



Oracle Unity

Enterprise Customer Data Platform (CDP)

Abbas Makhdum

Global Director of Product Marketing, Data & AI

Oracle Advertising and CX

July 15th, 2021



Agenda

1. Market trends
2. Oracle's vision and strategy
3. Oracle Unity - Customer Data Platform (CDP)
4. Interactive demo
5. Top 5 things you need in a CDP
6. Implementation process



The Disconnect



We are in the age of experience

Customers decide how and when they engage with a brand



There's been a rapid acceleration to digital technologies.
In the US in 2020, 10 years' worth of ecommerce growth was witnessed within just three months.

Every internet minute:

760K hours

of video streamed on Netflix

208K people

are hosted on Zoom calls

\$1,100,000

dollars spent on online purchases

CUSTOMER DATA HAS BECOME MORE ABUNDANT:

“The amount of customer data doubles every two years, but 99% of new data is never used, analyzed or transformed to drive customer experience.”

MIT Technology Review

HOW WELL IT'S USED TO DRIVE EXPERIENCES HAS BECOME MORE VALUABLE:

“Data-driven organizations are **23 times** more likely to **acquire** new customers, **6 times** as likely to **retain** customers, and **19 times** as likely to be **profitable** as a result.”

McKinsey & Company

The Path to Value, 2021

It only takes
**one bad
experience** to
lose a valued
customer

6. Use and bill

Do you know
which of your products
I currently own?

5. Service and support

Seriously? You want me to
like you when you can't
even fix my product issue!

4. Store

What do you mean you don't
know about my online order?

7. Advocate

Really? Why didn't you
ever tell me that rewards
perk was available?

1. Browse

Arghh! Why do I need to repeat
what you should already know?

2. Comms

Do you even care that I've been
a paying customer for years?

3. Buy and ship

"Why doesn't this person just
know what's best for me?"



We can't anticipate every interaction

but we can become receptive and responsive and connect customer data to create a connected experience.

Customer signals are detected from:

- Back-office systems
- Behavioral
- Chat
- Commerce
- Content
- Data partners
- Demographic
- Firmographic
- Inventory
- Marketing
- Mobile
- Reviews
- Sales
- Search
- Service
- Store
- Subscriptions
- Transactional



But that's easier said than done

Companies are struggling to assimilate, organize, cleanse, derive, predict and act on customer data to reach business goals.

- **Data is old**, incomplete and disconnected
- **Real-time personalization is complex** and difficult
- **Business processes are too slow and can't scale** to connect across all customer touchpoints



The future of customer experience is about
making every customer interaction matter

Customer Data Platform

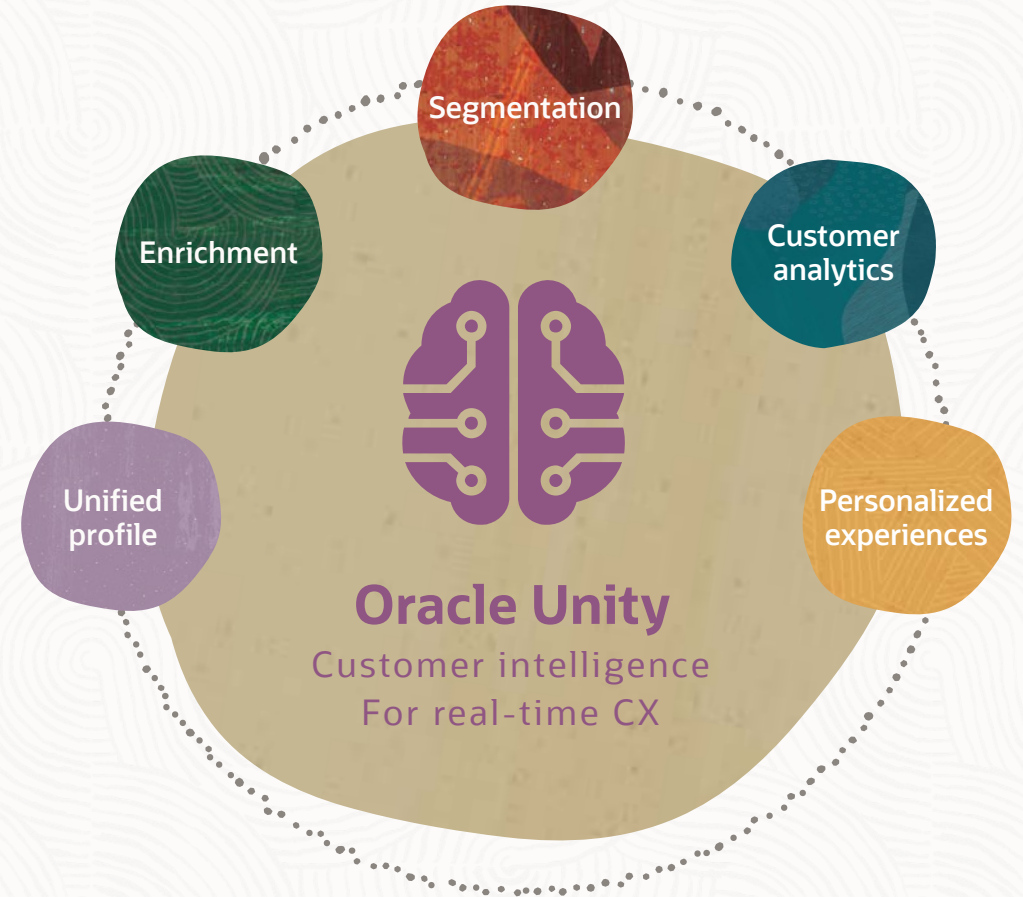
that delivers **customer intelligence**

1. Capture all relevant interactions in the customer journey into a **single customer profile**
2. **Apply AI/ML** to determine the next best experience across advertising, marketing, sales and service
3. **Activate** the customer intelligence at the point of need



