

# How to Use This Presentation

## This is a First Sales Call or Sales Meeting Presentation for BlueKai

- This is a sales presentation that positions Oracle Marketing Cloud's Data Management Platform (BlueKai)
- Following this presentation, follow-up presentations can include product or industry-specific drill-downs, many of which are currently in production.
  - The Oracle Marketing Cloud PMM Team



# Oracle Data Management Platform (formerly BlueKai)

Unify your data and target the right audience to drive revenue

# Disparate Data Creates Marketing Complexity and Lost Revenue

Unable to pull together all their data, marketers fail to target the right customers.

# 82%

of enterprise marketers have no synchronized view of customer data

FORRESTER®



CRM



Commerce



1<sup>st</sup> Party



3<sup>rd</sup> Party



2<sup>nd</sup> Party



Sales

# Data & Customer Fragmentation Challenges

Most marketing data is chained down to execution channels



Email &  
Direct Mail

acxiom

Experian  
Marketing Services

Responsys

ExactTarget

eloqua



CRM &  
Site

ADOBE® TEST&TARGET™  
Powered by Omniture®

Optimizely

webtrends

CORE METRICS

monetate



Search & Site  
Commerce

EfficientFrontier

KENSHOO

Amarin  
SOFTWARE

COMPENDIUM



Social  
Media

twitter

kinetic social  
INTEGRATING SOCIAL MEDIA

voxsup

LinkedIn



Mobile  
Media

mopub

millennialmedia  
the mobile advertising & data platform

iAD MEDIA

Jumptap

tapad



Online  
Video

vimeo

BrightRoll  
SMART VIDEO ADVERTISING

TREMOR  
VIDEO

videology

Adap.tv



Premium &  
Portal Display

ESPN

Aol.

YAHOO!

