



ORACLE®
Marketing Cloud

Oracle Social Cloud

Product Overview

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TAP INTO THE WORLD'S LARGEST FOCUS GROUP

The number of social media users worldwide in 2018 is 3.196 billion, up 13 percent year-on-year.

Smart Insights

In today's world, customers are constantly sharing their views about what they want and need, what they like and dislike, and what matters most to them. Companies that listen to their customers can offer better products, create more targeted messaging, provide better customer service, and learn how to best engage with the right customers in the right place at the right time. For marketers, the challenges associated with gaining access to actionable insights at scale to drive customer engagement can be daunting. To succeed in today's highly competitive marketplace, digital marketing teams must learn from their customers, gain insight into their needs and preferences, and then transform those learnings to develop superior content and messaging and drive positive interactions with the brand.

Oracle Social Cloud is a complete solution that empowers businesses to uncover better insights, engage at the speed of social, and measure their efforts along the way. Leverage the power of social media across the organization to drive real business results.

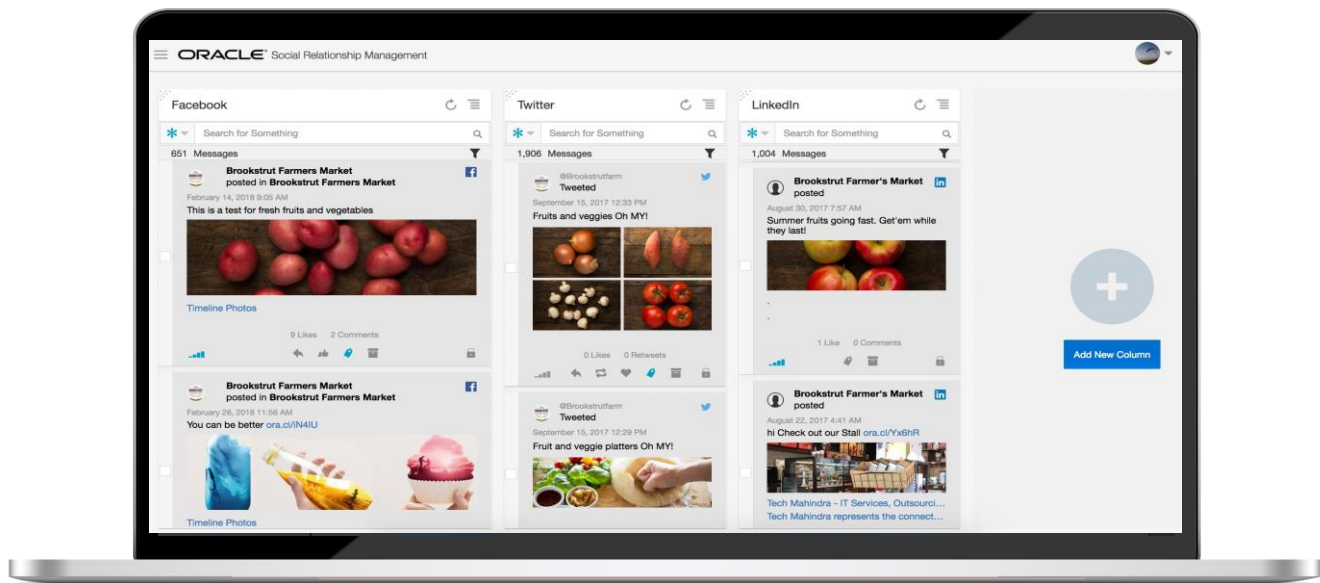
WHY MARKETERS CHOOSE ORACLE SOCIAL CLOUD

KEY BENEFITS	
Listen to Your Customers' Opinions	Create positive brand experiences and drive engagement by listening to and understanding customer sentiment. With Oracle Social Cloud, you can uncover actionable insights from social and unstructured 1st party data through proprietary 3-tiered listening technology . Latent semantic analysis delivers easy refinement and auto-theming , while machine learning and natural language processing drives sentiment and top terms for business users.
Engage with Customers in Near Real-Time	Successful engagement via social media means the ability to monitor and respond to high volumes of messages across many channels. Oracle Social Engage empowers marketers to manage all of these activities through a visually inspired, easy-to-navigate interface. It's designed to provide marketers with more customization and greater flexibility , making users more efficient and effective regardless of departmental role or business function.
Deliver Relevant Content	Deliver compelling messages to the right audience at the right time. Using the Publish feature, marketers can easily schedule and publish content across social media channels , and in multiple languages to meet their audiences' needs.
Prove Your Social ROI with Analytics	Today's marketers need to measure everything and demonstrate the impact marketing initiatives have on generating qualified sales leads and revenue. By analyzing rich social data such as customer sentiment, interests, and affinity , social marketers can catch customers at the right inflection of a buy cycle, and influence them to engage with relevant products and services.
Stay Connected Globally	Social media has broken through regional, country, and cultural boundaries to reveal a globally connected world. For many businesses, their customers span the globe and are interacting across various social networks, in different languages, and from different locations. To succeed in today's global world, an organization's social solution has to listen, engage, and learn with no location or language barriers. Oracle Social Cloud delivers robust global capabilities, including localized UI available in 36+ languages and listening in 39 languages , and continues to expand.
