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Marketing Cloud

Marcus Nyman, Enterprise Sales Director OMC Nordics, CEE & Israel

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EXPERIENCE ECONOMY

4

EXPERIENCE ECONOMY

Discover

Engage

Consume

Serve

IoT

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Shift to marketing in Micro-Moments

About **70%** of web traffic happens on a mobile device

68% of buyers expect an experience **tailored** to their needs

66% of buyers cite **time** as top factor for good customer experience

Shift to Commerce Everywhere

Shopping cart B2C commerce **growing to $4.9T**

Self-service B2B commerce **growing to $6T**

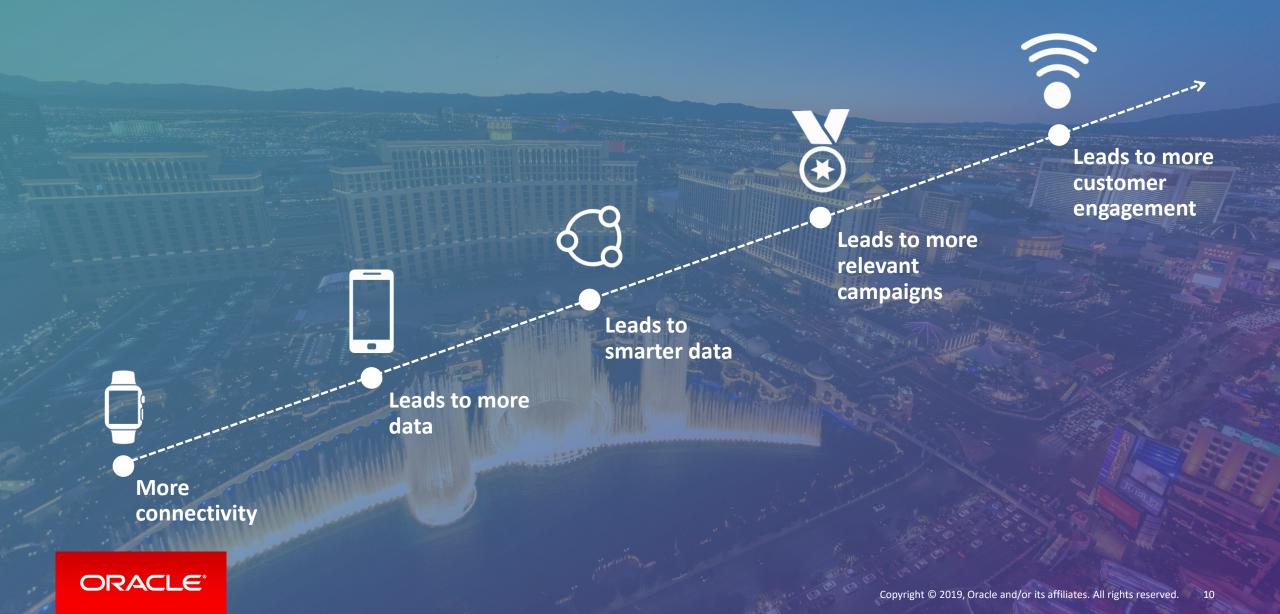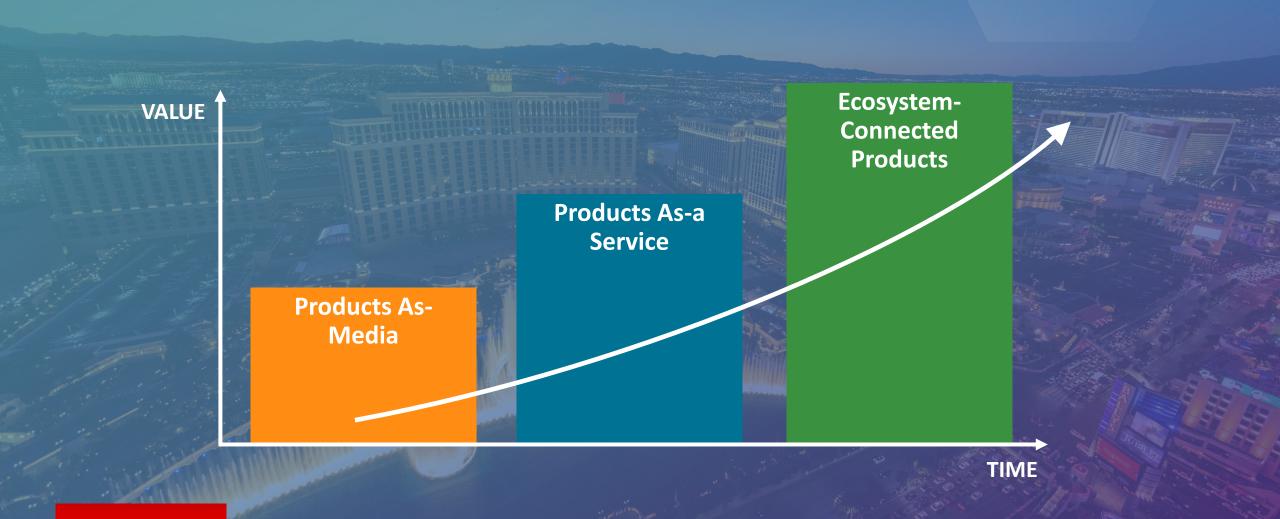IoT devices creates always on visibility and reach

