

ORACLE

Oracle Solutions for Marketing and Sales Unification

—
Drive precision revenue growth
with unified marketing and sales



Know your customers to grow your customers

Growth at all costs is no longer an option for organizations today. Instead of prioritizing rapid expansion above all else, businesses are now pursuing more precise and profitable revenue growth fueled by aligned marketing and sales teams.

By unifying customer data, processes, and goals, companies can enhance revenue team efficiency, optimize customer experiences, and accelerate sustainable growth.

An integrated marketing and sales unification suite based on a strong foundation of unified customer data can empower businesses to break down organizational and data silos; harness the power of AI, automation, and analytics; and unlock precision revenue growth.



Five challenges to achieving unified revenue growth

Aligning marketing and sales remains the top challenge for go-to-market teams. Despite their best intentions, there are several obstacles that keep organizations from achieving sales and marketing alignment:

1

Siloed customer data and fragmented audience understanding

Customer data scattered across systems fragments the customer view and disrupts meaningful engagement. Data silos cause issues such as lead decay and duplication, not to mention compliance risks. With 64% of organizations citing cross-department data sharing as essential for alignment, missed opportunities for cross-sell and revenue growth are increasingly common without it.¹

2

Inconsistent messaging across marketing and sales

With 74% of buyers expecting personalization², 58% notice vendor inconsistencies.³ Conflicting messages create buyer confusion, stall sales progression, and erode trust. The old “handoff” model no longer works—sales need situational context and brand-approved content to ensure a consistent buyer experience.

3

Separate funnels, different goals and KPIs

The traditional division between marketing-generated leads and sales-closed deals is breaking down. Having separate funnels—cited by 47% of companies as a source of misalignment—exacerbates the gap between marketing-qualified leads (MQLs) and sales-qualified opportunities (SQOs).⁴

4

Disparate tools and systems

Companies use an average of 269 SaaS apps, leading to fragmented workflows that hinder collaboration and efficiency.⁵ True alignment goes beyond plug-and-play apps; it requires deep integration across the tech stack to enable seamless cross-team collaboration and streamline operations.

5

Measuring ROI

Determining the impact of marketing touchpoints on revenue is challenging, and it requires a comprehensive view across the entire customer journey, especially in long sales cycles with complex attribution. However, 93% teams struggle to obtain accurate data from other departments.⁶

¹ [The Sales and Marketing Relationship in 2023, Gartner](#)

² [The B2B Customer-Obsessed Growth Engine, Forrester, 2023](#)

³ [Improve Marketing and Sales Alignment on the Buying Journey, Gartner, 2023](#)

⁴ [The Sales and Marketing Relationship in 2023, Gartner](#)

⁵ [2024 SaaS Management Index Report](#)

⁶ [How does cross-departmental analytics lead to strategic decision-making? 2022](#)

Sell more through a unified approach—precisely and efficiently

1

Empower customer-centric growth engine

For sustainable, long-term growth, start unifying around your customers. According to Forbes, customer-obsessed companies grow 28% faster.⁷ However, many organizations mistakenly focus on aligning content assets and lead handoffs without truly understanding their customers. The real opportunity lies in aligning marketing and sales with the customers' needs. When both teams are customer-centric, they naturally align with each other, driving more meaningful engagement and growth.

2

Opportunity: the linchpin for unified revenue operations

To move beyond narrow MQLs or broad marketing-qualified accounts (MQAs) metrics, companies need to take an opportunity-centric approach. The opportunity entity serves as a cornerstone for aligning marketing and sales around shared goals. By shifting focus from individuals and accounts to opportunities, organizations can break down silos, unlock significant growth potential, and drive long-term success.

3

Seamless orchestration across marketing and sales

Customers expect a seamless experience from companies, regardless of channels or buying stages. The distinction between marketing and sales fades when both teams are united in orchestrating personalized, outcome-driven customer interactions. By unifying first-party customer data, companies can create seamless, personalized touchpoints across the entire customer journey and maximize revenue through cross-functional collaboration.

