

ORACLE®
Marketing Cloud



Go Further With

Data Management

ORACLE®

An Ignite Guide
25 MIN READ



To the marketer who's always on

We know. There's a lot to keep up with. And get to the bottom of. As the universe of marketing evolves, shape-shifting from one minute to the next, the importance of building muscle memory around new topics is undeniable.

At Oracle, we get it. Which is why we created a series of guides about what's trending in modern marketing. They'll get you up to speed on pivotal trends in less time – with less effort – so you can get back out there. Because sitting on the sidelines isn't really your thing.



The Rundown

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Understanding The Core

Data management. You know what it means but may wonder how exactly it can benefit your business.

It's more than just organizing contacts. Data management is the approach businesses take to:



STANDARDIZE



SECURE DATA



INCREASE REVENUE

A clean database with a central dashboard offers marketers the ability to see all their customers' internal and external data in one place, which means increased visibility into potential threats and opportunities.

Data management is critical to crafting relevant marketing campaigns that meet customer expectations. Without a solid data management platform (DMP) however, personalized messaging can be difficult to construct.

NOTE:

A DMP is a tool that organizes first-, second-, and third-party data. (It can help you gauge target audiences, polish campaigns, and scale performance.)

Why You Need It

Proper data management is essential to marketing viability. It serves as an essential tool for building and strengthening memorable customer experiences via audience segmentation, targeting, and optimization.

For starters, it improves:



PERSONALIZE THE CUSTOMER EXPERIENCE

91% of consumers are more likely to shop brands they recognize and remember. (Accenture)



DECISION-MAKING

Nearly **60%** of organizations don't measure the annual financial cost of poor quality data, and organizations with poor data quality lose on average of \$15 million annually. (Gartner)



BOOSTING REVENUE

Companies that leverage big data are **6%** more profitable than other companies (McKinsey)

Common Hurdles

What stands in the way of you and your data management goals?

A lot.

To develop a hyper-personalized, device-specific strategy that adjusts to real-time customer behavior, you must first overcome:



DATA DISPARITIES



**DECENTRALIZED
DATA STORAGE**



**RIGID LEGACY
TECHNOLOGY**

NOTE:

These are all things a powerhouse data management platform – or DMP – can help you accomplish.

The Strategy

Now that you know the basics, we think it's high time you picked up the pace. Leveraging data – and the smarter marketing it creates – requires a plan.

01 Audit your data

02 Map identities and segment your audiences

03 Optimize your messaging across channels

Types of Data

Before we reach any higher, let's review the three varieties of data you may want to store in your database:

FIRST-PARTY DATA:

Quite simply, this is your data. First-party data is the behavioral data visitors on your owned media properties have left behind, combined with data in your customer relationship management (CRM) systems.

SECOND-PARTY DATA:

This is basically someone else's first-party data you have received access to. Often, you can gain access to another firm's data by contractually agreeing to share your first-party data as well.

THIRD-PARTY DATA:

This is data from websites and social media platforms (other than your own) which can help you deepen your business intelligence and reach a wider, more diverse audience.

Auditing Your Data

Like a playbook, your internal database is a locale you'll return to again and again. Keeping your database stocked with properly maintained and normalized data is incredibly important. The first step to a fortified database is to perform an internal data audit based on business goals like website optimization, audience segmentation or search engine optimization.

Take a comprehensive approach by auditing all internal sources, including your:



Website



Mobile site and applications



CRM



Email system



Marketing automation platform



Social media channels

Compiling analytics from across your digital environment will help your team decide what's worth loading into your data management platform and how this information should be organized for future use.

Identity Mapping

Identity mapping is a real competitive advantage that helps marketers build up their insights for meaningful, one-on-one customer communication.

With your data audit and selection process complete (and the right DMP in place), it's now time to map out how you plan to personalize your campaigns. But to deliver messaging that's actually relevant, you need to know who is who. Start on solid ground with identity mapping – a major benefit of any good DMP.



With an identity map or ID graph, you can bridge identifiers across desktop, mobile, offline sources, and in-store interactions to increase the odds that you're reaching the right person. The more you understand that, the more likely you are to create long-term relationships across the ever-expanding number of channels, platforms and IoT-connected devices.

Keep in mind that resolving identity isn't just about putting cookies in a customer's browser or placing a relevant ad on a media platform. Acquiring accurate identity data is possible only with the intelligence of a DMP.

