Digitális marketing - Kreatívok vs adattudósok?
Vagy egyszerűen Oracle Marketing Cloud

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63% of all display buy was programmatic last year.
Why programmatic?

Relevancy

Efficiency
The Division Between Anonymous and Known Marketing Data Prevents Relevance

85%

Of CMOs say data spread channels prevents cross-channel consistency.

- CMO Club

Greg Jones, 30, Chicago
Past Purchase: Jeans

ANONYMOUS

KNOWN
What do marketers say is the biggest challenge they face today?
Cross device identity

Source: Forbes and Oracle Data Cloud: The State of Data-Drive Marketing
On average, a person uses 5 devices and has over 25+ IDs

1. Laptop: Internet Explorer
2. Laptop: Firefox
3. Phone: Chrome
4. Phone: Apple IDFA
5. Tablet: Google
6. Tablet: Android Ad ID

Source: Gartner: Hype Cycle for Digital Marketing and Advertising, July 2016
Source: Conversant: The 5 Keys to Connecting with Real People, October 2015
Problem exponentially increases as users are engage on more devices, channels, and platforms.
Go to http://bluekai.com/registry/
Registry

The Oracle Data Cloud Registry – putting consumers in control of their digital footprint.

Oracle helps increase transparency by showing you what types of interest segments are collected by the Oracle Data Cloud for use in interest-based advertising. Click here for more information about Oracle Data Cloud Interest-based advertising, including information on how to opt-out.

The Oracle Data Cloud Registry shows third-party cookie-based interest segments that is associated with the device viewing the Registry. Within the Oracle Data Cloud Registry, you may remove individual interest segments at your sole discretion. Keep in mind that the interest segments you see within the Registry are associated with the specific browser, computer or device that you are using to visit the Registry. Unless Oracle has linked browsers, computers or devices into a common profile (as described in the “Cross-Device/Cross-Context Technology” section of the Oracle Marketing Cloud & Oracle Data Cloud Privacy Policy), you may see different Interest segments when viewing the Registry from a different browser, computer or device.
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**Step 1. Review**

Below are the interest segments associated with your computer and web-browser. You can click the "X" next to each to remove it, at your discretion.

**Basic Info**

**Location & Neighborhood**

**Professional Interests**

**Education**
- [Industry] > Education
- 5,000+ Employees
- B2B: Company Size > 5,000+ Employees
- $500,000,000+

**Business & Finance**
- B2B: Sales Volume > $500,000,000+
- B2B: Industries & Occupations > Business & Finance
- Retail
- B2B: Industries & Occupations > Sales > Retail

**Hobbies & Interests**

**Things You May Want To Buy**

**What Others Know About You**

Please note that interest data is noted based on collective activities from your computer and browser. If your computer is shared, this may reflect interests from other members of your household.

For an example of how the BlueKai Registry works, visit [www.welovesports.us](http://www.welovesports.us) (a fictitious sports site that will appear in a new window), and refresh this page.
What is it? Addressability & ID

Direct Mail
- Primary: Address
- Secondary: Name
- Zip+4
- Email

Mobile
- Primary: IDFA
- ADID
- FP Cookie
- Secondary: StatId
- Login Email
- 3rd Party Cookie

Social
- Primary: Social handle
- Secondary: Email
- Cookie

Call Center
- Primary: Tel #
- Secondary: Email
- Address

Email
- Primary: Email
- Address

Digital Ads
- Primary: Cookie
- 1st & 3rd

Digital TV
- Primary: Subsid
- Secondary: Address Email

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The Oracle ID Graph™ helps you reach real people everywhere.
The Oracle ID Graph connects identities to form a single view of a person to...

...reach your audience seamlessly across channels

...accurately measure your marketing
The Oracle ID Graph powers **all of our audience and measurement solutions**, in addition to…
Why Oracle ID Graph?

**Real**
Our graph is built on REAL people’s everyday actions and transactions and reaches over 90% of the online population.

**Trusted**
We are the trusted partner of the world’s biggest advertisers and platforms because it was built for measurement first.

**Everywhere**
We are the only company that connects you to ALL of the largest and fastest growing consumer platforms plus 400 other media partners.
The Oracle ID Graph is anchored on Oracle Data Cloud’s offline PII data assets

- Consists of 1,500+ US brick and mortar retailers
- Represents over $1B of transaction data every week
- Includes first name, last name, billing address, and often email (REAL people)
The Oracle ID Graph was built for measurement first

- Every single match is scored and validated for accuracy
- Our measurement products are used and have been rigorously tested by the biggest advertisers and platforms
The Oracle ID Graph allows you to reach people where they are spending their time online

• Connect to ALL the largest and fastest growing consumer platforms

• Reach 90%+ of the media landscape through integrations with media and AdTech partners
Data as a Service for Marketing: Depth, Breadth, Scale

Oracle BlueKai Intent Data – 230MM Profiles

3rd Party Sources
Over 1 billion global profiles

Branded Partner Data
(includes B2B)

Unbranded Partner Data

Geographic
Demographic
Interest
Lifestyle
Behaviors
Past Purchases
Predictors
Qualified Demographic

Autos
Consumer Packaged Goods (CPG)
Education
Financial Products & Services

Real Estate
Retail
Services
Television
Travel

Branded Partner Data

Autos
Consumer Packaged Goods (CPG)
Education
Financial Products & Services

Real Estate
Retail
Services
Television
Travel

3rd Party Sources
Over 1 billion global profiles
Omar Tawakol (April 2015)
http://adexchanger.com/dataexchanges/a-marketers-guide-to-cross-device-identity/

John Dempsey (May 2016)