

ORACLE®

MARKETING
CLOUD

THE POWER OF ONE

FY17 GLOBAL INTEGRATED CAMPAIGN

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INTRODUCTION

The purpose of this guide is to explain the goals, strategy, and execution of the global integrated campaign so that its various elements can be used to prove the value of our solutions to prospects and move them forward in the buying process. You'll find information that will help inform conversations with prospects, as well as the right timing and next steps that will propel prospects forward towards a purchase.



CAMPAIGN OVERVIEW

This global integrated campaign explains how Oracle Marketing Cloud helps Modern Marketers deliver exceptional customer experiences, generate quality leads, and drive sales—all while reducing complex software integrations. Through content on six themes that we have identified as relevant challenges to the Modern Marketer—customer experience, data-driven marketing, marketing automation, cross-channel marketing, mobile marketing, and account-based marketing—in-depth assets provide practical resources for our prospects, enabling them to better meet their goals and solidifying the need for Modern Marketing solutions. The reports, guides, and case studies are housed on our campaign microsite organized by theme, and the rich content includes assets for each phase of the buying process, from awareness through evaluation. Many of the assets are placed behind form registration in an effort to capture leads through downloads of the assets.

In addition to showing how our products help marketers achieve strong results by delivering a data-driven customer experience, the campaign provides us with the opportunity to demonstrate the power of our own solutions. That means using our platforms to break down silos and collaborate to present a single, powerful story across all channels in an orchestrated fashion—ultimately, helping the sales team close new business and increase revenue. As we do that, we're using our technology to build a digital lead generation campaign that will serve as a case study to share with prospects.



CAMPAIGN GOALS

- 1) Generate leads and drive awareness, engagement, and adoption of our solutions.
- 2) Build strong market presence and extend our market leadership.
- 3) Align our marketing team behind an integrated campaign that uses our tools to drive demand through:
 - Utilizing Oracle Sites Cloud Service
 - Using Orchestration and Integration
 - Optimizing MarTech Stack
 - Using Oracle Eloqua, Oracle BlueKai, Demandbase, SiteCatalyst, and Oracle Maxymiser to manage the campaign and microsite, generating results and experiencing what customers go through

CAMPAIGN AUDIENCE

The first phase of the campaign is focused on our current customers and on marketing technology influencers and decision makers in B2B and B2C companies.



CAMPAIGN CONCEPT

In this concept we explore the duality of what power means to both marketing leaders and to the platforms that help them deliver the best of their brands to prospects and customers. With Oracle Marketing Cloud, these leaders can remove the silos that have historically existed within marketing, unify marketing operations into one single, end-to-end solution, and get better results in less time. Additionally, through the ability to provide prospects with tailored content and interactions that resonate with their preferences and phase in the buying process, marketers honor the power of each prospect.

In simplifying operations and focusing on individuals, marketers become more powerful.

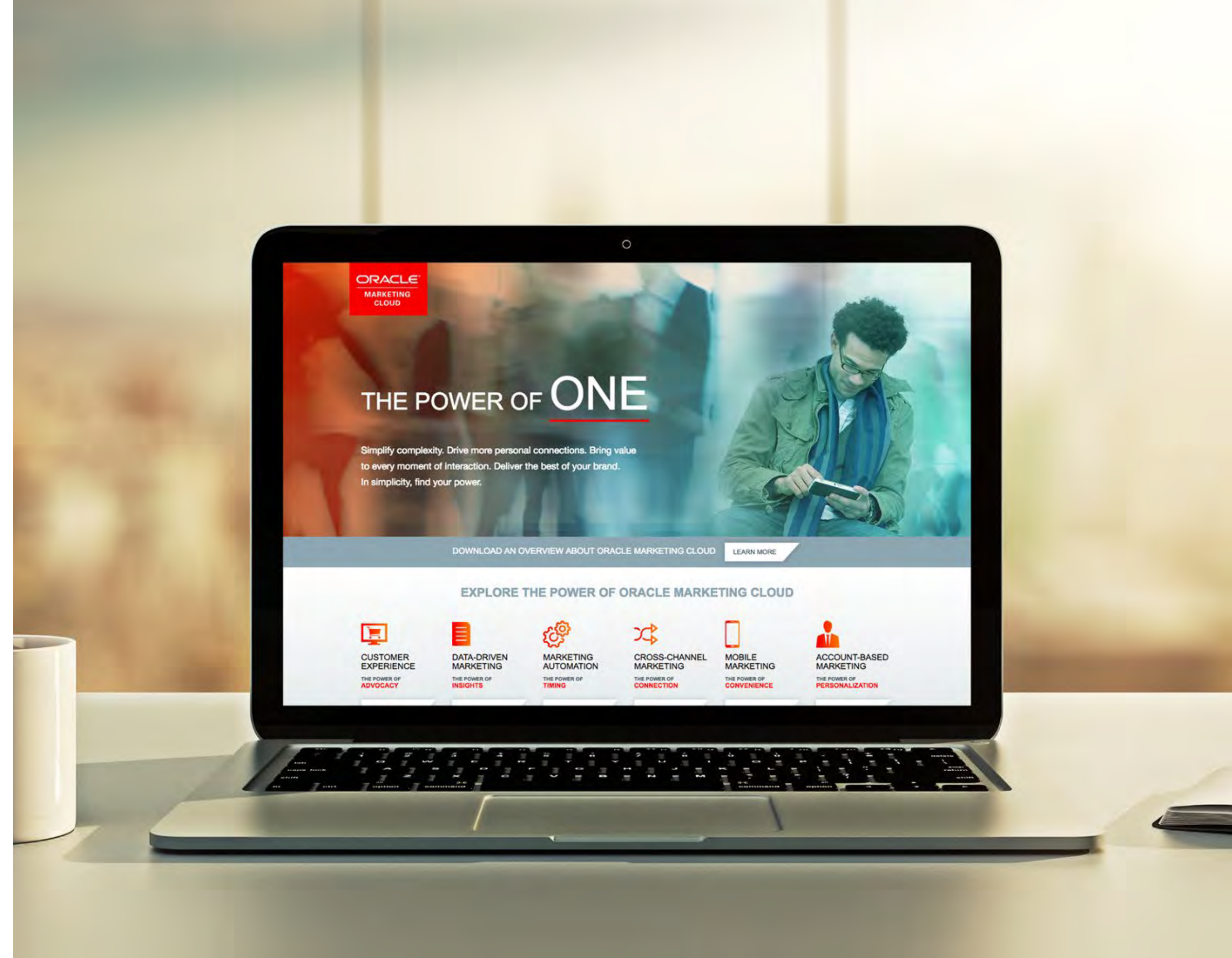


THE POWER OF ONE

THE MICROSITE

We created a robust digital content hub to house the in-depth content. Built on Oracle Sites Cloud Service, the microsite features reports, guides, white papers, case studies, and ebooks that are organized by six marketing themes. This content helps prospects create rich, personalized digital experiences in order to generate quality leads and drives sales. The site utilizes Oracle Eloqua forms on all gated assets, so once prospects download their first asset, the next time they download an additional asset, we use progressive profiling to provide them with new form fields that enrich our database. In addition, based on the content theme, we're able to retarget the prospect with the right content for their preferences and stage in the buying cycle. The site was built to grow over time, enabling us to add content to keep the site fresh while encouraging prospects and customers to return multiple times.

Visit the microsite at: sites.oracle.com/power-of-one



THE SIX THEMES

The following themes were identified by Product Marketing as the top challenges and initiatives for leading marketers in multiple industries. The associated subtitles based on the Power of One concept communicate the impact and importance of each discipline.

- Customer Experience
- Data-Driven Marketing
- Marketing Automation
- Cross-Channel Marketing
- Mobile Marketing
- Account-Based Marketing

Customer Experience: The Power of Advocacy



Data-Driven Marketing: The Power of Insight



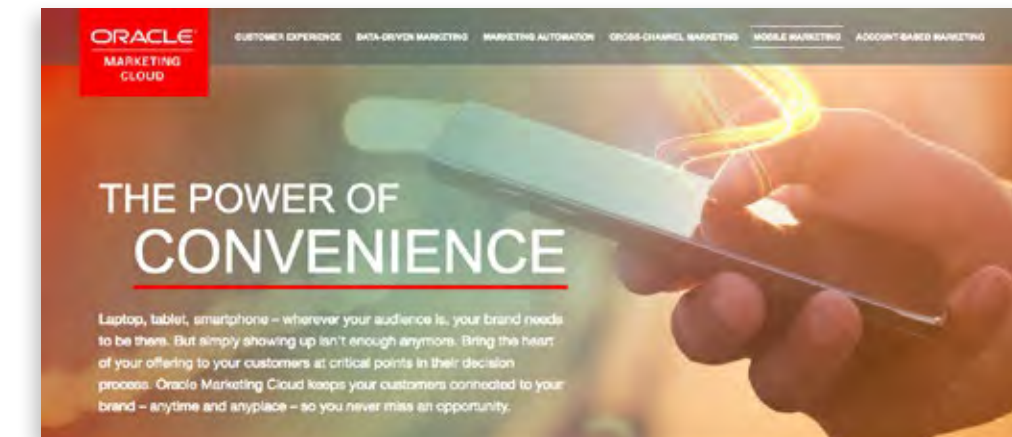
Marketing Automation: The Power of Timing



Cross-Channel Marketing: The Power of Connection



Mobile Marketing: The Power of Convenience



Account-Based Marketing: The Power of Personalization



THE MESSAGING

To target both the B2C and B2B personas with relevant content, we developed themes and associated assets and messaging that resonate with each. For example, we targeted B2B personas with assets, media, and emails to help them optimize their marketing automation and account-based marketing programs. To target B2C personas, we featured assets to help them maximize their mobile and cross-channel marketing. Content about data-driven marketing and customer experience is provided to both B2B and B2C personas, with distinct tone and terms for each.

The tone of the messaging throughout the campaign is informative and educational. We're speaking to marketing leaders in their own language about how Oracle Marketing Cloud can solve their most pressing problems and help them get results with ease. At each step along the way, messaging tailored to prospects' preferences and phase in the buyer's journey (from awareness through evaluation) generates sales qualified leads and enables the sales team to contact prospects at the right time.



