

# Treating Every Customer Like Your Only Customer With Oracle Marketing

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## **Introduction**

This whitepaper provides an overview of how marketing personnel can create target audiences for their marketing activities using lists, segments, customer interactions, and click-through destinations (CTDs) to provide customers with one-to-one experiences that increase customer response and loyalty. With Oracle Marketing, marketers can create targeted audiences to engage customers in more meaningful one-to-one communications.

## **One-To-One Marketing**

### **What Is One-To-One Marketing**

One-To-One marketing (1:1 marketing)<sup>i</sup>, or personalized marketing is a customer relationship management strategy emphasizing personalized interactions with customers.<sup>ii</sup> This involves remembering details about customers, ranging from their personal preferences and characteristics to the products and services they purchase from the organization. Using the information provided by the customer, the organization can provide personalized communications similar to how local neighborhood mom-and-pop stores know their customer's names and history. By using one-to-one marketing strategies, large organizations can begin to build the same types of personalized relationships that local neighborhood stores have had for years with their customers.

### **Challenges with One-To-One Marketing**

One-To-One marketing becomes a challenge to execute successfully when an organization begins to grow its customer base into the thousands. Whereas the mom-and-pop store may have a couple hundred customers, they have the advantage of dealing with the same customers face-to-face each time. Organizations with thousands of customers and/or no direct face-to-face interaction with the customers (E.g., online only organizations) have the distinct problem of personalizing their message to each customer. How do they deliver a personalized message to a customer they never met? The way to accomplish this is to capture the interactions the customer has with the organization, whether it be a customer support call, an order, or simply the completion or non-completion of a survey. The captured information allows the organization to begin to develop personalized messages for each customer in cost effective manner.

## **Accomplishing One-To-One Marketing with Oracle**

### **Overview of One-To-One Marketing and Oracle Marketing**

Oracle Marketing provides the organization's marketing personnel with the tools necessary to design, execute, and track targeted marketing activities. All activities, from marketing campaign design to execution and reporting is done within Oracle Marketing. This provides the marketer with even more data on how customers respond to the organization's marketing campaigns. The cycle of One-To-One marketing in Oracle Marketing is depicted in figure 1.

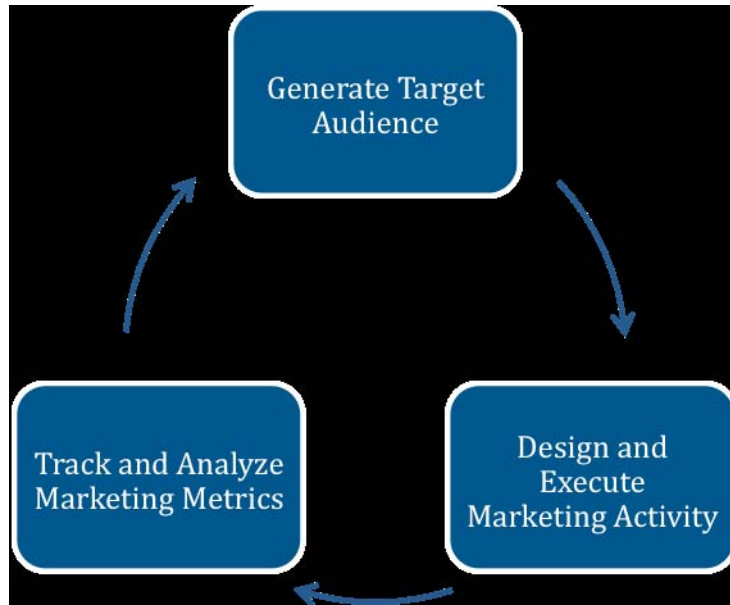


Figure 1: One-To-One Marketing Cycle

The marketer begins by generating a target audience using available customer data and marketing metrics from both external sources and internal sources such as order history, Trading Community Architecture (TCA) information, and interaction history. During this step the goal is to build a target audience that has similar characteristics and history with the organization. Next, marketing activities are designed and executed. When designing the marketing activities it is important to include methods for capturing interactions, such as e-mails with click-through destination (CTDs) URLs, and printed materials with unique source codes. After design comes the execution of the marketing activity. This is the point where the customer interacts with the organization. For example, clicking on an e-mail link. Lastly, the marketer tracks the marketing activity metrics such as number of orders placed as a result of the marketing activity, or the number of unique clicks originating from a particular e-mail. The marketer can use the captured information and metrics to begin the cycle again, each time gaining a better understanding of the organization's customers.

