Oracle Marketing Cloud

Urban Jovanovič, Oracle

Portorož / Rovinj, 13. / 14.10.2015

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The Customer Lifecycle Journey
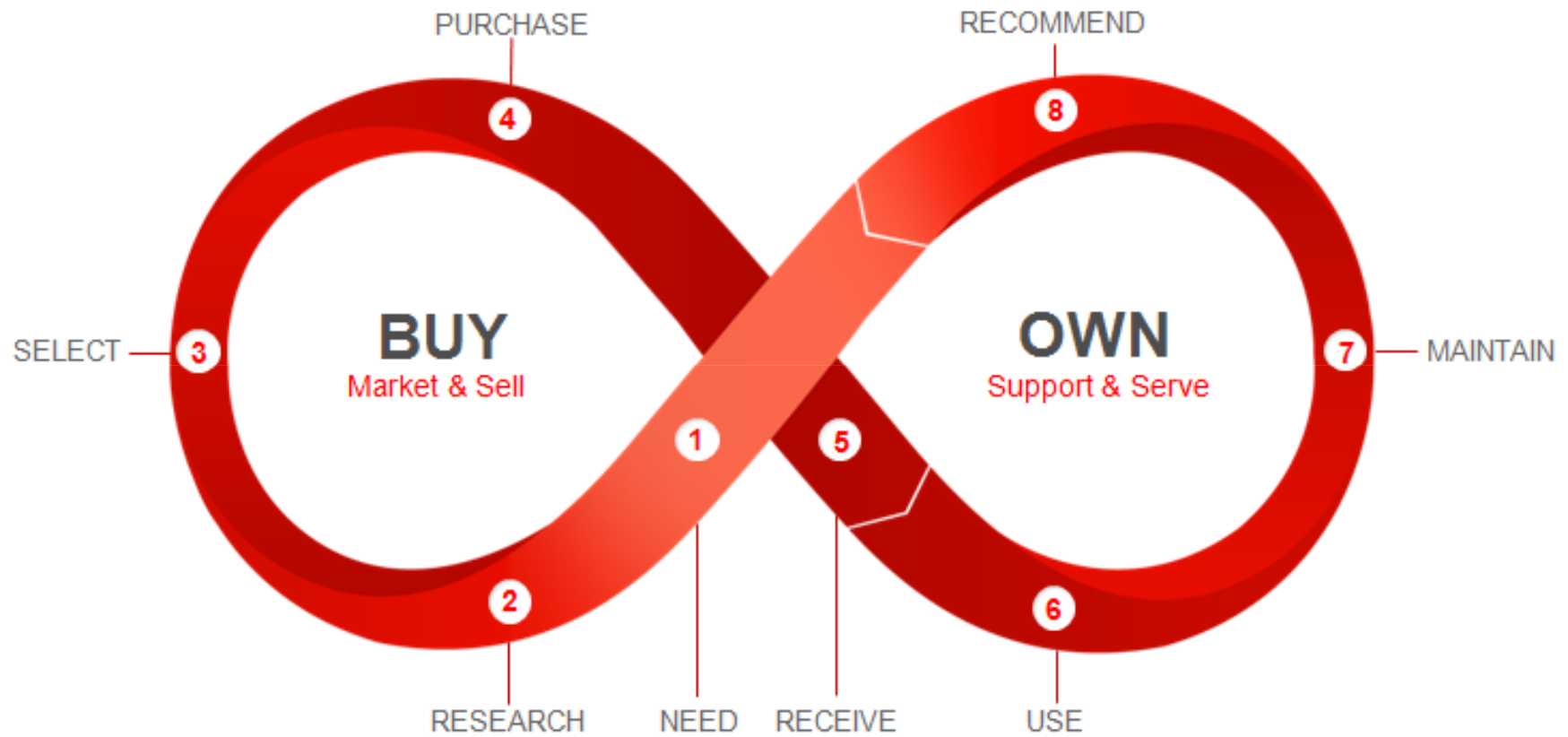
The Marketer's Dilemma: Providing Great Customer Experiences and Making Money Are Seemingly Mutually Exclusive

Customer Relationship

70%

Of CMOs want to focus on customer experience

-Forrester

75%

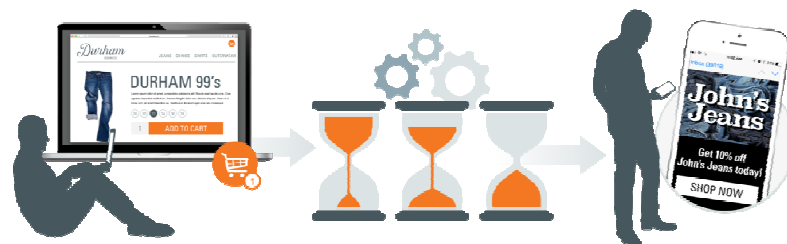Of CEOs want their CMOs to be 100% ROI focused now

-Fournaise Group

Revenue Goals

What's Preventing Us From Creating Ideal Customers and Driving Strong Financial Results?