THE CREATIVE

To visually communicate the concept of The Power of One, we designed bold, bright imagery to make the creative and the idea of power stand out. We found new ways to use Oracle brand colors through the use of layered gradients that create an energetic, powerful feel to match the imagery.

To show our ability to target an individual, we made the home page images noisy but with one person in clear focus. On the theme pages we used warm light swirls to capture our power through all tactics. Each theme uses a unique brand color blended into dynamic gradients, providing a separate look and feel to carry across all channels. Even the asset thumbnails were purposely tilted to give them a sense of realism. We also used video backgrounds to illustrate the active, energetic feel of the site.

Throughout the campaign, we made sure to include all races, genders, and manner of dress in the imagery in order to connect with diverse, global audiences in both B2B and B2C spaces.



THE TECHNOLOGY

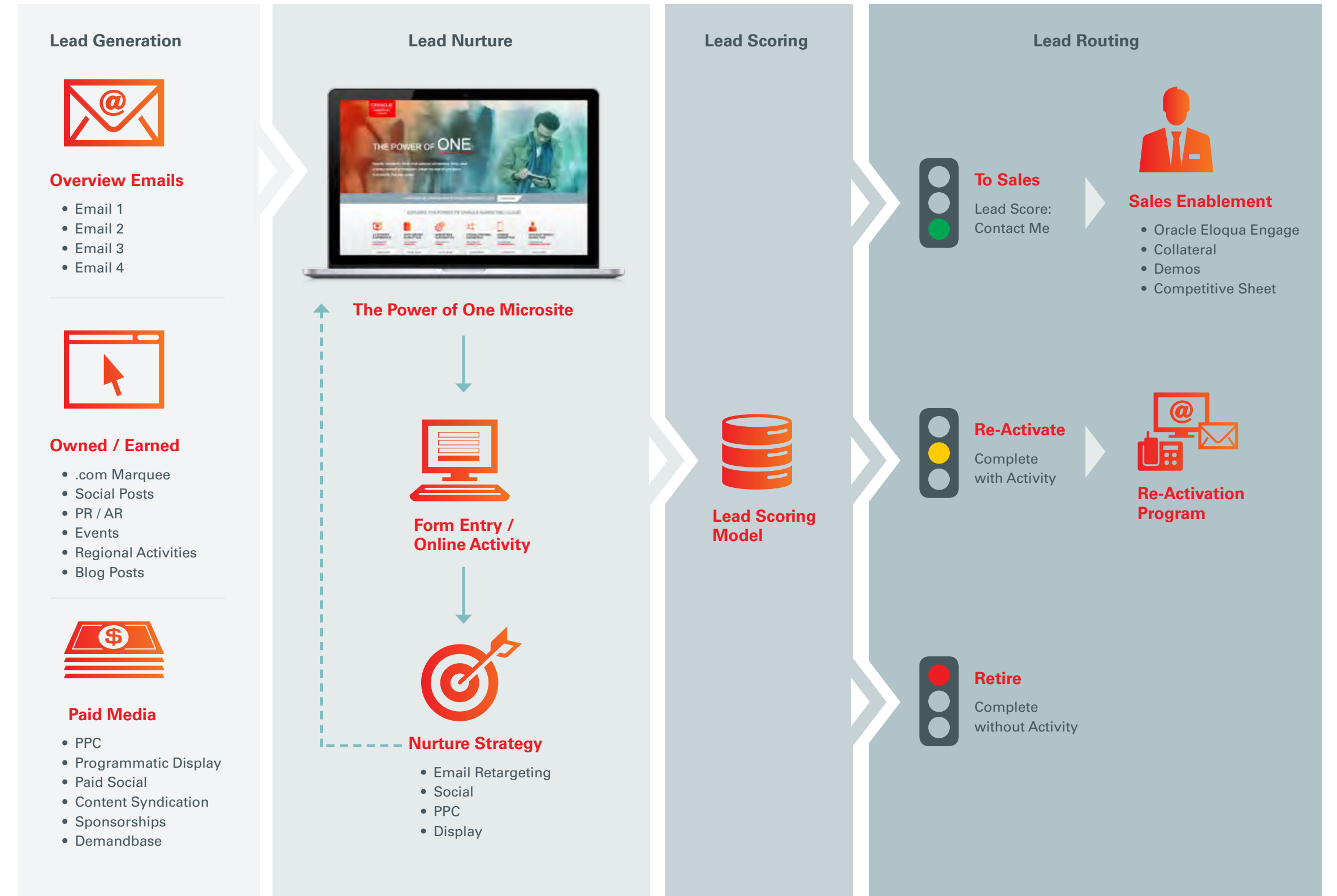
To demonstrate the power of Oracle Marketing Cloud, we're using our tools to enhance the customer experience, generate leads, and drive sales. We built the entire microsite on Oracle Sites Cloud Service. We're using Oracle BlueKai for data management. We're leveraging our partnership with Demandbase to target our largest prospects. And we're relying on Oracle Eloqua for sophisticated segmentation, lead scoring, and personalization. Using our platforms, we're ensuring that prospects receive content and interactions that are customized based on their preferences, online behavior, and phase of the buyer's journey. Along the way, we're also building a case study that demonstrates the power of our tools so that prospects can see it in action.



THE CAMPAIGN STRATEGY

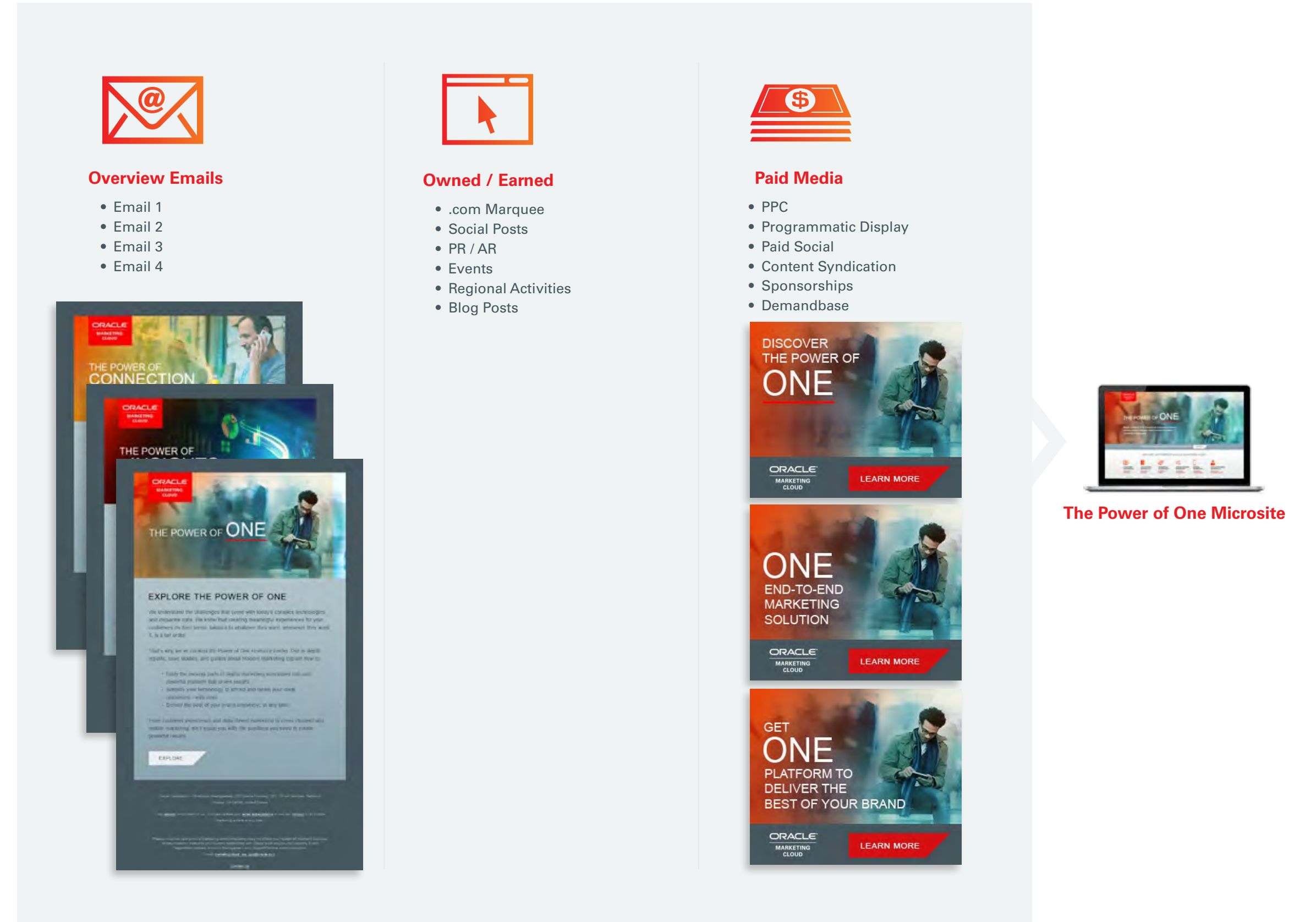
With our overall goal of generating leads while reinforcing Oracle as an industry thought leader, we carefully crafted this campaign to connect with the right prospects and then continue educating them on the solutions we provide. Across six themes, we offer in-depth assets to provide practical resources for our prospects and solidify the need for our solutions. The microsite's rich content includes assets for the awareness, consideration, and evaluation phases of the buying process.

