The Marketer's Dilemma: For Love or Money

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Oracle Marketing Cloud
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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
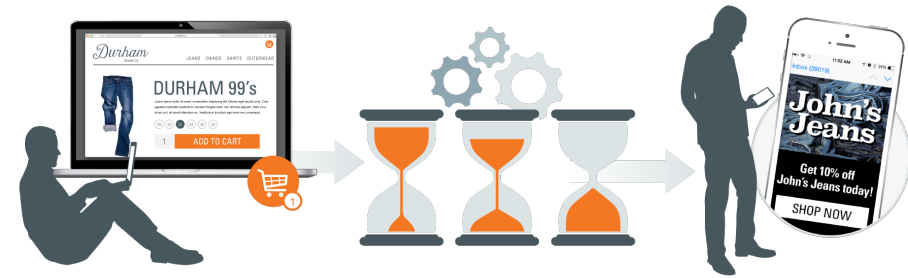
-Fournaise Group

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…

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

In-Store Purchase

CRM Data

OFFLINE

Apps

Mobile Web

MOBILE

Display

Paid Search

PAID MEDIA

Email

EMAIL

Catalogues

DIRECT MAIL

Shopping Cart

COMMERCE

Online Purchase

Follows

Likes

Shares

SOCIAL

Ratings

Page Views

Reviews

DESKTOP

85%

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

— CMO Club

Old Approaches to Data Don't Serve Marketers

It's Relentless
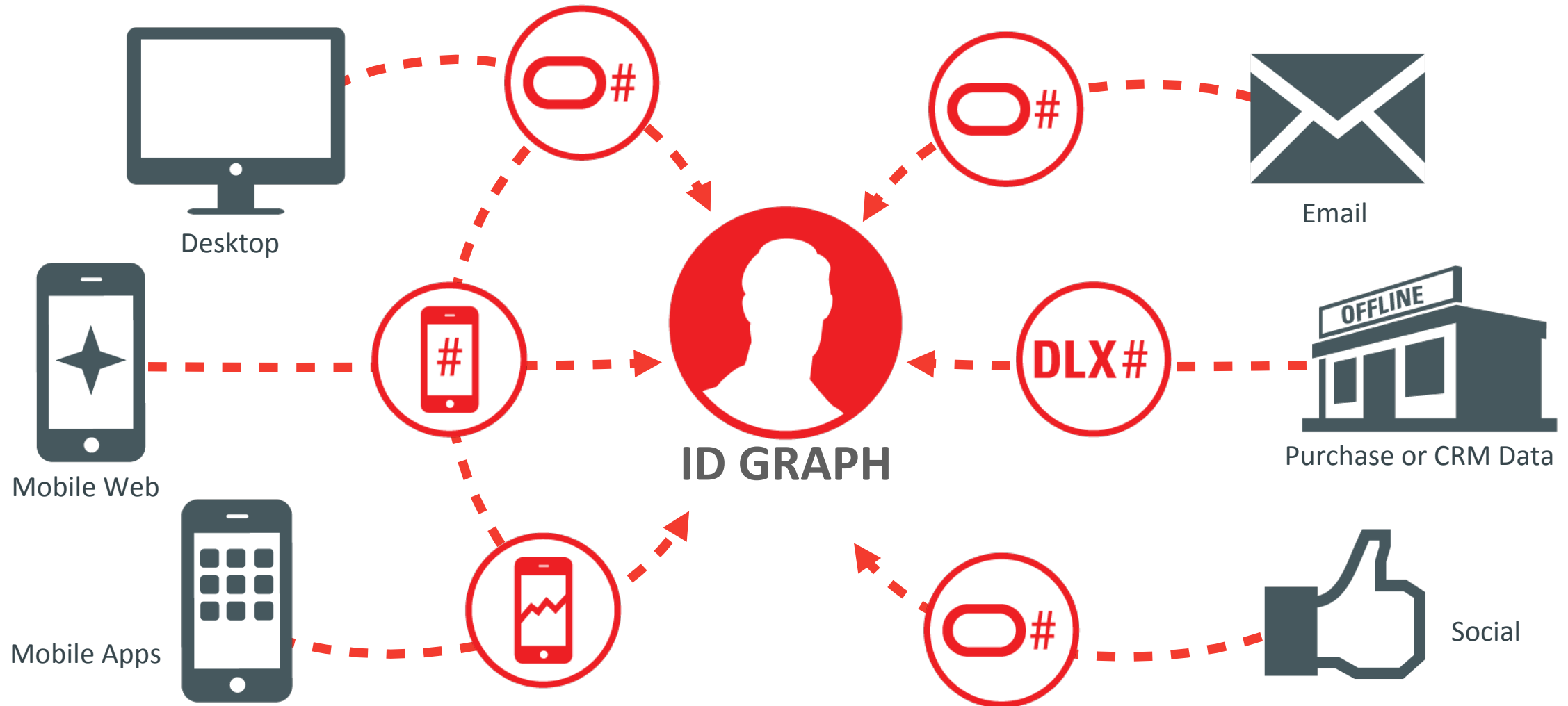Customers create 3 billion terabytes of data per year.
— IDC