Connecting Disparate
Interactions to one customer

Marketers can't adapt fast enough
to changing customer behavior

Content isn't personalized

Digital ecosystem sidetracks
marketing strategy & planning

But there's hope…

STEP I
Connect Relevant Data to Real Customers

STEP II
Orchestrate Real-Time Interactions

STEP III
Engage Customers with Individualized Content

STEP IV
Tap Into Marketing Ecosystem As You Need It

DATA

APPS

MEDIA

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STEP I
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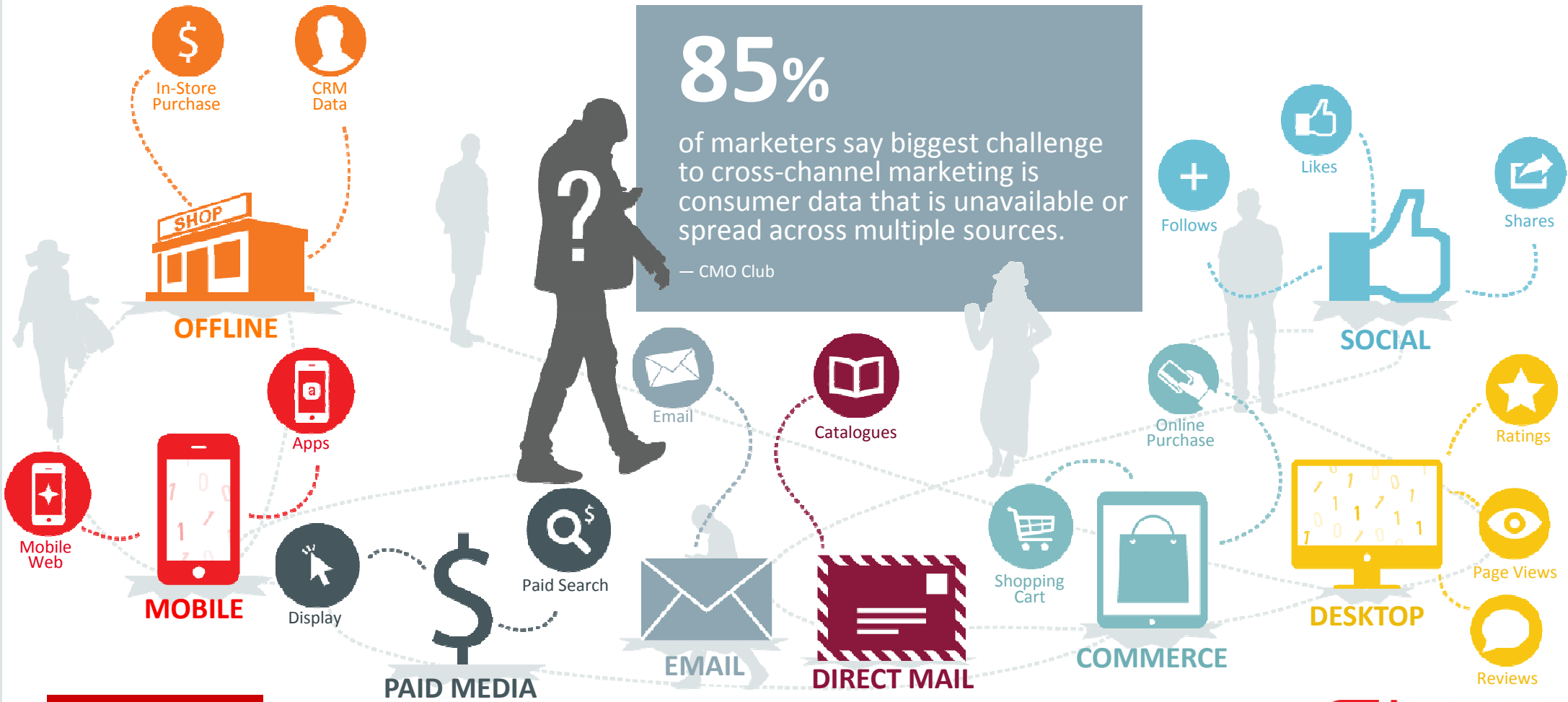
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It's Hard to Connect Disparate Interactions to an Individual Customer