4

Optimize revenue operations with cross-departmental analytics

To fully understand the impact of marketing and sales activities on revenue growth, companies need a comprehensive view across the entire customer journey. However, cross-departmental analytics is challenging—93% of teams struggle to obtain accurate data from other departments.⁸ By extending analytics across marketing, sales, and service from day one and analyzing combined metrics, companies can achieve better full-funnel evaluation, more-accurate forecasts, and quicker decision-making, empowering all departments to contribute to precision revenue growth.

5

Built-in AI at every layer of the integrated stack

Oracle's marketing and sales unification suite is built on our vertically integrated cloud infrastructure with AI and machine learning embedded at every level. This architecture is designed to support seamless interoperability across Oracle's entire application ecosystem, empowering businesses with AI-driven customer insights and automation in marketing and sales operations. By deeply integrating AI, the suite enables smarter decision-making, automates routine tasks, and uncovers new growth opportunities, helping businesses stay agile, competitive, and focused on precision revenue growth.

⁷ [Customer-Obsessed Companies Grow 28% Faster by Doing Four Things. Forbes. 2024](#)

⁸ [How does cross-departmental analytics lead to strategic decision-making? 2022](#)

Oracle’s marketing and sales unification suite

Unity Customer Data Platform (CDP)

Transform fragmented customer data into actionable insights by creating unified, trusted customer profiles. Use AI/ML for opportunity discovery, segmentation, next-best offer, and more to drive better acquisition, engagement, and loyalty.

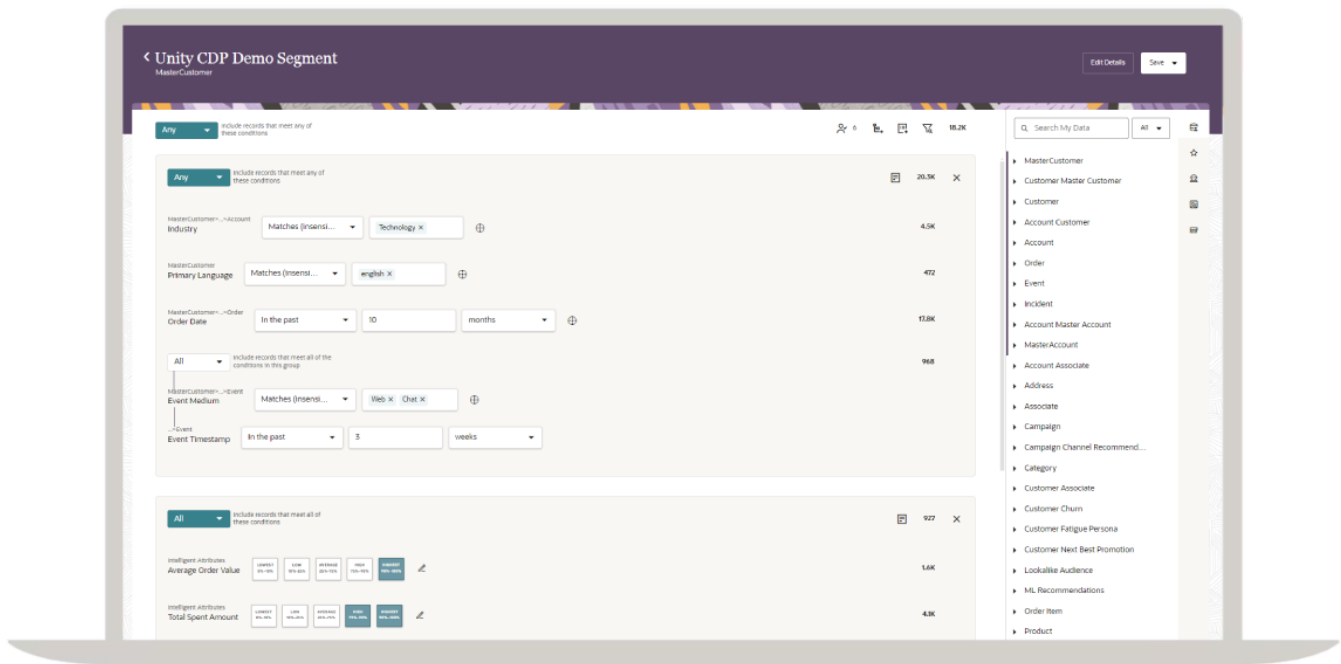


Figure 1: Create granular segmentation for personalization using Unity.