82%
Of marketers lack synchronized view of customer data.
— *Forrester*

Data Warehouse

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Connect Device and Channel Interactions to Individual Customers

Desktop

Mobile Web

Mobile Apps

ID GRAPH

Email

Purchase or CRM Data

Social

Connect Four Types of Data Sources

1. Offline

2. Commerce

3. Owned Digital Channels

4. Third-Party Data

SHOP
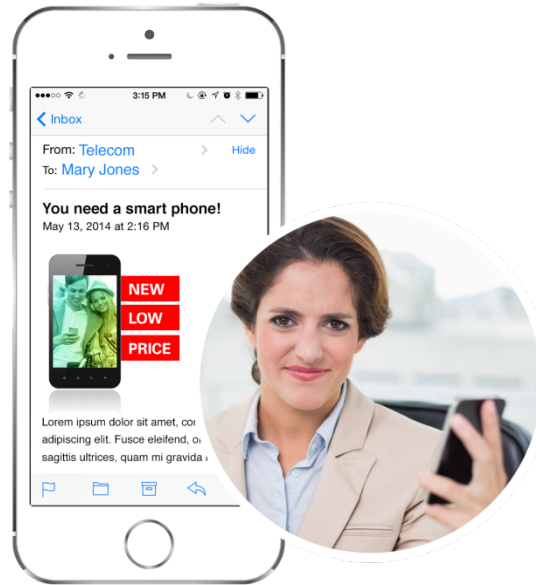
Challenges for Global Telecommunications Firm

**Maximize
Existing Budget**

**Acquire Customers & Convert
Revenue More Efficiently**
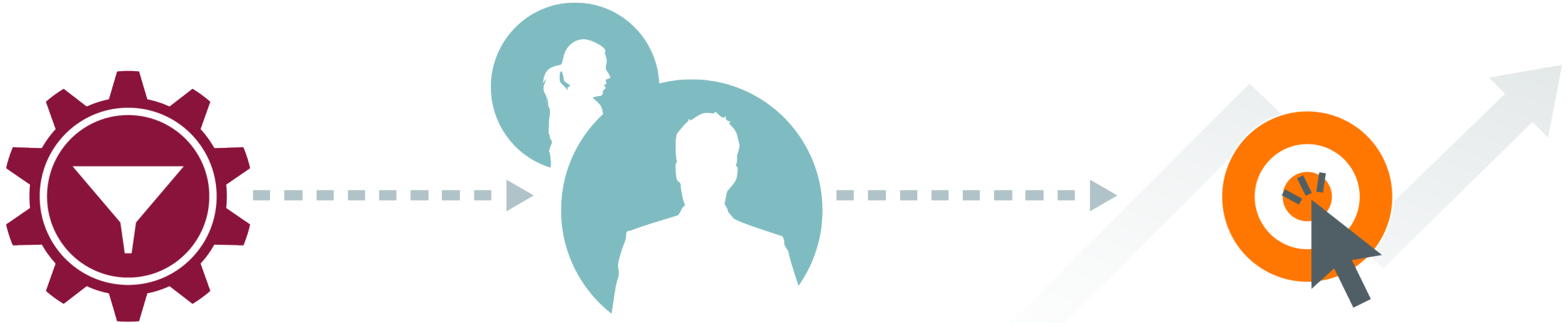
**Retain More
Ideal Customers**
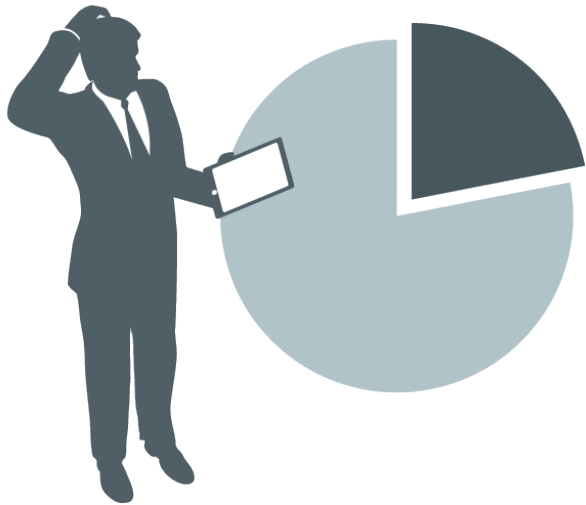
Marketing team had to hold
firm on current budget

