

Success Stories

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Dell Improves Customer Pipeline and Ad Spend with Look-Alike Modeling

As target audiences become more segmented and companies continue to engage in price wars to win new customers, savvy Modern Marketers are turning to automated tools that can help expand their customer bases. The Dell marketing team saw targeting pools start to shrink and took steps to ensure a healthy customer pipeline by more precisely defining new online target audiences.

Challenges

- Growing the customer pipeline

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Dell used Oracle Marketing Cloud to grow customer pipeline and improve view

- Defining target audiences

Solutions

- Cross-channel prospecting campaign with progressive profiling
- Data management platform
- Targeting and segmentation
- Audience analytics

Results

- Improved view through revenue on advertising spend by 1,000%.
- Increased click to visit rate by 15%.

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and Prospect Dialogs with Oracle

CSC uses Oracle Marketing Cloud to create a deeper dialog with customers and prospects for nurture and conversion using better data, detailed personas, and consistent methods throughout the lifecycle.

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Repurposes Content for Varying Audiences

Cvent needed a more efficient interface with enterprise reliability to manage all of its disparate marketing content.

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Frictionless Customer Experience with Oracle Marketing Cloud

MongoDB uses Oracle Marketing Cloud marketing automation to create a frictionless customer experience where prospects and customers get what they want when they want it using account-based marketing (ABM) strategy at this high technology company.

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