In-Store Purchase

CRM Data

SHOP

OFFLINE

Apps

Mobile Web

MOBILE

Display

Paid Search

PAID MEDIA

Email

EMAIL

Catalogues

DIRECT MAIL

85%

of marketers say biggest challenge to cross-channel marketing is consumer data that is unavailable or spread across multiple sources.

— CMO Club

Follows

Likes

Shares

SOCIAL

Online Purchase

Shopping Cart

COMMERCE

DESKTOP

Ratings

Page Views

Reviews

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Old Approaches to Data Don't Serve Marketers

It's Relentless

Customers create 3 billion terabytes of data per year.
— IDC

82%

Of marketers lack synchronized view of customer data.
— *Forrester*

Data Warehouse
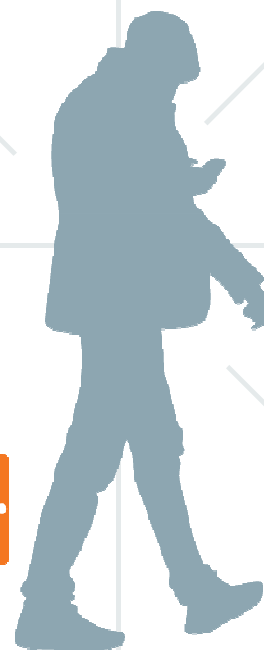
Connect Four Types of Data Sources

1. Offline

2. Commerce

3. Owned Digital Channels

4. Third-Party Data

STEP I

Connect Relevant Data to Real Customers
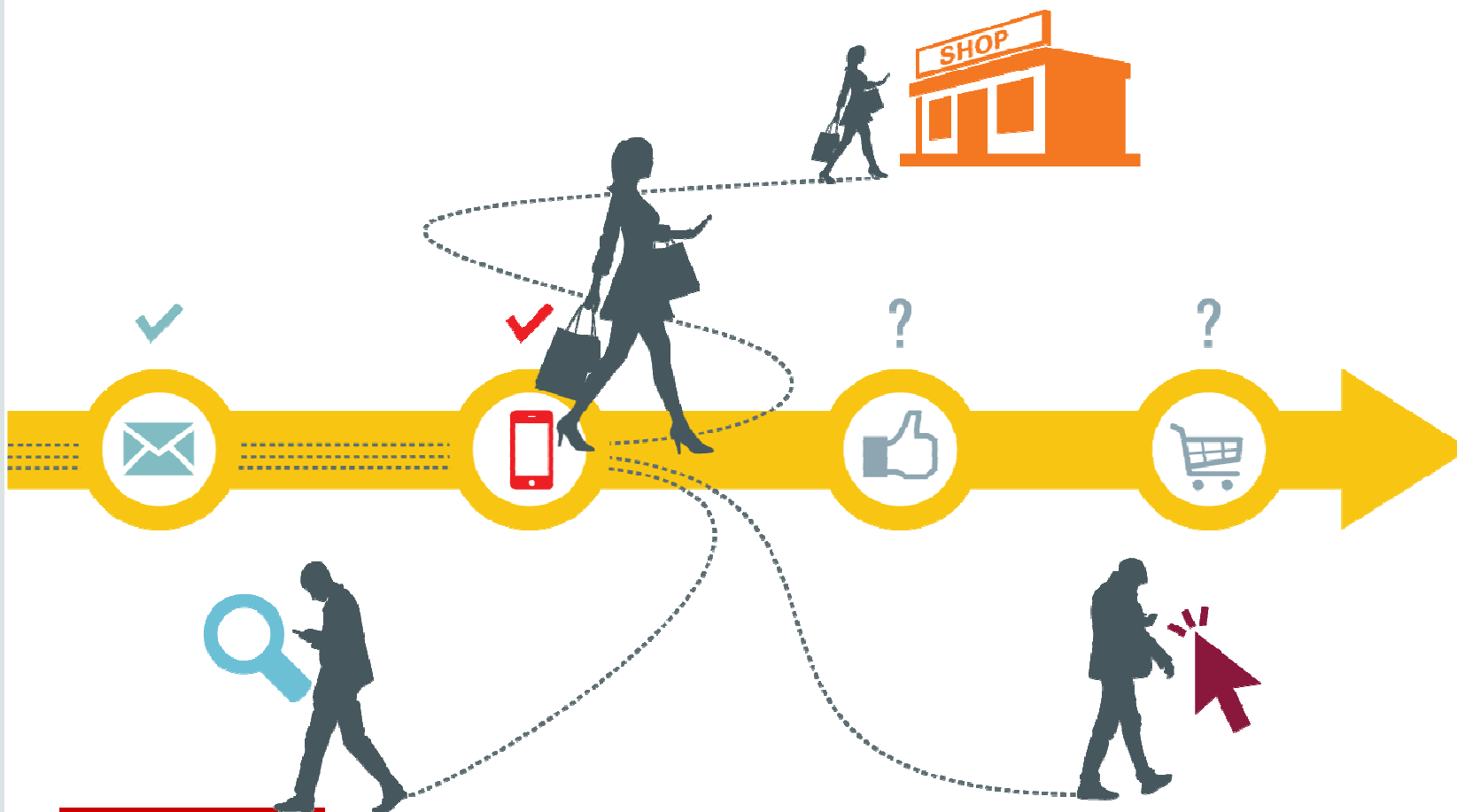
STEP II

