

HOW MODERN MARKETING WORKS

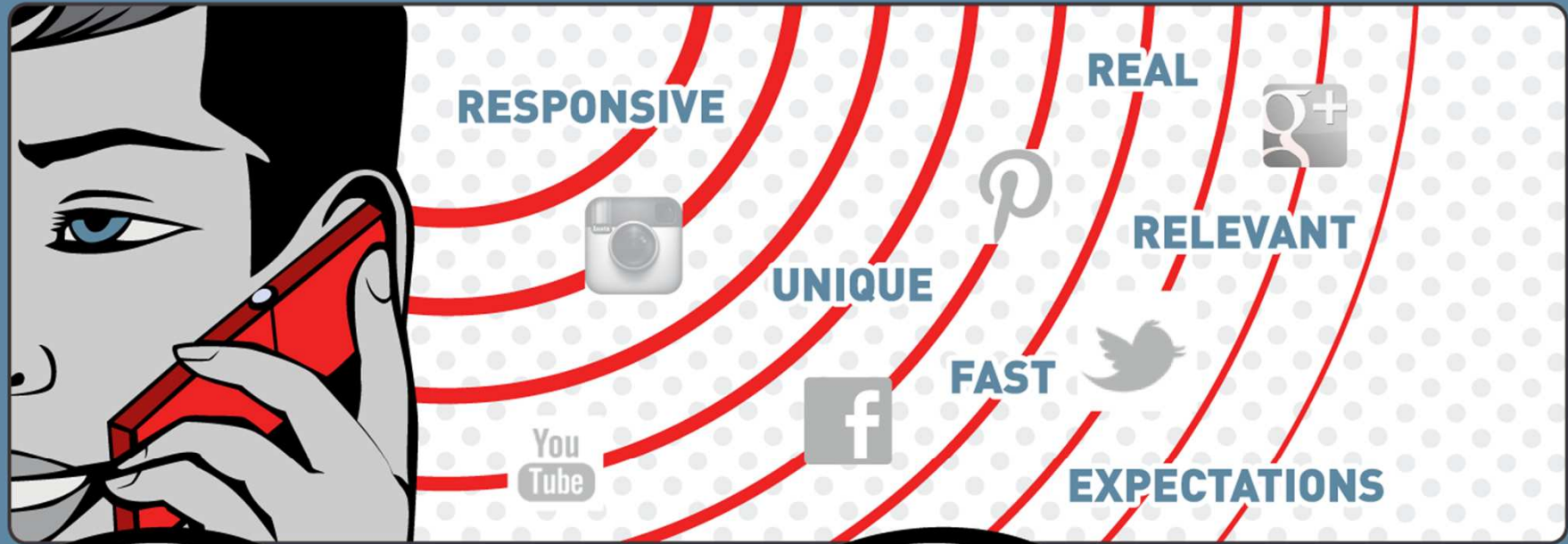




Safe Harbor Statement

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

The Age of the Empowered Consumer



20X

DATA VOLUME
WILL **GROW TO
20X** WHAT IT IS
TODAY BY 2020
(Gartner)