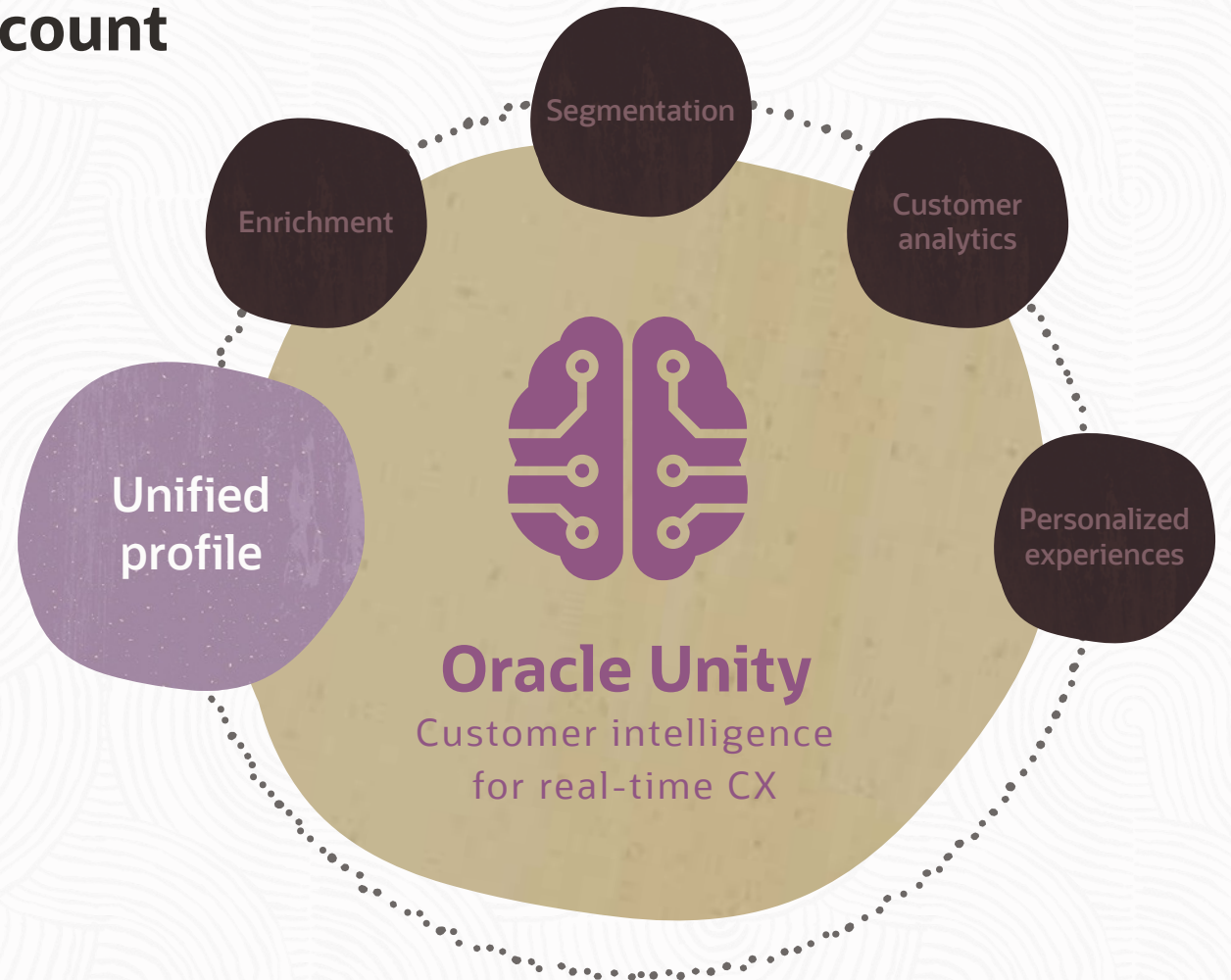
Introducing Oracle Unity

Customer Data Platform

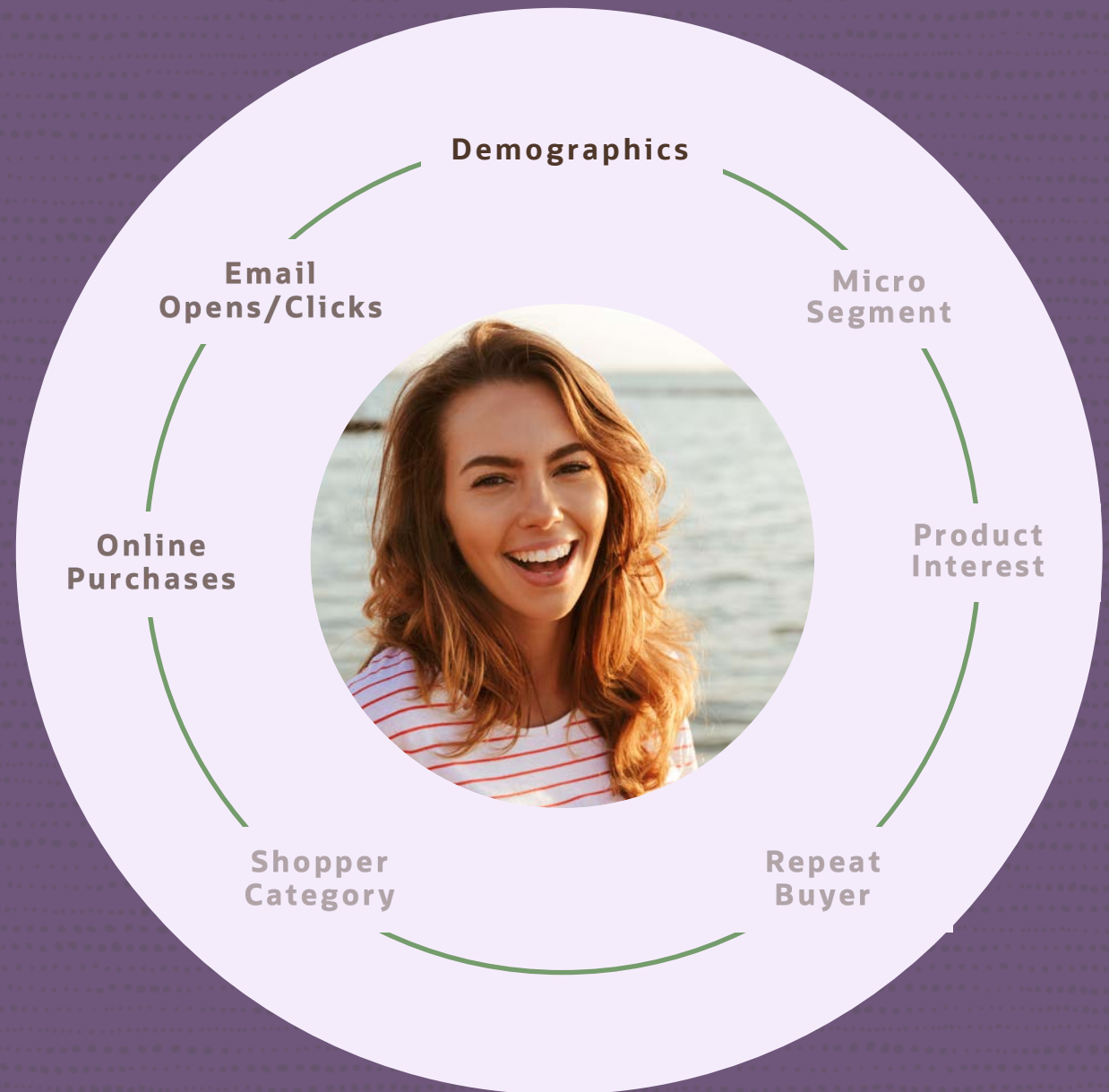


Single view of the customer and account

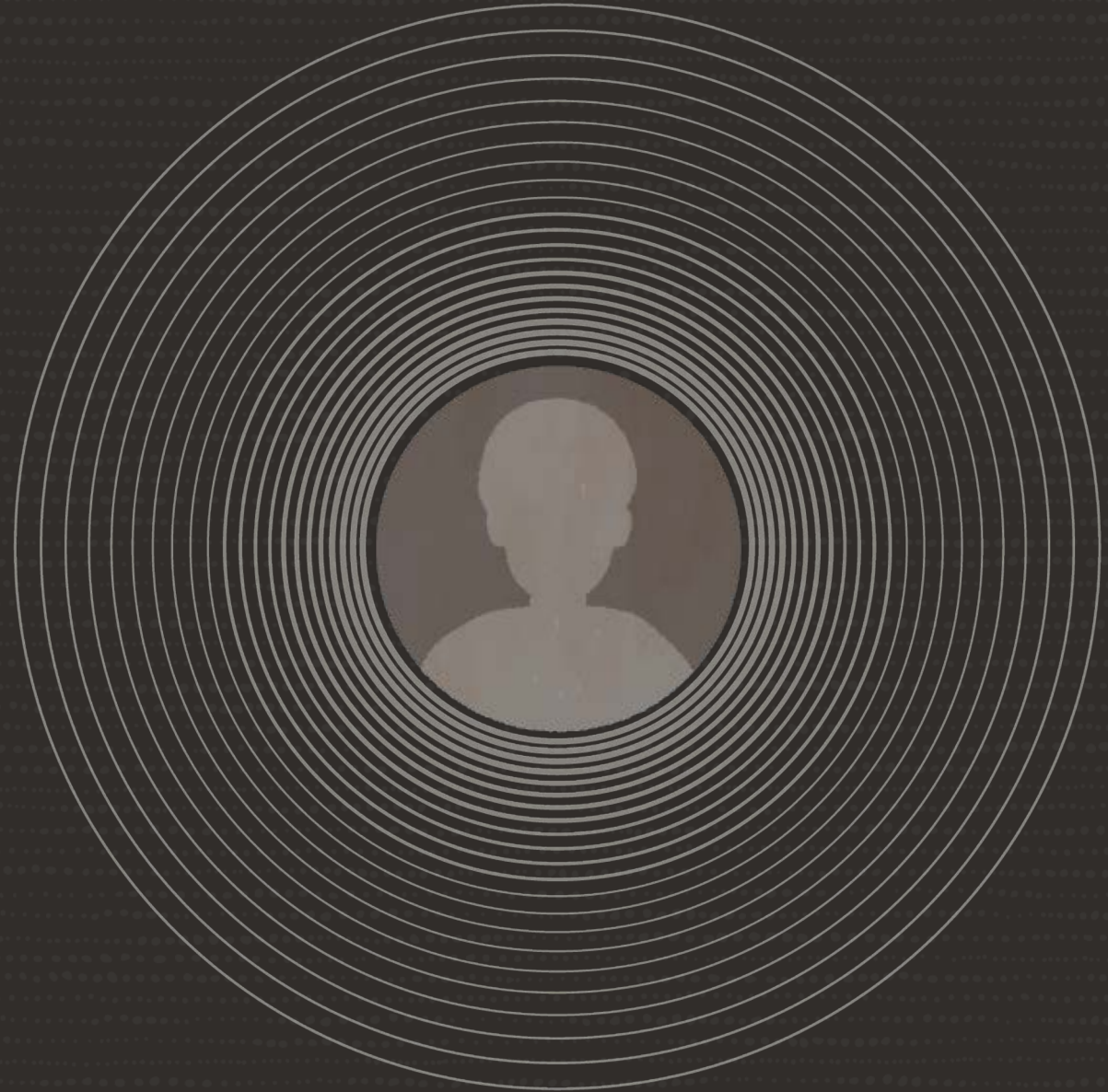
- Connect all your data sources
- Built-in identity resolution