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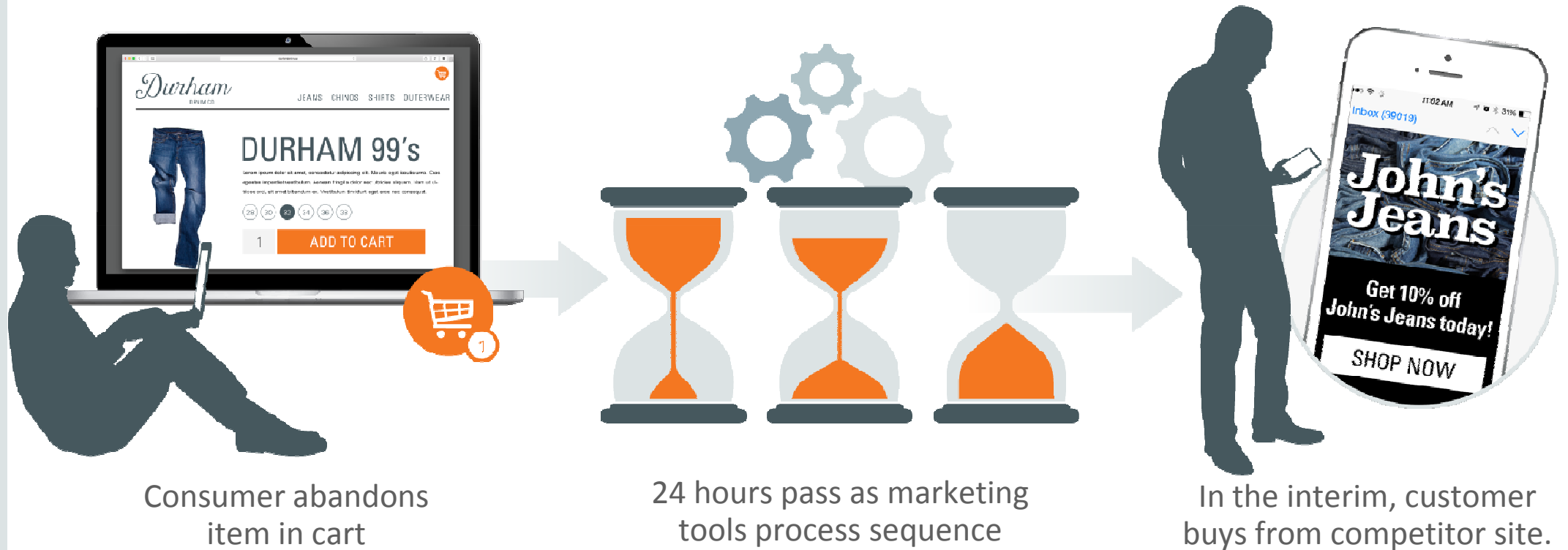# Pre-Determined "Journeys" Fail to Adapt Fast Enough

Only

12%

of marketers believe their marketing is real-time enough to drive adequate business results.