75%

OF DIGITAL
INFORMATION IS
GENERATED BY
INDIVIDUALS *(IDC)*

... Data-Driven, Customer-Centric

THE ROLE OF
TODAY'S MARKETER
IS DIFFERENT

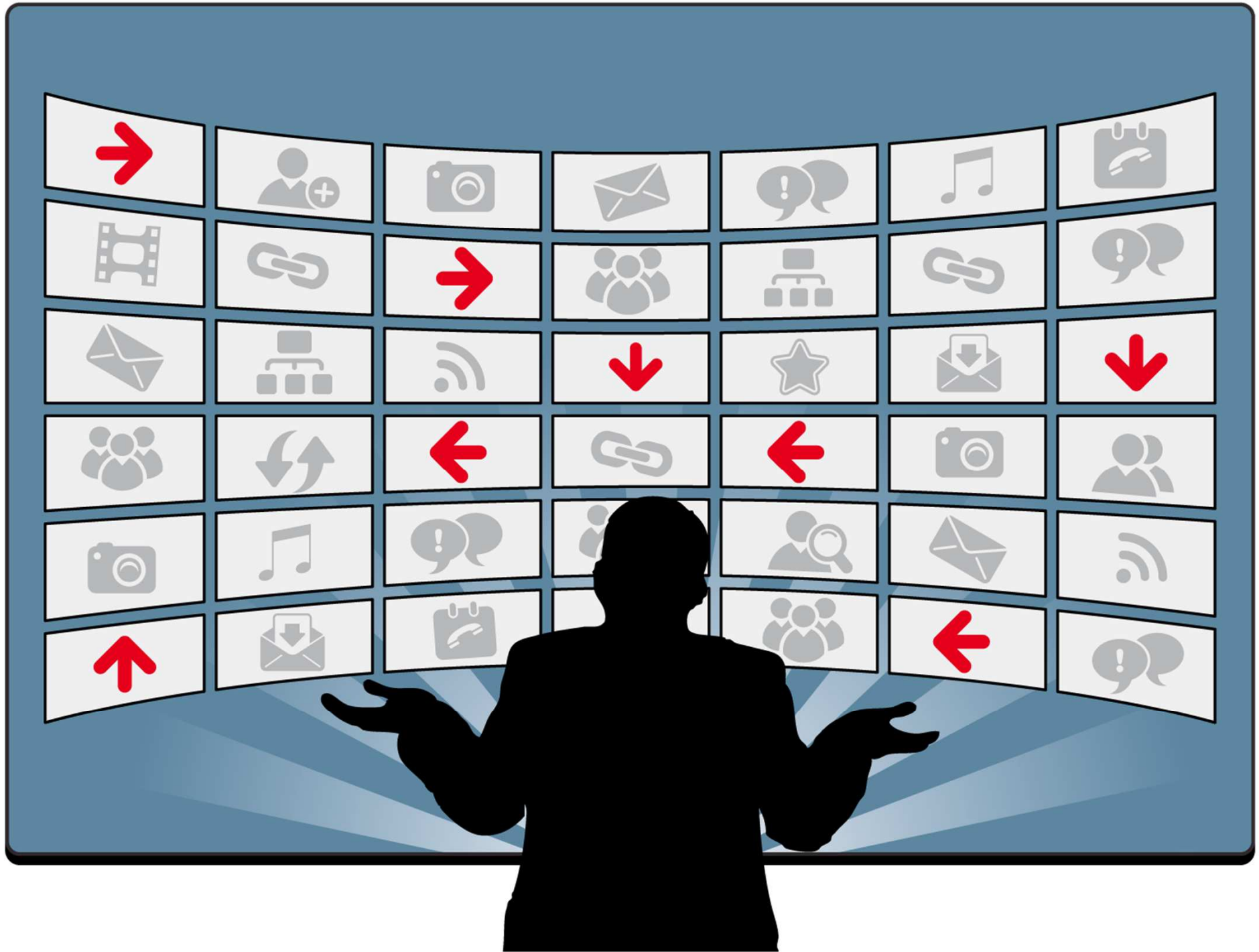


The image features a word cloud of digital marketing terms set against a blue background with radiating lines. A black silhouette of a superhero with a red cape is shown from the waist up, reaching out with its right hand towards the word cloud. The superhero's hand is positioned near a white scribble that resembles a broken or tangled string. The word cloud includes terms such as 'Technology', 'Marketing', 'Digital', 'Media', 'SEO', 'Blogs', 'Analytics', 'Content', 'Social', 'Consumer', 'CRM', 'Advertising', 'Value', 'Ranking', 'Optimization', 'Results', 'Pages', 'Likes', 'Message', 'Adwords', 'Pull', 'Email', 'Website', 'Push', 'Click', 'Tools', 'Strategy', 'Community', 'Businesses', and 'Web'. The word 'Digital' is the largest and most prominent in the cloud.

Technology
Marketing
Digital
Media
SEO
Blogs
Analytics
Content
Social
Consumer
CRM
Advertising
Value
Ranking
Optimization
Results
Pages
Likes
Message
Adwords
Pull
Email
Website
Push
Click
Tools
Strategy
Community
Businesses
Web

Technology & Empowered Consumer Driving Change











... Defining the
Modern Marketer.

— January 2013



MODERN MARKETERS
ARE BARELY PASSABLE
AT JUST **60% OF WHERE
THEY WANT TO BE...**

60%

55% TECHNOLOGY

63% TARGETING

67% ENGAGEMENT

60% CONVERSION

61% ANALYSIS



LESS THAN 1 IN 11

FELT THEY WERE FULLY-INTEGRATING MODERN MARKETING CONEPTS.

AND ONLY 1 IN 4
EXPECT TO BE THERE THIS YEAR.