- Enterprise data quality
- Structured industry schema
- Governance and compliance



Naomi's Basic Profile



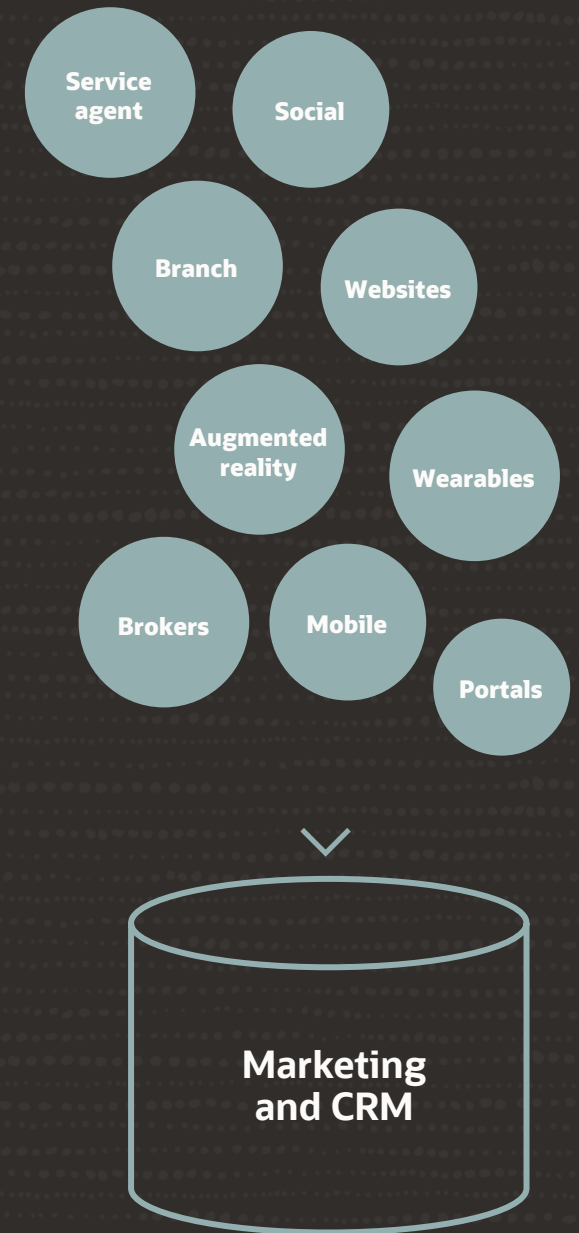
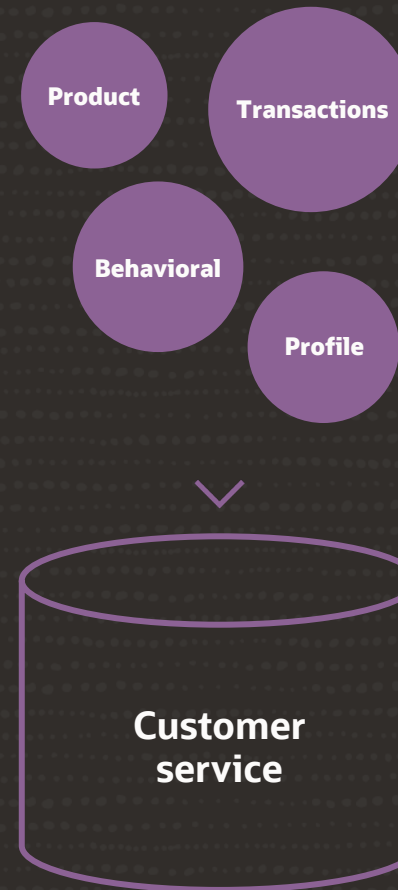
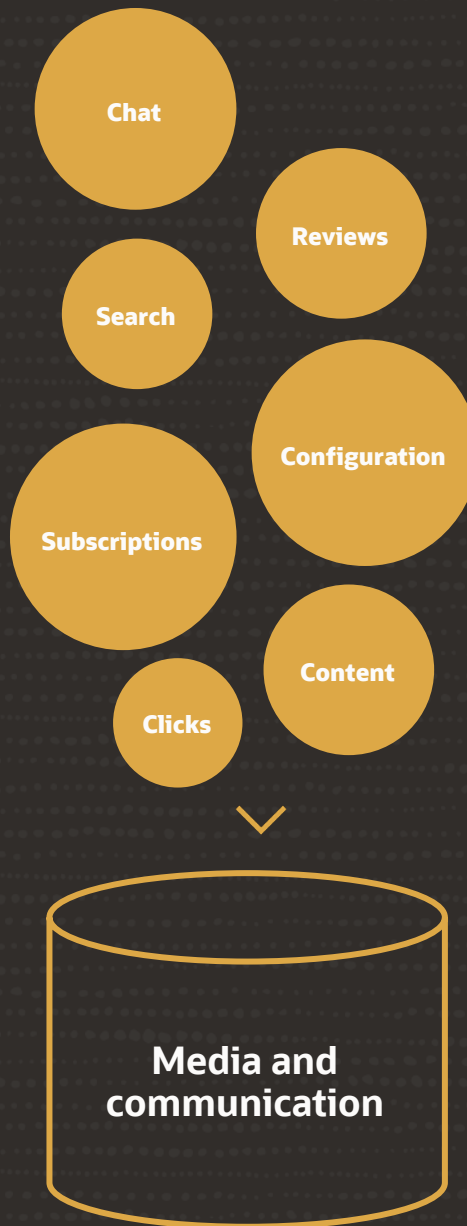
Customers
are leaving
signals