### Generating Target Audiences

When generating target audiences in Oracle Marketing the marketer should be able to answer three questions:

- What type of data is available?
- Where is the data located?
- How to use the data to generate target audiences?

### What Type of Data is Available?

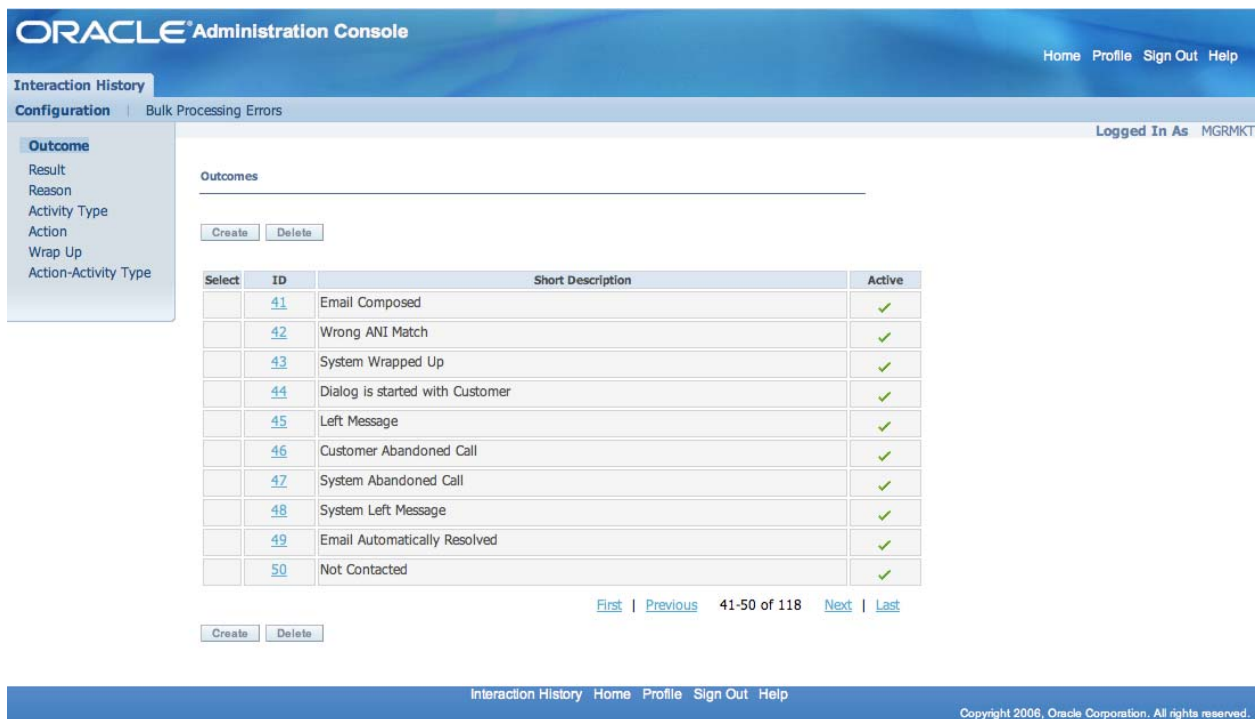
To begin the process of generating target audiences and marketing activities, the marketer must understand the type of data that is available. Within Oracle Marketing the marketer has the flexibility of using data captured from the Oracle E-Business suite (Internal Data), or using data in remote databases, typically data warehouses (External Data). To learn more about remote data sources please see the Oracle Marketing Implementation Guide.

Internal Data, that is data stored in the E-Business suite database consists of information from customer interactions, order information, and party records.

Oracle's Interaction History tables are designed to store and track the who, what, when, why, and how of interactions between the customer and organization. Each interaction can have an assigned Outcome. An Outcome is a value used to indicate the disposition of an Interaction. It is a way to categorize an Interaction. For example, an e-mail sent to a customer can have an initial outcome of *Sent*. Then, if the customer opens the e-mail the outcome will update to *Opened*. Below is a list of outcomes that the one-to-one fulfillment server tracks for e-mail distribution:

- Sent
  - Opened
  - Unopened
- Not Sent
  - Malformed
  - Do not contact
  - Other failures
- Bounced
- Unsubscribed
- Resubmitted Malformed

Interaction history provides the marketer with real-time customer interaction data. To view Interaction History configurations, log into the *Interaction History JSP Admin* responsibility. See Figure 2 for a screenshot of the Outcomes configuration page.



**Figure 2: Outcomes configuration screen in the *Interaction History JSP Admin* responsibility**

If Order Management is set up, the marketer can use a customer's order history to learn about the products and services purchased. The marketer can also use the order information to perform basic calculations such

























