ORACLE® Marketing Cloud + Adobe Analytics by Put It Forward®

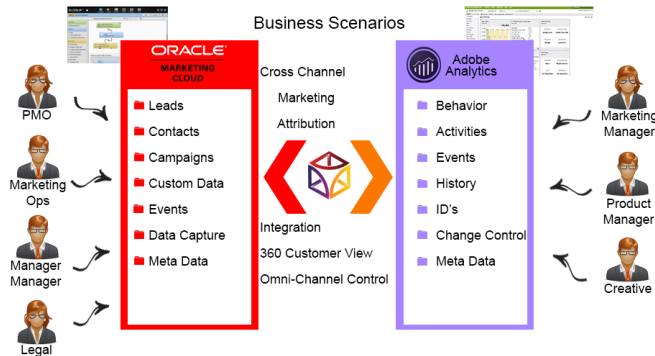*"Put It Forward gives me the ability to do data magic for every department and customer."*

Udo Waibel - CTO Sitecore

Better Analytics - Better Campaigns

Put it Forward® is the solution that Oracle Marketing Cloud users look to for help with effective analytics integration through Adobe SiteCatalyst®. This lets a marketer develop deeper understanding or their customers and deliver comprehensive messaging.

Common Scenarios:
• Cross channel marketing with Adobe SiteCatalyst® with multiple marketing automation systems including Oracle Eloqua® and Oracle Responsys®
• Deeper customer experience management across their entire life cycle
• Increase content velocity and utilization by linking what works with the right audience
• Increase conversion rates with testing
• Cross channel attribution
• Get a complete 360 degree view of the customer and how they interact with you
• Find more and better customers

Business Scenarios

ORACLE MARKETING CLOUD
- Leads
- Contacts
- Campaigns
- Custom Data
- Events
- Data Capture
- Meta Data

Cross Channel Marketing Attribution

Integration
360 Customer View
Omni-Channel Control

Adobe Analytics
- Behavior
- Activities
- Events
- History
- ID's
- Change Control
- Meta Data

PMO, Marketing Ops, Manager Manager, Legal, Marketing Manager, Product Manager, Creative

Adobe SiteCatalyst® and Oracle Marketing Cloud Integration

Put it Forward® enables the rapid connection and collaboration of business systems through on demand technology.

Designed for the marketing analyst, evangelist or operations specialist, Put it Forward's® "No Code" graphical experience accelerates and simplifies the ability to work with data.

Extend beyond connecting into operations governance, data quality and customer life cycle management. All within the same

Pre-Built Connections from Put it Forward® enable Oracle Marketing Cloud users to rapidly connect to other systems such as Cvent® Adobe®, Salesforce®, SAP®, Microsoft Dynamics®, Netsuite® and many more. Helping improve operations, increase data quality and minimize IT costs while enabling their goal of having a deeper more meaningful customer experience.

Get Started Today

www.putitforward.com/partners/adobe

Put it Forward
Constant Data

ORACLE® Marketing Cloud + Adobe Analytics
by Put It Forward®

Point, Click, Get Your Adobe SiteCatalyst® Integrated with Oracle® Marketing Cloud

Shortcuts to working with your data: if you want to do a data load, synchronize across systems, export, add data quality checks or activity govern your data there are three easy steps to start with.
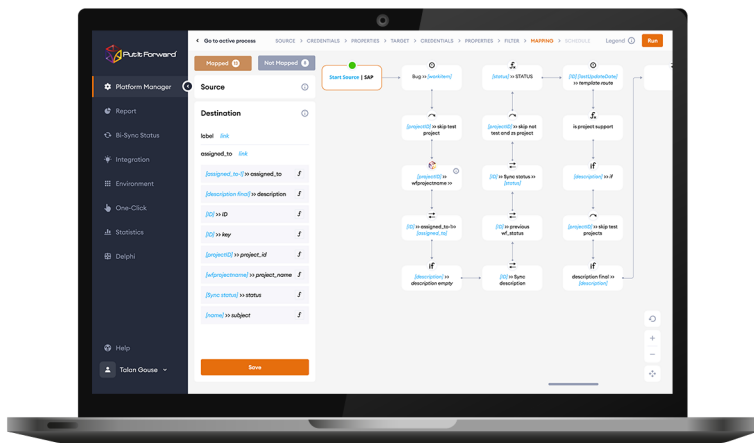
1. **Point the pre-built connectors** from Put it Forward® or use your own connector to automatically integrate the source and destination.
2. **Click on the data services** or add any business rules, transformations to the integration.
3. **Get the data flowing** between the source and destination by selecting the integration interval and activating it.

Tech Specs

Operating Systems: Put it Forward® is cloud based and is independent of operating systems.
App Server: Put it Forward® is cloud based and does not require an app server to run
Dev Tools: Put it Forward® has a rich integrated cloud based development environment which does not require installation.
Transports: HTTP/S, Web Services (SOAP, REST), ODBC, JDBC, FTP, SFTP, SS, File Sharing, Email (SMTP/POP3), Message based, Amazon SQS, JMS, MQ, WSDL … and more.
Data Formats: XML, HTML/XHTML, JSON, CSV, EDI, text (flat and hierarchical), Unstructured (PDF, Spreadsheets)

Key Deployment Benefits

• Built for the cloud - Put it Forward® is a purpose built pure cloud based data service tool. No open source, no fat clients, no legacy
• Pure cloud based – on premise to cloud integration with no installation for you to deploy and manage
• Best Price - On demand per connection pricing and low maintenance costs
• Complete suite of out of the box connectors plus data services
• Superior support model – dedicated resources for each of our customers

Tech Features

• **Multi-frequency Integration:** real time, just in time or in batch cycles
• **Great for data loading** and long running processes like customer research to inquiry
• **Integrated data quality** and management
• **Stay synchronized** with other organization units, legacy systems, other cloud offerings or on-premise applications
• **More Connectors** to marketing automation, financials or other contacts and order/invoice systems
• **Pure cloud based** - no installation of hardware or software for you to deploy and manage
• **On demand per connection pricing** and low maintenance costs
• **Supported Trials**

Put it Forward
Constant Data