See how the many moving parts fit together >



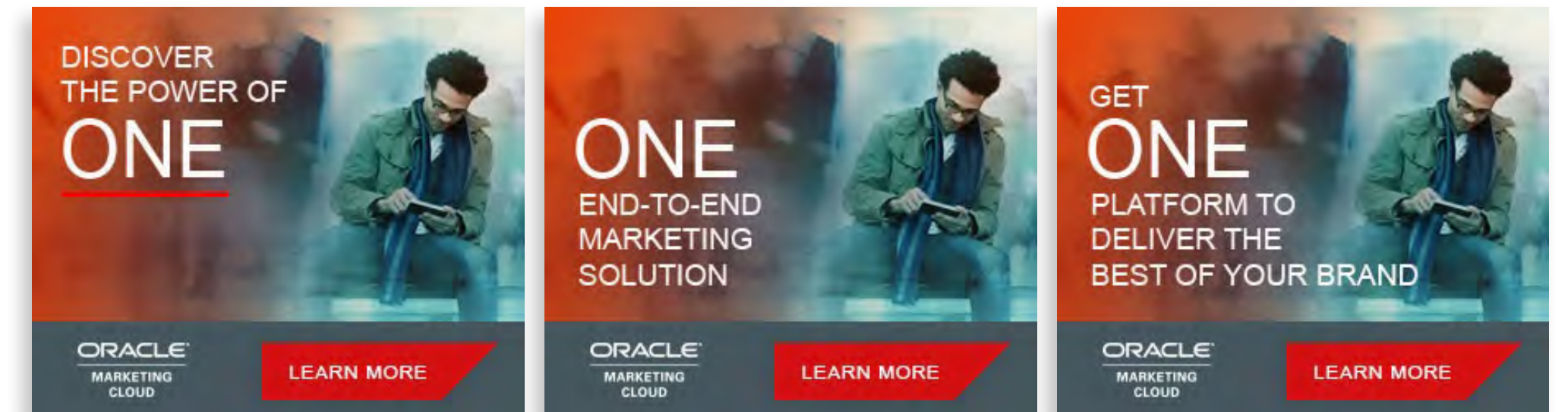
THE LEAD GEN STRATEGY

We're using the microsite as the hub of the campaign, driving traffic there via media ads, social posts, blog posts, and emails to our database. We're also ensuring the microsite is optimized for organic search. The goal is to generate leads through downloads of our gated content, while prompting prospects to self-select the theme that resonates with them the most (indicated by the content they download).



MEDIA

We're using Demandbase, programmatic, and display media to reach our audiences wherever they are. Utilizing our partnership with Demandbase, we're able to reach our top prospects via IP address targeting. Our programmatic and display media casts a wider net and captures our audience on the sites that they visit. Our banner ads focus on telling the overall story of the power of our solutions. Once prospects arrive at the microsite, they can explore the themes and download content that piques their interest. We'll test messaging and creative to see which versions of the ads perform the best, then optimize accordingly.



OVERVIEW EMAILS

We first send welcome emails to prospects already in our database in an effort to engage them. By sending these emails, we are asking them to visit our microsite and then prompting them to select a theme of interest. Through progressive profiling, we then ask for additional information and build lead intelligence in order to further tailor content and interactions (and set up strong sales conversations).

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EXPLORE THE POWER OF ONE

We understand the challenges that come with today's complex technologies and disparate data. We know that creating meaningful experiences for your customers on their terms, tailored to whatever they want, whenever they want it, is a tall order.

That's why we've created the Power of One resource center. Our in-depth reports, case studies, and guides about Modern Marketing explain how to:

- Unify the moving parts of digital marketing operations into one powerful platform that drives results.
- Simplify your technology to attract and retain your ideal customers—with ease.
- Deliver the best of your brand anywhere, at any time.

From customer experience and data-driven marketing to cross-channel and mobile marketing, we'll equip you with the solutions you need to create powerful results.

EXPLORE

Oracle Corporation - Worldwide Headquarters, 500 Oracle Parkway, OPL - Email Services, Redwood Shores, CA 94065, United States

Your [privacy](#) is important to us. You can update your [email subscriptions](#) or you can [opt-out](#) of all Oracle Marketing emails at any time.

Please note that opting-out of Marketing communications does not affect your receipt of important business communications related to your current relationship with Oracle such as Security Updates, Event Registration notices, Account Management and Support/Service communications.
Email: marketingcloud_wm_gm@oracle.com

[Contact Us](#)



SOCIAL POSTS AND OMC BLOG

To drive prospects to the microsite, we're also utilizing our social channels to connect with our audience. We're using organic posts on LinkedIn, Twitter, and Facebook to reach prospects who already follow us, and we're using promoted posts to connect with additional target audience members.

Given the reach of the Modern Marketing Blog, well-crafted posts that encourage readers to explore the microsite are another way to raise awareness about the campaign and solutions.

The image shows a composite of digital marketing assets. On the left is a Facebook page for Oracle Marketing Cloud, featuring the company logo, name, and a navigation menu with options like Home, About, Photos, Reviews, Likes, Events, Videos, and Posts. A green 'Create a Page' button is visible at the bottom of the menu. The main content area of the Facebook page displays a post titled 'How Modern Marketing Works' with engagement buttons for 'Liked', 'Share', and 'More'. Below this is a status update area with a 'Write something on this Page...' prompt.

On the right is a screenshot of the 'MODERN MARKETING BLOG' website. The header includes the Oracle Marketing Cloud logo, navigation links for 'Modern Marketing Resources', 'CMO Corner', and 'Product News', and a search bar. The main content area features a grid of article cards. Each card includes a representative image, a title, a brief excerpt, and 'Read more' and 'Share' buttons. The articles are categorized by topic: 'Taking Another Look at Confirmed Opt-in Email' (Email Marketing), 'Why CMOs Need to Know the Difference Between Cross Channel Orchestration and Coordination' (CMO Corner), 'How to Rock the World of Events and Marketing Automation' (Marketing Automation), 'The Biggest Mobile Marketing Trends of 2016' (Mobile Marketing), 'What To Do When You've Run Out Of Testing Ideas' (Testing & Optimization), and 'Oracle Named a Leader for 5th Consecutive Year in Gartner Magic Quadrant for CRM Lead Management' (Product News). A 'Subscribe to email updates' button is located at the top of the blog content area.

PAID & ORGANIC SEARCH

Pay-per-click ads and organic search optimization work together to elevate our prominence in search results, complimenting the visibility of OMC.com.

The screenshot shows a Google search for "oracle marketing cloud". The search bar at the top contains the text "oracle marketing cloud" and a search icon. Below the search bar, there are navigation tabs for "All", "News", "Images", "Videos", "Maps", "More", and "Search tools". The search results are displayed below, starting with "About 6,060,000 results (0.57 seconds)".

The first result is an advertisement for "Oracle Marketing Cloud - eloqua.com". It includes a small icon of a person, the URL "www.eloqua.com/OracleMarketingCloud", and a description: "Personalize Every Experience with the Marketing Cloud. Learn More! Learn the ABCs of CXO - Fast & Accurate Testing - Take Test to a New Level - Test. Don't Guess." Below the ad are links for "Oracle Compendium Demo", "Marketing Automation", and "Marketing Maturity Report".

The second result is for "Business Cloud Solutions - microsoft.com". It includes a small icon of a person, the URL "www.microsoft.com/enterprise", and a description: "See How 4.8 Million Athletes in 170 Countries Celebrate Results. Cloud Infrastructure - Data Insights - Enterprise Productivity - Business Processes Accuweather Case Study - Temenos Story - Partners In Health - Special Olympics".

The third result is for "Adobe Marketing Cloud - Adobe.com". It includes a small icon of a person, the URL "www.adobe.com/MarketingCloud", and a description: "Adobe Marketing Cloud rises to the top. Find out more. Automatic Personal Emails - Right Content—Right time - Tools to Master your Apps Adobe Analytics - Adobe Summit On-Demand - Budget Allocation - Big Data".

The fourth result is for "Data-Driven Marketing Platform | Oracle Marketing Cloud". It includes the URL "https://www.oracle.com/marketingcloud/" and a description: "Modern Mark continues his epic Journey to Modern Marketing in Episode 10: Social Marketing. Watch him explain how you can plug in social media marketing ...".

Below the search results, there are several sections of related content:

- Products:** Products. Tame the Complexity of Digital Marketing! Home ...
- Content Marketing:** Oracle Content Marketing makes it easy for everyone in your ...
- Responsys:** Oracle Responsys provides B2C marketing teams a centralized ...
- Social Marketing:** Oracle's Social Marketing provides the most comprehensive social ...
- About Oracle Marketing Cloud:** Modern Marketers choose Oracle Marketing Cloud's data-driven ...
- Cross-Channel Marketing:** Oracle's Cross-Channel Marketing solution empowers marketers to ...

Below these sections, there is a tweet from "Marketing Cloud (@OracleMktgCloud)" on Twitter. The tweet is from 2 hours ago and contains two images. The first image is titled "What To Do When You've Run Out Of #Testing Ideas via Rebecca Feld #data ora.cl/sq51" and the second image is titled "Rock your #CorporateEvents with Event & #MarketingAutomation: ora.cl/Y55s".

The fifth result is for "Marketing Cloud | Customer Experience | Oracle Cloud". It includes the URL "https://cloud.oracle.com/en_US/marketing-cloud" and a description: "Oracle Marketing Cloud personalizes customer experiences with marketing software including content marketing, social marketing, and data management."

The sixth result is for "Oracle Marketing Cloud - Oracle Help Center". It includes the URL "docs.oracle.com/cloud/latest/marketingcs_gs/" and a description: "Modern marketers choose Oracle Marketing Cloud solutions to create ideal ... content, and social marketing with data management to deliver personalized ...".