Discovery

Google



Programmatic  
Display

TURN

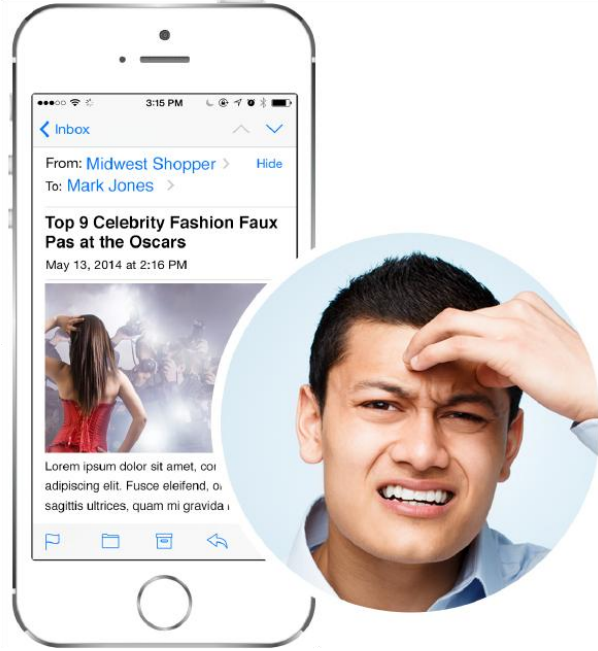
MediaMath

DataXu

theTradeDesk

rocketfuel

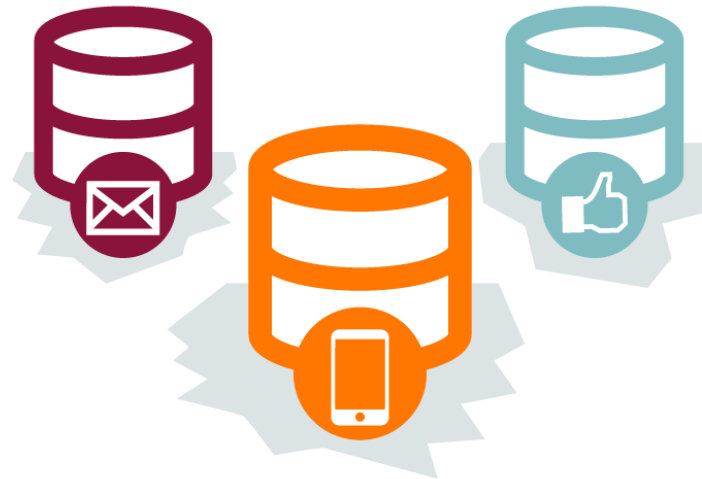
# The Effects of Disparate Data



## Broken Customer Experience

94% of customers get frustrated because they haven't been targeted with the right message

— Blue Research



## Broken Marketer Experience

With no centralized view for marketing data, marketers silo their execution, making it difficult to create effective programs



## Lack of Enterprise Readiness Drives Up Costs

Marketers must manually manage data across systems or wait in a long IT queue for costly data integrations



# The Oracle Marketing Cloud

**Customer-Centricity. Marketing Simplicity. Enterprise Ready.**



## Unify Data

Aggregate your marketing data and target the right customers.



## Engage Audience

Orchestrate individualized, relevant customer experiences.



## Analyze Performance

Attribute revenue and gain better insight into customer experience.



- Data Management Platform
- Cross-Channel Marketing
- Social Marketing
- Content Marketing
- App-Cloud and BlueKai Partners
- Oracle Marketing Cloud Analytics