Key features and benefits

Unified data: Unify data from all sources to break down silos, enhance cross-team alignment, and deliver consistent customer experiences.

Complete customer view: Gain deeper insights into individual customers and accounts, supporting one-to-one and account-based marketing.

AI-driven personalization: Oracle Unity CDP includes AI capabilities, such as predictive scoring, propensity modeling, and lookalike generation. Businesses can also bring in their own machine learning models. The flexible and scalable approach to AI enables real-time, personalized experiences that continuously adapt based on customer data.

Prebuilt data models: Accelerate time to value with prebuilt data models for B2B, B2C, and B2B2C use cases.

Customer analytics: Make data-driven decisions with built-in analytics for audience, campaign, and segment analysis. Use RFM analysis to identify high-value customers and leverage Oracle Analytics Cloud for advanced insights and campaign optimization from a single dashboard.

Data privacy and security: Unity integrates with leading consent management platforms (CMPs) and complies with HIPAA and other standards, ensuring data security and governance.

Activation and integrations: Activate data for personalized journeys across ads, loyalty, ecommerce, and sales; connect with back-office systems, like ERP and EPM, to gain post-sale insights.

Eloqua Marketing Automation

Efficiently launch sophisticated, cross-channel campaigns using an intuitive interface and embedded AI capabilities. Automatically sense buyer intent and respond with the best-suited marketing tactic to generate conversation-ready sales opportunities through guided workflows.

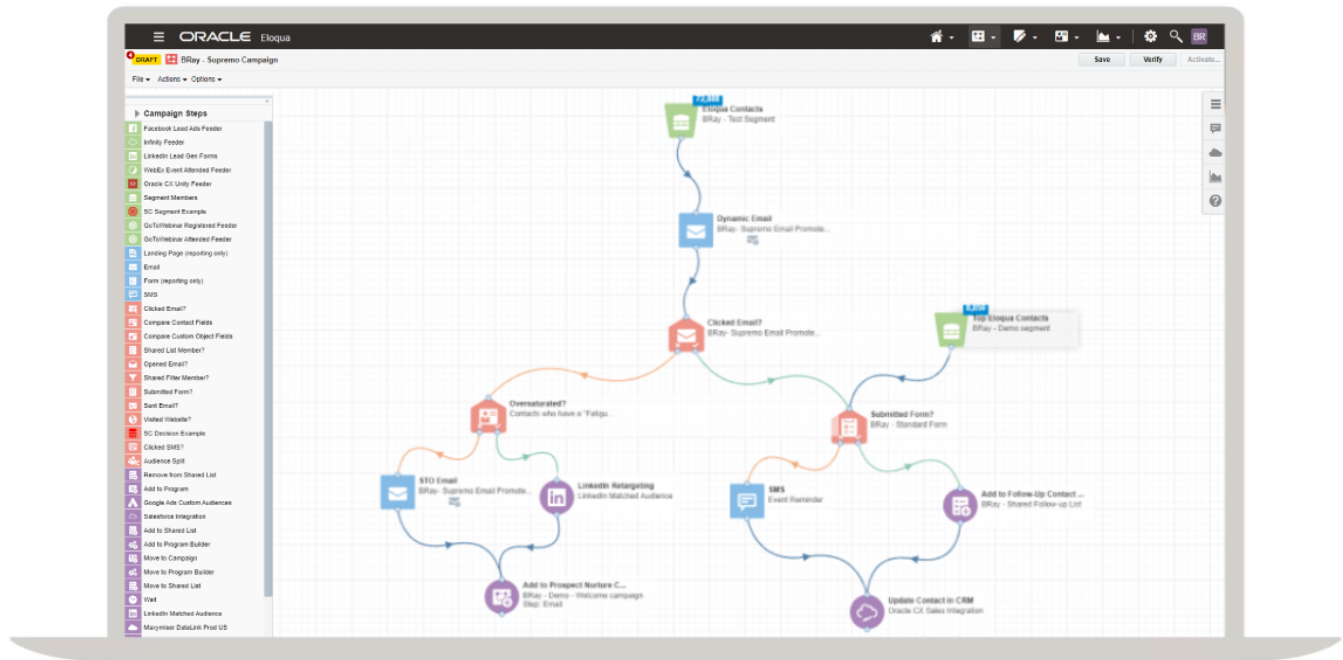


Figure 2: Orchestrate multi-channel campaign through a drag-and-drop UI in Eloqua.