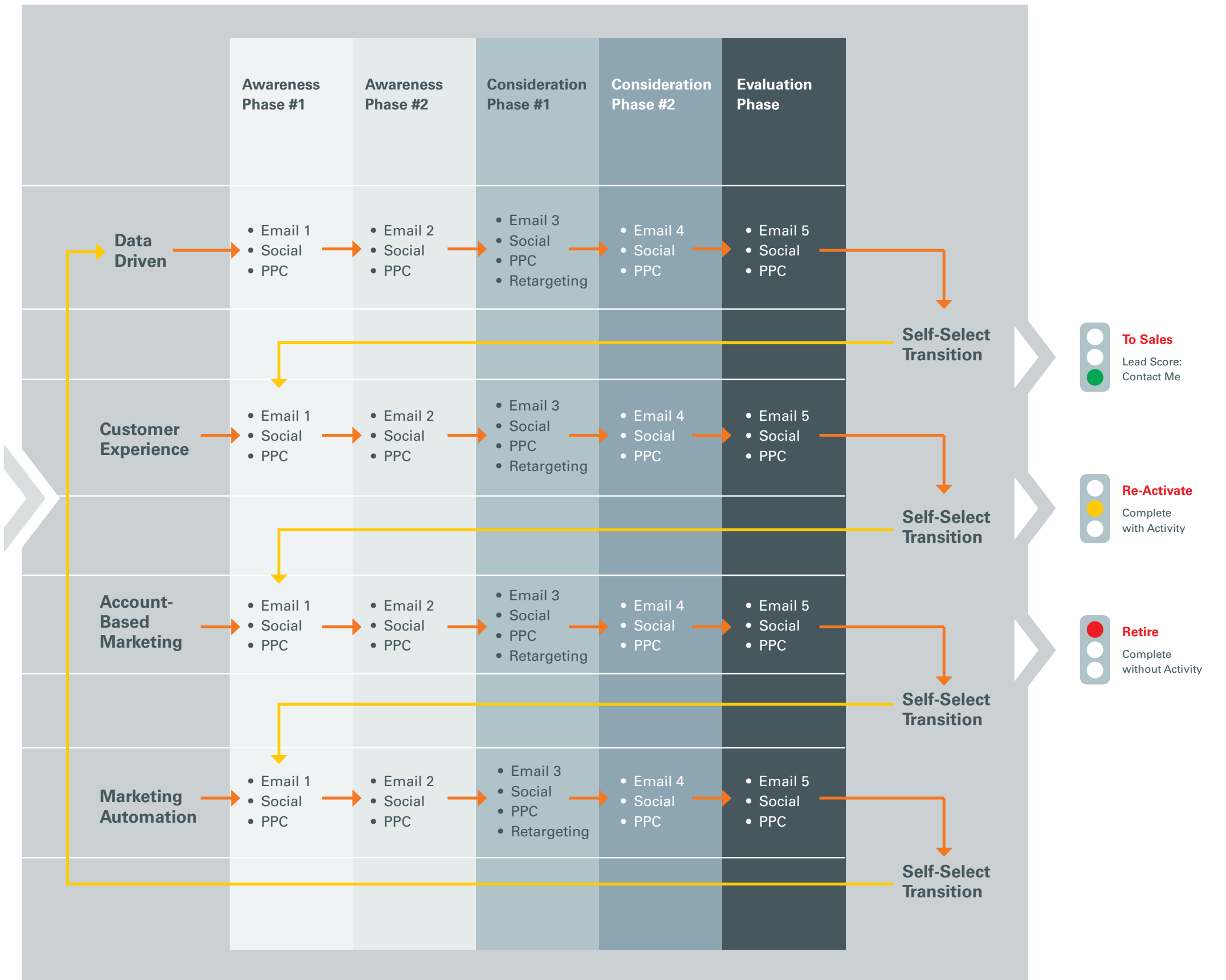
The seventh result is for "Oracle Marketing Cloud - YouTube". It includes the URL "https://www.youtube.com/channel/UCEHbl6FujCJr3k-b7kKOIDQ" and a description: "Interested in cross-channel marketing, content marketing, social marketing, marketing automation, and data management? The Oracle Marketing Cloud ...".

The eighth result is for "Oracle Marketing Cloud | Facebook". It includes the URL "www.facebook.com" and a description: "www.facebook.com - Places - Redwood Shores, California - Professional Service ...".

B2B LEAD NURTURE STRATEGY

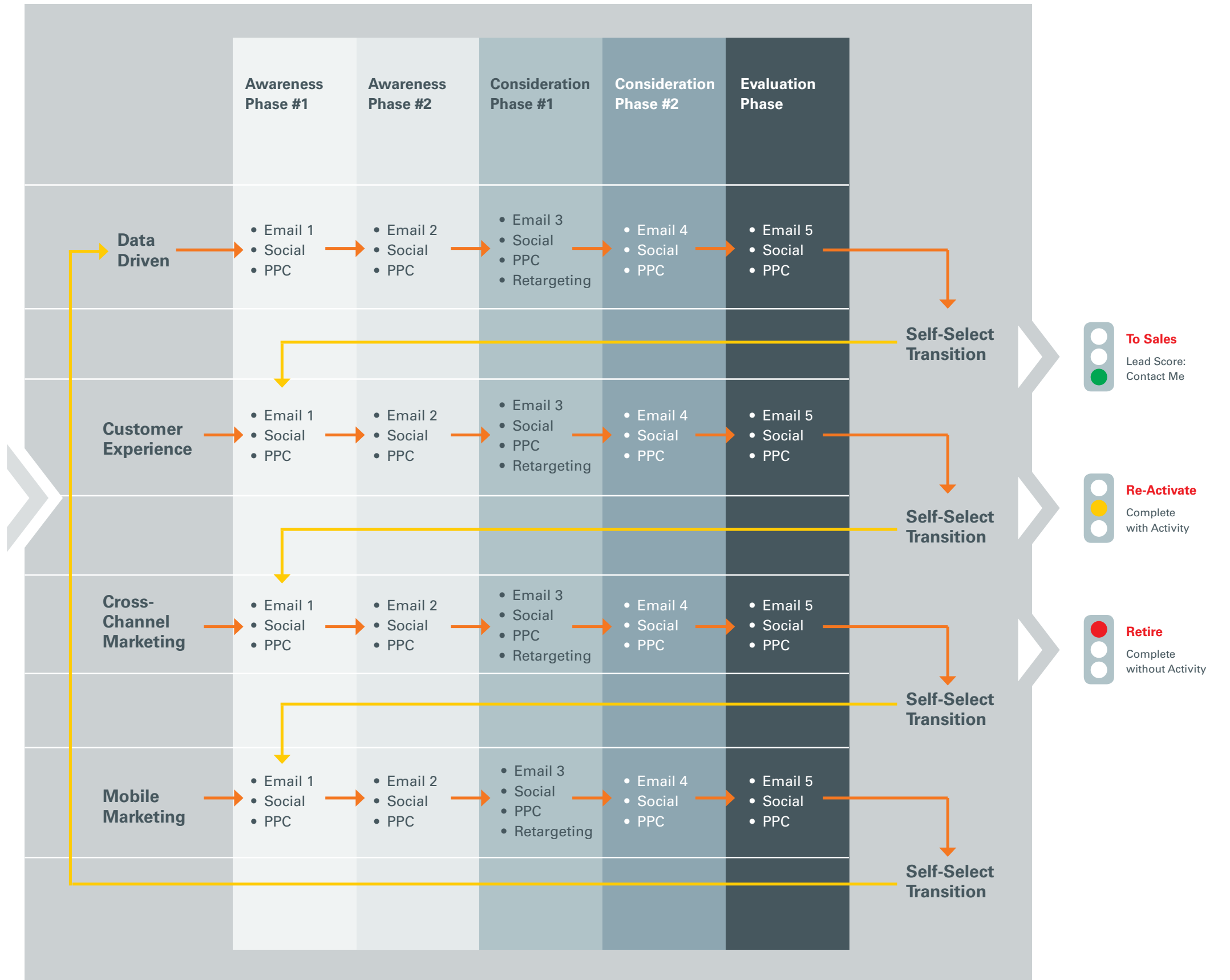
Once prospects have chosen a theme that interests them, we further educate them through a series of content associated with that theme. Through lead nurture emails, media, social channels, and Oracle Eloqua Engage emails, we continue to provide valuable information about the power and possibilities of our solutions and help prospects through their buyer's journey.

For the B2B audience, the four themes are data-driven marketing, customer experience, account-based marketing, and marketing automation. Since data-driven marketing and customer experience apply to both B2B and B2C audiences, we've customized the emails for each group.



B2C LEAD NURTURE STRATEGY


For the B2C audience, the four themes are data-driven marketing, customer experience, cross-channel marketing, and mobile marketing. Since data-driven marketing and customer experience apply to both B2B and B2C audiences, we've customized the emails for each group.



THEME EMAILS

When a prospect downloads content from the microsite about a certain theme, that behavior is tracked in Oracle Eloqua. The user is then placed into that theme email track. There are six themes: customer experience, data-driven marketing, marketing automation, cross-channel marketing, mobile marketing, and account-based marketing. The email series for each theme contains six messages. Since data-driven marketing and customer experience apply to both B2C and B2B audiences, we have distinct tracks for each.

The lead nurture email streams target B2B and B2C personas, focusing on their pain points and how we can help. To do that, most of the six themed email series tell the story of a high-profile company that has achieved success through our solutions. Each email ties a step of the success story to a different asset. Every serialized email can stand alone if necessary, but also uses foreshadowing. Cliff hangers provide just enough information to make prospects curious about the next part of the client story and the solutions the company used to achieve results. In order to learn more, they must open the next message and download the related asset.



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THE POWER OF PERSONALIZATION

TRUE. SEE HOW ACCOUNT-BASED
MARKETING DELIVERS HIGHER ROI

Less than 1% of leads actually turn into revenue-generating customers, according to Forrester Research. As shocking as that sounds, there is a silver lining:

Marketers who adopt account-based marketing (ABM) strategies are more successful and more competitive than their peers who market solely to individuals. In fact, 84% of B2B marketers say that ABM delivers higher ROI.

To discover how ABM can help you increase revenue, read our ABM Guide for Modern Marketers, and learn how to:

- Gain an end-to-end view of each buyer's journey across all channels.
- Create timely, relevant, and personalized campaigns that will resonate with each prospect or account individually.
- Use predictive analytics to build lead-to-account matching to target your top prospects within your key accounts.
- Uncover hidden qualified leads like SaaS provider RingCentral, whose marketers found 200,000 untapped opportunities.

DOWNLOAD

Oracle Corporation - Worldwide Headquarters, 500 Oracle Parkway, OPL - Email Services, Redwood Shores, CA 94065, United States

Your [privacy](#) is important to us. You can update your [email subscriptions](#) or you can [opt-out](#) of all Oracle Marketing emails at any time.