New customers received irrelevant
ads and promotions

Cross-sell and upsell campaigns
weren't personalized

DMP: Connect the Right Data to Improve Acquisition Marketing

Connect Marketing Data

- **Online and offline CRM (1st party)**

- **Pre-integrated 3rd party data**

Creates relevant audiences in DMP

**Example:** Suppress data from customers who recently purchased, eliminating redundant messaging

Execute more efficient display ad through DMP partners

Behaviors Inform Individualized Messaging

KEY PERSONALIZED ATTRIBUTES

✓ **Subject Lines**

✓ **Hero Image & Device Selection**
- Age range/demographic

✓ **Lifestyle**
- Likes to Travel
- May have weekend or vacation home

✓ **Promotional Message**
- Specific to customer attributes
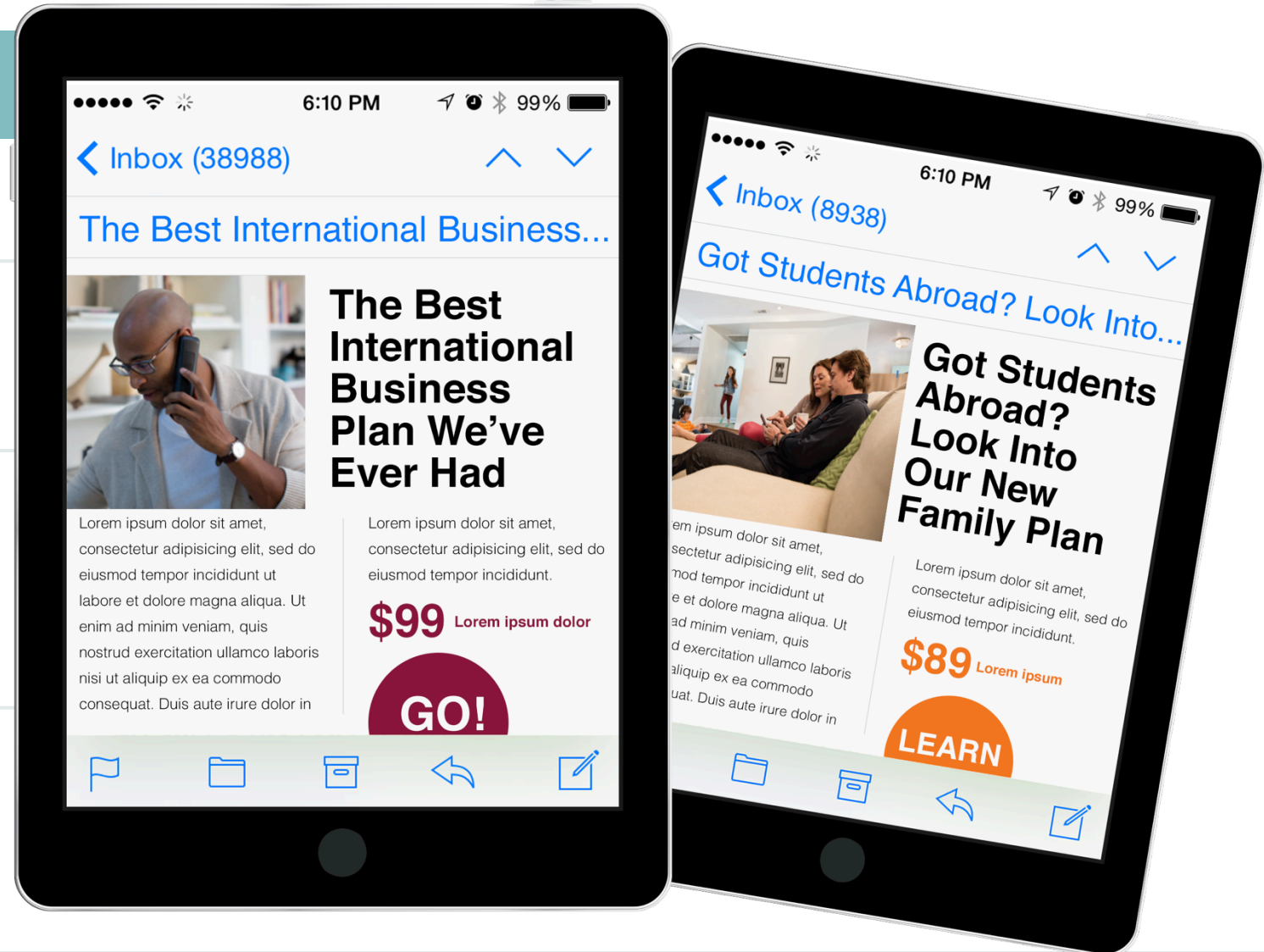
Global Telecommunications Maximizes Budget and Accelerates Conversions by Connecting Data
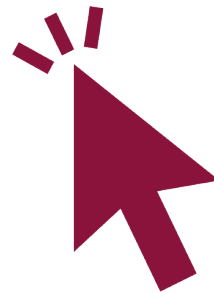
Better Cost Savings

$1.5 Million

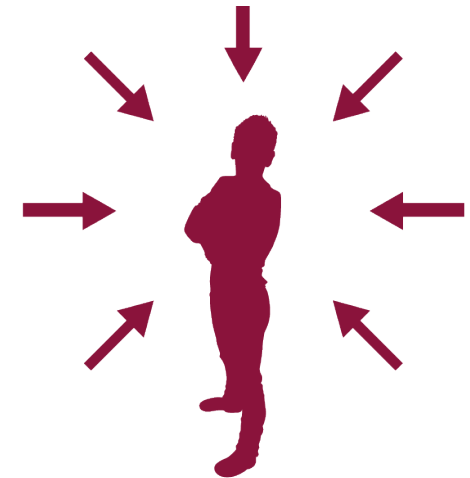Amount saved from avoiding wasted ad impressions on current customers

