



ORACLE DATA CLOUD SUMMIT HIGHLIGHTS DAAS

ANALYST

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THE BOTTOM LINE

The Data Summit 2017 focused on how Oracle Data Cloud is driving innovation in the data as a service (DaaS) space, and enabling customers to run more intelligent marketing departments. Since Oracle's acquisition of BlueKai Audience Data Marketplace in 2014, Oracle Data Cloud has developed a broad range of capabilities. Nucleus interviewed customers to identify which of these data capabilities are delivering the most value, and found the top drivers of value to be: Oracle Data Cloud's third-party data, customer ID, and look-alike modeling capabilities.

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Nucleus Research has found that only five percent of companies feel that they run intelligent marketing departments (Nucleus Research, *r64 – Running an intelligent marketing department*, April 2017). Companies within that five percent have several things in common; they leverage advanced analytics, and have access to high quality customer data and data capabilities. The top five percent of customers are able to run more strategic, productive, and profitable marketing departments – increasing revenue from 15 to 20 percent – because they have the right tools, data, and know how to use them. At the Data Summit 2017, Nucleus talked to partners and customers to determine how they are using Oracle Data Cloud to run more effective marketing departments.

DATA CLOUD'S VALUE DRIVERS

After talking to dozens of customers, Nucleus identified three Oracle Data Cloud capabilities that are driving the most value for customers, enabling them to market more intelligently.

THIRD-PARTY DATA

First-party data isn't always enough when companies want to broaden their reach and attract new consumer segments. Oracle Data Cloud provides access to pre-built, third-party data audiences from within the BlueKai Marketplace. Customers reported that third party data improved their ability to target effectively, and provided insights that drove more strategic decision making.

- A beverage company said, *"Based on audience data from Oracle, we were able to give our creative team the data to create new packaging that fits the evolving needs of our customers."*
- A manufacturer said, *"Third-party data helps us understand customers and target people in a more tailored way earlier on, before our competitors can."*
- A brokerage firm said, *"Oracle Data Cloud enables us to add in a layer of third-party data, which adds texture and relevance as we target customers."*

UNIFIED CUSTOMER ID'S

Customers cited the ability to develop a unified customer identity across touchpoints as key to improving their ability to deliver targeted, personalized messaging. Oracle ID Graph helps customers attribute activity across devices to unique users by connecting dozens of identifiers such as cookies, mobile IDs, e-mail, IP address, location, and social IDs. Over the next year, Oracle Data Cloud is investing heavily in Oracle ID Graph which could pay off for Oracle by setting them apart from other vendors with cross-device ID matching capabilities.

LOOK-ALIKE MODELING

Customers identified BlueKai's look-alike modeling capabilities as having a strong influence on their ability to target unknown visitors more effectively. Look-alike modeling uses machine learning algorithms to associate the behavior of unknown visitors with similar, known users so that they can be targeted more effectively. One automotive customer leveraged Oracle Data Cloud's Modeling 360 app to reach 10 times the number of potential buyers than they could with a broad reach strategy.

CUSTOMER SPOTLIGHT

A hardware manufacturer leveraged Oracle Data Cloud alongside Oracle Marketing Cloud to develop more effective marketing campaigns. One campaign that utilized Oracle ID Graph led to a 12 percent purchase rate, which was the company's most successful campaign to date. By associating the names under which products had been registered to households, the manufacturer discovered that 30 percent of its products were being used in the bathroom. The manufacturer developed a product suited to that environment, and launched a marketing campaign that targeted those families.

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CONCLUSION

Over the next year, Nucleus expects to see continued investment in Oracle ID Graph, as well as more advertising measurement capabilities through the incorporation of Oracle Data Cloud's newest acquisition, Moat. This will help expand the scope of Oracle Data Cloud to advertisers, as well as marketers. Customers report that Oracle has been able to deliver an integrated DaaS offering that helps them run more effective, targeted campaigns. However, between its acquisition of BlueKai, Datalogix, Addthis, and now Moat, the challenge for Oracle Data Cloud will be to maintain an integrated DaaS offering as it increases the product's breadth.