

Oracle Unity: Complete, Actionable Customer Intelligence for High Tech Enterprises

What if you could...

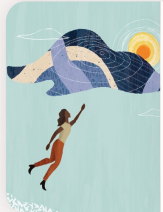
Transform your enterprise customer data into actionable, trusted profiles that all your teams can leverage to drive better customer experiences and growth across marketing, sales, service, analytics, and more.



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

With the Unity CDP, high tech enterprises can...



Engage customers earlier and differentiate experiences

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.



Prevent attrition and reduce wasted spend

33% of customers walk away from a brand after one bad experience. Unity's AI models and real-time intelligence can monitor social channels, IoT-connected products, and predict customer behavior and lifetime value — identifying and proactively addressing customers experiencing product issues or likely to churn.



Accelerate the path to purchase

69% of a B2B buying process is complete before a customer makes contact. Unity is built for speed and petabyte-scale. With data accessible in milliseconds, Unity enables sales and service partners to react to live events with intelligent segmentation for on-demand personalization and the most relevant responses.

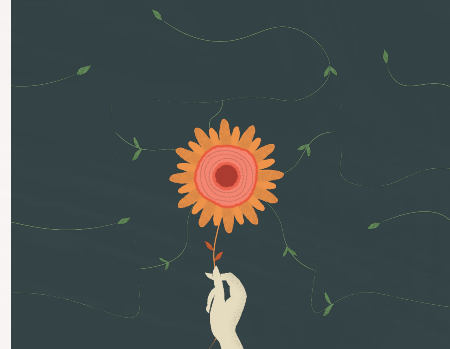


Improve the impact of marketing investments

82% of consumers use multiple methods to interact with a brand. With Unity, enterprises can flexibly ingest and connect disparate data sources into a single instance then activate across channels and downstream systems, driven by AI models to inform the best content, offer, or contact strategy for each customer.

ORACLE
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 high tech enterprises to 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