MODERN MARKETING EXPERIENCE

Presented by

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Intro to DaaS for Marketers

MARKETING

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Oracle Marketing Cloud & Oracle Data Cloud
April 28th, 2016

@OracleDataCloud #MME15

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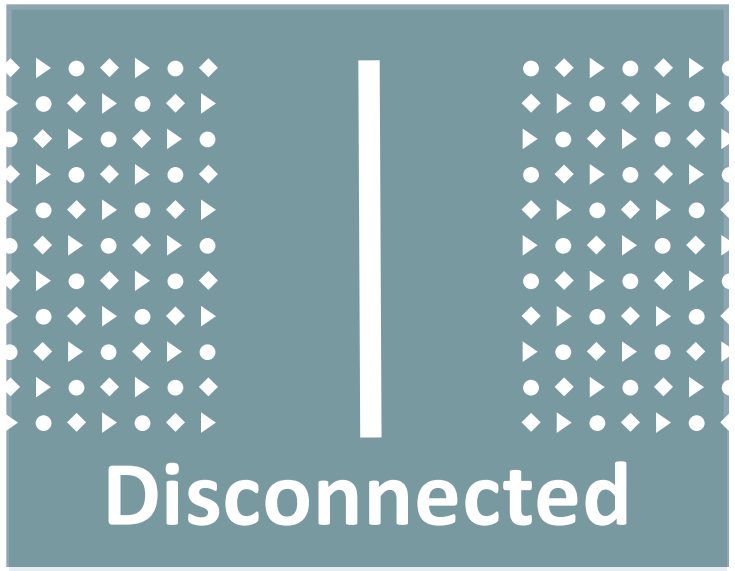
Marketing challenges of big data

- Accuracy
- Overlap
- Known + anonymous



- CRM
- Online
- Media

- Open web
- Closed web
- Cross devices

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Oracle's **Tech Strategy**

Platform
as a Service

"PaaS"

- Java
- Developer
- Mobile, Messaging, Documents, Analytics
- Database
- Database Backup

Infrastructure
as a Service

"IaaS"

- Exadata
- Exalogic
- Exalytics
- Big Data Appliance
- SuperCluster Hardware

Software
as a Service

"SaaS"

- Customer Experience (CX) Cloud
- Human Capital Management (HCM) Cloud
- Supply Chain Management (SCM) Cloud
- Enterprise Resource Planning (ERP) Cloud
- Enterprise Performance Management (EPM) Cloud

Data
as a Service

"DaaS"

Oracle Data Cloud

- Targeting
- Measurement & Optimization
- Data Enhancement
- Services

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So what?

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Behavioral Data	Social Data	Purchase Data
What Consumers Do	What Consumers Say	What Consumers Buy

Oracle ID-Graph

Target	Personalize	Measure

Oracle Commerce Cloud | Oracle Social Cloud | Oracle Marketing Cloud | Oracle Sales Cloud | Oracle Service Cloud

