

ORACLE®

**MARKETING
CLOUD**

I driver di scelta di una DMP

Speakers:

Paola Colombo, Head of Data & Technology, Mediamond

Riccardo Brambilla, DMP Director, Oracle Italia



Oracle Marketing Cloud

A Complete Solution that allows Modern Marketers to Personalise Every Interaction they have with their customers across the entire buyer journey

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Stefano Varasi
Oracle Marketing Cloud EMEA Sales Executive

Optimization & Insights

Oracle Maxymiser

Testing | Predictive Analytics | Personalization

Marketing Cloud Analytics

Audience Analytics | Cross-Channel Insight | Social Analytics

Digital Experience Management

Oracle Commerce

Oracle WebCenter Sites

Oracle Content Marketing

Oracle Social Marketing

Intelligent Orchestration

Store | TV | Display | Web | Email | Mobile | Video | Search | Social

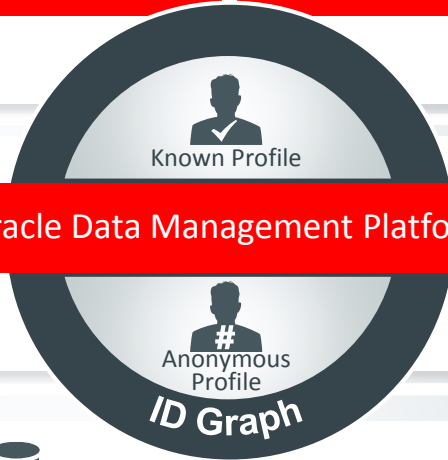
Oracle B2C Cross-Channel Marketing | **Oracle B2B Cross-Channel Marketing**

