Partner Solution Sheet

We integrate so you can innovate

AgilOne

https://cloud.oracle.com/marketplace/listing/7475456

Integration with OMC

AgilOne fuels Oracle Marketing Cloud with unified customer intelligence to orchestrate omni-channel personalization.

About Us

AgilOne restores the personal relationships companies once had with customers before channel-specific marketing silos got in the way. AgilOne integrates customer data from all digital and physical channels, analyzes customers, and orchestrates personalized engagement across touchpoints. With over 150 customers, AgilOne boosts marketing ROI and maximizes customer lifetime value.

Target Market

Customer Company Size

☒ Primarily enterprise   ☐ Primarily mid-market/SMB   ☐ Equal mix enterprise/mid-market/SMB

Target Markets

☐ Primarily B2B   ☒ Primarily B2C   ☐ Equal mix B2B/B2C

Target Buyer

☒ Chief Marketing Officer (CMO)   ☐ Demand Generation
☒ VP of Marketing   ☐ Event Marketing
☐ Marketing Operations   ☐ Other Buyer (Enter)
☐ Content Marketing

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Geography

☒ North America   ☒ Europe   ☐ Asia Pacific (incl. Japan)
☐ Latin America   ☐ Australia / New Zealand

Vertical Industries Served

☐ Life Science   ☐ Non-profit   ☒ Retail
☐ Financial Services   ☐ Technology   ☐ Education
☐ Consumer Goods   ☒ Travel   ☐ Entertainment
☐ Manufacturing   ☐ Publishing   ☐ Other
☐ Telecommunications

Our OMC Practice

Oracle Marketing Cloud with AgilOne provides orchestrated omni-channel personalization backed by best-of-breed customer intelligence. AgilOne integrates data from all offline and online data sources and cleans, dedupes, and enriches the data into one customer database of record which can be used by Oracle Responsys, Oracle Maxymiser, Oracle DMP, and any other action system within Oracle Marketing Cloud. AgilOne is the customer intelligence layer that makes personalization through Oracle Marketing Cloud solutions more impactful -- increasing conversion rates, boosting average order value, and maximizing customer lifetime value.

For example, a large athletic apparel company uses AgilOne to integrate customer data from Oracle DataLogix, Oracle Responsys, and other omnichannel (digital and offline) data sources to create a single, clean, deduped customer ID that is enriched and continuously updated. AgilOne sends these profiles to Oracle Responsys for more accurate, refined, and effective email audience segmentation and personalization, and to Oracle Maxymiser for enhanced 1:1 website personalization. AgilOne also sends these profiles to Oracle DMP for enhanced display campaigns, more accurate audience suppression, and improved lookalike modeling. The results are higher conversion rates, greater average order values, and increased customer profitability -- all through direct and responsive relationships that delight customers.

Overview of OMC Integration

→ AgilOne is a customer data and engagement hub that serves as an intelligence layer sitting between all data inputs from offline and digital channels, and all customer engagement touchpoints. For example, we bring in data from OMC technologies such as Oracle DataLogix, Oracle Responsys, and source systems such as Oracle Micros, Oracle ATG Web Commerce, and all other data sources -- and we integrate, cleanse, dedupte, and enrich the data into one customer ID that can be used for all marketing engagement. OMC solutions such as Oracle Responsys, Oracle Maxymiser, and Oracle BlueKai.
→ AgilOne integrates all data in any format to create a single customer profile
→ AgilOne cleanses, dedupes, and enriches data into one singe ID

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→ AgilOne data is made available in the right format to Oracle customer engagement systems (e.g., Oracle BlueKai, Oracle Maxymiser, Oracle Responses)

→ AgilOne uses machine learning to enable intelligent, orchestrated 1:1 personalized engagement across channels

→ AgilOne provides deep analysis and reporting of customer data

Current Oracle Integrations

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OMC Integrations

→ Oracle Responsys
→ Oracle DMP
→ Oracle Maxymiser
→ All solutions in Oracle Marketing Cloud

Non OMC Integrations

→ Oracle Datalogix
→ All Oracle data sources

Web Presence   Social Channels

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→ http://www.agilone.c om

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→ https://www.linkedin.com/comp any/agilone
→ https://twitter.com/AgilOne
→ https://www.facebook.com/Agil One/
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