Increased Revenue

200%

Increase in Conversions

Better Engagement and Increased Retention

- ✓ More repeat purchases
- ✓ Better e-mail open rates
- ✓ Increased cross-channel engagement
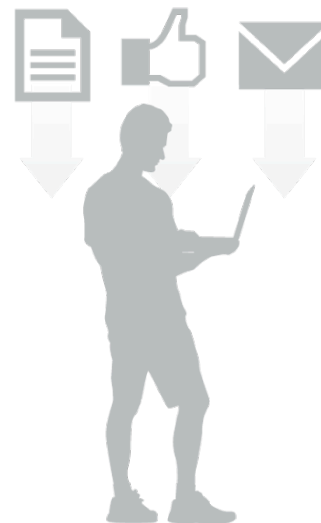
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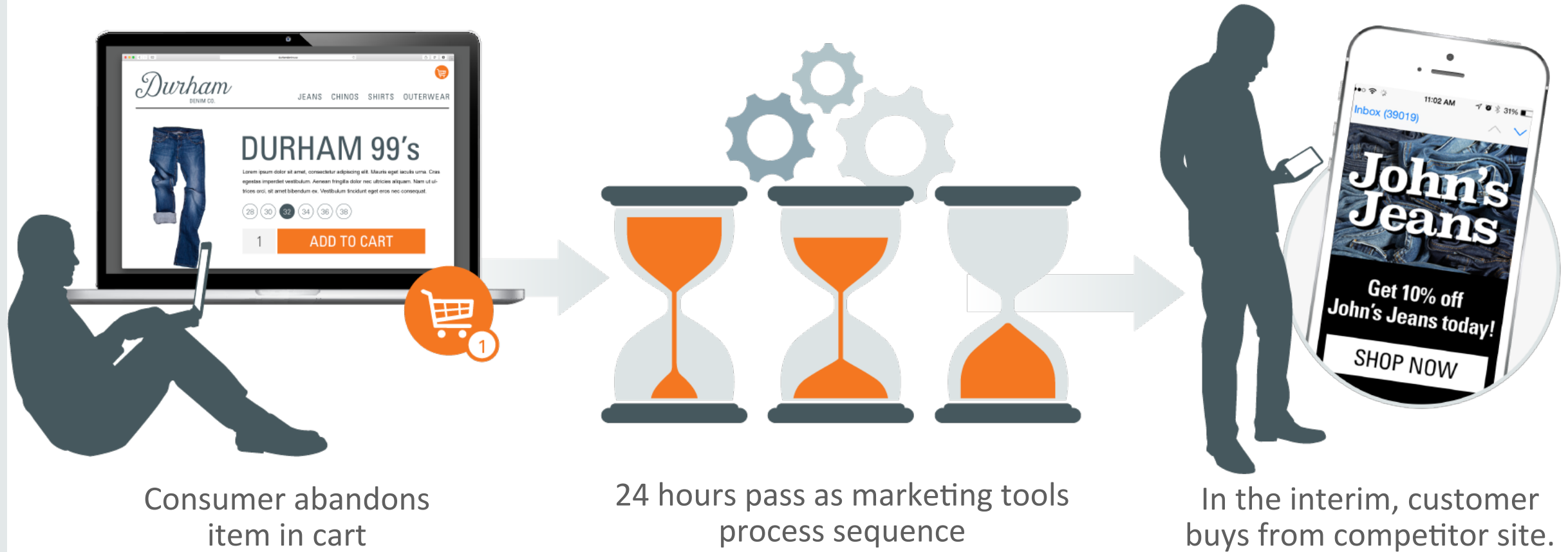Tap Into Marketing Ecosystem
As You Need It

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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.

