

Top 3 reasons Oracle is a leader in cross-channel campaign management

As increasing budget constraints puts pressure on marketers, investing in better **campaign management** and marketing automation helps you run more agile and effective campaigns. Here's how Oracle helps marketers streamline their marketing operations while improving customer interactions.



1. Connected data is easier to use

As new channels get added, it's challenging to connect siloed data. Marketers need accuracy to identify the next step in their customer's journey. Oracle's **customer data platform** provides a unified view into customer activity and preferences across all channels, offering valuable insights to help you better target and segment your audience.



2. Get more accomplished with streamlined campaign management

Marketers must do more with less. Marketing automation can be a huge time saver when building complex orchestrations or streamlining repetitive tasks. Oracle helps marketers deliver campaigns confidently, knowing they will be deployed as intended and arrive in the inbox when each customer is most likely to engage.



3. Leverage intelligence to optimize digital marketing automation

Digital marketers look to AI to target the right customers, personalize based on interests, and deliver to the channel of choice. With purpose-built AI capabilities in Oracle Responsys Campaign Management, marketers can accomplish more while improving customer interactions.



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