

Marketing Effectiveness

Maximizing Campaign Spend and Promotional Effectiveness

Industries

- + All

Key Benefits

- + Concentrate on campaigns that are working
- + Improve or eliminate strategies and campaigns that are ineffective
- + Upsell opportunities based on purchase histories
- + Promotional opportunities
- + Improve loyalty programs by ensuring the most effective incentives are in place

Solution Overview

Marketing organizations are tasked with positioning and communicating their company's brand, products, and services to other organizations to consume. Many approaches are used by marketers to relay their company's message out to their customers. Due to the various communication methods used by marketers, the important data collected is usually stored in many different ways: CRM systems, ERP systems, Sales systems, POS, and social media data amongst other types. Data discovery offers marketing and sales organizations a powerful way to create a centralized view of all their marketing channels and results.

The combination of various disparate types of data helps marketers see the strategies that are working as well as the areas that can be improved. If some methods are proving more successful than others, data can be used to help decide how to allocate future resources as well as how to improve or discontinue less successful methods.

By creating a solution using Oracle's Big Data Discovery, organizations can better allocate resources to successful campaigns and gain insight into areas and strategies that are not delivering results.

Business Challenges

- + Unable to measure the effectiveness of marketing campaigns
- + Disconnected data sources tracking the same campaigns

Potential Data Sources

- + CRM System
- + ERP
- + Sales Data
- + Point of Sale (POS)
- + Social Media
- + Public Data

Oracle Big Data Discovery

Key Features

- + Smart, automatic data profiling
- + Built-in transformation capabilities
- + Modern visualizations
- + Fully integrated with the most robust Hadoop distributions on the market
- + Explore and profile all datasets in the Hadoop data lake

Key Benefits

- + Allow analysts to fail fast in their data analysis pursuits
- + Transform and enrich massive datasets quickly
- + Spend time & resources on analytics and insight instead of data prep
- + Include business analysts on the team to help drive collaborative discovery
- + Process data in place in Hadoop, substantially reducing data movement and management costs

Other Ranzal Services

Extend your environment with Edgewater Ranzal's additional services:

- + Advisory services help define the priority key metrics and supporting data to include in the solution
- + Custom training provides users with knowledge needed to use the tools
- + Add additional metrics and data to extend the solution
- + Managed Cloud helps to reduce IT costs and resources needed

About Big Data Discovery (BDD)

Oracle's answer to demystifying the modern data lake, Oracle Big Data Discovery (BDD) harnesses the distributed computing and storage power of Hadoop and adds an interactive layer through which users can easily explore all of their data. Oracle BDD wraps data analysis, transformation, and discovery tools together into a single user interface, and it comes with advanced features like smart, automatic data profiling, built-in transformation capabilities, modern visualizations, and solid integration with Hadoop.

Big Data Discovery provides business users the ability to understand insights in their data by providing visibility into these critical data sources by uniting these sources and providing the user the ability to understand correlations in the data. By providing further insight into this data, companies can make better informed decisions and improve their business processes and transform their business.

Edgewater Ranzal is especially equipped to help customers prove out potential use cases of BDD as well as architect and build out implementations of the product. We can work with you on all aspects of implementing BDD from proof of concepts, planning to full life-cycle implementations.

Oracle Big Data Discovery (BDD) helps organizations quickly explore all relevant data

- + Combine structured & unstructured data from disparate systems
- + Automatically organize information for transformation, search, discovery & analysis
- + Rapidly assemble and share easy to use analysis projects that anyone can use
- + Connect to all your data including unstructured and non-normalized data from your Hadoop infrastructure
- + Provides interactive analytics with in-memory enabled performance

Advantages of Big Data Discovery

- + Find insights in your data as never before by putting the power of analytics into the business users' hands
- + Find answers to questions that your business has not been able to answer
- + Quickly combine data without having to go through costly normalization building data warehouses
- + Complete Enterprise solution that is integrated with Hadoop to leverage your IT investment and provide a solution that can be managed centrally

About Edgewater Ranzal

Edgewater Ranzal is a full-service Oracle Platinum Consulting Partner with unrivaled expertise in delivering Oracle Hyperion Enterprise Performance Management, Business Intelligence and Big Data solutions. We consistently apply and update leading-practice methodologies to address changing business requirements and take advantage of evolving system capabilities. With resources and clients located throughout the United States, Canada, and Europe, we are one of the largest specialized Oracle Business Analytics partners. To learn more, visit ranzal.com, e-mail info@ranzal.com, or call +1.914.253.6600.