Please note that opting-out of Marketing communications does not affect your receipt of important business communications related to your current relationship with Oracle such as Security Updates, Event Registration notices, Account Management and Support/Service communications.

Email: marketingcloud_ww_aps@oracle.com

[Contact Us](#)



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THE POWER OF ADVOCACY



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SALES ENABLEMENT

Oracle Eloqua Engage emails provide the sales team with customizable email templates that are aligned with the campaign's tone. There are three Oracle Eloqua Engage emails per theme, and sales representatives choose which theme to use based on the online behavior of the prospects and any past conversations they've had. Using these personalized emails, sales can reach out to prospects easily and efficiently.

The image displays three overlapping email templates for Oracle Marketing Cloud. Each template is a white card with a light gray border and a subtle drop shadow. The top-left template is the largest and most prominent, showing the full content of an email. The other two templates are smaller and partially obscured behind it, showing only their headers and subject lines.

Top-Left Template (Full Content):

Hi Phil,

I hope you're doing well. [\(Insert Connection Sentence\)](#). I'd love to set up some time to discuss all the ways Oracle Marketing Cloud can help...

For the CMO: enable Oracle with technology that marketers love, IT trusts, and that breaks down internal silos that affect and frustrate customers.
For the VP of Digital Marketing/Demand Generation: Oracle deliver the best of your brand with personalized customer experiences regardless of channel or device.
For the VP of Media/Advertising: Oracle activate real-time data with relevant messaging to orchestrate meaningful customer interactions across all digital channels.

Oracle Marketing Cloud helps brands like yours:

- Drive down acquisition costs and increase customer lifetime value by delivering individualized customer experiences at scale.
- Improve customer experience and brand loyalty with personalized and meaningful experiences across all channels.
- Grow revenue and prove marketing ROI by delivering scalable marketing programs.

If you're interested in how Oracle Marketing Cloud can help Oracle Modern Marketers keep pace with the modern B2B customer, let me know when you're available and I'll put some time on our calendars.

I look forward to hearing from you!

All the best,
Adam

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Adam Hammett

Oracle Marketing Cloud

Top-Middle Template (Header):

Hi Phil,

I hope you're doing well. I'm following up on my previous email regarding cross-channel marketing and how Oracle Marketing Cloud can help automate campaign orchestration, deliver integrated messaging across all channels, drive customer retention and brand loyalty, all while increasing revenue and proving marketing ROI.

[JD Williams partnered with Oracle Marketing Cloud](#) and increased customer email conversions 92% by identifying customer preferences to improve personalization and increase engagement.

If you're interested in learning more about Oracle Marketing Cloud, I'd love to set up a call within the next few weeks. What's your availability look like? If there is someone else I should be reaching out to, I'd appreciate any direction.

All the best,
Adam

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CLOUD

Adam Hammett

Oracle Marketing Cloud

Bottom-Right Template (Header):

Hi Phil,

I wanted to share a piece of content that may interest you and see if you're free to chat about how Oracle Marketing Cloud can help Oracle improve customer lifetime value and increase ROI.

[Five Ways Marketing Can Drive Higher Online Commerce](#) highlights the key ingredients to a successful digital marketing strategy.

Let me know when you're available and I can put some time on our calendars.

Happy reading!
Adam

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Adam Hammett

Oracle Marketing Cloud

RETARGETING MEDIA

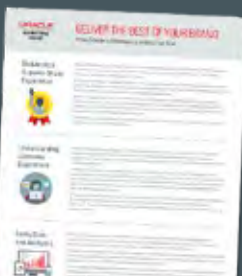
Retargeting our audience based on the content they interact with is an integral part of the campaign. We first identify prospects' theme of interest based on the pages they visited or the content they downloaded. Then, we retarget them via social networks and display banner ads. This behavioral targeting helps drive additional interaction, build lead intelligence, and deepen relationships with prospects.



ASSETS

To provide valuable information and educate prospects, we're providing in-depth reports, ebooks, guides, video case studies, and white papers that span the buyer's journey from awareness through evaluation. The following is the asset matrix, which shows the assets by theme and phase of the buyer's journey.

ORACLE MARKETING CLOUD OVERVIEW

Asset Thumbnail (active link)	Asset Title (active link)	Asset Summary
	<p>Deliver the Best of Your Brand: How Modern Marketing Works for You</p> <p>✓ Awareness ■ Consideration ■ Evaluation</p>	<p>Modern Marketers know they need to deliver personalized, relevant, and timely customer experiences. In order to do this, they need innovative technology within an open platform that offers essential tools—from data management and optimization to marketing automation and cross-channel marketing.</p>



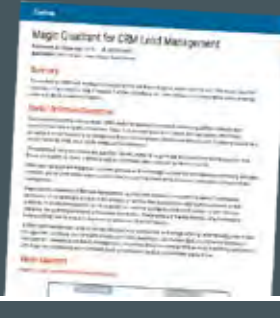
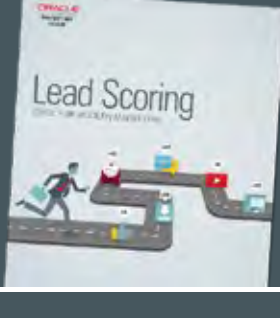

CUSTOMER EXPERIENCE

Asset Thumbnail	Asset Title	Asset Summary
	<p>Constellation Research: Should the Chief Marketing Officer Oversee the Whole Customer Experience?</p> <p><input checked="" type="checkbox"/> Awareness <input type="checkbox"/> Consideration <input type="checkbox"/> Evaluation</p>	<p>As customer expectations continue to rise, businesses need to appoint a senior executive like the Chief Marketing Officer to deliver exceptional, end-to-end customer experiences. It's a tall order, but if done right, enhanced customer experiences translate into loyalty, repeat business, and revenue.</p>
	<p>Customer Experience Simplified</p> <p><input checked="" type="checkbox"/> Awareness <input type="checkbox"/> Consideration <input type="checkbox"/> Evaluation</p>	<p>Much of the customer experience is broken because the marketing experience is broken. But it's not marketing's fault. With legacy technology, marketers only get a distorted view of the customer because data silos cannot be shared across channels. In fact, a recent Forbes article states that "65% of marketers are not giving consumers what they want."</p>
	<p>The Truth About the Martech Stack: What You May Not Know May Cost You</p> <p><input type="checkbox"/> Awareness <input checked="" type="checkbox"/> Consideration <input type="checkbox"/> Evaluation</p>	<p>There seems to be no end to the growing number of marketing technologies available today. Currently, there are 4,000 MarTech solutions on the market—a 2,500% increase over 2011. With so many options, identifying the right ones and getting them to work together isn't easy. How do you do it? By choosing an open platform that offers pre-integrated apps, offering an open infrastructure for future innovations.</p>
	<p>The Guide to Building Your Marketing Technology Stack</p> <p><input type="checkbox"/> Awareness <input checked="" type="checkbox"/> Consideration <input type="checkbox"/> Evaluation</p>	<p>The growing number of MarTech tools available today is overwhelming. Since 2011, this number has increased by 2,567%. With more MarTech options, marketers now have better tools to help them engage customers and deliver results. The hard part is choosing the right MarTech solutions.</p>
	<p>Zalora Creates Personal Customer Relationships with Oracle</p> <p><input type="checkbox"/> Awareness <input type="checkbox"/> Consideration <input checked="" type="checkbox"/> Evaluation</p>	<p>As the largest fashion e-commerce company in Southeast Asia, Zalora believes that style and fashion should not be a luxury, but should be made available to all. When they first began marketing, Zalora originally used batch-and-blast communications. As the business evolved, they saw a greater need to embark on a journey to establish relationships with customers.</p>






DATA-DRIVEN MARKETING

Asset Thumbnail	Asset Title	Asset Summary
	<p>Argyle: The Data Driven CMO</p> <p><input checked="" type="checkbox"/> Awareness <input type="checkbox"/> Consideration <input type="checkbox"/> Evaluation</p>	<p>Today's Chief Marketing Officer is tasked with many demands, made even more challenging with the ever-evolving digital domain. Their biggest challenge? Leveraging personalization to demonstrate and drive clear ROI to the executive team.</p>
	<p>The Guide to Advertising Accountability</p> <p><input checked="" type="checkbox"/> Awareness <input type="checkbox"/> Consideration <input type="checkbox"/> Evaluation</p>	<p>Accountability in marketing means one thing: Can you deliver on what you promised? The good news is that using a data management platform and data-driven marketing can help you improve accountability—especially when it comes to revenue. Because the more you know about your prospects, the more precisely you can market to them at the moment they're ready to buy.</p>
	<p>Maximize Your Marketing: Eight Questions to Ask as You Introduce a Data Management Strategy</p> <p><input type="checkbox"/> Awareness <input checked="" type="checkbox"/> Consideration <input type="checkbox"/> Evaluation</p>	<p>A solid data management platform (DMP) and strategy are imperative if marketers want to create audience communications that deliver quality engagements.</p>
	<p>The Programmatic Guide For Modern Marketers, Publishers and Media Planners</p> <p><input type="checkbox"/> Awareness <input checked="" type="checkbox"/> Consideration <input type="checkbox"/> Evaluation</p>	<p>Gone are the days of advertising where marketers were mainly charged with branding, awareness, and recall. Today's Modern Marketers (and advertisers) must be technology and data-driven experts as well as brand champions and storytellers. eMarketer predicts that programmatic ad spending will be over \$20 billion in 2016, more than double the amount seen in 2014.</p>
	<p>The Economist Reinvents Advertising Sales and Achieves 10:1 Campaign ROI</p> <p><input type="checkbox"/> Awareness <input type="checkbox"/> Consideration <input checked="" type="checkbox"/> Evaluation</p>	<p>The Economist builds great content for people who care about business, politics, science, and innovation. Today the Economist is going from a world of mass communication to one-to-one communication across each touch point in the customer journey.</p>