SHOP

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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
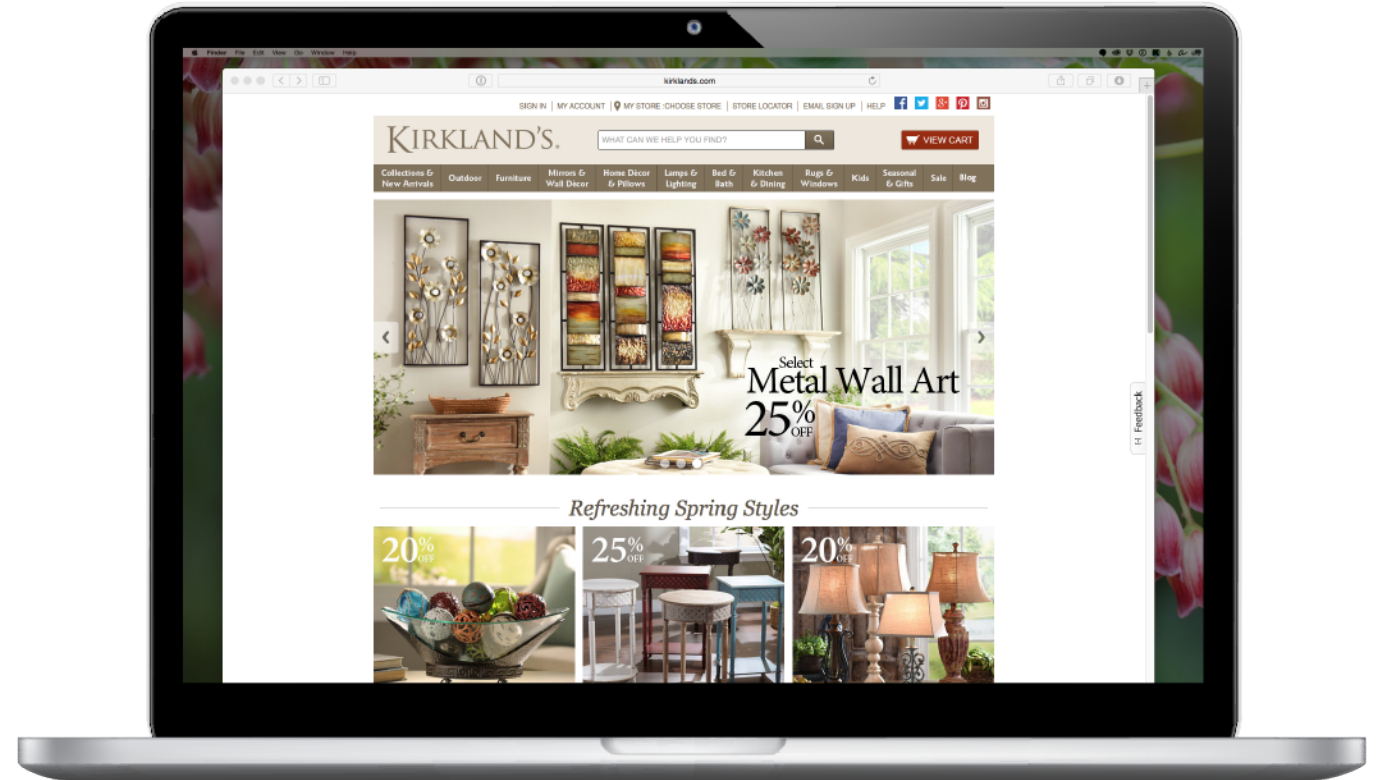buys from competitor site.

Orchestrate Experience: Customers Dictate Their Own Path

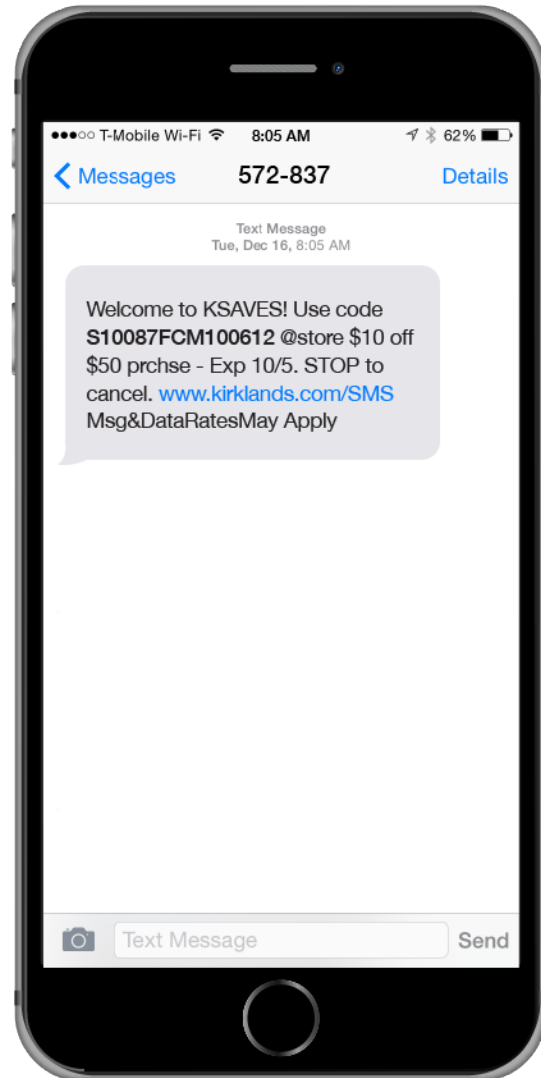# Kirkland's Challenge: Drive More Online Revenue