NOTE:

Identity mapping provides a clear, customer-centric view

Segmentation

The core of any campaign is segmentation. It's the foundation for messages that you deliver – and to whom you deliver them. Once you know who is who via the identity mapping capabilities in your DMP, you can split up your audiences by similar attributes and target them with messages that matter.

DMP tags can collect rich behavioral data and attributes such as website actions and product engagements as well as demographic information. From there, the data can be passed into a cross-channel marketing solution to inform the customer experience.

Using a DMP, you can:

1. Slice and dice your own online and offline data
2. Beef up your internal data with third-party data
3. Assemble audience segments for display, search, video, and social campaigns
4. Target audiences with ad campaigns across the purchase funnel
5. See the ROI each campaign delivered per segment

A DMP also allows you to profile current customers to generate look-alike, act-alike, shop-alike, share-alike, and convert-alike models that help you expand your audience base and spot new opportunities.

Testing & Optimization

You've reached the testing and optimization page, which means you're almost up-to-speed on data management.

By using an enterprise-class DMP that can scale to billions of global data points, you can manage the day-to-day operations of all your online advertising campaigns from campaign creation, audience profiling, media buying, and targeting to optimization, measurement, and reporting – in one dashboard.



NOTE:

A DMP should be linked to a cross-channel or marketing automation platform

This gives you high-level and granular performance insights across various channels, allowing you to sort out which campaigns are converting which audiences and optimize tactics to drive more revenue. (You can also link your DMP to a cross-channel marketing platform to execute on the insights you've collected.)

Reporting & Accountability

Although you've managed to run the maze of data auditing, segmentation, and optimization, it all comes down to one thing: results. (And the reports to back them up.)

So, do your marketing efforts stack up?



Savvy marketers know that aligning metrics with high-level goals is the best way to show success and ensure longevity of campaigns. Reporting with DMP-based programs will help you show your value to sales and ensure your marketing team receives the budget it needs. Detailed reporting like this gives your C-suite an unobstructed view of how effective your efforts truly are.

NOTE:
DMP reporting can
boost accountability

What Makes a Robust DMP?

After sifting through the strengths and weaknesses of your data learnings and deciding what you should keep (or throw out), it's time to consider how your current and future data will fit into a DMP.

Every DMP should offer a full-featured set of components that allow you to dig deep down into your data and get an understanding of your customers in order to make more accurate audience buys.

Every highly efficient and capable DMP should offer:

DATA COLLECTION

Import data from your own CRM system as well as info from third-party providers so you can analyze in-store behaviors, consider past purchases, and target users anonymously online. You can easily collect additional first-party audience data in one place by placing a single tag on your site that brings all of your data into the DMP.

DATA CLASSIFICATION

Once all this shiny, new data is in your DMP, your platform should allow you to organize this data into taxonomies. How you organize the data will depend on your business. An ecommerce site might use a DMP to classify purchase data into descending taxonomies such as clothing, kids, boys, shoes, sneakers, and so forth. (Classifying your site data into taxonomies like this is the first step toward scoping out distinct audience profiles.)

DATA ANALYSIS

With your data sorted, you can then analyze it to understand customer intent. By being able to see into data about visitors' past purchases, clicks, preferences, and propensity to respond to certain offers via your DMP, you can use these insights to finalize specific customer segments.

DATA TRANSFER

Last, but certainly not least, your DMP should allow you to seamlessly transfer the data in your database to the largest ad networks, exchanges, portals, DSPs, and trading desks to make media buys that put your predefined segments in the crosshairs.

The Power of Oracle Marketing Cloud

Oracle Responsys

(B2C Cross-Channel Orchestration)

Oracle Bluekai

(Data Management)

Oracle Maxymiser

(Testing & Optimization)

Oracle Social Marketing

Oracle Content Marketing

Oracle Eloqua

(B2B Marketing Automation)

Oracle Bluekai is the industry's leading cloud-based data management platform that outfits companies with the audience info they need to personalize online, offline, and mobile marketing campaigns. From first- to third-party data and a wide range of performance analytics, Oracle BlueKai puts everything your cross-functional team needs in one place. Look for it inside Oracle Marketing Cloud.

Oracle Marketing Cloud

B2B and B2C marketers use Oracle Marketing Cloud, an integrated portfolio of best-in-class applications, to drive sales, brand and customer loyalty. Oracle Marketing Cloud offers the industry's richest datasets and most adaptive intelligence so marketers can deliver irresistible, consistent and connected experiences to customers wherever they are and however they choose to engage.

Want to know more? (Of course, you do.)
Visit [oracle.com/marketingcloud](https://www.oracle.com/marketingcloud) to get it.