Intro to DaaS for Marketers

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Marketing challenges of big data

Data In
- Accuracy
- Overlap
- Known + anonymous

Disconnected
- CRM
- Online
- Media

Data Out
- Open web
- Closed web
- Cross devices
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
So what?
Oracle Data Cloud

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

Oracle ID-Graph

- Target
- Personalize
- Measure

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

Oracle ID Graph™

- **3B+ cookies**
- **300MM+ MAIDs**
- **130MM+ HHs**
- **700MM+ emails**

Mobile IDs

Login IDs

Postal Address

Cookie IDs

Email

200 Direct Digital Media Integrations

- [Facebook](#)
- [Aol.](#)
- [Google](#)
- [Pandora](#)
What is the problem DaaS aims to solve?

- **Private**
- **Customs**
- **Models**
- **Public**
What is the problem DaaS aims to solve?

- Increase Response With Enhanced Personalization
- Optimize New Subscriber Acquisition
- Mitigate Deliverability Risk

Dynamic Enrichment
What is the problem DaaS aims to solve?

- Audience Verification
- Offline Sales Lift
- Measurement
The Oracle ID Graph™
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
DaaS + Oracle Marketing Cloud

Data accuracy, addressability, scale

Partner Integrations

Embedded Apps

ID Graph
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
MARKETING CLOUD
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
Five pillars of extracting advantage from your data

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[Image of five icons representing each pillar]
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.
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
What is a DMP?: *Add Meaning*

**Classification**
- Prescriptive
- Categorical
- Historical
- Keyword

**Look-Alike Modeling**
- Owned technology
- Best-of-breed partners

**Audience Analytics**
- Media data
- Insights reporting
- Attribution

**In a nutshell**
Ask about breadth and depth of data for analytics and modeling
Audience for Verification & Expanded Reach

Funnel Analysis Report
- Understand more about an converting audience

Verify
- Verify you are reaching the right audience

Learn

Expand
- Expand your core audience

Audience Profile

Audience Discovery
- Audience Profile
- Verify you are reaching the right audience
- Expand your core audience

Funnel Analysis Report
- Data from the last 30 days.

Verify
- Verify you are reaching the right audience

Learn
- Learn more about converting audience

Expand
- Expand your core audience

Audience Discovery
- Audience Discovery

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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.
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
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
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
Re-engage Users to Drive More Retention Revenue

SUBSCRIBE

Diversify message with display ad

Deliver brand message on social networks

Clicks on the ad

Clicks on the ad

Drives Conversion

Fills the funnel

EMAIL COUPON

KILLS 99.9% OF GERMS, DISINFECT & CLEAN

1 CUP WHITENS 2X THE LOADS OF UNCONCENTRATED BARRIER BLEACH

Cloorox®
Cold & Flu Pulse

Is COVID-19 going viral?...
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