Traditional Brick-and-Mortar

Goal: Set 10% of Revenue from Web

Solution: Tie In-Store Interactions to Cross-Channel Messaging

KIRKLAND'S®

- ✓ Mobile SMS offers redemption codes help connect store interactions

- ✓ Abandoned shopping cart triggers automatic messaging

- ✓ Deep analysis for cross-channel data and preferences

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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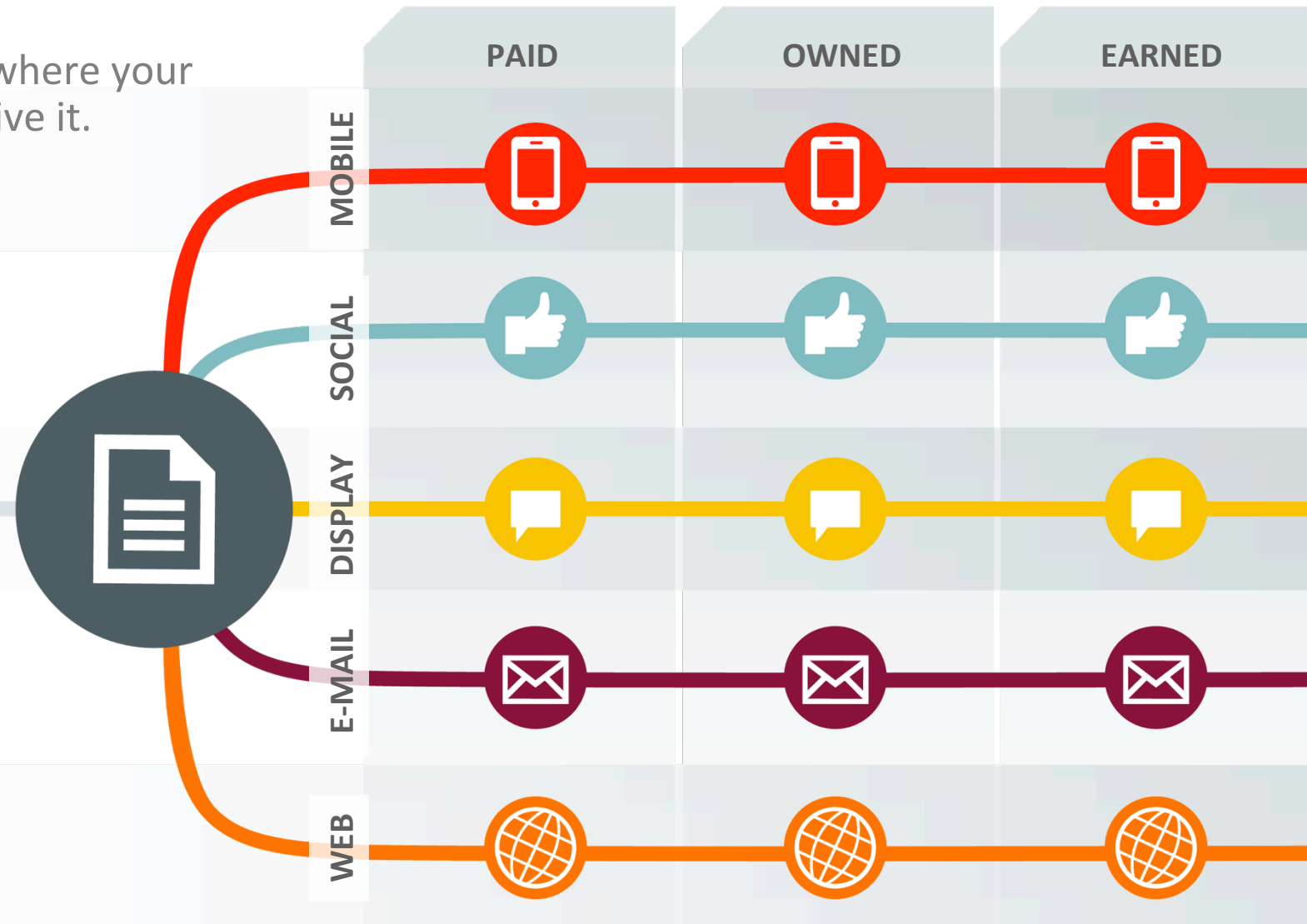# How Do We Scale Content and Deliver It Across Channels?