Key features and benefits

Cross-channel campaign orchestration with AI: Orchestrate scalable, personalized campaigns across email, SMS, social media, and web with precision using AI. Leverage behavioral and firmographic data to segment audiences and create dynamic content that adapts in real time for maximum engagement.

Consumer-grade user interface: Eloqua's intuitive drag-and-drop UI empowers marketers to manage complex campaigns without technical expertise. The Redwood UI enables smooth multichannel deployments, with proactive error prevention for seamless execution.

Guided campaign workflows: Eloqua Guided Campaigns offers step-by-step guided workflows to simplify campaign creation for nontechnical users, ensuring on-brand, targeted campaigns that align with sales goals. Generate and deliver conversation-ready opportunities directly into Oracle CX Sales, aligning marketing and sales for business growth.

Advanced intelligence: Save time and boost engagement with generative AI for SMS, email, and landing pages. Use AI-driven subject line optimization, fatigue analysis, and send-time insights to maximize open rates and maintain customer engagement.

Lead management and scoring: Score leads and accounts in real time based on behavior and profile data to identify high-value opportunities. Eloqua automatically rescores leads over time to keep scores accurate as new data is collected.

Account-based marketing (ABM): Unify sales and marketing around shared goals to drive revenue. Eloqua enables nontechnical users to launch ABM campaigns. Sales teams are equipped with real-time insights to communicate with prospects using brand-approved content. Integration with platforms like LinkedIn and 6sense enhances lead targeting and engagement.

Data management: Aggregate first- and third-party data to launch personalized campaigns at scale. Eloqua's listener architecture triggers real-time actions, such as lead score updates, while the Contact Washing Machine app keeps data accurate for effective engagement.

Comprehensive analytics: Measure campaign impact with more than 70 customizable reports, offering insights into key metrics, such as opens, clicks, and revenue attribution. Closed-loop reporting connects campaigns to revenue, optimizing resources and proving ROI.

Responsys Campaign Management

Design and deliver personalized, contextually relevant, multichannel marketing campaigns at scale, tailored to individual customer interests and preferences, with added efficiency from AI.