MARKETING AUTOMATION

Asset Thumbnail	Asset Title	Asset Summary
	<p>Busting Common Myths of Marketing Automation: The Reality of the Marketing Technology Journey</p> <p> <input checked="" type="checkbox"/> Awareness <input type="checkbox"/> Consideration <input type="checkbox"/> Evaluation </p>	<p>Marketing automation is quickly becoming a competitive necessity for most organizations. According to a recent Demand Gen Report, 42% of B2B marketers identified marketing automation as the tool they plan to test or deploy in 2016—beyond predictive analysis, account-based marketing, lead nurturing, and attribution modeling.</p>
	<p>Lead Nurturing Guide For Modern Marketers</p> <p> <input checked="" type="checkbox"/> Awareness <input type="checkbox"/> Consideration <input type="checkbox"/> Evaluation </p>	<p>Successful lead nurturing builds customer loyalty and increases revenue. By anticipating the needs of the buyer and providing them with the most relevant content they need to make a smart decision even before they're ready to purchase. According to a recent Ascend2 study, the most important objectives of a lead nurturing strategy are to increase conversion rates and sales opportunities. However, 59% of B2B companies say creating relevant content is their biggest obstacle to lead nurturing success.</p>
	<p>Gartner Magic Quadrant for CRM Lead Management</p> <p> <input type="checkbox"/> Awareness <input checked="" type="checkbox"/> Consideration <input type="checkbox"/> Evaluation </p>	<p>How do you choose the right CRM lead management solution? With so much competition and so many factors to consider, making a confident choice can be daunting. Ask yourself: Does it provide market-leading functionality? Does it support B2B, B2B2C, and B2C lead management processes across multiple channels—both inbound and outbound? Is it quantifiable? Does it show revenue impact?</p>
	<p>Lead Scoring Guide For Modern Marketers</p> <p> <input type="checkbox"/> Awareness <input checked="" type="checkbox"/> Consideration <input type="checkbox"/> Evaluation </p>	<p>In order for a sales department to trust marketing's leads, lead scoring needs to be a priority. Without it, many hot leads get tossed out with the cold leads. That's a waste of time, money, and opportunity. According to the Lenskold Group, 68% of top marketers report lead scoring as most responsible for improving the revenue contribution of content marketing.</p>
	<p>Eaton Drives Pipeline Through Unique End User Engagement & Progressive Profiling</p> <p> <input type="checkbox"/> Awareness <input type="checkbox"/> Consideration <input checked="" type="checkbox"/> Evaluation </p>	<p>As one of the largest power management companies in the world, Eaton wants to create an engaging, interactive experience for their customers. They strive to make every interaction with Eaton—whether it's in person or online—very personalized for the customer.</p>






CROSS-CHANNEL MARKETING

Asset Thumbnail	Asset Title	Asset Summary
	<p>Cross Channel Orchestration Fundamentals: Aligning Web With All Marketing Channels</p> <p> <input checked="" type="checkbox"/> Awareness <input type="checkbox"/> Consideration <input type="checkbox"/> Evaluation </p>	<p>Today's consumers are more demanding than ever before. They want experiences that are personalized, relevant, and consistent—whether they're interacting with your company online, in-store, or on the phone. Oh, and they want only positive experiences. Poor customer service is unacceptable across any channel, including the often-overlooked mobile device.</p>
	<p>LookBook 2015</p> <p> <input checked="" type="checkbox"/> Awareness <input type="checkbox"/> Consideration <input type="checkbox"/> Evaluation </p>	<p>Take a peek at some of our customers' most creative digital marketing campaigns—and how they used Oracle Marketing Cloud to help create them. Featuring work from some of the biggest brands in the world—Amazon, Starbucks, Lego, J. Crew, jetBlue, and Whole Foods—you'll see how Oracle helped them create unique, personalized customer experiences across all marketing channels to increase audience engagement.</p>
	<p>Magic Quadrant for Multichannel Campaign Management</p> <p> <input type="checkbox"/> Awareness <input checked="" type="checkbox"/> Consideration <input type="checkbox"/> Evaluation </p>	<p>As the demand for multichannel campaign management (MCCM) grows, the number of vendors has grown, too. With so many options, how do you assess the capabilities of each one to make the best choice for your company? Read this Gartner analysis to learn the strengths and cautions associated with each vendor. You'll learn how each major industry player is rated for critical capabilities within campaign management, advanced analytic functions, and digital marketing content capabilities.</p>
	<p>Five Ways Marketing Can Drive Higher Online Commerce</p> <p> <input type="checkbox"/> Awareness <input checked="" type="checkbox"/> Consideration <input type="checkbox"/> Evaluation </p>	<p>Online retail and e-commerce are booming. By 2019, e-commerce is expected to hit \$480 billion in revenue. With 800,000 online stores to choose from, even big players like Amazon face fierce competition within the consumer market. The biggest struggle is to keep acquisition costs low and revenue high.</p>
	<p>JD Williams Increases Customer Email Conversion 92% with Personalisation</p> <p> <input type="checkbox"/> Awareness <input type="checkbox"/> Consideration <input checked="" type="checkbox"/> Evaluation </p>	<p>A fashion retailer since 1865, JD Williams traditionally used mail catalogs to market to shoppers aged 37 to 75 years old. As more consumers turned to online shopping, JD Williams implemented Oracle Marketing Cloud to improve audience segmentation via audience profiles. By using automated campaigns to better target customer preferences, they improved overall personalization and engagement.</p>

MOBILE MARKETING

Asset Thumbnail	Asset Title	Asset Summary
	<p>The CMO's Guide to Mobile Marketing</p> <p><input checked="" type="checkbox"/> Awareness <input type="checkbox"/> Consideration <input type="checkbox"/> Evaluation</p>	<p>Mobile internet usage has overtaken the desktop as the most used digital platform—and it continues to rise. In the last few years, smartphone usage is up 395% and tablet usage is up 1,721%. Mobile marketing is not only for B2C. As Forbes said so matter-of-factly, “B2B marketers can no longer hope their buyer finds them on the PC or Laptop.”</p>
	<p>Mobile Testing Guide for Modern Marketers</p> <p><input checked="" type="checkbox"/> Awareness <input type="checkbox"/> Consideration <input type="checkbox"/> Evaluation</p>	<p>As you likely know, mobile testing is the art and science of building, running, and analyzing optimization tests for mobile customer experiences. What you may not know, like many marketers, is how to do mobile testing really well. It starts with a solid mobile marketing strategy and ends with an effective mobile experience.</p>
	<p>Mobile Email Guide</p> <p><input type="checkbox"/> Awareness <input checked="" type="checkbox"/> Consideration <input type="checkbox"/> Evaluation</p>	<p>If you want to be a mobile marketing phenom, you need to provide your mobile users with a seamless experience. Especially when you consider that 40% of email opens are now coming from mobile devices and tablets. Unfortunately, all the work we do to ensure our emails render flawlessly on the desktop doesn't take into consideration how these same emails will show up on a smaller screen. This can make for a disappointing mobile experience.</p>
	<p>Mobile App Engagement: The Power Is Now In Marketing's Hands</p> <p><input type="checkbox"/> Awareness <input checked="" type="checkbox"/> Consideration <input type="checkbox"/> Evaluation</p>	<p>Given the fact that there are more mobile devices on the planet than there are human beings, engaging with customers via mobile should be a priority. Another interesting fact is that 90% of a consumer's time while on a mobile device is spent in a brand's app. Then consider this from Forrester: “Today's customers demand a seamless, integrated brand experience delivered to them with ultimate simplicity and relevancy in real time.”</p>
	<p>Babycenter Achieves Mass Personalization with Oracle</p> <p><input type="checkbox"/> Awareness <input type="checkbox"/> Consideration <input checked="" type="checkbox"/> Evaluation</p>	<p>Babycenter is a platform that provides access to new and expectant moms to help them solve problems, anticipate challenges, and celebrate exciting milestones week after week during their pregnancy. More and more expectant moms are finding Babycenter through their social apps.</p>

ACCOUNT-BASED MARKETING

Asset Thumbnail	Asset Title	Asset Summary
	<p>Account-Based Marketing: The New Star of B2B Marketing</p> <p><input checked="" type="checkbox"/> Awareness <input type="checkbox"/> Consideration <input type="checkbox"/> Evaluation</p>	<p>A recent Argyle survey found that nearly 60% of marketing organizations currently use some form of Account-Based Marketing (ABM), while 28% plan to use it in the near future. This shows the rising importance of ABM in the marketing mix. However, ABM does have its challenges. Almost 30% of the same respondents claimed that maintaining personalized, but consistent interactions with prospects was the most prominent challenge in ABM.</p>
	<p>Account-Based Marketing: The Next Generation of Marketing Automation</p> <p><input checked="" type="checkbox"/> Awareness <input type="checkbox"/> Consideration <input type="checkbox"/> Evaluation</p>	<p>Account-Based Marketing (ABM) is one of the truest ways to align your sales and marketing operations to drive holistic account interactions that yield higher returns. According to the Alterra Group, “84% of marketers find that ABM provides significant benefits for retaining and expanding existing client relationships, while 97% say that it delivers a higher ROI than other marketing methods.”</p>
	<p>Marketing Automation Fundamentals: Account-Based Marketing</p> <p><input type="checkbox"/> Awareness <input checked="" type="checkbox"/> Consideration <input type="checkbox"/> Evaluation</p>	<p>Integrating Account-Based Marketing (ABM) with marketing automation is a powerful combination. Having access to relevant, persona-based, educational content about your prospects means you can leverage that information to market to them in a personalized way. Knowing that there is an average of five people within every B2B purchase decision, what better way to reach them than through ABM and marketing automation?</p>
	<p>Account-Based Marketing Guide for Modern Marketers</p> <p><input type="checkbox"/> Awareness <input checked="" type="checkbox"/> Consideration <input type="checkbox"/> Evaluation</p>	<p>As a B2B Marketer, you spend a lot of your time coming up with new ways to reach the right prospect, at the right time, with the right message. Account-Based Marketing (ABM) is a tried-and-true strategy to help you do all three. By treating each account as a market of one, you can deepen your relationships with individuals at key accounts and ultimately increase revenue.</p>
	<p>How To Increase Conversion Rates With ABM Automation</p> <p><input type="checkbox"/> Awareness <input type="checkbox"/> Consideration <input checked="" type="checkbox"/> Evaluation</p>	<p>The marketing team at MongoDB, the world's most popular non-relational open source database, wanted to improve prospect targeting and focus on those companies most likely to become customers. With account-based marketing (ABM), they were able to identify specific companies to target, thereby improving engagement and conversion metrics.</p>