EMBRACE THE CHAOS

Browse

Buy

Issue

Refer Friends

Research

Receive

Store

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So what does this mean for IoT?

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MORE DATA

Leads to more customer engagement

Leads to more relevant campaigns

Leads to smarter data

Leads to more data

More connectivity

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SMART PRODUCT EVOLUTION

VALUE

Ecosystem-Connected Products

Products As-a Service

Products As-Media

TIME

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PRODUCT AS A SERVICE

IP 213.100.33.42 could be Joe, a smartphone or a supertanker

BRAND PROTECTION	ANTI-COUNTERFEIT	INVENTORY MANGEMENT	DIVERSION ALERTS	PRODUCT PROVENANCE
I AM THE REAL DEAL	WARNING I HAVE BEEN ACTIVATED	SUPPLIES ARE LOW	ALERT I AM IN BERGEN NOT TÄBY	HOW FAR HAVE I GONE…

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D+M Group Maximizes Effectiveness and Provides a Single View to Data For Better Insight

D+M GROUP
PERFORMANCE IS EVERYTHING

Saved $90-180k/month with online self-service

10%
Increase in agent effectiveness

Achieved 62% open, 12% click-through, and 6% purchase rates for campaigns

CUSTOMER PERSPECTIVE

It's much better than waiting for the customer to call upset when they're about to have a party or some major event and are having an equipment problem. This is really about being proactive.

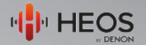**James Flatt**, Service Operations and Facilities Manager, D+M Group

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> " **Oracle is helping us transform our company around digital music delivery**
>
> — **SCOTT STRICKLAND**
> *CIO*

ORACLE CX CLOUD SUITE
MARKETING / SALES / SERVICE / SOCIAL

Mobile & IoT Control

Personalized Offers

Digital Engagements

DENON/MARANTZ USES CUSTOMER DATA TO TRANSFORM THEIR BUSINESS

- Using 360° view of customer and IOT input to drive product development
- Shifted to delivery of proactive customer service via IOT updates
- Improved marketing results from targeted, focused campaigns