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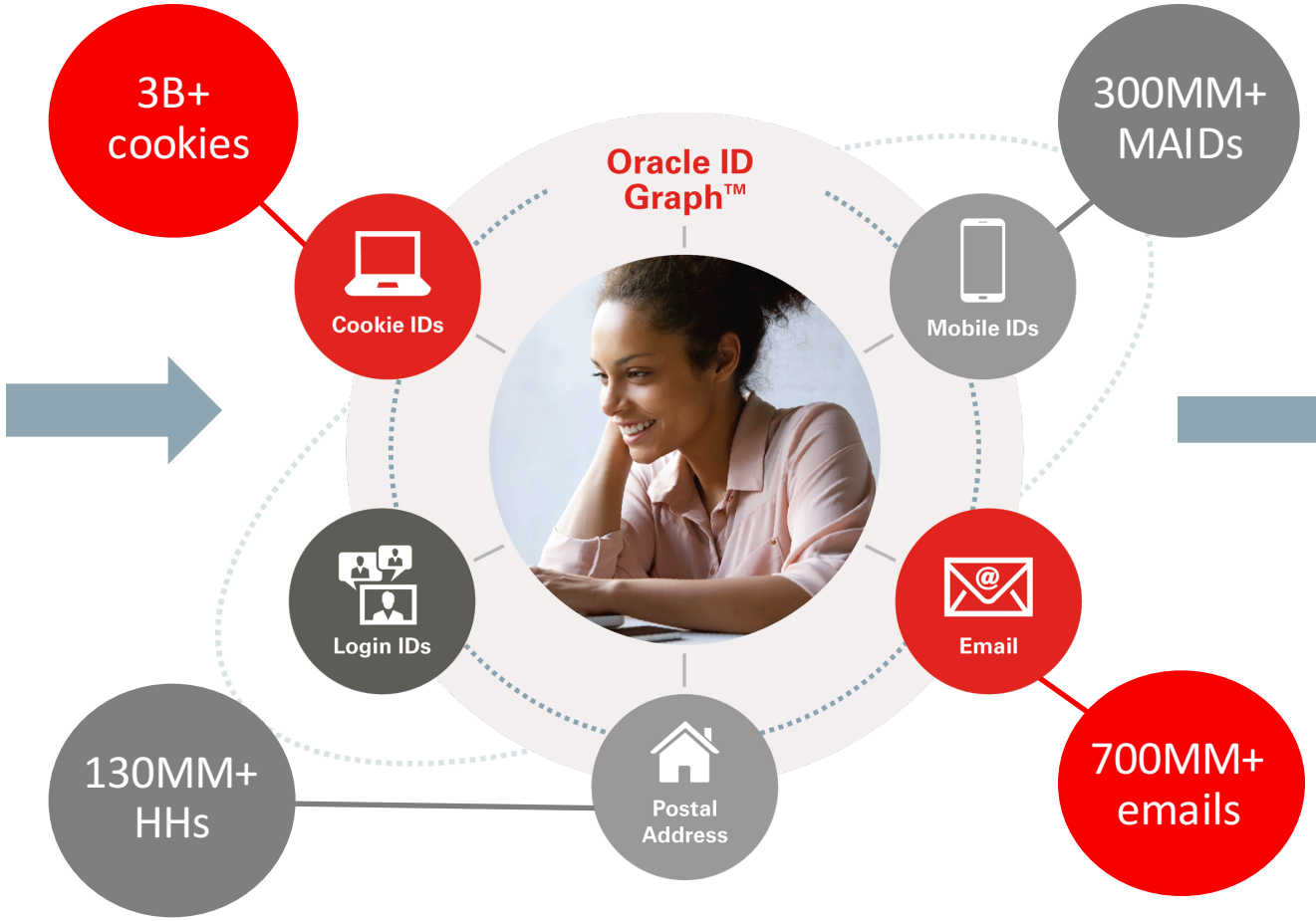
Oracle Data Cloud Value Chain

The Leading Global Data In One Partner

- **$3T** Transaction data
- **1,500** Data providers
- **15mm** Websites
- **3 Billion** User profiles



200 Direct Digital Media Integrations

facebook

Aol.

Google

PANDORA

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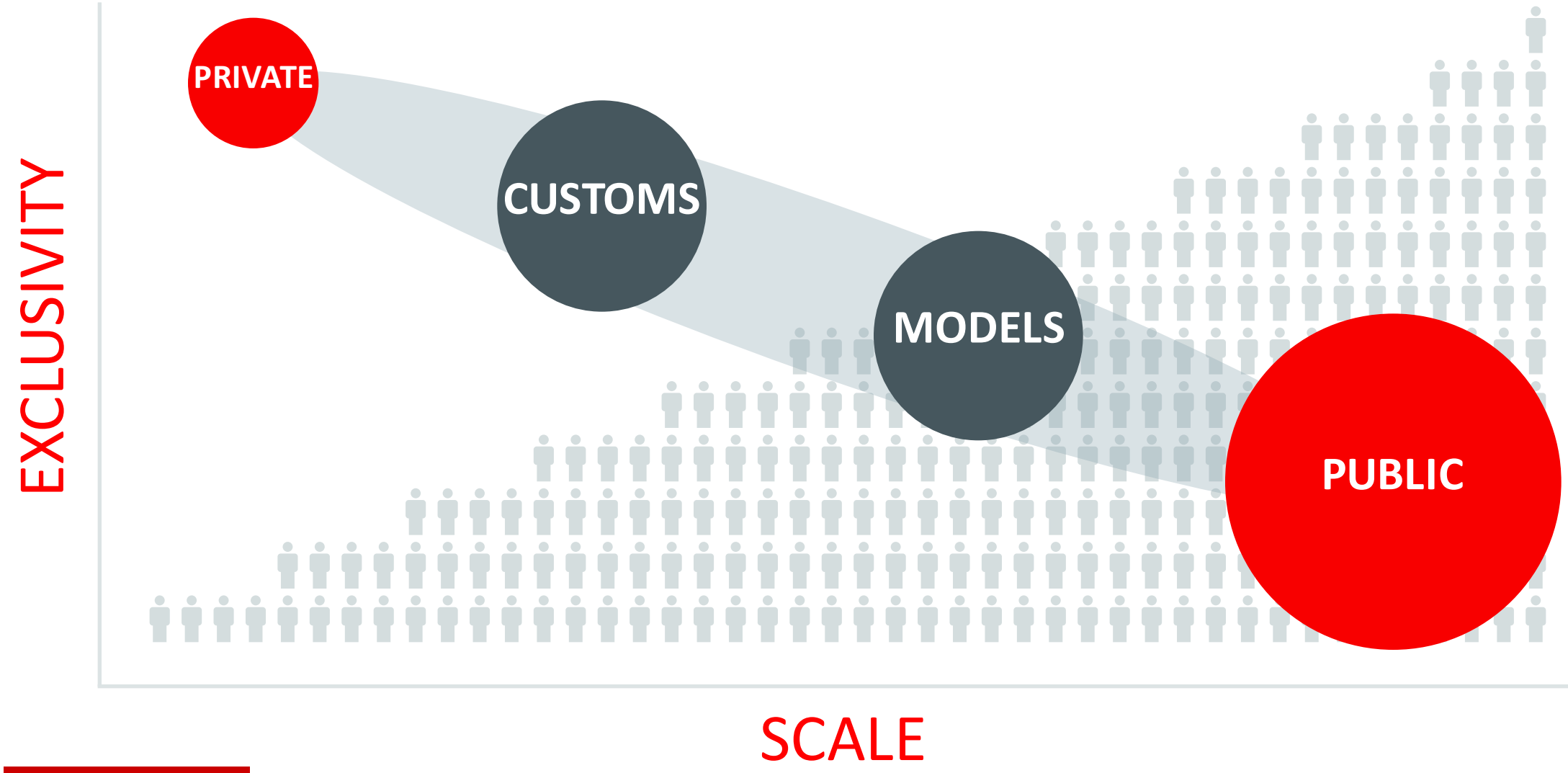
What is the problem DaaS aims to solve?