Customers are leaving **signals**



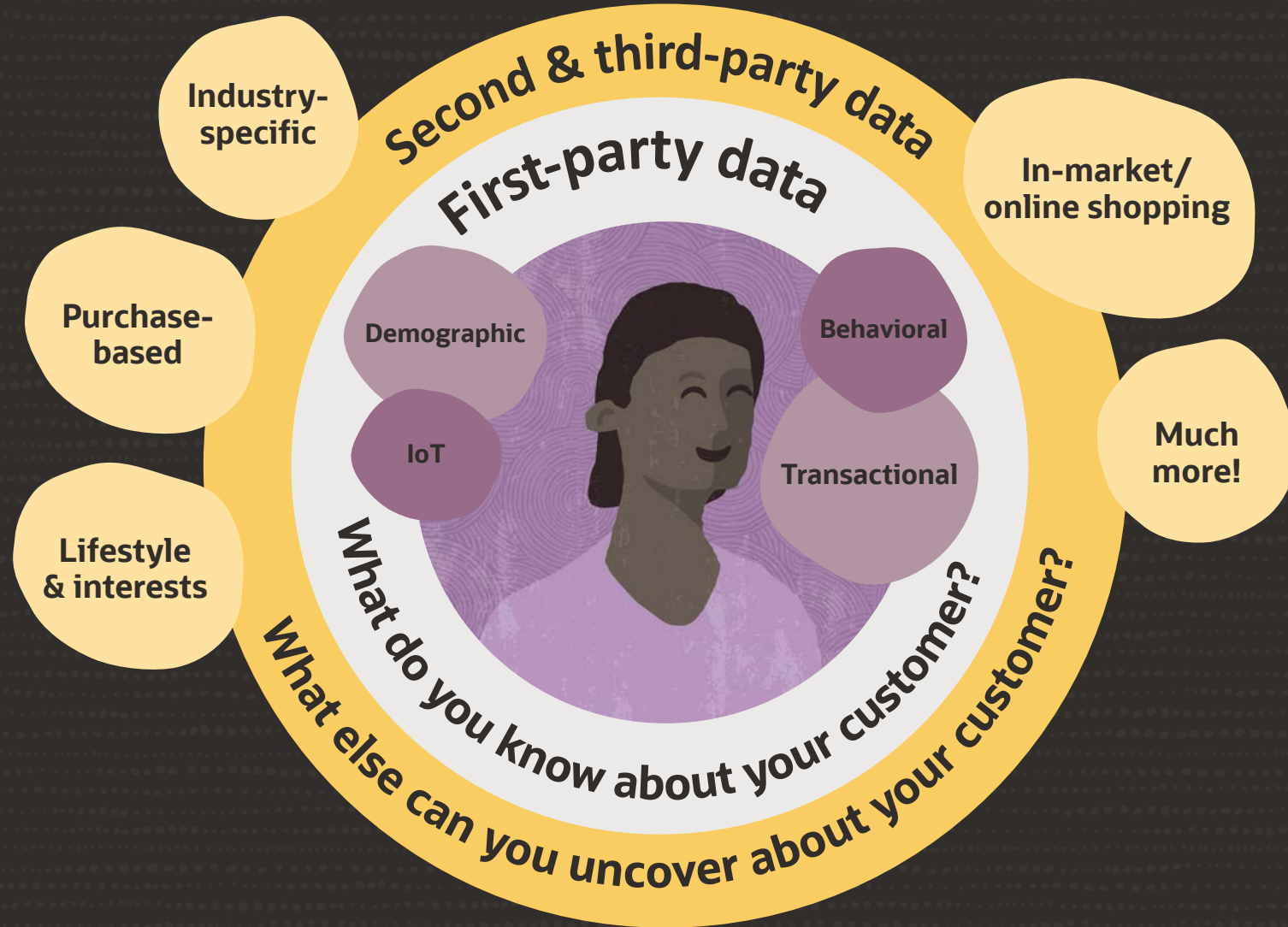
**Signals are
detected** and put
together in silos...



giving a **partial view**
of each customer



True customer understanding goes beyond demographic data



Telco Business implements CX Unity to capture customers in the buying moment

- **Challenge**

Fragmented & siloed data, lack of a complete customer profile

- **Approach**

Pivoted to instant segmentation and marketing to uncover, capture, and react to purchase intent behavior