75% of content goes unused.
-Content Marketing Institute

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			

PetRelocation's Challenge:
Share Unique Knowledge with a Broad Audience

Business Challenges

Increase efficiency
PetRelocation received and answered hundreds of pet travel questions by email every day. They were addressing the same topics repeatedly.

Share expertise
Seeking a way to share their unique knowledge with a much broader audience online, the company began looking for a content marketing solution to streamline the process.

Cut lead generation costs
Prior to adopting Oracle Marketing Cloud's content marketing solution, they relied on expensive pay-per-click campaigns to generate leads.

PetRelocation Uses **Oracle Content Marketing** to Boost Organic Search and Conversion

PetRelocation

Key Results

70%
Percentage of annual revenue generated through online marketing

150%
Increase in lead-to-customer conversion rate with customer stories

800+
Google keywords ranked in the top-10

47%
Percentage of leads generated through organic search

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*"We've determined that prospects who read customer stories are **2 ½ times** more likely to become customers.*

*It's no coincidence that **70 percent of our annual revenue is tied directly to our online marketing efforts driven by Oracle Marketing Cloud.**"*
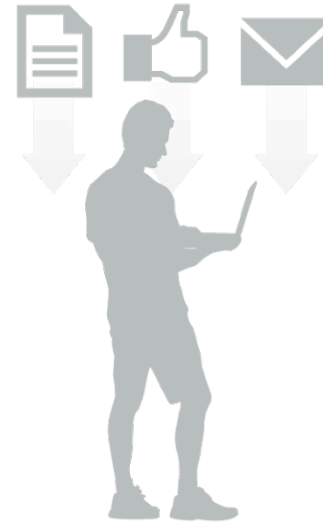
PetRelocation

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Chaotic Ecosystem Overwhelms Marketing Strategy & Planning

vidyard

Mi MINTIGO

BrightTALK™

ON24

LOOKBOOKHQ

brightcove

ReadyTalk

POSSIBLENOW

Lionbridge

4Thought Marketing

Certain

Fliptop

Put It Forward

Lattice

Allocadia

Mastercard

Total Marketing Tech Landscape size:

1,876

vendors across 43 categories
- ChiefMarTec

DEMANDBASE

GETSMARTCONTENT

A
APPS

relationship | one

überflip

integrate

kapost

SnapApp

monetate

TrackMaven

Linked in

datalogix

Ziftsolutions

Jumptap

TransUnion

D&B

IRi
Growth delivered.

appnexus

Optimizely

MEDIA

MediaMath

acxiom

DATA

DATACRATIC™

videology

AOL.

Break It Down Into Three Components

ORACLE® MARKETING CLOUD

DATA

APPS

MEDIA

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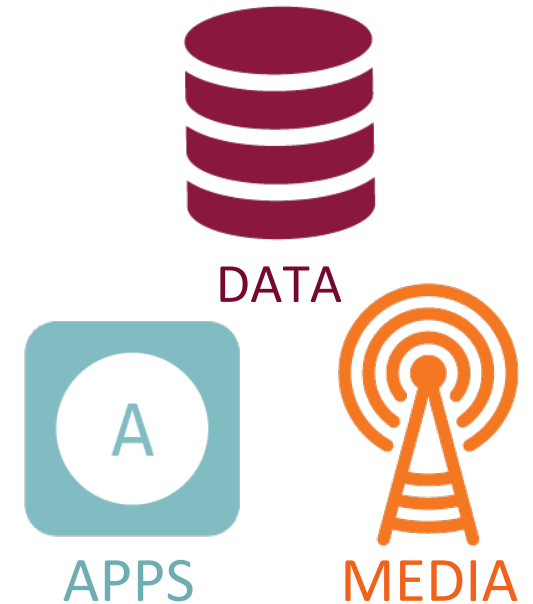

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