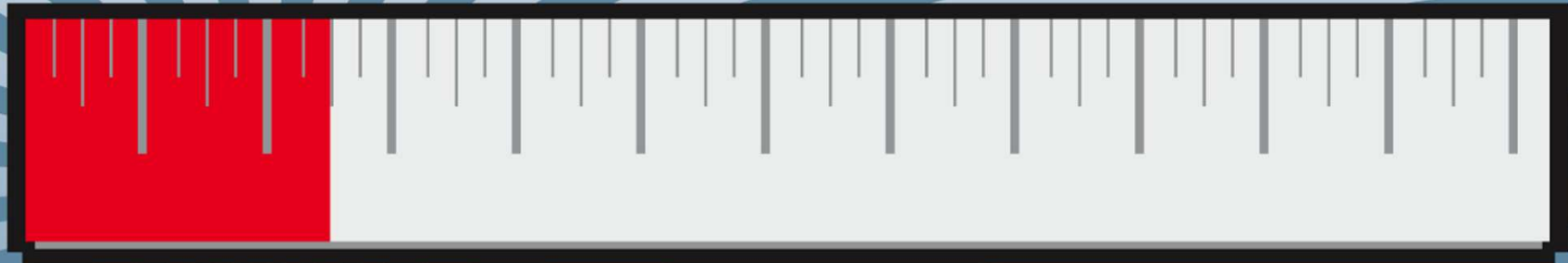


3 OUT OF 4 CEOs

WANT MARKETERS TO BECOME 100% ROI-FOCUSED

LESS THAN 1 OF 3
COMPANIES PROPERLY CALCULATE MARKETING ROI



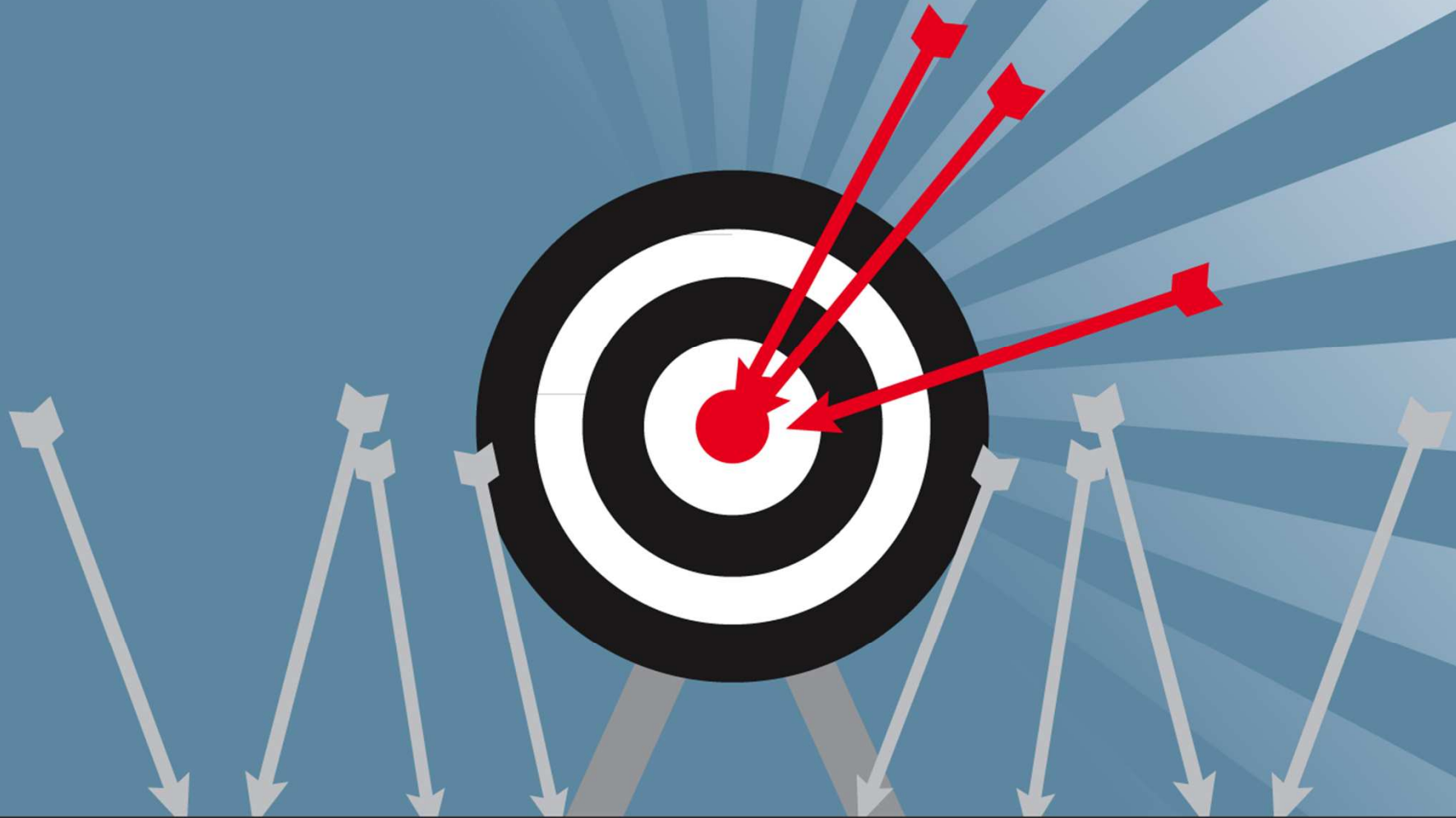


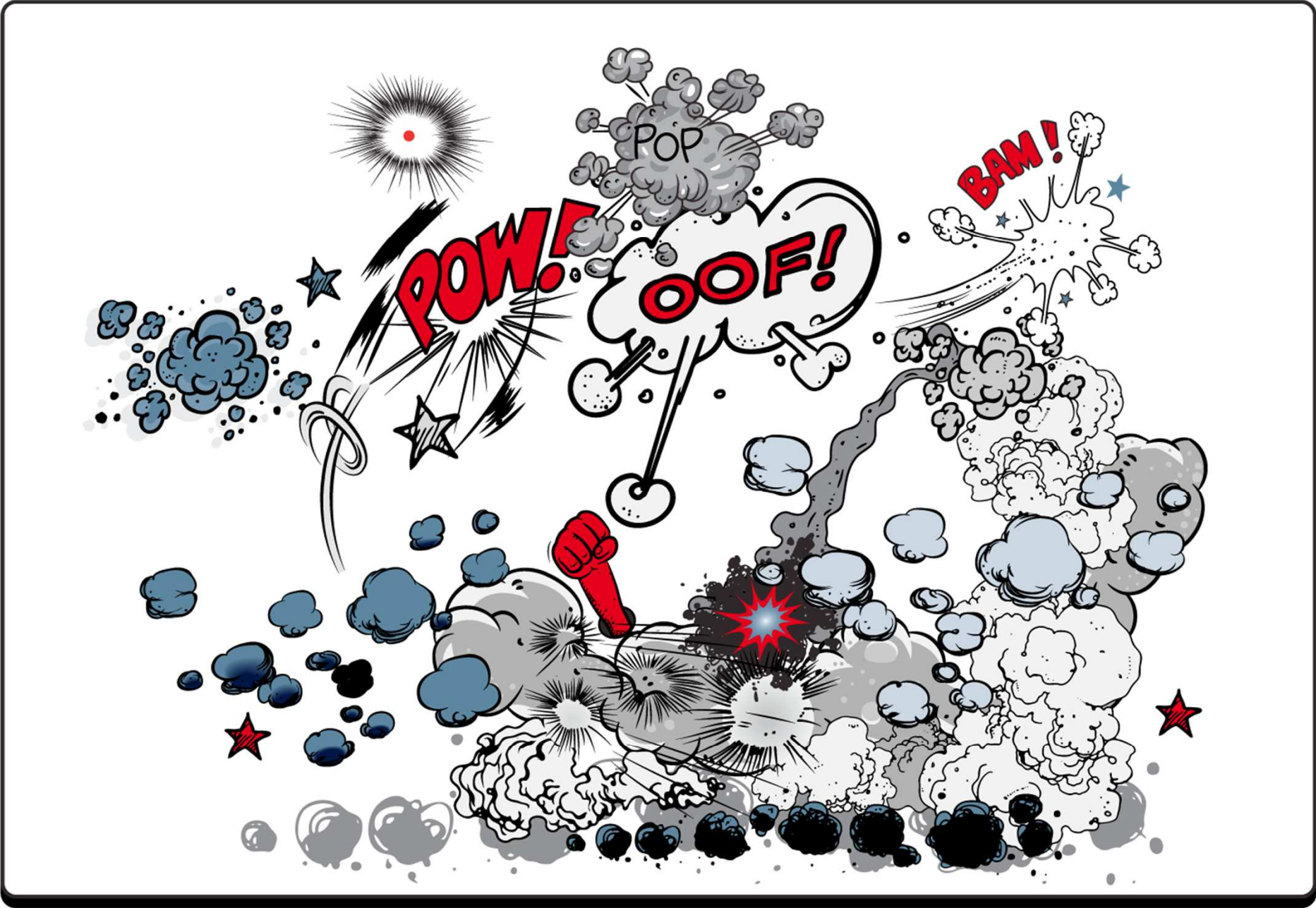
ONLY 21% OF MARKETERS

SAY THEIR CURRENT TOOLS ARE EVEN
CAPABLE OF MEASURING THE RIGHT THINGS

AND ONLY 26%

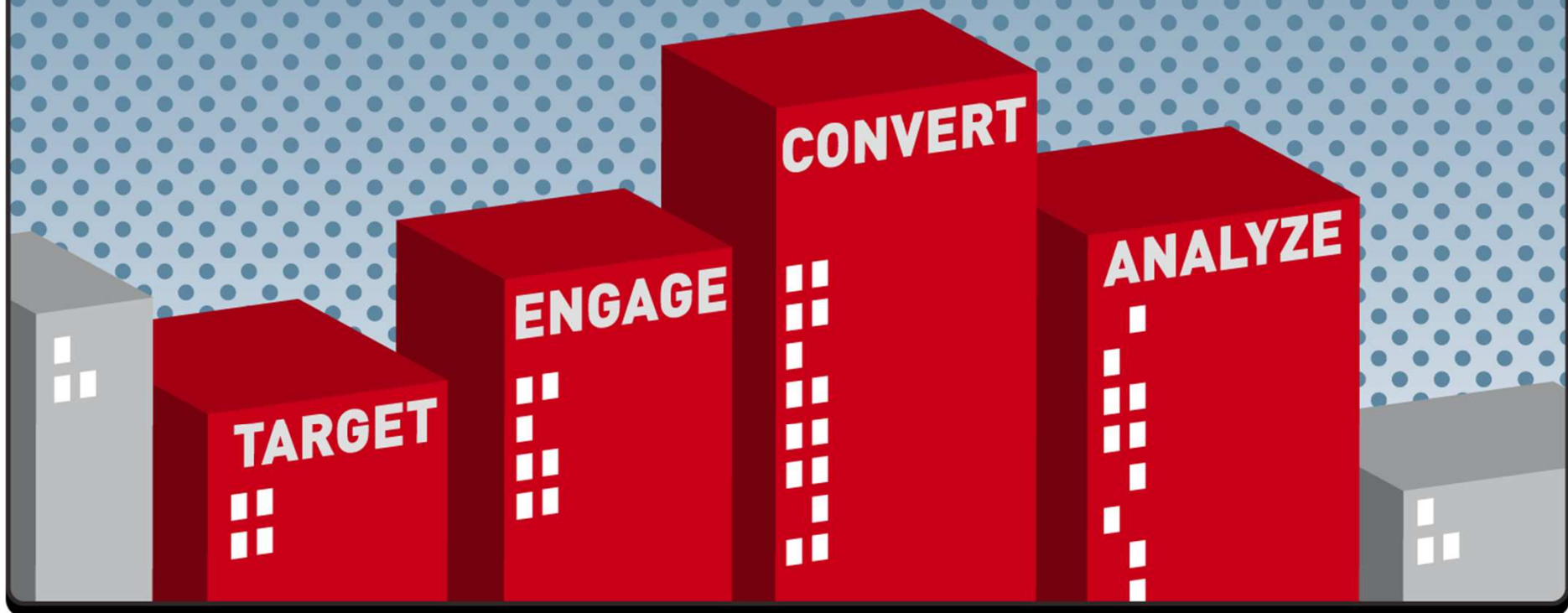
BELIEVE THE DATA THEY COLLECT IS EVEN ACCURATE







THE FOUNDATIONS OF MARKETING





482 OPPORTUNITIES
GENERATED

124% INCREASE IN
SALs

\$533k CLOSED/WON
REVENUE
INFLUENCED

Within six months of implementing Eloqua:



117%

**INCREASE
IN DEALS**

3x

**PIPELINE
POTENTIAL**

66%

**REDUCTION
IN CHURN**



400% growth in leads, 33% growth in revenue — attributed to lead generation and nurturing activities



Reduced number of leads by 35% while increasing conversion rate by 4x



Lead flow up 82% over past three years and revenues are up 34%



Increased sales follow-up from -30% to 70%+



Decreased cost per lead from \$300 to \$30



Increased social media traffic and generated \$400,000 in additional revenue



1 million Facebook fans



BOTTOM LINE: IT MAKES MODERN MARKETING WORK

ORACLE® | eloqua™

... to be continued