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What is the problem DaaS aims to solve?

Increase Response With Enhanced Personalization

Optimize New Subscriber Acquisition

Mitigate Deliverability Risk

Dynamic Enrichment

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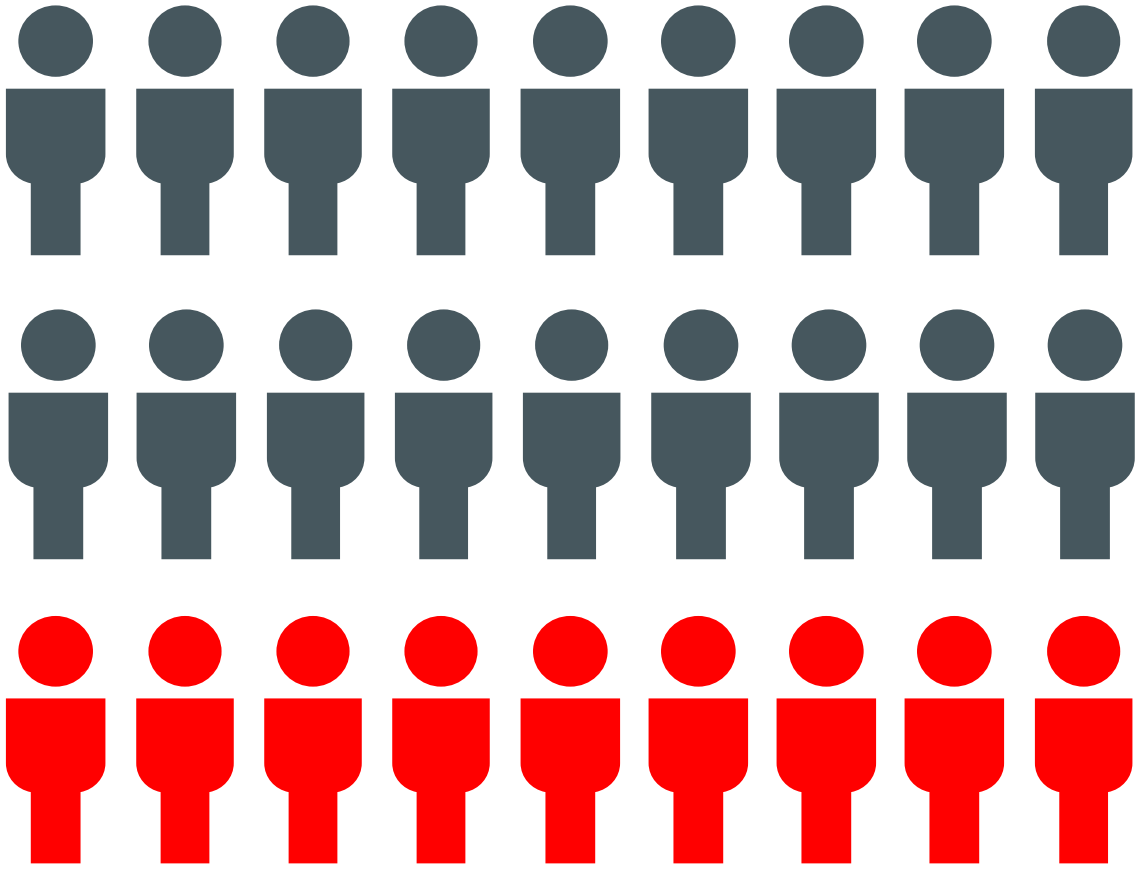
What is the problem DaaS aims to solve?



