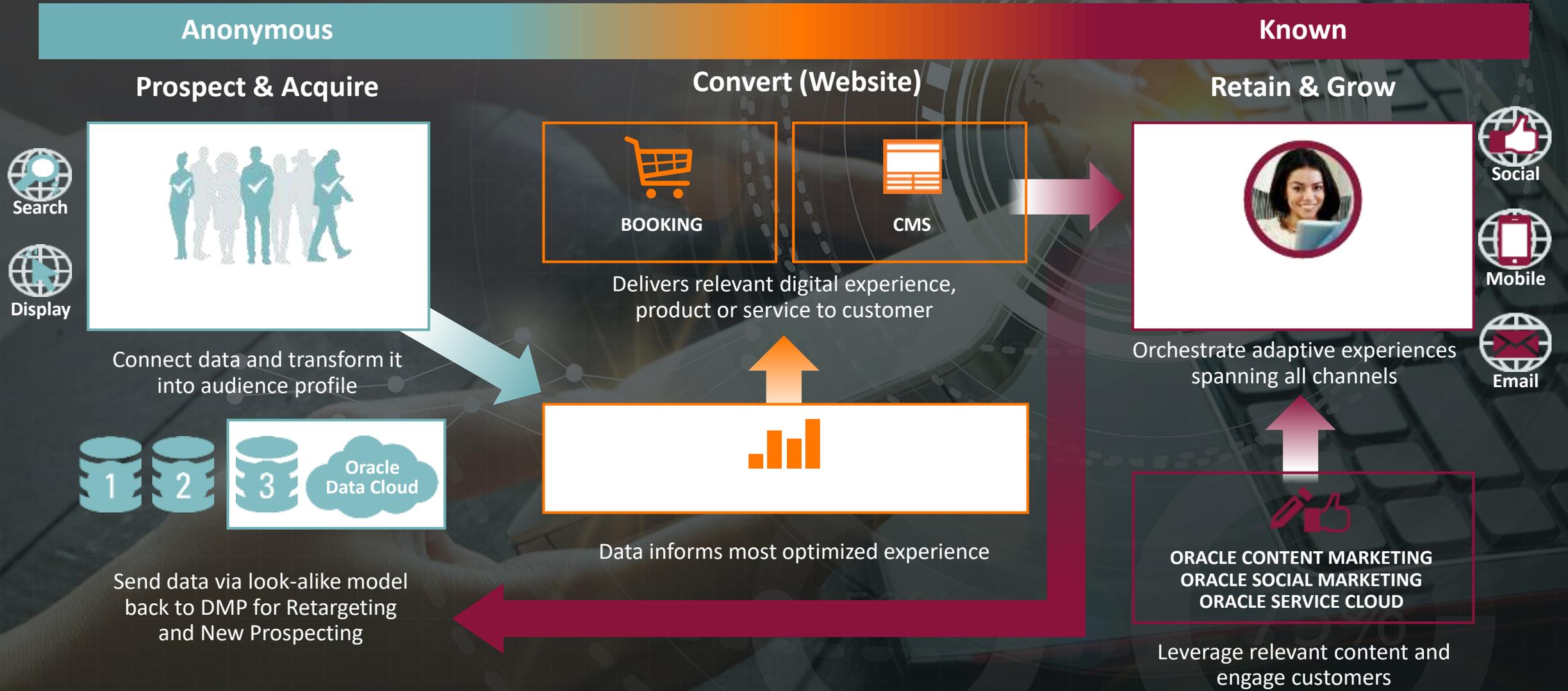
Social Data Platform



OPEN PLATFORM

Oracle Marketing AppCloud

# How It Works Together



# Adaptive Intelligence

Deliver Highly Personalized Offers for Consumers at The Right Time

## 1<sup>st</sup>-Party Data

Customer Profile   Orders

Clickstreams   Service Inquiries

Customer Interactions

## 3<sup>rd</sup>-Party Data

Consumer Advertising Profile

Geospatial   Calendar Events

Weather   Social   Bots



## Achieve the Best Outcomes with the Most Data

Most and highest quality data from Oracle's Data Cloud enriches consumer profiles to deliver more personalized and relevant experiences in real time

## Increase Customer Lifetime Value

More personalized and consistent experiences across the lifecycle drive initial conversion, better up-sell, and cross-sell

## Turn Static into Adaptive Journeys

Offers adjust to what consumers need in the micro-moments when they need them most

The screenshots display the Oracle Responsys user interface. The top screenshot shows the 'Rules editor' for an email message design, with a 'Default Rule' section and a list of conditions and actions. The middle screenshot shows the 'Connections' section, displaying a preview of an email template for 'Ishiro Design Teapot' with a price of \$54.00. The bottom screenshot shows a detailed view of the 'Email Template' configuration, including a preview of three teapots and a list of connections for the template.





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