

Oracle Unity: Complete, Actionable Customer Intelligence for Consumer Goods

What if you could...

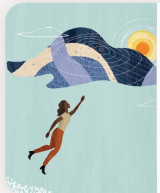
Transform your enterprise customer data into actionable, trusted profiles that all your teams can leverage to drive better customer experiences and growth across marketing, sales, service, analytics, and more.



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 suppliers a single trusted record to build intelligent, relevant experiences that put customers at the heart of their business.

With the Unity CDP, consumer goods suppliers can...



Accelerate the path to purchase

Empowered consumers expect you to know them. Unity stores anonymous activity and instantly appends it to records when identities are revealed, enabling suppliers to develop and personalize relevant, seamless experiences in real time.



Prevent attrition and reduce wasted spend

33% of customers walk away from a brand after one bad experience. Leverage AI models and real-time intelligence to drive loyalty, predict a customer's lifetime value, and proactively address customers likely to churn or experience issues.



Centralize 1st party data and reduce reliance on 3rd party data

Your customers' data is your most valuable asset. Leverage the power of your first party data sources, like email and web behavior, to build and activate audiences and find look-alike models across brands and media channels.



Anticipate changing customer needs in real-time

Customers don't think in channels. With Unity, suppliers can alert downstream sales and service systems of profile changes, then leverage AI recommendations and lookalike models to inform the best content, offer, or contact strategy.

ORACLE
Unity

Outcomes

One Consumer Goods supplier applying Unity's real-time behavioral intelligence experienced:

+56%

Increase in traffic generated

+20-30%

Increase in digital engagement rates

-5%

Decrease in churn rates

250

Automated campaigns running in 6 countries, with a 3 person team

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