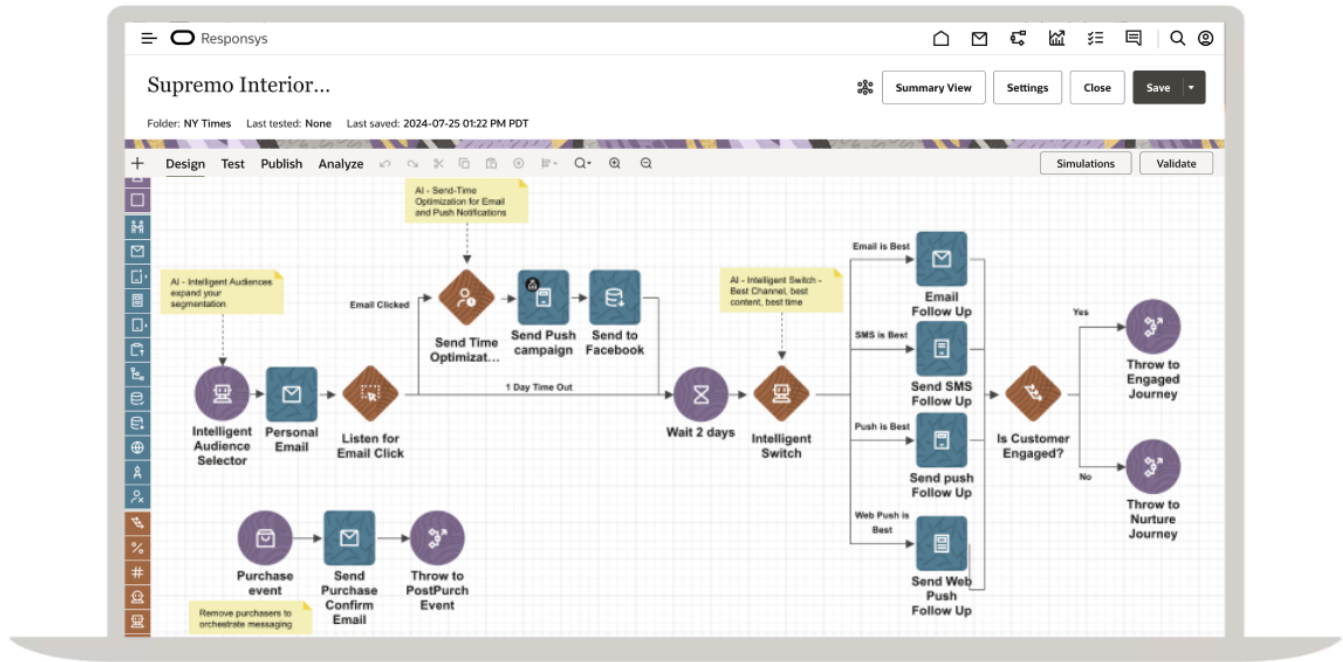


Figure 3: Design personalized campaign journey across multiple channels in Responsys.

Key features and benefits

Personalized email marketing: Easily create inspiring, personalized emails at scale. Use a code-optional designer to craft dynamic, individualized messages and preview across devices to ensure consistent rendering.

Segmentation and targeting: Build complex segments from online and offline data using a drag-and-drop UI. Respond to customer behavior in real time and efficiently manage subscriptions for cross-channel communications.

Multichannel execution: Execute cohesive campaigns across email, SMS, mobile, and web push. Responsys automatically adapts purchases content to each channel, providing seamless experiences that follow customer preferences and behavior.

Advanced intelligence: Use AI to generate personalized content, accurately segment, and optimize timing. Advanced tools, such as RFM analysis, lifetime value modeling, and fatigue analysis help reduce churn, enhance engagement, and improve message cadences.

Test and optimize campaigns: Improve performance with A/B and multivariate testing. Deploy up to eight variations to determine the best content and design for engagement, confidently measuring results with clear KPIs.

Actionable analytics and insights: Access prebuilt and customizable reports to quickly assess campaign impact by segment, channel, and device. Revenue insights empower marketers to make independent, data-driven decisions.

Sales Force Automation

Improve seller productivity and deal success by automating time-consuming data entry and manual tasks. Leverage AI/ML to guide sellers on where to focus and what actions to take, providing precise context and prescriptive selling paths.