Audience Verification

Offline Sales Lift

Measurement

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The Oracle ID Graph™

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Oracle Data Cloud: product development themes

Cross-Device Measurement

Say, Do, Buy (and Go)

TV Analytics + Measurement

Mobile App Focus (id, data)

Beyond B2B Demographics

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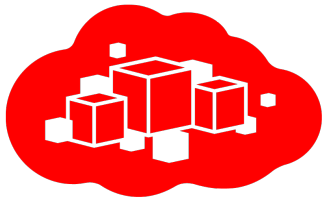
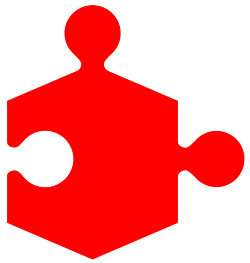
DaaS + Oracle Marketing Cloud

Data accuracy, addressability, scale



Partner Integrations



Embedded Apps

ID Graph

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Summary

- Data has inherent value; **Data as a Service** (decoupled from applications), is a new way to connect the growing world of business applications
- Data can **unify customer and audience intelligence**
- Data delivers a **consistent experience** across channel
- **ID graph** is the key to a winning DaaS strategy

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DMP 101

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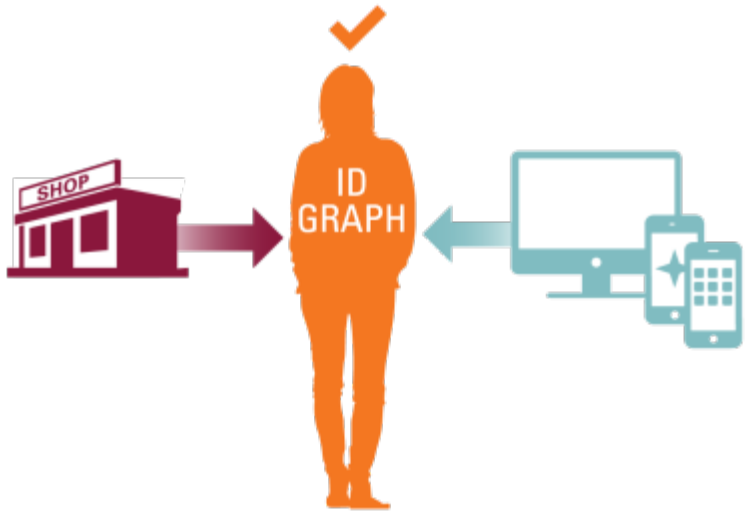
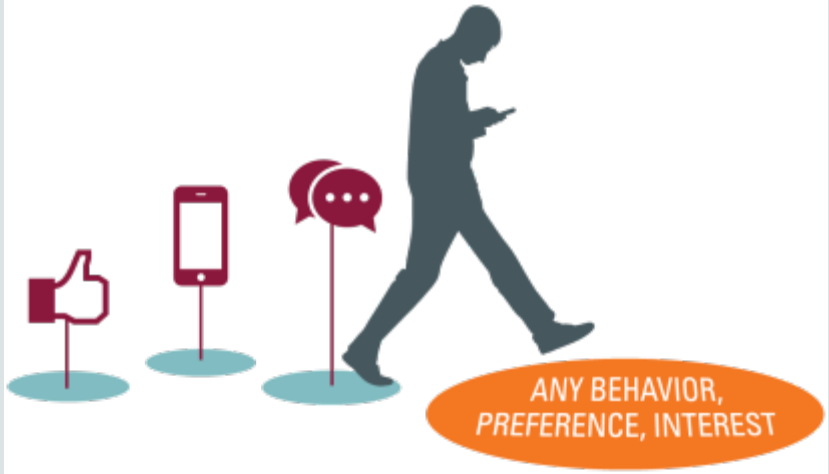
Vision for the Oracle Marketing Cloud