10%
INCREASE IN AGENT PRODUCTIVITY

Yamaha 2018 YZ450F

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IoT Connected Assets

Service and Engagement Clouds with IoT, new product offering

- Service and Engagement Cloud with proactive monitoring of IoT enabled devices
- Automated service request and dispatch
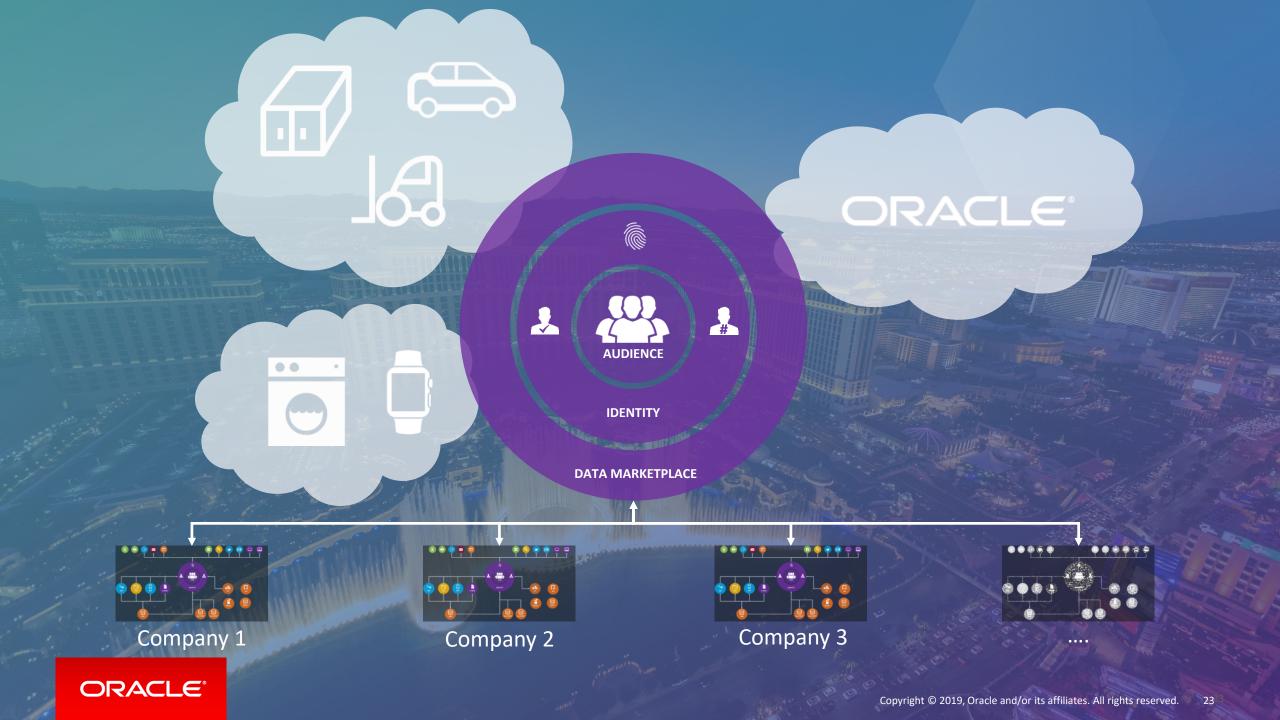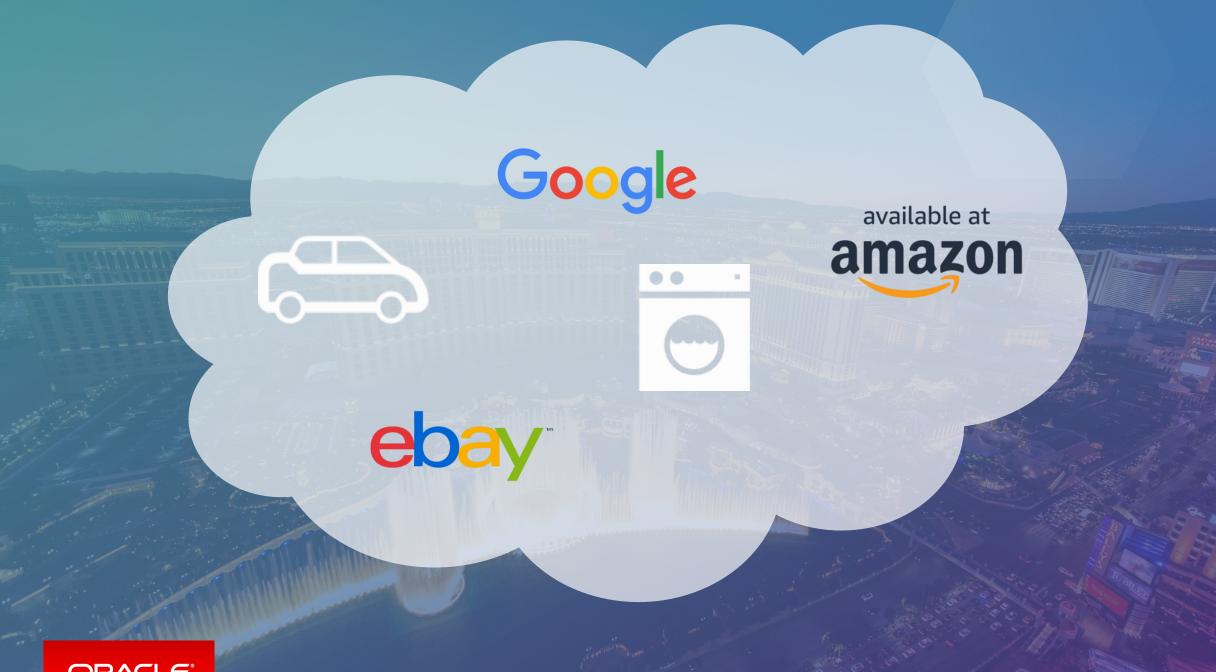- Device usage data generates customer insight for sales, **marketing**, R&D, service
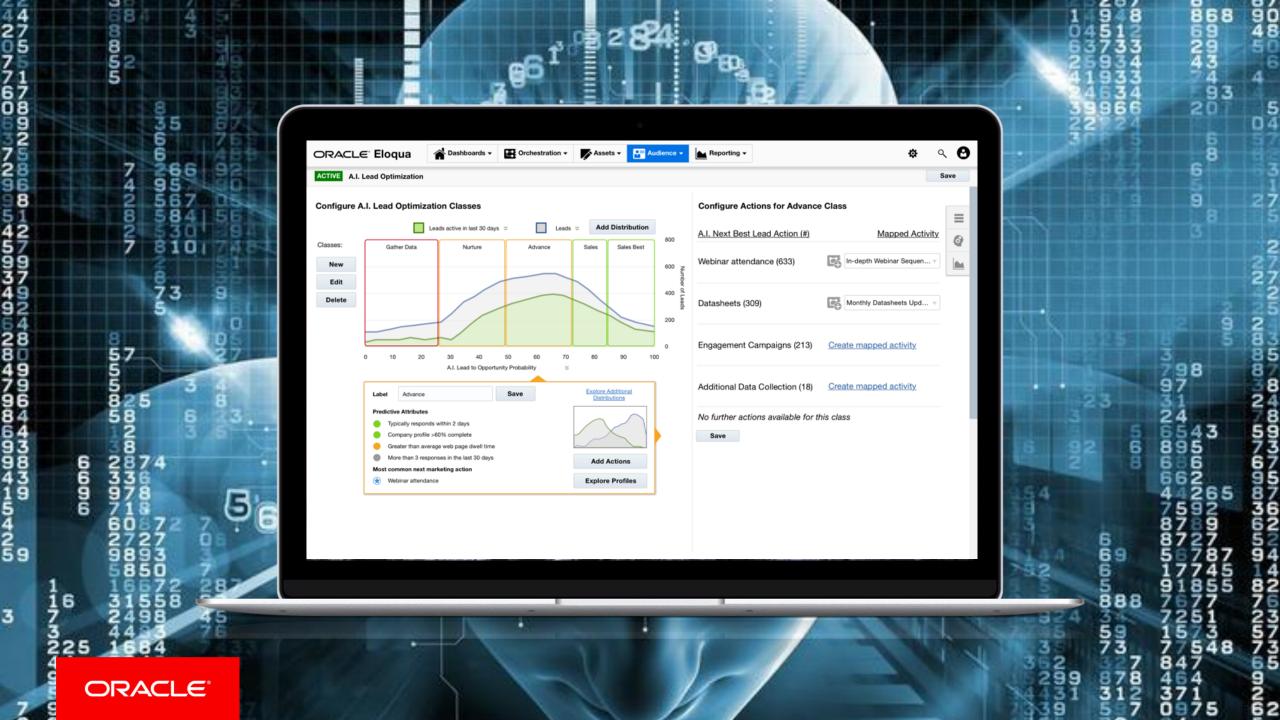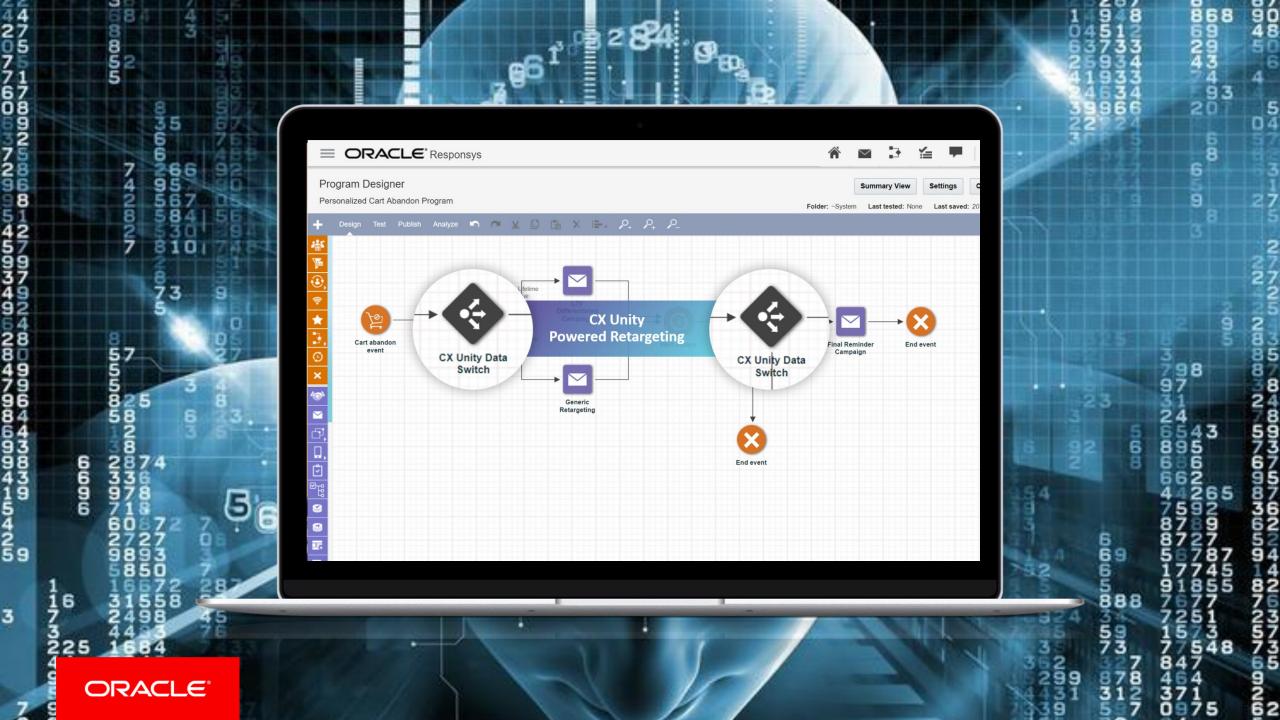
LOCATION BASED STRATEGIES
2ⁿᵈ **PARTY DATA STRATEGIES**
PREDICTIVE UPGRADES
PREDICTIVE CHURN PREVENTION
M2M MARKETING

AUDIENCE

IDENTITY

DATA MARKETPLACE

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Company 1

Company 2

Company 3

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