- **Result**

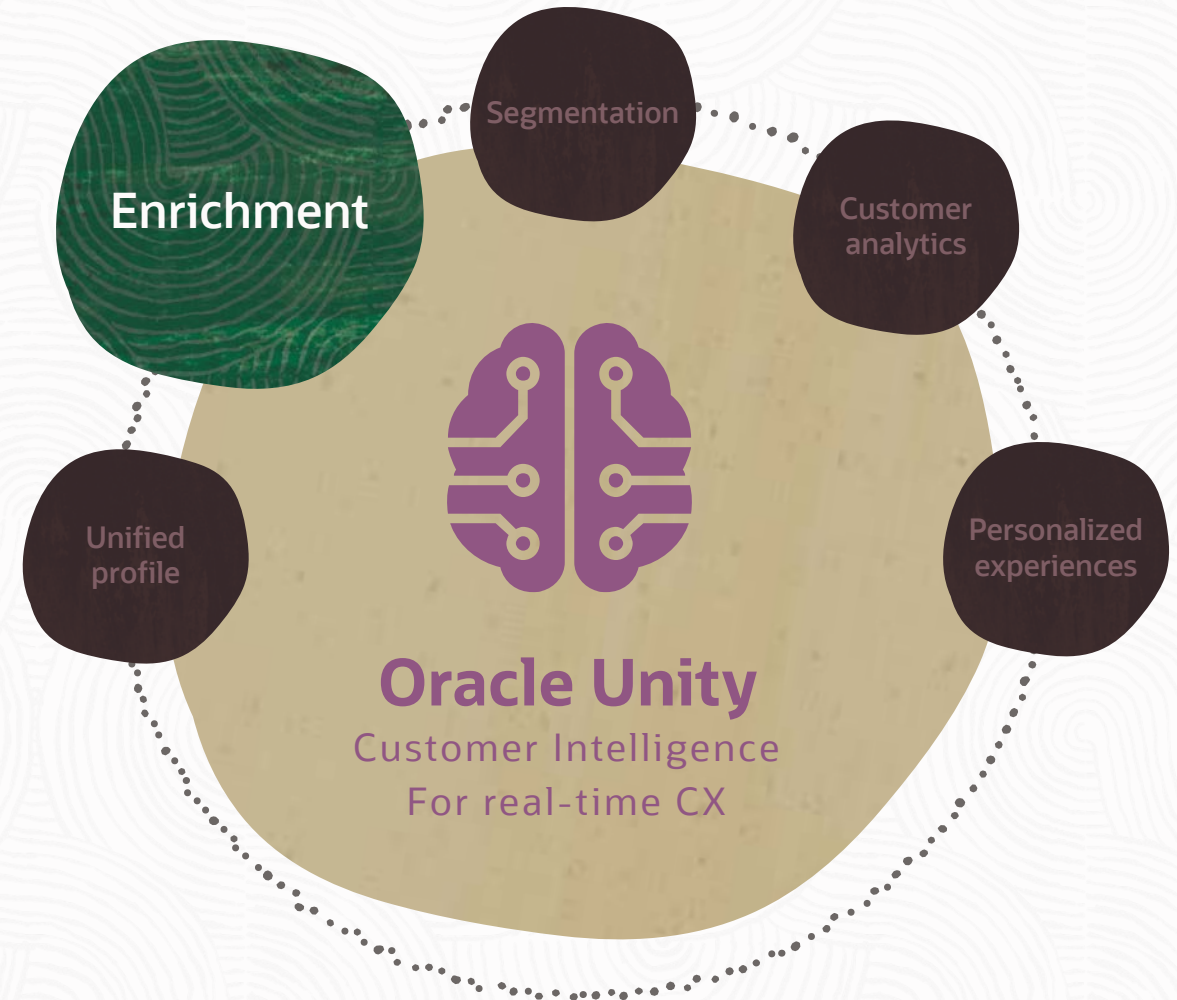
Ability to target segments never reached before & increase qualified sales opportunities

23%

1st and 3rd party data sources unified to create a complete customer profile

Real-time profile enrichment

- Pre-built enrichment (zip code)
- Connectors to 3rd party data
- Automated enrichments (LTV, Engagement, RFM)



Behavioral Attributes



**Data types used
to build
behavioral scores**

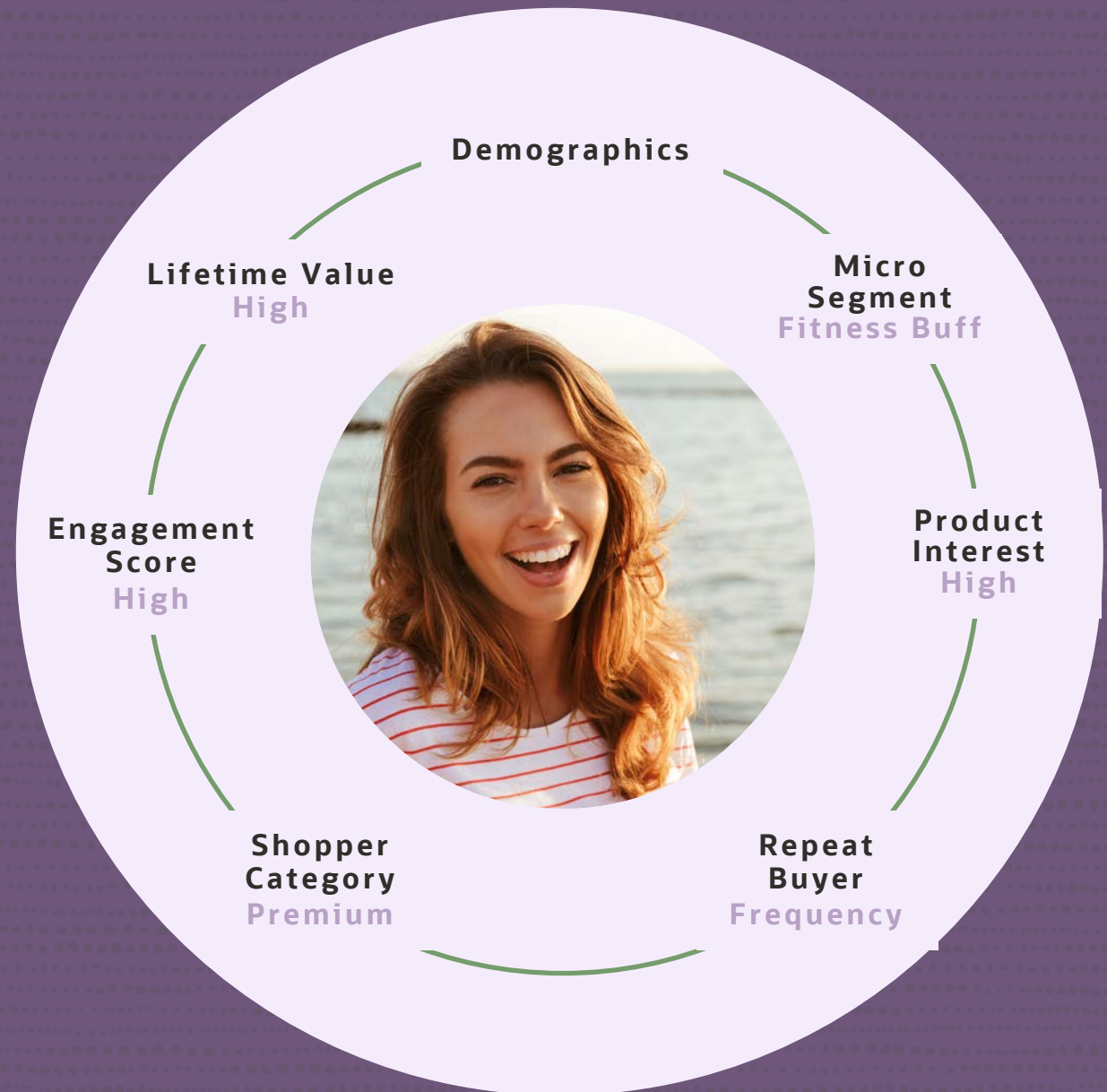
Engagement score by channel
Churn likelihood
Purchase propensity
Account Health Score
Lifetime value
Customer satisfaction score
Recency/frequency/monetization
Consistency of purchase