Example: Web Retargeting Needs to Be Real-Time

Consumer abandons
item in cart

24 hours pass as marketing
tools process sequence

In the interim, customer
buys from competitor site.

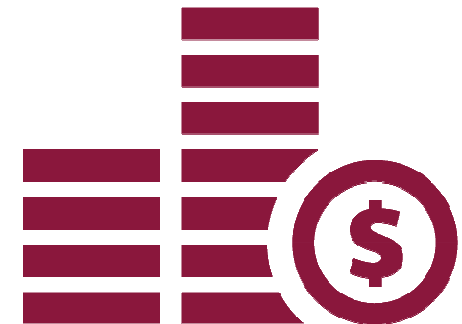# Orchestrate Experience: Customers Dictate Their Own Path

NEXT STOP

Any Behavior

Any Preference

Any Activity

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Real Results: Better Approach to Orchestrating Experiences

42% unique open rate and **13% unique click through rate** in the abandoned cart campaign.

90% redemption rate for in-store offers made through SMS.

300% increase in revenue per automated and trigger-based message delivered.

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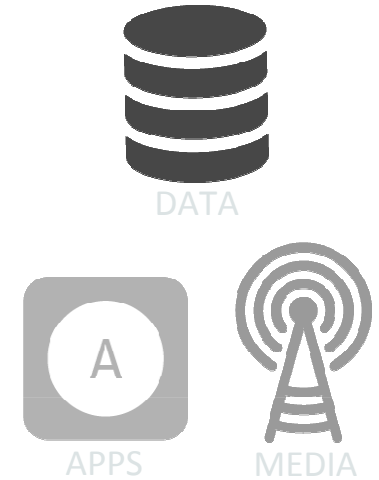
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How Do We Scale Content and Deliver It Across Channels?

75%
of content goes unused.
-Content Marketing Institute

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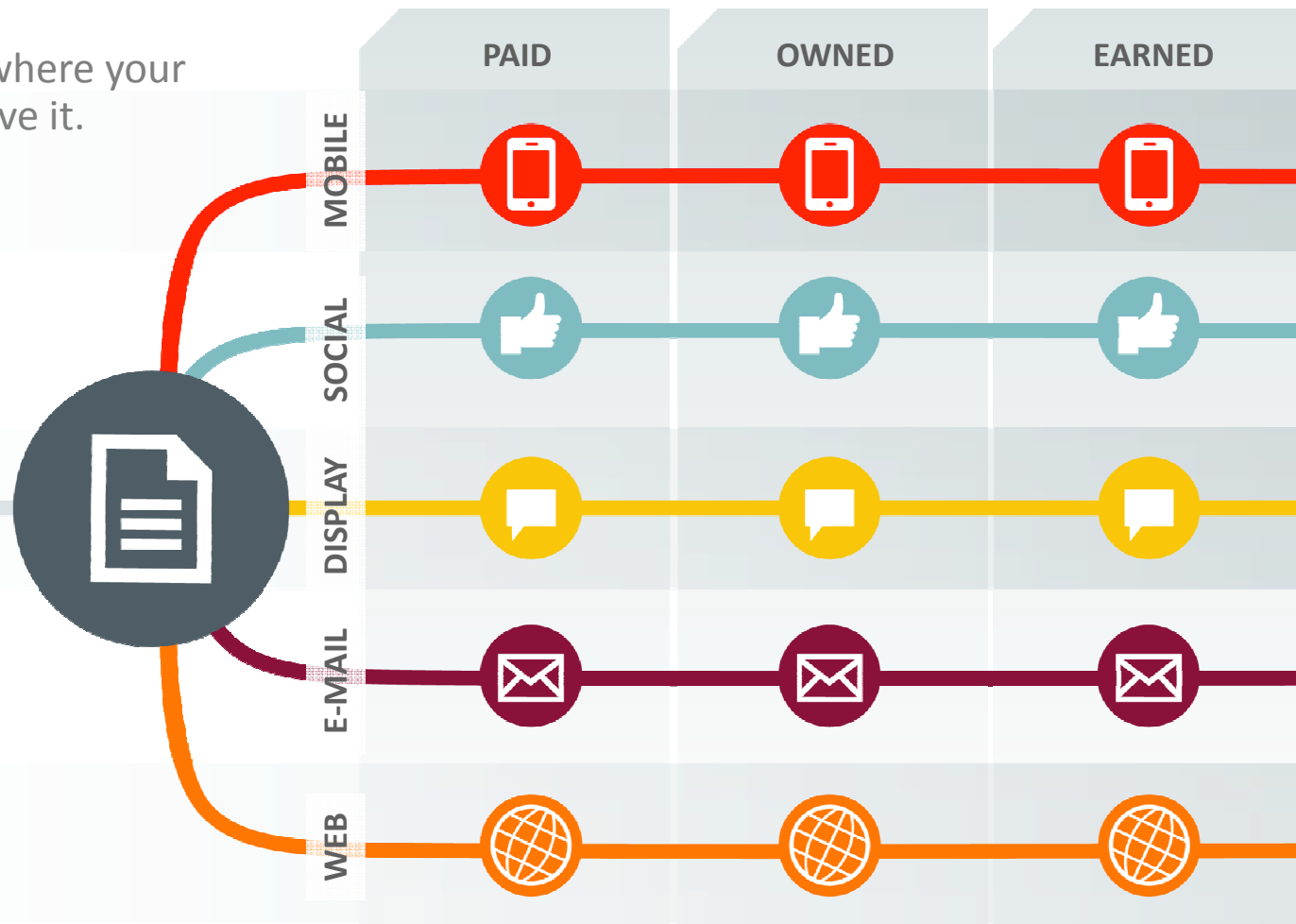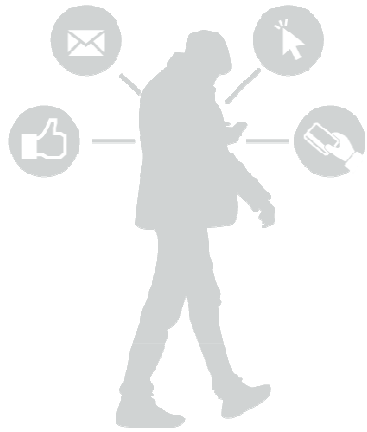godišnja konferencija

