

Oracle Unity: Complete, Actionable Customer Intelligence for Retailers

What if you could...

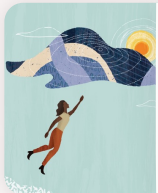
Transform your enterprise customer data into actionable, trusted profiles that all your teams can leverage to drive better customer experiences and growth across marketing, sales, service, analytics, and more.



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

Integrating front-end customer signals from all digital channels/touchpoints with back-office operations — *in real time* — gives retailers a single trusted record to build intelligent, relevant experiences that put customers at the heart of their business.

With the Unity CDP, retailers 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 retailers 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.



Recapture lost sales due to inventory

Consumers will quickly switch to a retailer that can reliably fulfill their needs. Unity integrates with order management systems to immediately retarget customers that previously browsed out of stock items.



Anticipate changing customer needs in real-time

Customers don't think in channels. With Unity, retailers 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.

Outcomes

Retailers applying Unity's real-time behavioral intelligence have experienced:

+158%

Average ROI

+100%

Increase in the number of orders placed per week

+34%

Increase in visitor match rate

+97%

Increase in cart abandonment click through rates

\$1.5M

Saved by one retailer **per mailing** with Unity's deduplication process

-75%

Reduced campaign execution lead time

Launch <6 months

Accelerate time to value

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

Contact Us