Profile Enrichment

Oracle Advertising

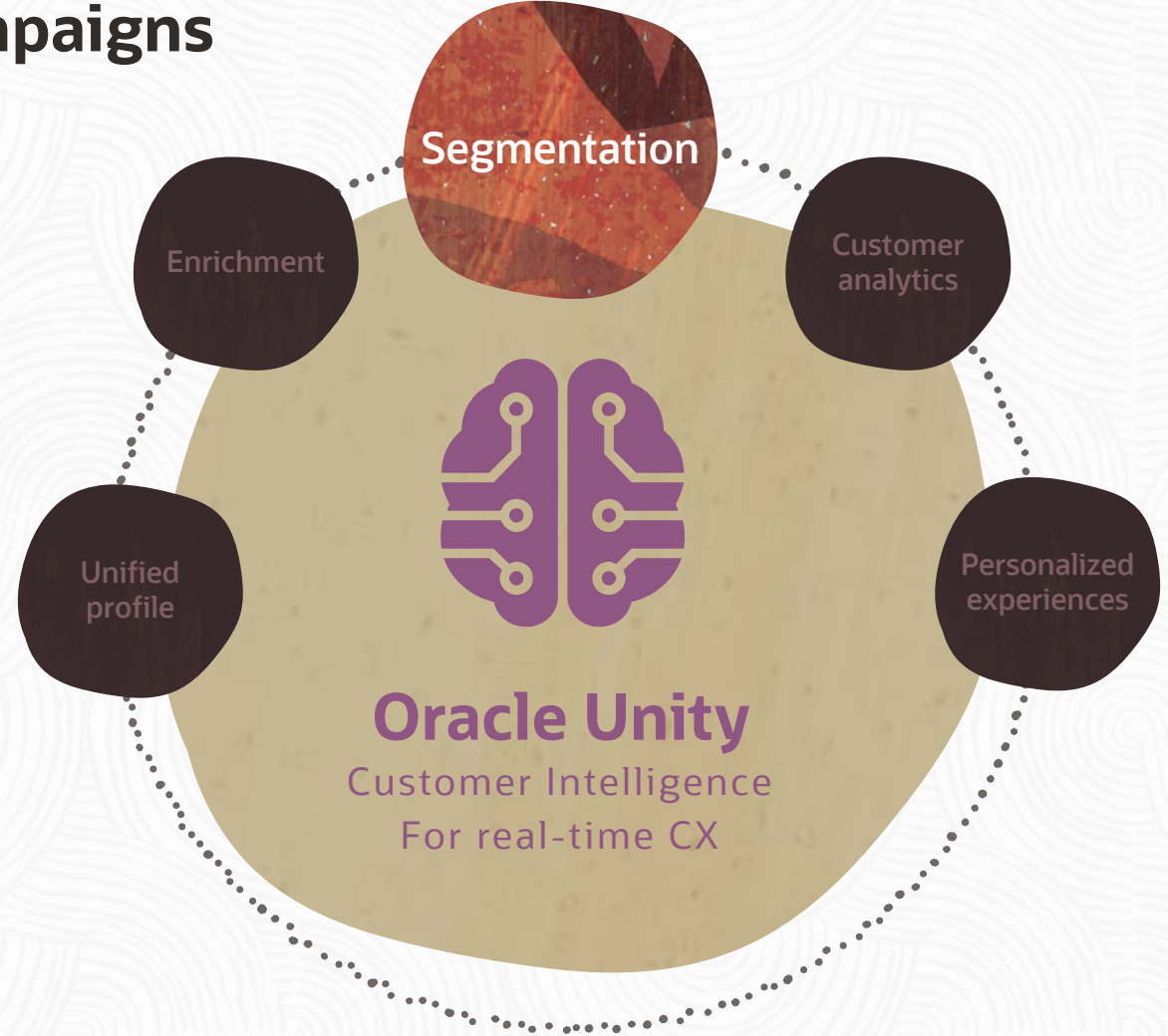
Your data
service partners

Naomi's Complete Profile



Smarter segments for effective campaigns

- Behavioral scores
(engagement, product interest)
- Out of the box behavior segments
(window shopper, bargain hunter)
- Real-time personalization



ShopBack utilizes CX Unity to increase cross-sell and upsell efforts

- **Challenge**

Understand consumer behavior to build meaningful and lasting relationships

- **Approach**

Built a structured data infrastructure based on multiple diverse and complex data sources

- **Result**

Ability to identify granular segments and serve meaningful, contextual and personalized content which helped to reduce time between purchases & reach customers with targeted offers in real time