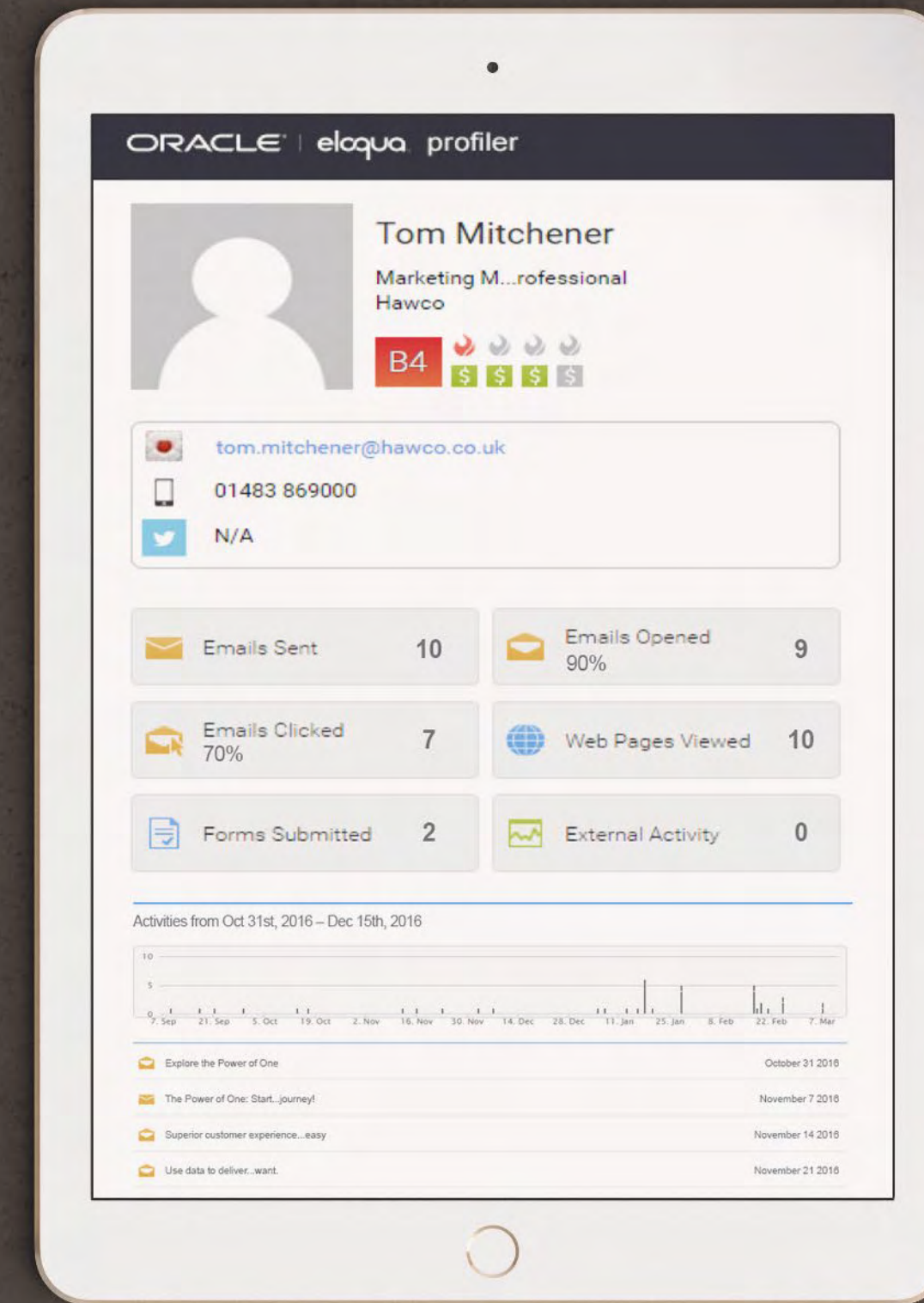
SALES EXPERIENCE

- Upon a Lead converting into a Marketing Qualified Lead, MQLs will be routed to BDRs and ASRs via Oracle Sales Cloud, and the lead source will be noted GIC (Global Integrated Campaign).

- Profiler captures prospects' Digital Body Language (DBL), compiling a rich overview of their interactions with specific content on different channels.

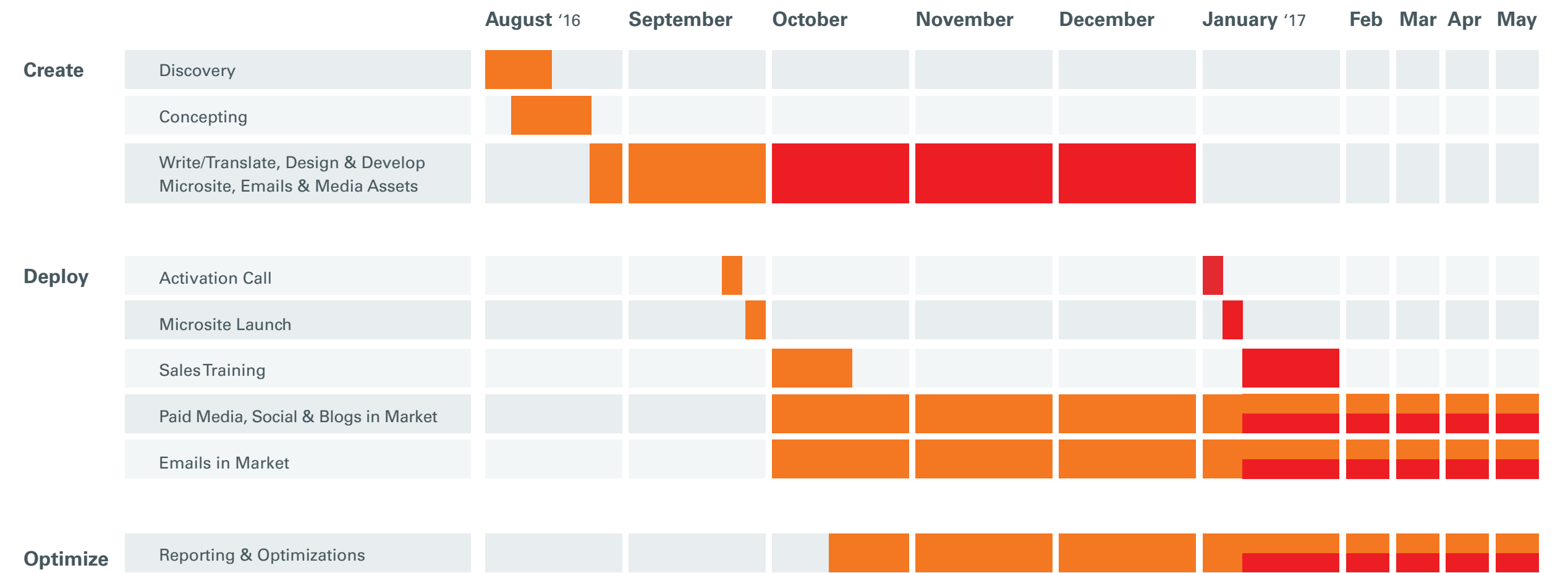
Additional sales information can be found in the Appendix:

- Funnel View
- Lead Scoring
- Inbound Sales Flow
- Outbound Sales Flow



TIMELINE

FY17



- Key**
- Global - English Speaking
 - Translated Languages
 - Portuguese
 - Spanish
 - Italian
 - French
 - German
 - Japanese