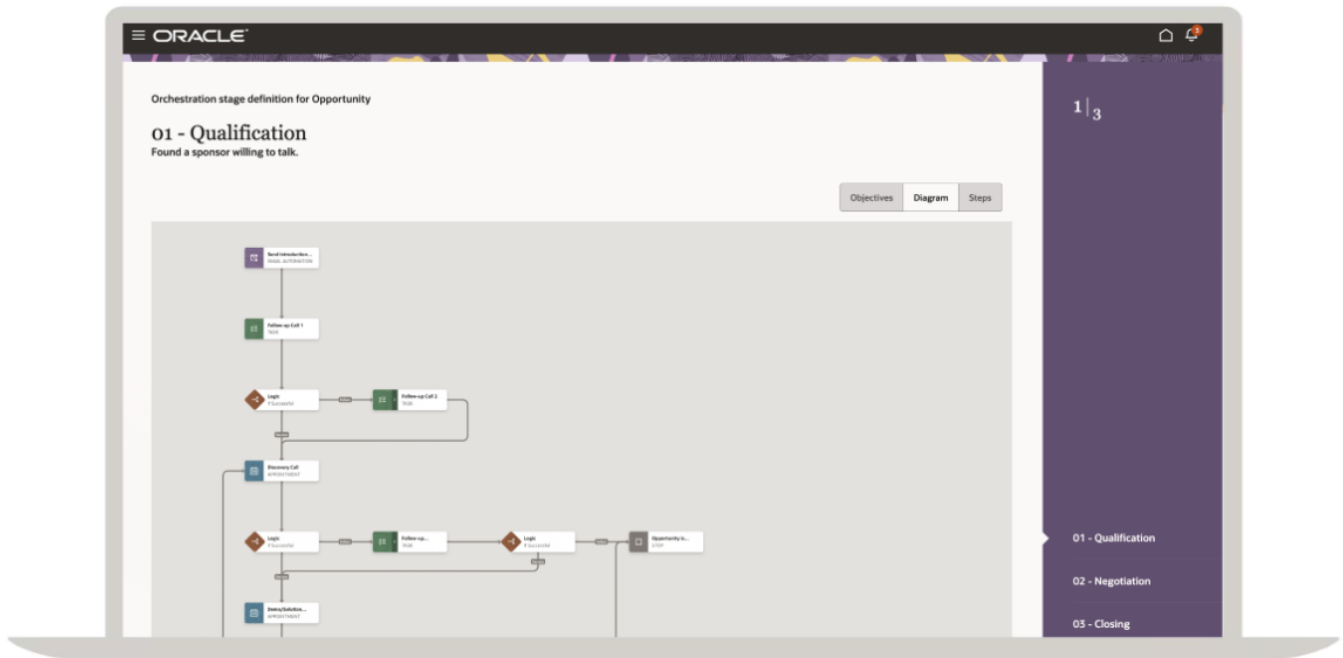


Figure 4: Guide sellers via a step-by-step workflow to sell faster and smarter in Sales Force Automation.

Key features and benefits

Sales intelligence backed by AI: Equip your sales team with AI-powered insights and personalized guidance to sell faster and smarter. Enhance CRM adoption, data integrity, and focus efforts on high-value opportunities, ensuring success with strategic, embedded AI support.

Maximize sales with built-in AI capabilities: Leverage predictive AI for instant insights into top leads, deal health, and win probabilities. Identify the most engaged contacts, personalize outreach, and drive revenue with AI-recommended contacts, products, and target accounts.

Complete customer view: Access comprehensive customer profiles with enriched first- and third-party data, real-time intelligence, and AI recommendations, allowing for more effective engagement across marketing and sales.

Intuitive user experience: Streamline CRM with an intuitive interface that automates tasks, minimizes data entry, and frees sales teams to build relationships and close deals.

Sales productivity tools: Integrate seamlessly with Oracle CX Sales Mobile, Oracle Sales Assistant, email, and collaboration platforms, enabling your team to access and update CRM data effortlessly.

Help every seller sell like your best seller: Remove guesswork in deal cycles with data-driven, actionable guidance on next steps, helping all sellers perform at their best and reach goals with confidence.

Fusion CX Analytics

Maximize revenue potential with a unified analytics and reporting solution that connects marketing, sales, and service data. Extensible to include data from other Oracle and non-Oracle sources, Oracle Fusion CX Analytics provides a comprehensive view of your customer experience data and its revenue impact across your organization.

