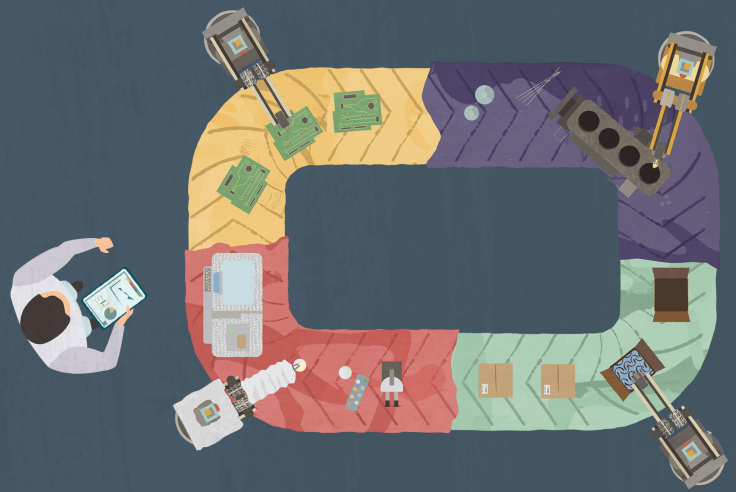


# Oracle Unity: Complete, Actionable Customer Intelligence for Manufacturing

## What if you could...

Transform your enterprise customer data into actionable, trusted profiles that all your teams can leverage to drive better customer experiences and growth across marketing, sales, service, analytics, and more.



## Oracle Unity Customer Data Platform (CDP) bridges the gap between *having* customer data and *acting* on it.

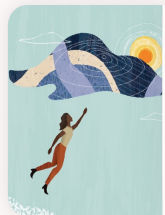
Connecting customer signals and interactions from online, offline, and 3rd party data across front and back office operations — *in real time* — gives manufacturers a single trusted record to build intelligent, relevant experiences that put customers at the heart of their business.

## With the Unity CDP, manufacturers can...



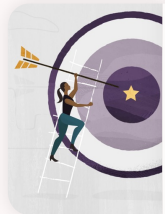
### Cultivate direct to consumer relationships and recover margin

*B2B buyers value the ease of doing business.* With Unity, manufacturers can capture and unify consumer information across the distribution chain — like search, service, retail, ecomm, site, social, and more — driving insights and access that can help close the gap between expected and delivered experiences.



### Accelerate the path to purchase

*71% of B2B buyers start with search.* Capture real-time behavior and preferences to influence buyers from the start with proven, personalized content and data-driven omni-channel experiences — activated by one of the industry's most flexible and comprehensive customer identity resolution platform.



### Align sales, service, and marketing to drive better experiences

*Empowered buyers expect you to know them and their business.* Unity connects customer data across operational platforms, enriching profiles with anonymous activity and 3rd party data to build AI models like next best action/offer that help departments understand and react to customer needs in real time

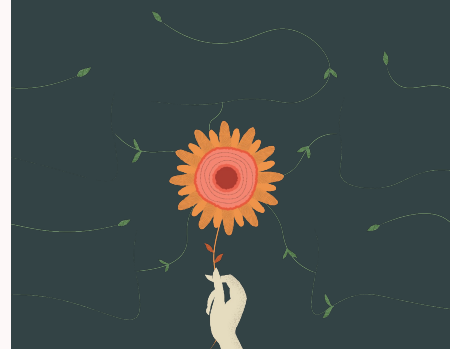


### Provide your sellers with timely, relevant context with each lead

*69% of a B2B buying process is complete before a customer makes contact.* Increase the velocity of handling leads in near real time with account-based lead scoring insights revealing source, motivation, and sales influence-ability.

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Unity

*Unity is an enterprise-ready platform, purpose-built to unify data across the enterprise, deliver AI outcomes, and help drive customer growth. It embraces all activity tracking applications, enabling manufacturers to decrease operational and processing time and drive revenue growth by intelligently constructing relevant, timely, and connected customer experiences — in the micro-moments when and where they matter most.*



Launch <6 months  
Accelerate time to value

Contact Oracle Digital Experience Agency to discover how we can transform your data to craft highly-personalized customer relationships that last →

Contact Us