APPENDIX



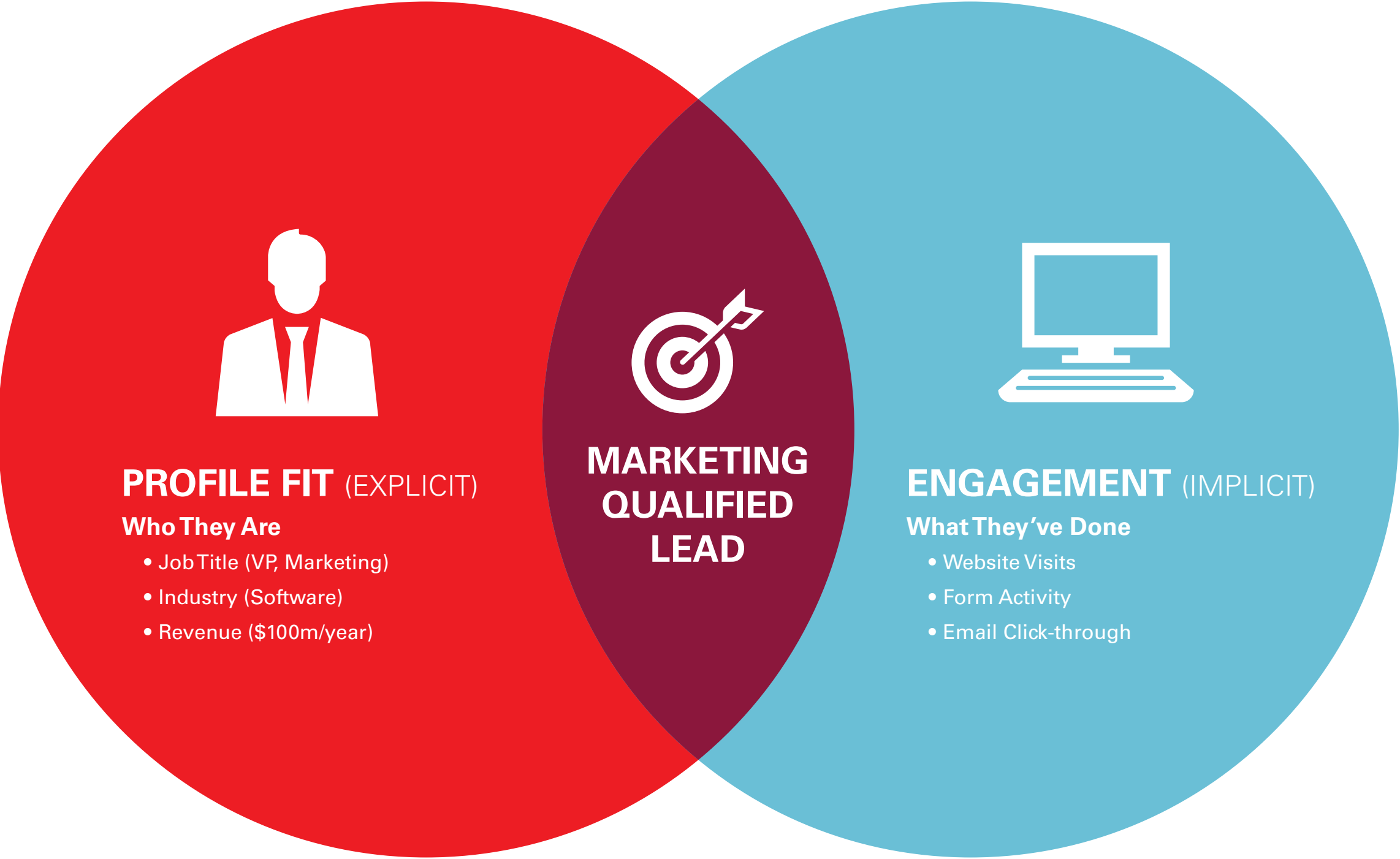
THE FUNNEL VIEW

INTEGRATED CAMPAIGNS



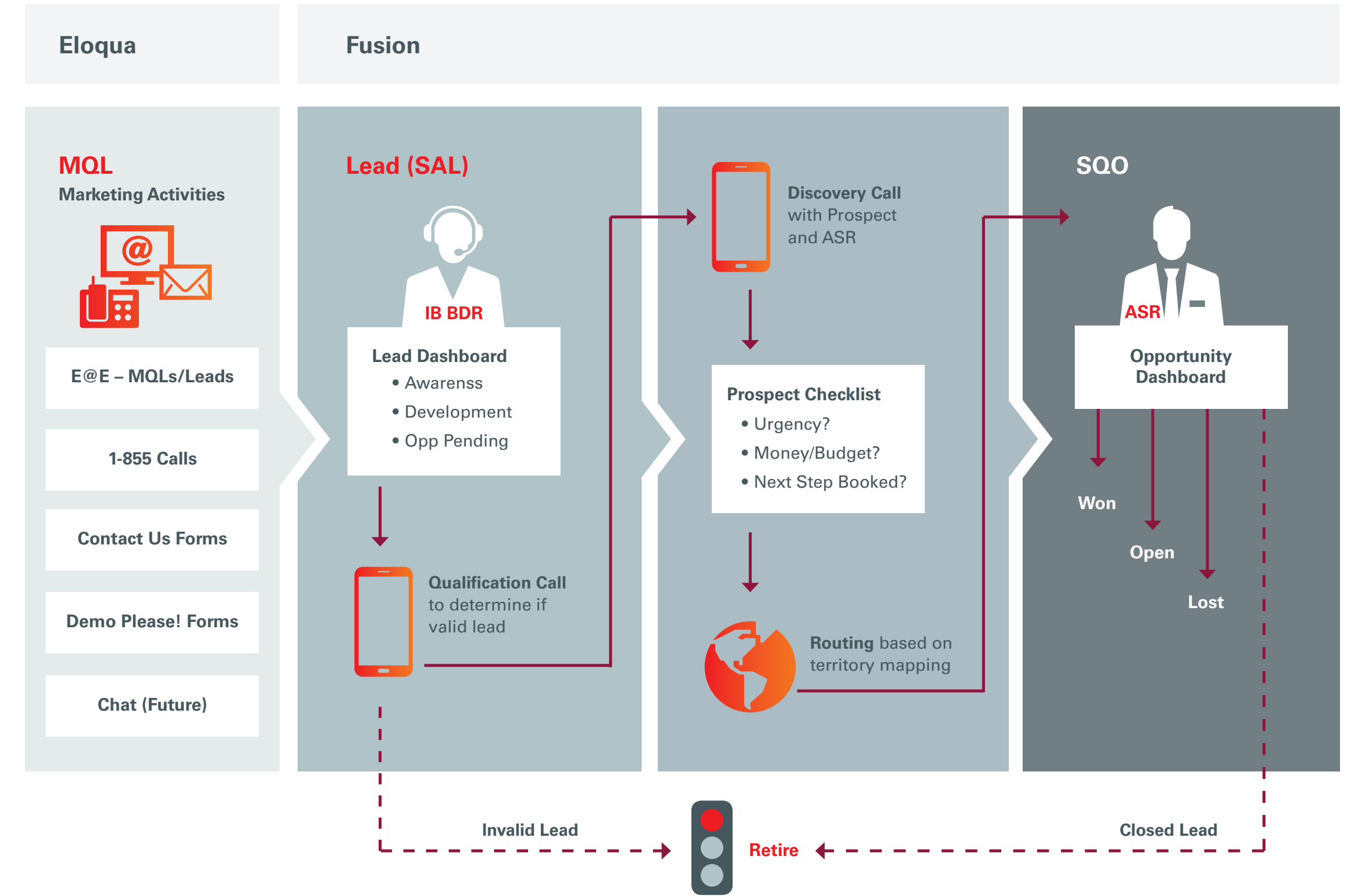
WHAT IS LEAD SCORING?

Lead scoring allows you to take everything a person IS (profile fit/explicit) and everything a person DOES (engagement/implicit) and score it. If the resulting score meets the **MQL threshold** the lead can be passed to the next stage of the sales cycle.



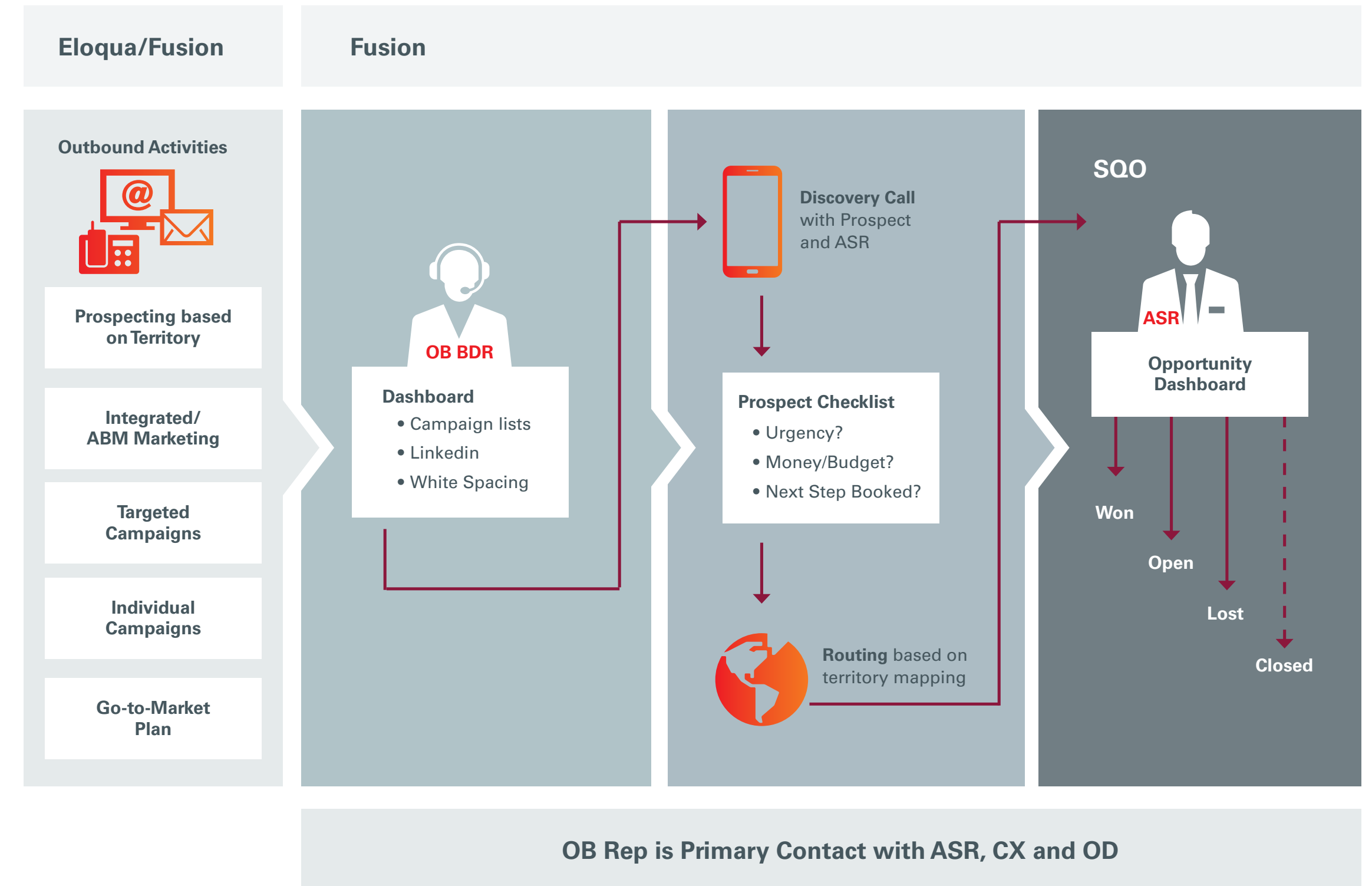
PROPOSED PROCESS FLOW: IB TEAM

All MQLs, Inbound Calls and Contact Forms



PROPOSED PROCESS FLOW: OB TEAM

Outbound Prospecting based on Territory



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