Delivered Across All Channels



WEB



MOBILE



SOCIAL



EMAIL



COMMERCE



SALES



DISPLAY

# Oracle Marketing Cloud's Data Management Platform

Aggregate marketing data of all kinds to improve marketing execution



# Data In

Multiple data sources, aggregated into a single, centralized platform





# Data Out

Leverage relevant data to execute your marketing programs



Data Out



**Display** Programmatic, Premium, Portals



**Video** in Banner, in Page, Connected TV



**Social** Facebook, Twitter, LinkedIn, etc.



**Mobile** iOS, Android, Apps, Mobile Web



**Commerce** Site Optimization, Landing Pages



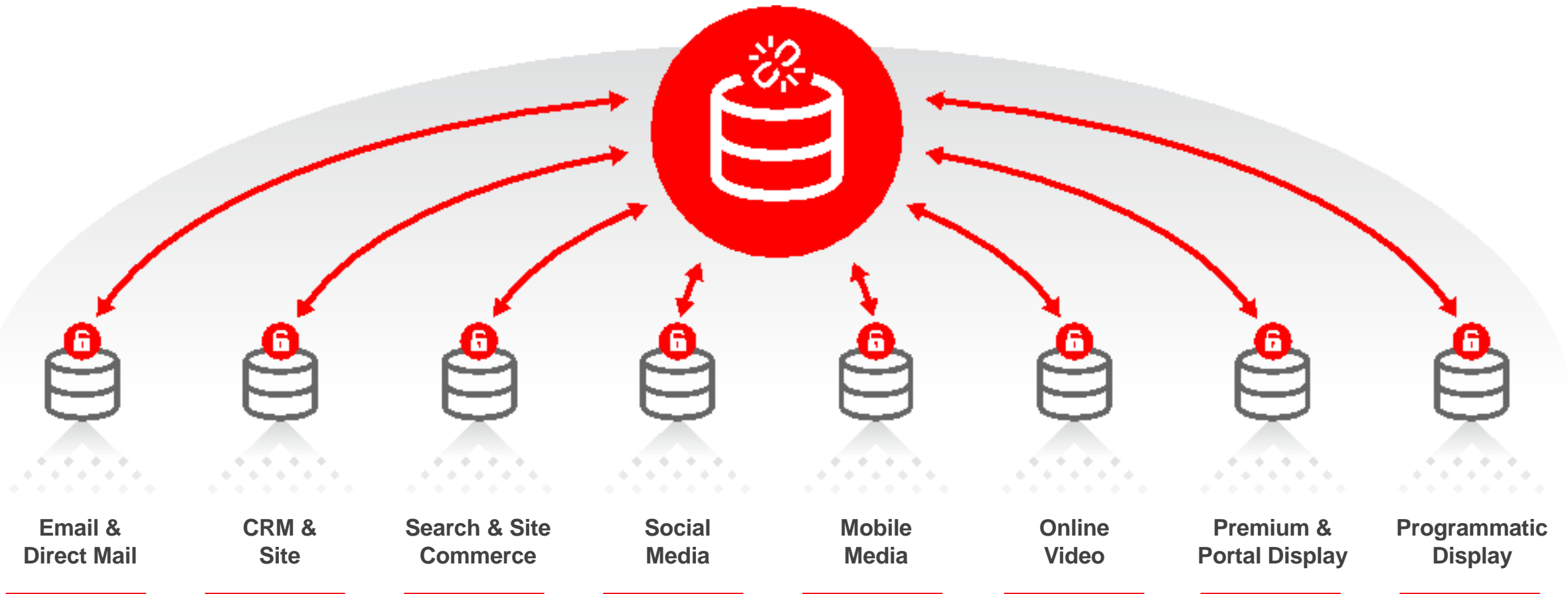
**Email** Responsys, Eloqua



**Search** Google AdWords

# Fragmentation Solved By “Data Unchained”

True cross-channel data activation can occur when data is separated from execution



# Get the Largest, Pre-Integrated Reach into Marketing Ecosystem

Leverage hundreds of media and ad partners to reach the right customers across your paid, owned and earned media assets

## Build Your Audience Profile



BlueKai Data Management Platform and Data Marketplace

## Tap Into Ecosystem

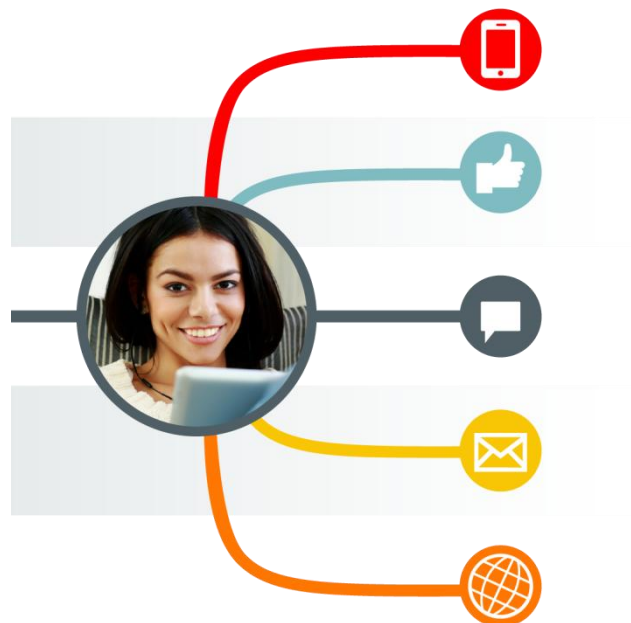


- 200+ Pre-integrated Media and Ad Partners
- 300 More Via Google and AppNexus Integrations

## Reach Your Best Customers Across Channels

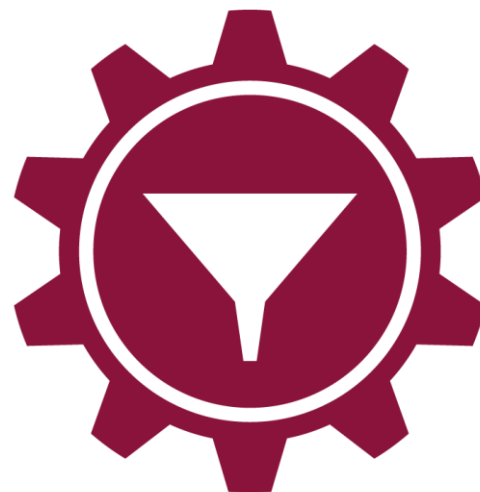


# Key Use Cases to Improve Execution Across Oracle Marketing Cloud



## Oracle Cross-Channel Marketing

Analyze segment and data attributes of known customers in your Cross-Channel Solutions (Responsys or Eloqua)