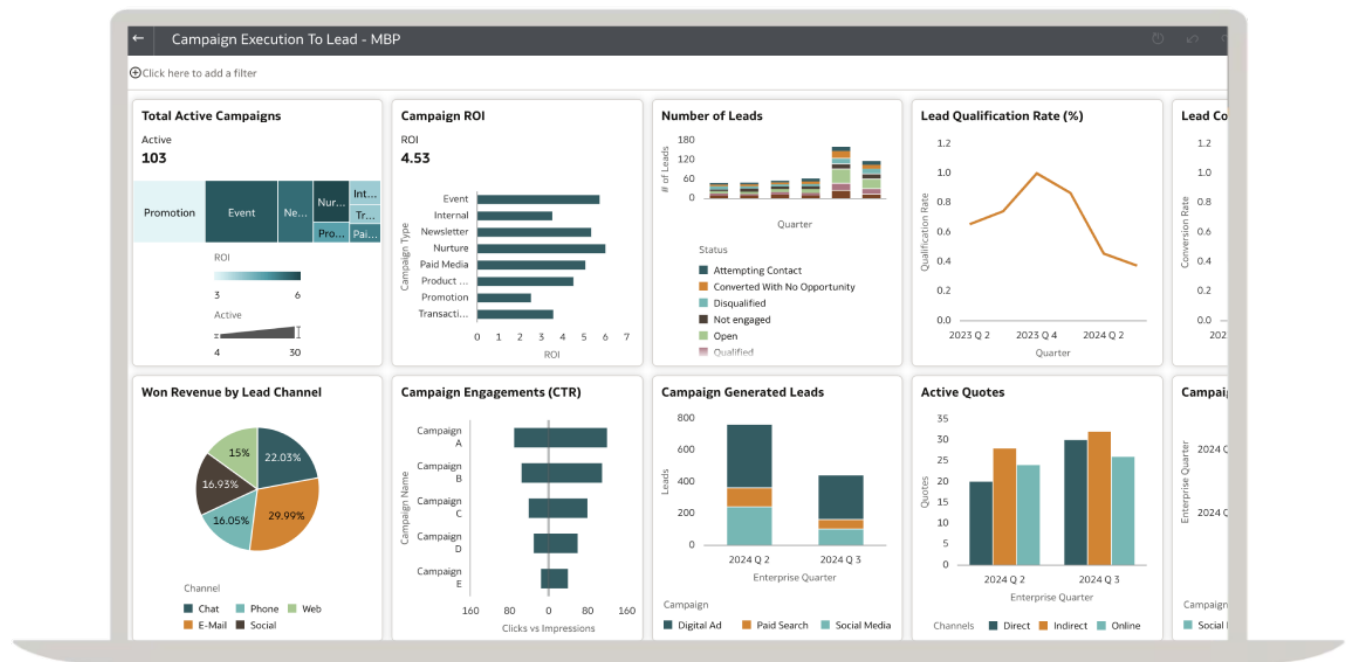


Figure 5: View key marketing and sales KPIs in a prebuilt dashboard in Fusion CX Analytics.

Key features and benefits

Campaign efficiency: Accurately attribute revenue to campaigns, aligning them with pipeline and revenue potential. Gain clear insight into ROI to refine planning, identify high-performing campaigns, and optimize strategies for generating leads, opportunities, and sales.

Sales pipeline: Track key metrics and trends to assess pipeline health and growth, enabling data-driven adjustments to meet business goals and accelerate decision-making.

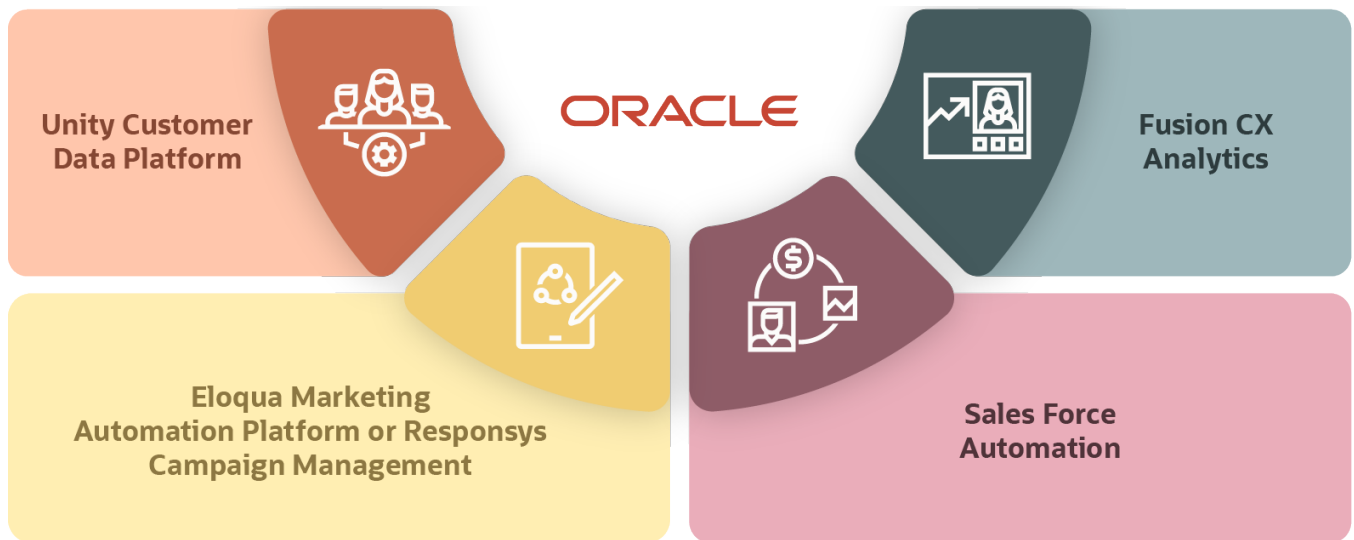
Win and loss analysis: Examine deal outcomes and sales stage durations to identify top-performing reps and factors behind success, helping improve team performance and increase win rates.