Content Distribution

Deliver content through the channels where your prospects and customers want to receive it.

	PAID	OWNED	EARNED
MOBILE			
SOCIAL			
DISPLAY			
E-MAIL			
WEB			

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STEP I
Connect Relevant Data
to Real Customers

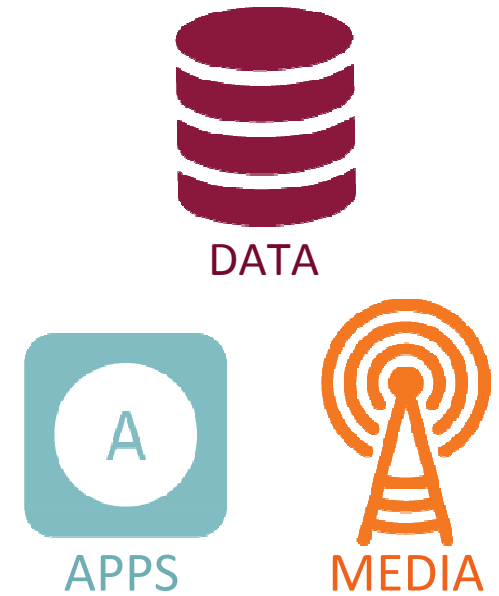# STEP II
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Chaotic Ecosystem Overwhelms Marketing Strategy & Planning

Total Marketing Tech Landscape size:

1,876

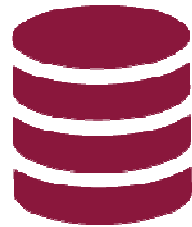vendors across 43 categories
- ChiefMarTec

APPS

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Break It Down Into Three Components

Providing Great Customer Experiences and Making Money Are *Not* Mutually Exclusive

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A simple case...