Connect Social Across CX	Oracle Social Cloud is integrated with Oracle CX and Oracle Marketing Cloud solutions like Eloqua, Responsys, Service, and more. Whether that's routing a social complaint to service, leveraging social insights for stronger marketing messages , or listening across social media for cues to better product development , Oracle Social Cloud can help you realize the power of social.
Create Custom Dashboards	Easily build custom dashboards and reports that can be shared across the organization using the new Insights module . Incorporate both owned and earned data channels for a full view of activity across social. Easily format and drag and drop widgets, add notes, edit widget titles, upload your logo and schedule to get custom Insight reports delivered to your inbox.

"We have set up our **Oracle Social Cloud** solution to respond to every incoming tweet right away to acknowledge we heard them and are getting to work on their issue. We know people want to be heard."

CenterPoint Energy

Leveraging **Oracle Social Cloud**, *Cummins* went from four siloed business units with different processes for responding to customers on social, to delivering one consistent, reliable, and real-time brand response.



DEEPEN CUSTOMER ENGAGEMENT WITH MORE ACTIONABLE INSIGHTS

Driving optimal customer experiences is top of mind for today's organizations. As a result, self-serve social tools that can be used collaboratively across teams have become a key focus to ensure the customer experience extends throughout all areas of web or social interactions. Oracle Social Cloud empowers marketers with tools in the following areas:

Listening

At any moment there are millions of social conversations flying across the ever-expanding social web. By employing intelligent social listening, which has become increasingly critical to understanding customers' intentions, brand managers can create better marketing campaigns, products, and services based-on real-time customer feedback. Users are also able to efficiently manage interactions across all channels, including sales, marketing, and service. And customer data and intelligence can be easily correlated to guide meaningful and timely responses, all enabling a unified brand experience for customers and prospects.

Engagement

With Oracle Social Engage, you can manage everything in a single view. The Engage experience enables marketers to view a high-volume of messages across all social channels in one comprehensive view, eliminating the need to "flip" channels. Images are displayed largely and vividly. At a glance, users can track all message activities on various social properties and respond to individual messages from owned social networks without losing sight of the big picture. Also, marketers can monitor important topics related to customer service issues, campaigns, events, brands, or competitors.

Publish

With Publish, marketers can create content, schedule a post, and publish to a targeted audience across multiple social media channels all at once. Its user-friendly design gives marketers the ability to organize and plan their publication schedule in collaboration with others, and post in multiple languages and character sets.

Analytics and Insights

Empower marketers to discover, analyze, and report to measure campaign impact across paid, owned, and earned social data. Insights allows customers to add both owned and earned data analytics modules to customizable dashboards. With easy-to-use, drag-and-drop analytics 'modules,' users can build entirely custom dashboards, including both owned and earned data channels, and can schedule an email of the dashboard as a 'report' to themselves or others across the enterprise.