Lead prioritization: Identify high-converting lead sources and prioritize leads with the best potential for conversion, improving nurturing programs and driving better sales results.

Account-based analysis: Focus on high-value accounts to expedite MQLs to sales-qualified transitions, boosting sales efficiency and effectiveness.

Why Oracle for marketing and sales unification

With an enterprise-class customer data platform at its core, Oracle's marketing and sales unification solution helps you unleash the power of data and AI, uncover hidden high-value opportunities, optimize customer acquisition costs, and increase customer lifetime value. With it, you can unify and activate all customer data across your front- and back-office. Reduce system complexity, maximize technology investment, and eliminate duplicative IT work with AI-powered workflows.



Only Oracle offers:

- **A unified platform:** Oracle's natively integrated suite provides shared data and unified processes across marketing, sales, and other departments. This simplifies cross-team collaboration, reduces total cost of ownership, and eliminates the need for multiple vendor technologies.
- **Enterprise scale and reliability:** Manage massive data volumes with enterprise-grade performance and robust security on Oracle Cloud Infrastructure, ensuring fast access and unparalleled protection without relying on third-party cloud vendors.

- **Prebuilt industry-specific data models:** Oracle Unity comes with prebuilt industry data models, enabling businesses to quickly collect and analyze relevant customer data for deeper customer insights. Make use of out-of-the-box B2B, B2C, and B2B2C data models to help your enterprise accelerate time to deployment and deliver use case outcomes faster.
- **Complete and actionable customer profile:** Oracle Unity is built from the ground up on Oracle Cloud Infrastructure to serve as the foundational data layer across the enterprise, incorporating lifetime data from both front- and back-office systems. Customer data silos can become actionable, trusted customer profiles that can be activated for precision revenue growth.
- **Native AI and award-winning UX:** Oracle's marketing and sales unification suite integrates native AI and machine learning to deliver actionable, real-time insights and recommendations. Paired with our award-winning, intuitive user interface, this ensures an optimized, end-to-end customer experience and enhances efficiency, productivity, and collaboration across marketing and sales teams.

Take the next step toward unified revenue operation

Clearly, a growth-at-all-costs strategy is no longer going to work in today's demanding marketplace. Instead, companies will need to adopt a more sustainable, customer-centric approach, which will require breaking down the silos between marketing and sales. With Oracle's marketing and sales unification suite, you can unify your revenue operation teams into a new revenue operations center of excellence around shared customer data and business goals to drive efficient, recurring, and account-centric growth.

[Request a demo](#)

Connect with us

Call +1.800.ORACLE1 or visit [oracle.com](https://www.oracle.com). Outside North America, find your local office at: [oracle.com/contact](https://www.oracle.com/contact).

 blogs.oracle.com

 facebook.com/oracle

 twitter.com/oracle

Copyright © 2024, Oracle and/or its affiliates. This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Oracle, Java, and MySQL are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.