30%

increase in email
open rates

20%

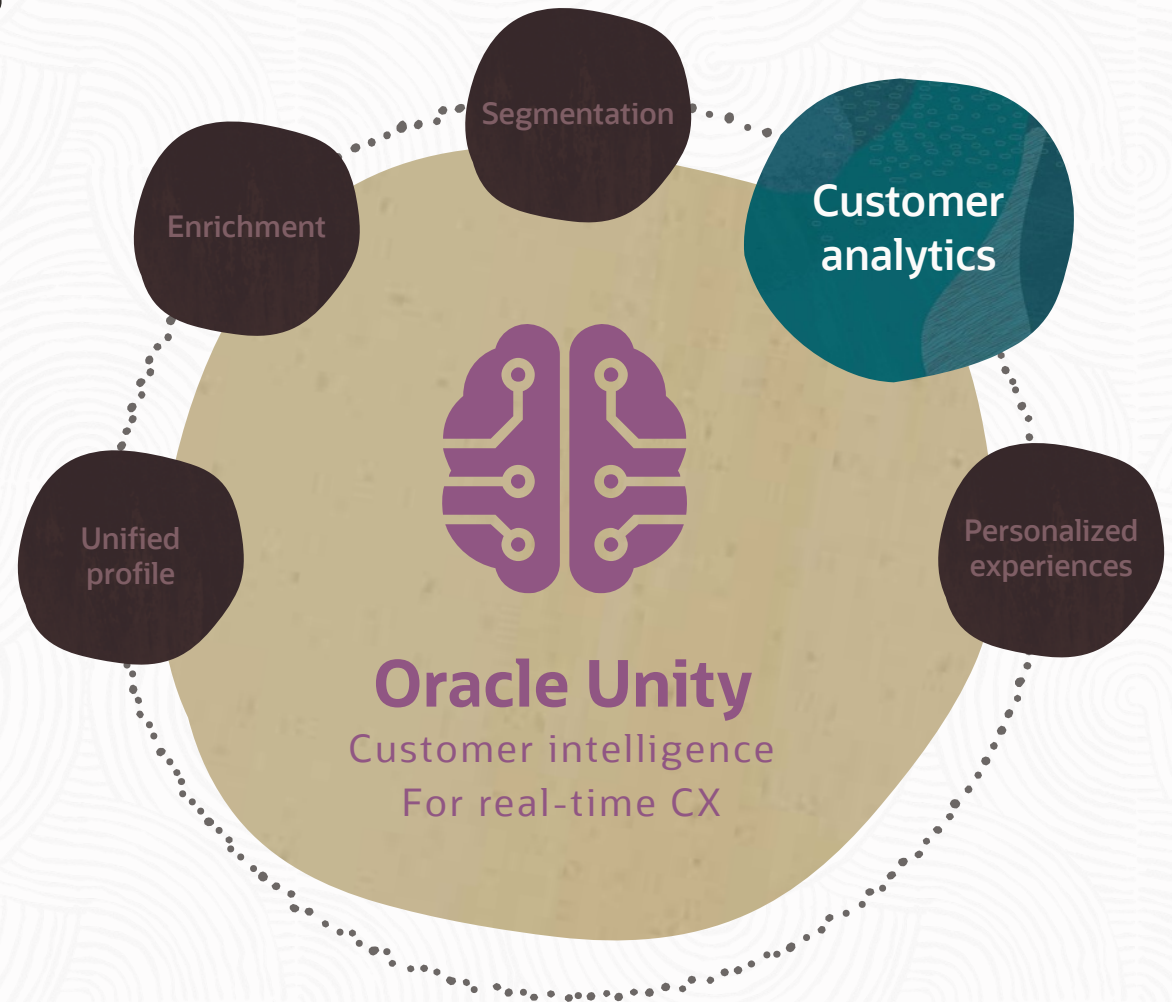
increase in click
thru rates

56%

increase in site traffic

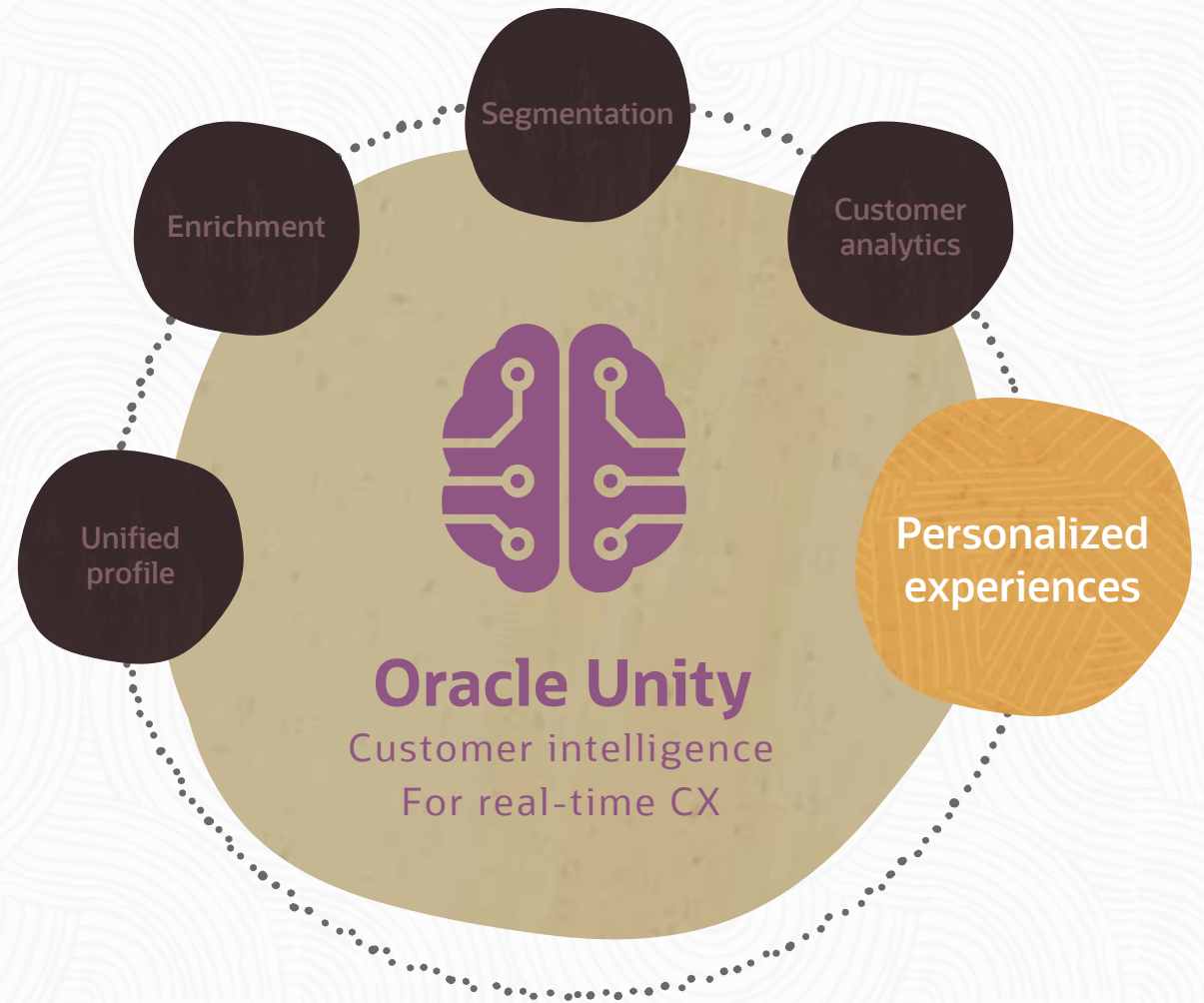
Actionable insights for B2C and B2B

- Performance reports (Campaign and Audience engagement)
- Forensics (Why did it happen)
- Recency, Frequency, Engagement and Monetary analysis
- Attribute level optimization



Connected experiences

- Out of the box integrations with CX engagement apps
- Push button publish segments and personalization
- Real time customer 360 context
- Designed for business users
- Non-Oracle applications integrations



Activate experiences across advertising, marketing, sales, service, commerce

ORACLE UNITY



Sales

Field
Service

Campaign
automation and
segmentation

Commerce

Contact
Center

Content/
DAM

3rd party
systems and
activation

Digital
intelligence
and web

Advertising

Loyalty

Financial service provider leverages Unity for real-time decisioning to deliver personalized offers

- **Challenge**

Understand customer needs to provide a consistent experience across all products & channels

- **Approach**

Expanded current propensity modeling with AI driven decisioning models that leverage real-time insights to personalize the customer's next best action