Connect Online and Offline Interactions to One Customer

Bridge Anonymous and Known Marketing



Create Adaptive Marketing with Behavior-Based Orchestration

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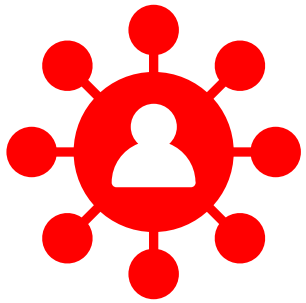
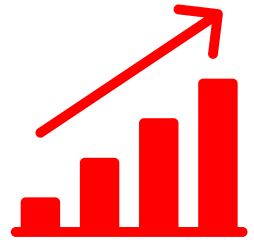
Five pillars of extracting advantage from your data





Data In	ID Graph	Profile Augmentation	Activation	Measurement

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What is a DMP?: **Data Ingest**

Deployment Ease

- Get started fast
- Maintain control
- Operational workflow

Flexible Audience Creation

- Capture variables such as SKUs, price points, model #s
- 3rd-party Marketplace

On the Fly Onboard

- Ingest data <24 hrs

In a nutshell

Ask about onboarding data from multiple sources, linking to hashed personally identifiable information (PII)/email, and true on the fly data onboarding and transfer.

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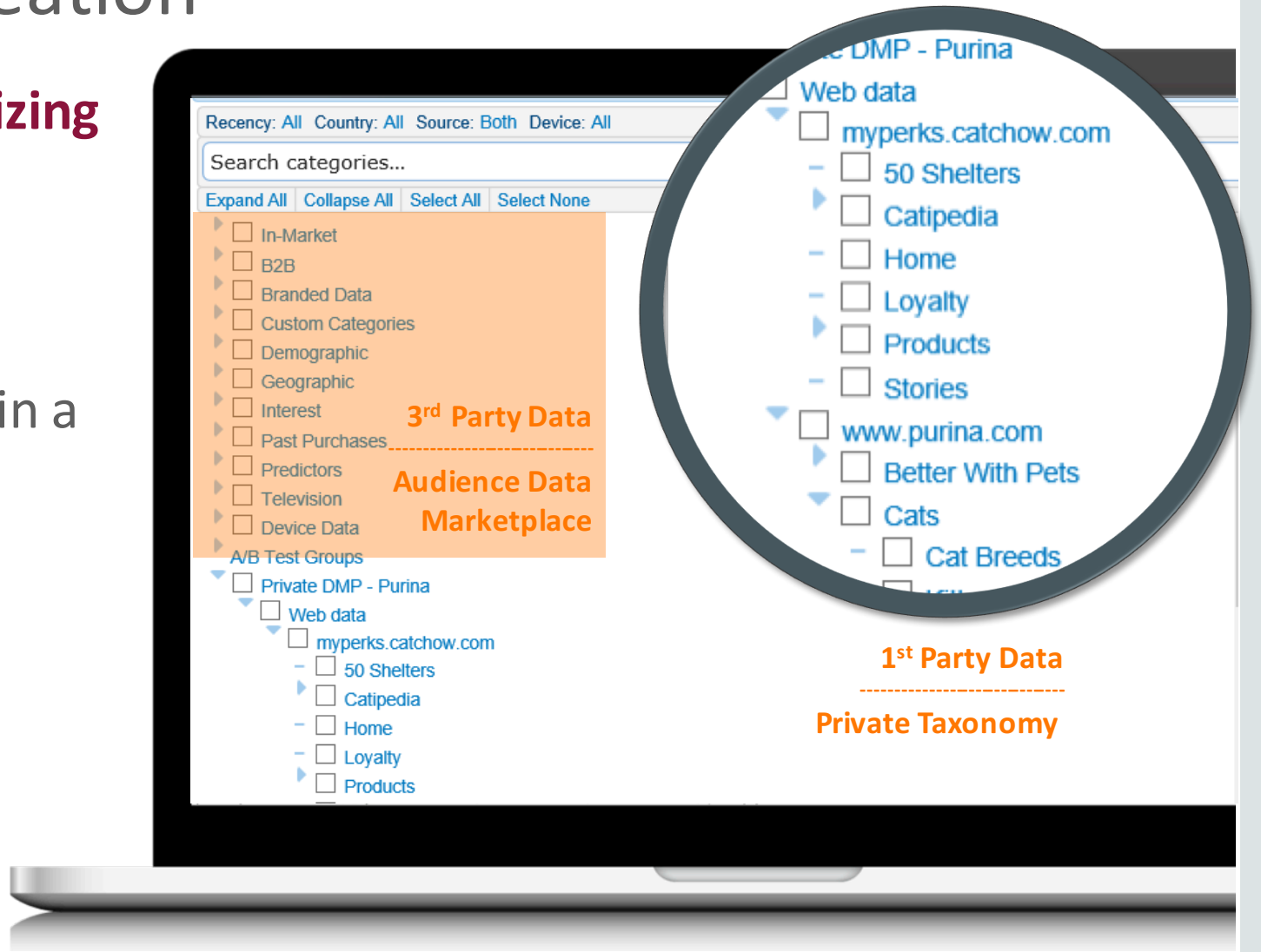
Full Service Taxonomy Creation