General Assumptions

- Corporation O invested 100k money units into sponsoring XUOG event

- Objective of the campaign is to generate leads and qualified sales opportunities from the event

- The organizer has provided all sponsors with the names and emails of the participants, who have opted in to receiving email promotional communication for the period of 1 month after the event

The marketeer at the corporation O has to build an automated campaign to execute on the objectives of the campaign
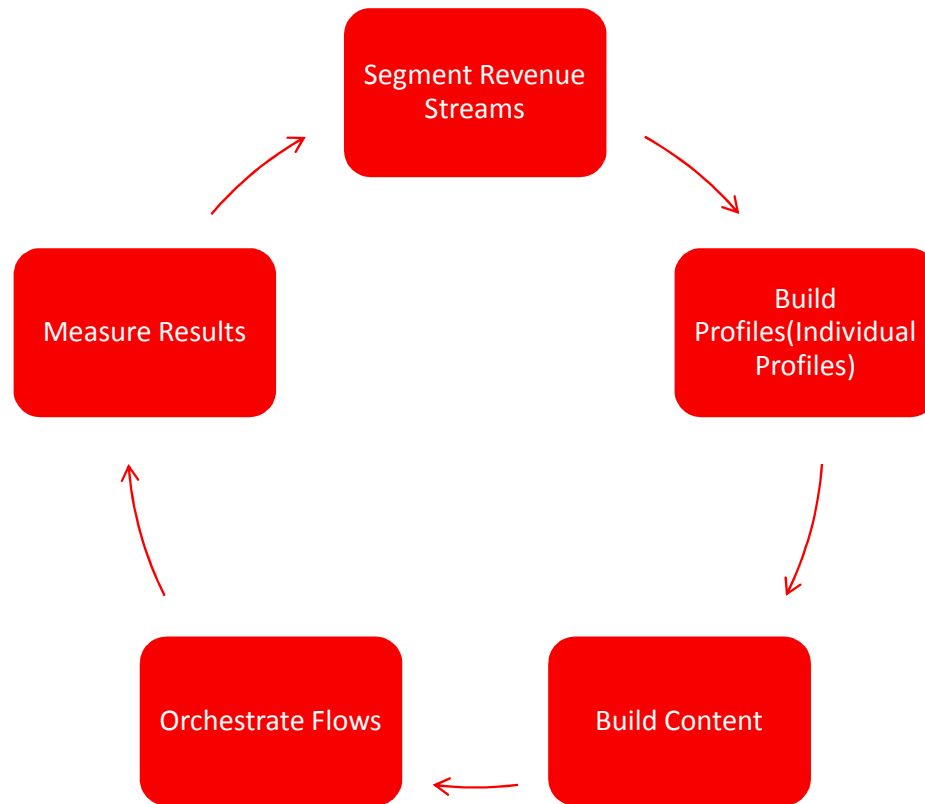
Segment Revenue Streams

- Three main objectives for the conference attendees
  - Education (technical, best practices, projects etc.)
  - Pre purchase search for information
  - Networking & reward for the good work
- Potential revenue stream from each segment
  - Education – training services, ACS
  - Product info – license sales, services sale
  - Networking – conference participation fees
- Challenge
  - Understand the individual's segment and stage of the purchase cycle

Build Profiles (Individual Profiles)

Send a Thank You note with a survey link (landing page)

Opened

Not opened

Survey Results do provide the information about the main segment of the persion

Survey Results do not provide the information

Email a Coupon for a discount if further information or registration to your portal is done

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Build Profiles (Cont)

- Map the Survey Segment to:
  - Own Data (Installed Base/Non Installed Base, Opened Service Request, Purchase History etc.)
  - Earned Data & Social Data (Sentiment, Blog Posts, Referrals etc.)
  - Purchased Data (Individual's Data?, Audience -a person who has in the last 6 months purchased product A after looking to product video from site x has also searched for information on the www.xx.com and used mobile application for x)
  - Digital Signature (own portals traffic, clicked links, downloaded documents, abandoned actions etc.)

Individual Profiles, Scoring, Segmenting

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Build Content

- All channels, all content for all steps in the process for all segments
  - Email Messages
  - SMS Messages
  - Display Adds
  - Landing Pages
  - Etc.

Orchestrate and automate process

After receiving a Survey send an email with the link to

| White Paper (Product Segment) | Conference Registration Page (Net Segment) | Product Data Sheet (Edu Segment) |

Not Opened

Opened

Media Channels

Retargeting

Display Add with link to landing page

| Product Segment | Net Segment | Edu Segment |

Email with Coupon

| Send to Sales Rep | Retargeting email | Send link to White Paper |

End

| Opportunity in CRM | Order in Web | Coupon executable on the partner'sWeb |

Measure the results

- Value of Opps in the CRM

- Value of the signed orders from the OM

- Value of the sold conference participation fees from the Web store

- CSI

- Etc.

Clear ROI for the Campaign

Q & A