Program Canvas | Lead Management

Actionable Audience Profile

Oracle Data Management Platform

Audience Management | Data Categorization & Taxonomy



Connected Data

1st Party Data

CRM | Website | Commerce | Email | Social

2nd Party Data

Data Sharing

3 Audience Data Marketplace

Intent | Geography | Interests & Lifestyle | Demographic

Oracle Datalogix

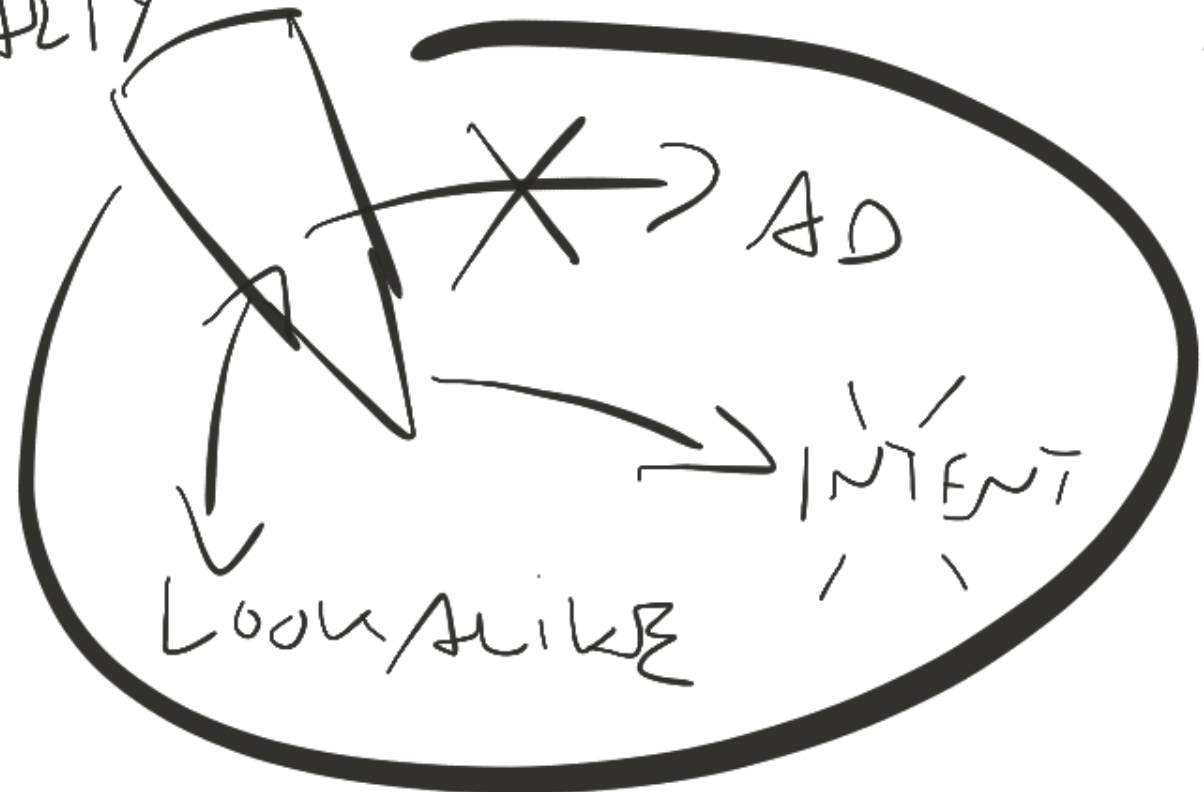
Offline Purchase | Direct Mail



Data Management Platform

90%

1 PARTY

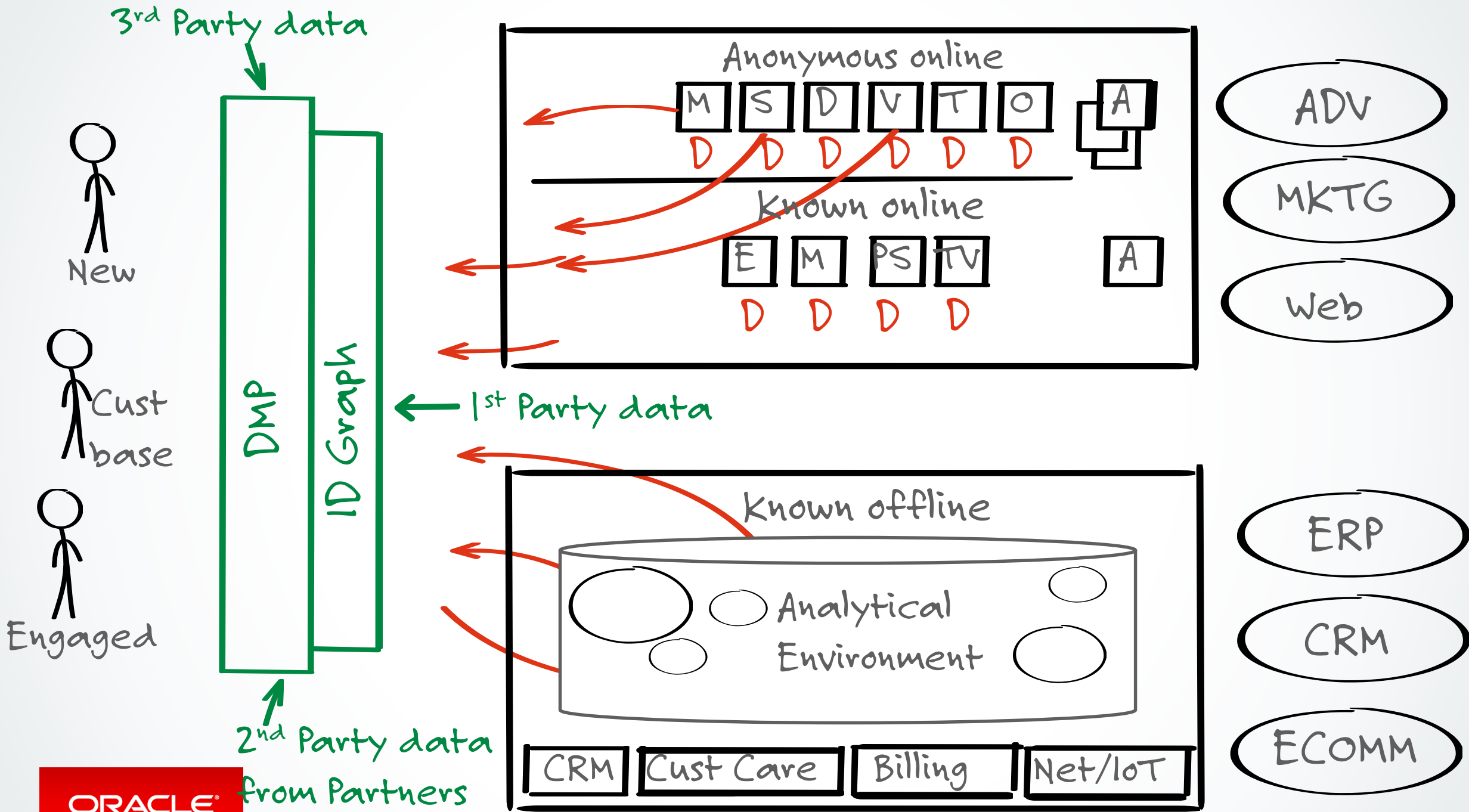


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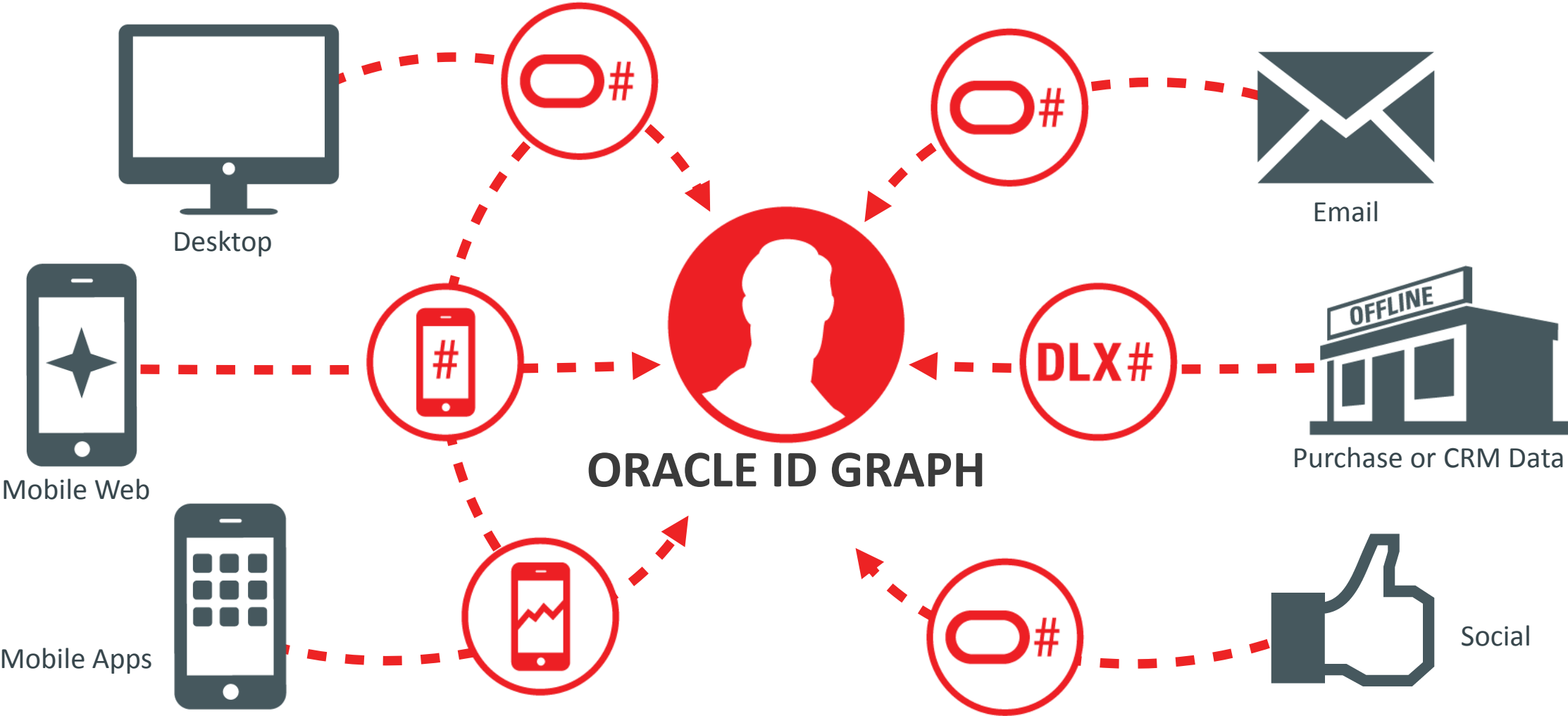
ID

GRAPH

3RD PARTY



Connect with Your Consumers Across All Channels & Devices



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3 buoni motivi per adottare una DMP

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I driver di scelta di una DMP

Perché Oracle DMP?

Speakers:

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Riccardo Brambilla, DMP Director, Oracle Italia

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I driver di scelta di una DMP

Implementazione & produzione

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