A taxonomy is a structure for organizing information:

- Users are classified into segment categories
- Segment categories are organized in a hierarchical structure
- Ability to create flexible categories based on historical data



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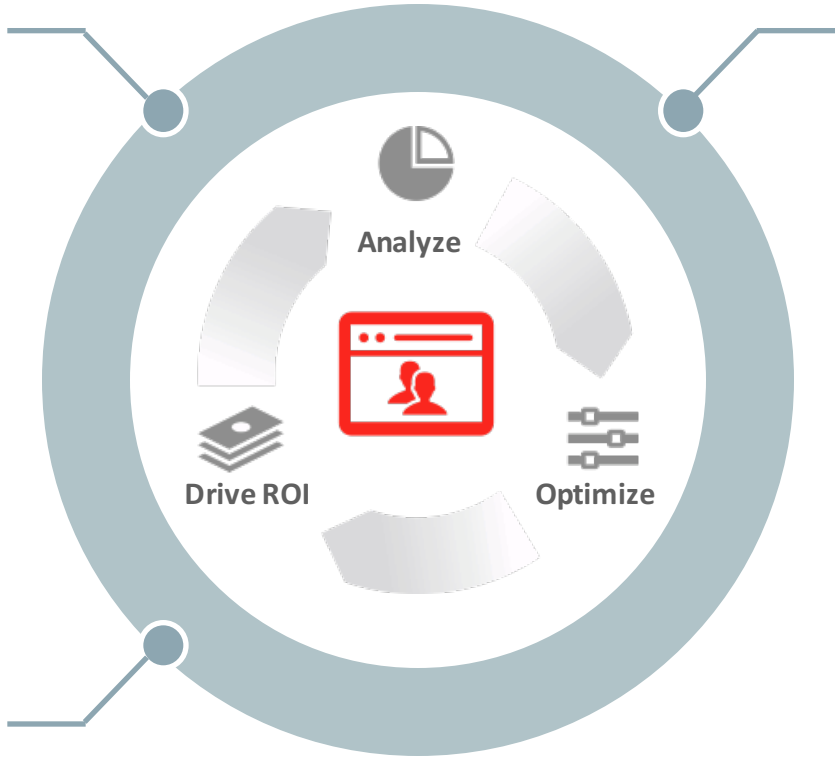
What is a DMP?: **Add Meaning**

Classification

- Prescriptive
- Categorical
- Historical
- Keyword

Audience Analytics

- Media data
- Insights reporting
- Attribution



Look-Alike Modeling

- Owned technology
- Best-of-breed partners

In a nutshell

Ask about breadth and depth of data for analytics and modeling

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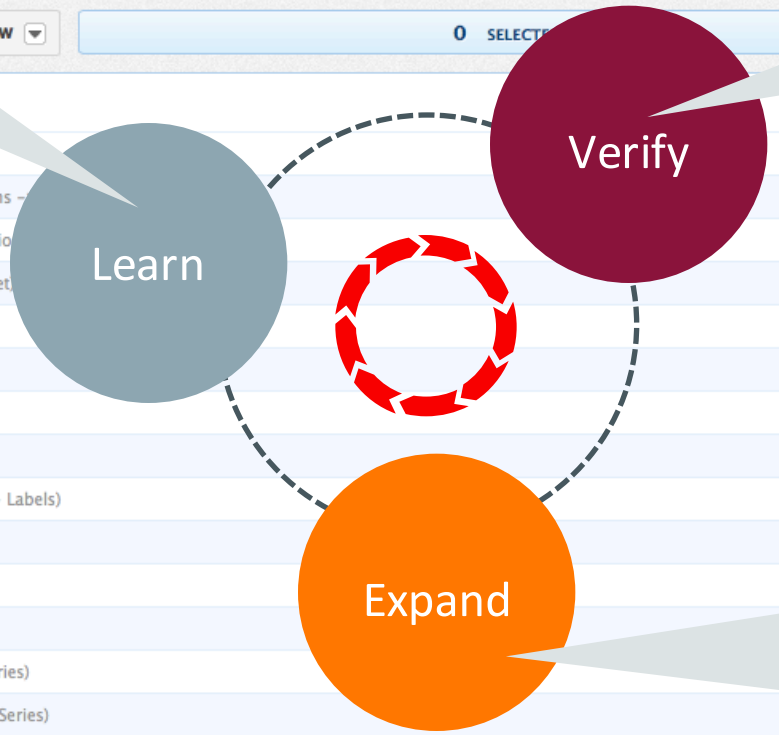
Audience for Verification & Expanded Reach

Funnel Analysis Report

Understand more about an converting audience

Audience Profile

Verify you are reaching the right audience



Audience Discovery

Expand your core audience

Data from the last 30 days.