## Oracle DMP

Create look-alike model in DMP with anonymous 3<sup>rd</sup> party data to create audience to target new customers



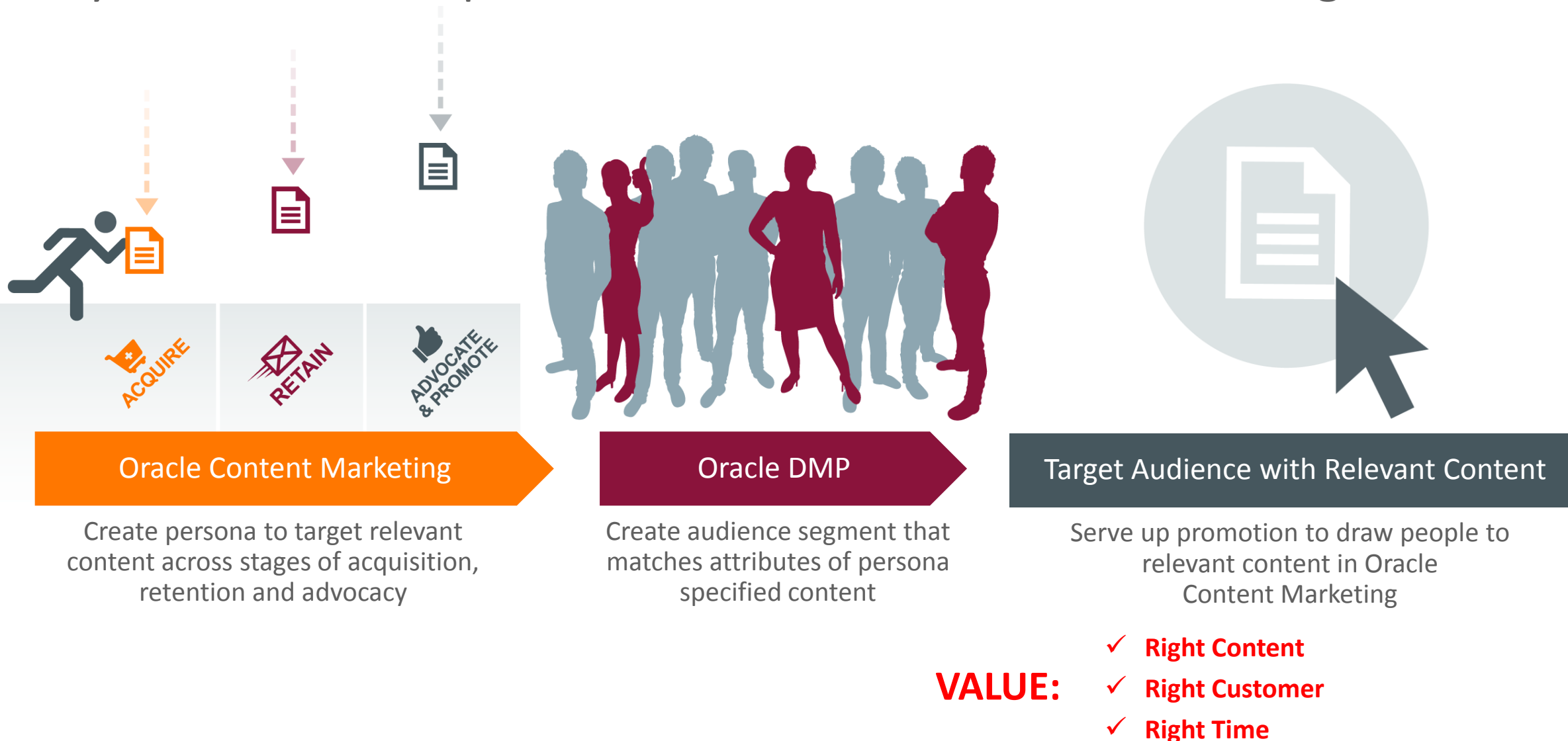
## Execute

Orchestrate campaign through display ad partners to drive new business

**VALUE:**

- ✓ Improve Conversion Rates
- ✓ Avoid Wasted Ad Impressions

# Key Use Cases to Improve Execution Across Oracle Marketing Cloud



# Key Use Cases to Improve Execution Across Oracle Marketing Cloud



## Oracle Social Marketing

Listen to key customer sentiments to identify ideal customers and advocates



## Oracle DMP

Create audience with similar behaviors and attributes



## Target Via Paid Social Channels

With turnkey integration, activate data on paid Facebook or target with sponsored tweets

**VALUE:** ✓ Tie social insights to real conversion revenue



# The Business Value of Data Management

## Customer-Centricity



**Deliver the right message  
to the right customer,**

Helping boost conversion  
rates and eliminate wasted  
ad impressions

## Marketing Simplicity



**Reduce cost of data  
acquisition**

**Optimize your data  
investments**  
by centralizing them  
on one platform

## Enterprise Ready



**Avoid pricey, custom data  
integrations**

**Leverage Scale**

More than 20 billion data  
events processed per day

# Data Activation Means Real Customer Results

Measurable ROI across all your marketing channels



## 1 of Top 5 US Retailers

- DMP campaigns perform **4x** better than display
- ROAS the highest performing digital effort over search
- Investment in digital media up **6x** over 2 years



## 1 of Top 2 Global Software Brands

- Average **434%** lift in revenue following DMP integration
- Average **630%** lift in ROAS following DMP integration