- **Result**

Ability to identify cross-sell and up-sell opportunities for existing customers

232

incremental booked accounts

4M

incremental applications completed

Oracle Customer Data Platform

Make every customer interaction matter

- **Gain a 360-degree view of every customer**
Deliver highly personalized experiences through a single view of your customer interactions across advertising, marketing, sales, service, commerce
- **Improve retention and loyalty**
Act on customer signals in real-time to keep customers for life
- **Reduce cost per conversion**
Use the power of AI and machine learning to intelligently guide customers to the best possible experience and outcome
- **Increase cross-sell and upsell**
Deliver timely, relevant and contextually-aware experiences that maximize customer lifetime value



Interactive Demo

The top 5 things you need in a CDP

- Privacy & consent
- Flexible data management
- Scalable identity management
- Real-time intelligence
- Omnichannel activation



1

Privacy & consent

- Protect and govern customer information
- Securely manage user access
- Readily remove non-compliant data
- Centralize consumer consent preferences

40% of brands struggle with ensuring that opt-outs and consumer privacy controls are in place - Forrester

2

Flexible data management

- Connect all data sources to a unified profile
- Collect data in real-time
- Large scale bulk data ingest
- Master detected identifiers to eliminate inaccuracy
- Data enrichment

~\$15M Average annual financial cost to an organization due to poor data quality - Gartner

3

Scalable identity management

- Ingest all types of identifiers
- Cleanse and unify fragmented identities
- Connect first-party identifiers across the ecosystem (unknown to known)
- Match IDs in real-time

58%

of brands face challenges with how precisely their identity resolution programs are able to message the correct person across devices, browsers, and touchpoints - Forrester

4

Real-time intelligence

- Real-time behavioral data & decisioning
- AI/machine learning
- Segmentation & propensity modeling
- Performance reports

91%

of consumers say they are more likely to shop with brands that provide offers and recommendations that are relevant to them - Accenture



Omnichannel activation

- Activation across all CX engagement apps
 - Martech & Adtech
 - Sales, Service, Commerce & beyond
 - Third-party systems
- Real-time personalized experiences
- Informed and optimized

80% of consumers are more likely to make a purchase from a brand that provides personalized experiences - Epsilon



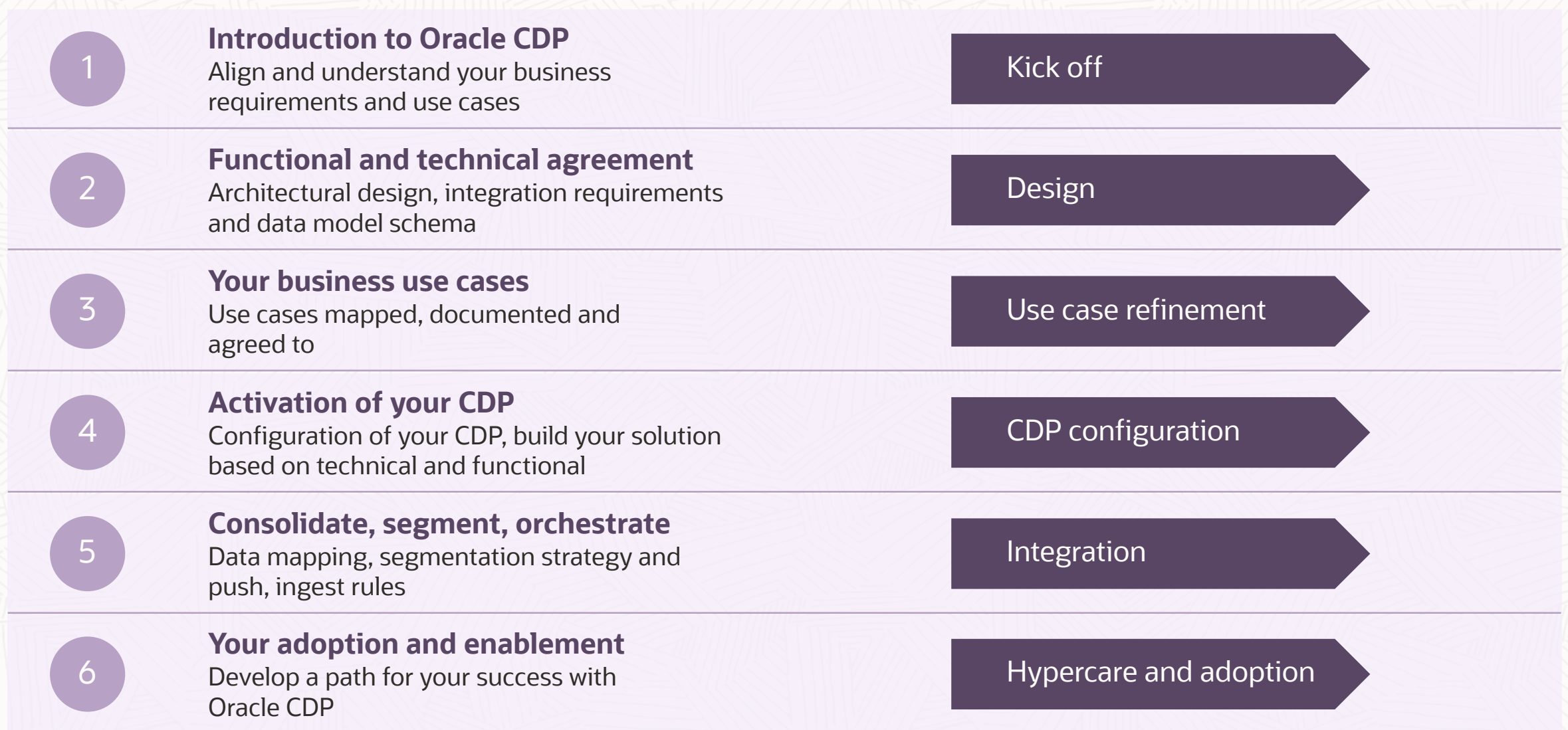
Ready to get Started?

A data management strategy:
Take inventory of your data sources available

A unified omnichannel marketing strategy:
Identify the key objectives and metrics to
measure success

Organizational coordination:
Determine who will own and manage the CDP
within your organization

Your Oracle Enterprise CDP implementation delivered in 6 steps



Oracle's Customer Data Platform

Delivers Customer Intelligence

1. **Know your customers**

Data-first approach centered on the customer

2. **Predict what they need**

Comprehensive customer intelligence at scale

3. **Meet them where they are**

Real-time activation of CX



Available resources

Unity demos

- [Product QuickTour](#)
- [Interactive Demo](#)

Oracle.com

- [Oracle Unity CDP](#)
- [What is CDP](#)
- [CDP vs DMP – What's the difference](#)

Customer stories

- [Cloud customer successes](#)
- [Mazda Motor Europe](#)
- [Red Bull Racing](#)

Thank you

Email: abbas.makhdum@oracle.com

Twitter: @AbbasMakhdum

LinkedIn: [linkedin.com/in/abbasmakhdum](https://www.linkedin.com/in/abbasmakhdum)