			VISITORS	VOLUME	CPM	INDEX
851	RX-8	(In-Market -> Autos -> Makes & Models -> Mazda)	3,400	16,800	$1.80	94
8985	Wildwood	(In-Market -> Travel -> Hotels & Lodging -> Locations	3,000	17,400	$1.21	80
5620	Jacksonville	(In-Market -> Travel -> Hotels & Lodging -> Locatio	4,200	31,800	$1.21	61
3663	TrailBlazer	(In-Market -> Autos -> Makes & Models -> Chevrolet)	3,800	31,600	$1.80	56
552	Avenger	(In-Market -> Autos -> Makes & Models -> Dodge)	3,200	26,800	$1.80	55
160172	GBA	(Interest -> Video Games -> Systems -> Vintage/Retro)	32,800	282,000	$1.19	54
62729	Tahoe	(Interest -> Autos -> Makes & Models -> Chevrolet)	13,800	121,400	$1.19	53
43882	Automotive Parts & Accessories	(Past Purchases -> Retail)				52
6088	Adidas	(In-Market -> Retail -> Clothing, Shoes & Accessories -> Labels)				52
487	Cobalt	(In-Market -> Autos -> Makes & Models -> Chevrolet)	4,000	35,800	$1.80	52
2152	7-Series	(In-Market -> Autos -> Makes & Models -> BMW)				51
4553	G6	(In-Market -> Autos -> Makes & Models -> Pontiac)				49
3634	G35	(In-Market -> Autos -> Makes & Models -> Infiniti -> G-Series)				48
62744	Superduty	(Interest -> Autos -> Makes & Models -> Ford -> F-Series)	4,800	48,800	$1.19	46

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What is a DMP?: **Data Activation**

Open Platform

- Open-Web
- Closed-Web
- 3rd-party bandwidth

Data Unchained

- Cross-channel
- Cross-device

In a nutshell

Ask about the true scale of activation–not only multiple partners and channels but also deep integrations with strong overlap and coverage

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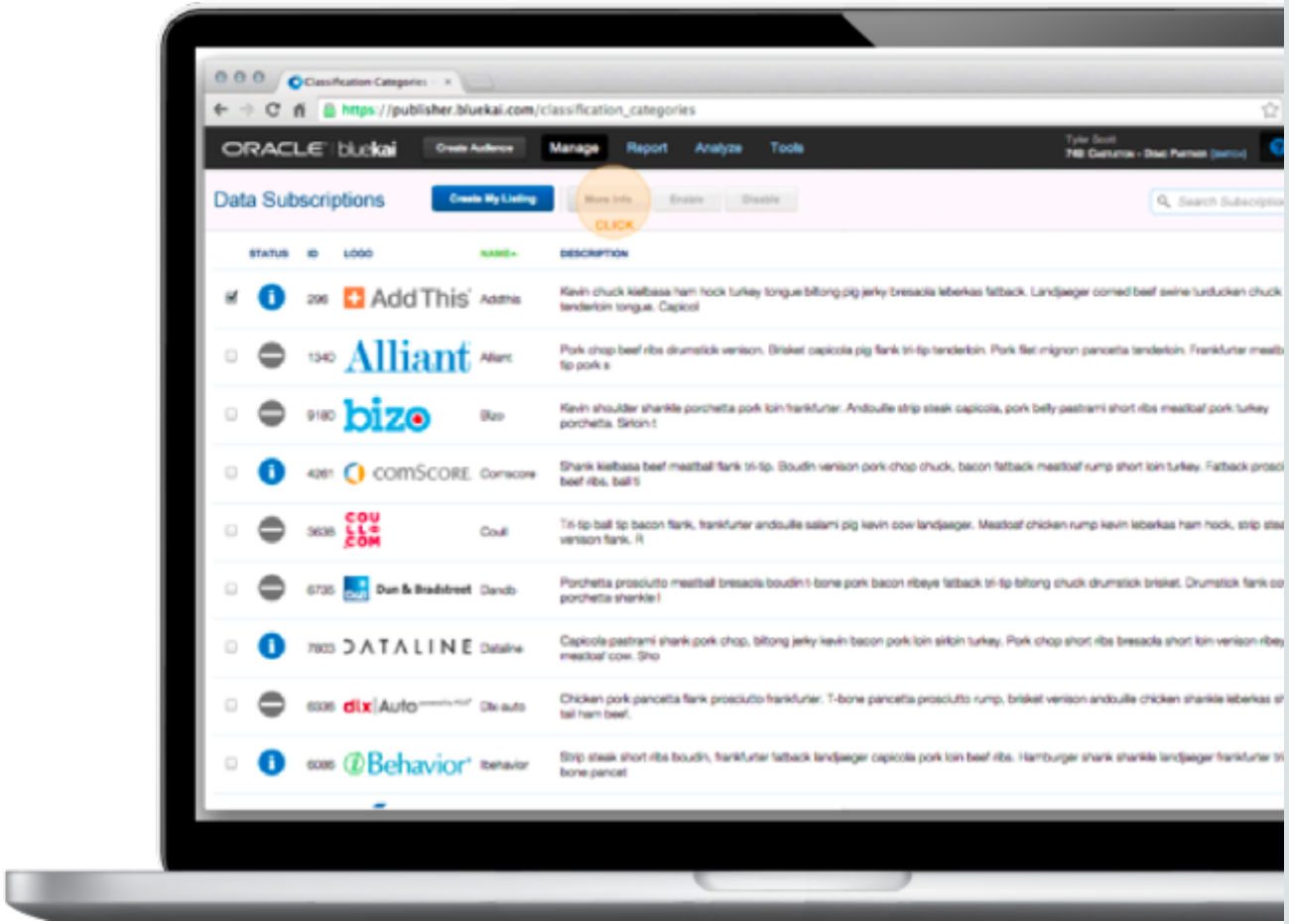
Sharing data: 2nd party listings

