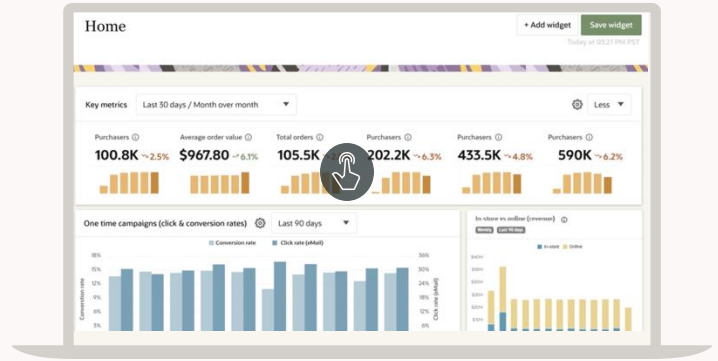**ORACLE**

Transform Customer Experience with Oracle Unity CDP

Drive revenue with actionable data

Knowing your customer is key to revenue growth, but finding and consolidating data across the enterprise platforms can be challenging. With the Oracle Unity Customer Data Platform (CDP), you can transform enterprise-wide customer data into actionable, trusted, AI-enabled customer profiles. With complete and unified data, enterprises like yours can create and activate audiences, generate more conversation-ready opportunities, personalize experiences, uncover insights, and optimize service operations with ease.

230% increase in leads for a leading automotive brand

20% boost in successful opportunities for a major telecom provider

19% revenue uplift for a major electronics retailer

Unify, enrich, and activate customer data to create more impactful engagements

Unify to personalize: Gain a real-time, comprehensive view of each customer or account to deliver personalized interactions across all channels.

Accelerate time to value: Quickly benefit from pre-built data models, industry solutions, and AI-driven automation.

Boost revenue & efficiency with AI: Leverage AI for intelligent scoring, recommendations and next-best action to increase revenue while optimizing cost.

Align marketing & sales: Unify sales and marketing data to improve targeting, streamline efforts, and boost conversions.

Seamless ecosystem integrations: Connect marketing, sales, service, and back-office systems for consistent, efficient customer experiences.

Ensure data privacy: Ensure adherence to data privacy regulations with advanced consent management, encryption, and secure data handling.

Explore the Oracle Unity Customer Data Platform Core Capabilities

Oracle Unity CDP equips your enterprise with advanced capabilities such as built-in AI, flexible data models, and robust governance to unify and activate customer data. It supports seamless data integration, delivers actionable insights, and ensures secure data management, creating a foundation for connected, personalized customer experience.

Unified Enterprise Data: Consolidate enterprise data into a unified customer profile. With flexible ID resolution, stitch identities across devices and channels while intelligent attributes and data quality enrich profiles for reliability.

Holistic Customer View: Gain a 360-degree view of each customer or account by consolidating online, offline, and behavioral data in real time. Use visual customer profiles to create highly personalized marketing, sales, and service interactions, enhancing engagement and loyalty.

Customer Analytics: Gain insight into customer behaviors with real-time analytics, performance reports, and RFM analysis. Utilize data to optimize campaigns, identify valuable customers, and improve engagement across channels.

Built-in AI/ML: With Oracle Unity CDP, leverage built-in AI/ML to optimize the entire customer lifecycle. Featuring 27+ pre-built ML models for scoring, recommendations, and next best actions, and 80+ intelligent attributes, it delivers actionable insights at scale. Built on a high-speed, scalable AI infrastructure with AI-embedded business processes and robust data privacy, it also supports Bring Your Own Model (BYOM) for added flexibility.

Account and Customer Profile Explorer: Easily access and explore detailed customer and account profiles, enabling one-to-one and account-based marketing, sales, and service use cases. This feature provides a visual and intuitive way to explore both customer and account data, enhancing personalization & engagement.

Flexible Data Models: Accelerate time to value with pre-built B2B, B2C, and industry-specific data models. Easily configure and extend models to suit your business needs, ensuring fast deployment and flexible data management.

Integration and Activation: Connect your tech stack with pre-built integrations to marketing, sales, and service platforms. Enable seamless data activation and journey orchestration to deliver consistent experiences across all customer touchpoints.

Data Privacy and Governance: Ensure compliance with data privacy regulations like GDPR and HIPAA in one place. Manage consent, access controls, and data encryption to maintain security and protect sensitive customer information with ease.

"By creating a strong foundation of customer data with Oracle Unity CDP, AEGEAN can deliver more relevant and consistent messages across all customer touch points, build more loyal relationships with customers, and create unique experiences."

Alexandra Christopoulou
Customer Value & Loyalty Director, Aegean Airlines

Click on the below links to learn more about Oracle Unity Customer Data Platform

Visit Unity CDP Website

Unity CDP TEI Report

Unity CDP AI/ML workbench

Unity CDP Documentation