A DAY IN THE LIFE

As social media has become more ubiquitous, so too have the demands being placed on marketing and service departments as they proactively engage with and respond to customers. Whether the focus is on protecting brand perception or improving customer engagement with more relevant messaging, each stakeholder has specific challenges they need solved by their marketing technology provider.

VP of (Digital) Marketing

"I need to drive positive brand interactions and develop superior content and messaging based on social insights captured directly from the voice-of-customer."

With Oracle Social Listening, marketers can gain all the social intelligence they need to communicate with their customer voice in mind and increase conversions with personalized messaging that reflects their customers' wants and interests.

Monitor conversations on social media networks, message boards, blogs, customer review sites, and video sites across the globe, while also keeping tabs on the competition—with access to more than 700 million messages daily. Only Oracle offers Latent Semantic Analysis (LSA) and machine learning to cut through the noise. Oracle's Social Listening has indicators that quickly identify and capture only the relevant signals such as consumer intent, activities, interests, product attributes, and brand health measures.

Social Media Manager

"I need to be able to grow our social media presence and drive customer engagement to improve loyalty and spend."

With Oracle Social Engage, marketers have access to a social inbox to view and respond to all messages across all social channels, comments and replies related to outbound brand messages, or any of the social messages coming from the social listening topics created. And using Publish, they can create content, select their social channels, schedule a post, and publish engaging content.

VP of Service

"I want to be able to discover and react to service issues via social media to shape positive outcomes before customers even interact with our traditional service channels."

Provide service at the speed of social. See social mentions requiring service outside of owned social pages and ensure your brand is seen as a service leader by utilizing listening tools to track what is happening, and responding through a customizable engagement console.

VP of e-Commerce

"I'm focused on acquiring and retaining customers so we can grow marketshare with increased competition."

Know your customers and prospects inside and out with Insights at scale, so you can identify emerging segments and buying cycles, and better connect to drive interest. Oracle's Social Listening has indicators that quickly identify and capture only the relevant signals in a buying cycle such as research, need/want, intent to purchase, and broadcast for advocacy.

Head of IT

"I am concerned with ensuring our IT spending aligns with the overall business strategy and finding a solution that seamlessly integrates with and amplifies our existing martech stack."

With Oracle Social, curate volumes of data from many sources using a proven platform with patented IP. It is a horizontally scalable platform able to handle billions of messages per day with highly responsive enrichment processing while providing lower infrastructure costs with SaaS and API access.

While designed to be fully self-serve – if a customer would like support, Oracle Strategic Social Consulting offers high value professional services tailored to the specific needs of the customer. Our professional services team can assist with:

- Advanced Training
- Custom Analytics Reporting
- Strategic Consulting to Unlock Social Value and Monetization
- Cross-functional and Global Team Enablement

"By automating social listening and monitoring with Oracle Social Cloud, we now respond to customer feedback in real time across multiple social media channels rather than using an agency model. This enabled us to reduce complaints on social media by 50% and enhance service quality."

Bajaj Finserv

CONNECT DATA, INTELLIGENCE AND EXPERIENCES WITH ORACLE SOCIAL CLOUD

Oracle Social Cloud's listening, engagement, publishing, and analytics capabilities play a critical role in collecting the meaningful data points that help marketers truly understand and react to the needs and preferences of their customers. By leveraging that intelligence, marketers deliver compelling and connected experiences that convert more visitors into customers, increase engagement and revenue—and keep them coming back for more.

ORACLE CORPORATION

Worldwide Headquarters

500 Oracle Parkway, Redwood Shores, CA 94065 USA

Worldwide Inquiries

TELE + 1.650.506.7000 + 1.800.ORACLE1

FAX + 1.650.506.7200

oracle.com

CONNECT WITH US

Call +1.800.ORACLE1 or visit oracle.com. Outside North America, find your local office at oracle.com/contact.



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Integrated Cloud Applications & Platform Services

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