"Classifieds" of Second Party Data

- Exposure tool that facilitates discovery of 2nd party relationships between Marketers, Publishers, and Data Providers
- Centralized location for viewing 2nd party assets and establishing direct relationships



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What a DMP Is **NOT**

- **Demand-side platform (DSP):** DMPs can be media agnostic
- **A tag manager:** DMPs can also ingest server-to-server data
- **An analytics and data warehouse:** DMPs activate data
- **A closed ecosystem:** DMPs free your data
- **Just for cookies:** DMPs manage identity and data across channels
- **Just infrastructure:** DMPs are central to your marketing team
- **Just software:** DMPs should provide marketing intelligence

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Why Do I Need a DMP?

Manage

multiple online campaigns across different ad networks, exchanges, and publishers

Control

over data assets, maximize segmentation, prevent leakage, and monitor partner usage

Enhance

niche-targeting, messaging capabilities, and scalability

Improve

response rates, conversion, and brand recognition

Efficiency

advertising costs and improve overall ROI

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Re-engage Users to Drive More Retention Revenue

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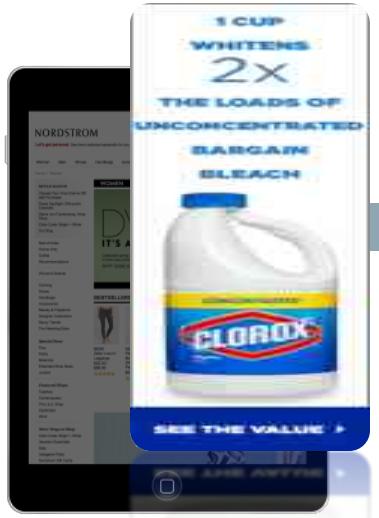


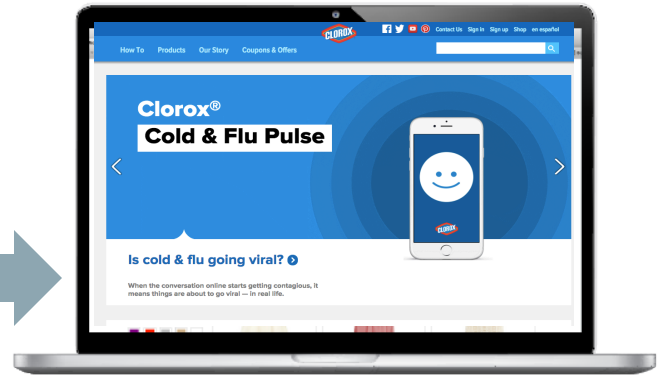
Diversify message with display ad

Deliver brand message on social networks

Clicks on the ad

Drives Conversion

Clicks on the ad



Fills the funnel

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