## 2 of the Top 4 US Wireless Telco's

- **200%** increase in conversion through site optimization
- **\$1.5mm** in media efficiencies through suppression
- **6x** lift in performance using Native Facebook ads



## Leading CPG Marketer

- Increased display ROI by **36%**



## Leading Travel Marketer

- Decreased cost per booking by **40%**



## Leading Auto Marketer

- Increased CTR by **61%**



## Leading Retail Marketer

- Increased ROAS by **5x**



## Leading Education Marketer

- Lowered CPA by **48%**



## Leading Financial Services Marketer

- Increased direction sales by **200%**

# Major Telecommunication Company Challenge: Maximize Ad Efficiency Across Marketing Channels



## Business Challenges

### Increased Acquisition Challenges

Increased competition and lengthening sales cycles (two year contracts) lowered overall conversion rates

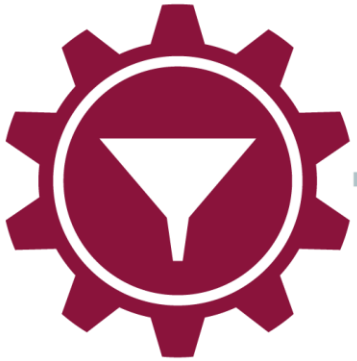
### How to Optimize Existing Budget

New products sales— such as tablets – began to slow in growth, creating need for marketing team to hold current budget

### Disparate Data Created Retention Challenges

With no way to centralize marketing data, telco couldn't always target the right customer with the right message

# Major Telco Increased Ad Efficiency and Conversion Rates



## Unifies Marketing Data with Oracle DMP

- Online and offline CRM (1<sup>st</sup> party)
- Pre-integrated 3<sup>rd</sup> party data



## Creates relevant audiences in DMP to target right customers for new business

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



## Executes more efficient display ad through DMP partners

## RESULTS

**\$1.5 Million**

in Savings

**200%**

Increase in Conversions

Thank You

**ORACLE®**

---

**MARKETING  
CLOUD**