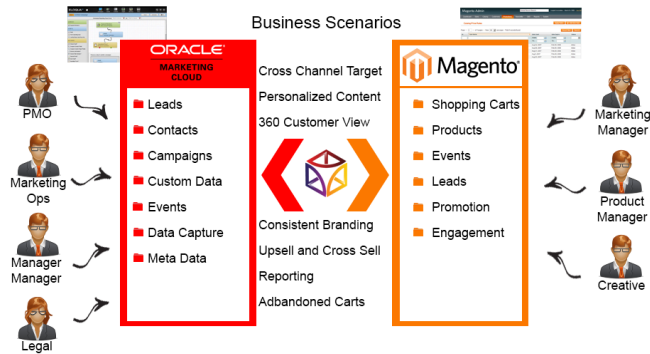# ORACLE MARKETING CLOUD + Magento by Put it Forward

*"The shortest path to improved marketing effectiveness, improved lead volume, increased conversion rate and low attrition is via marketing and sales data management."* - Glenn Coward / Founder CS

## Magento® and Oracle Marketing Cloud

Put it Forward® is the solution that Oracle Marketing Cloud users look to for help with effective commerce integration with Magento®. This lets a marketer leverage the most current customer data to engage on a 1:1 level.

Common Scenarios:
• Real time cross channel re-targeting campaigns between marketing automation systems including Oracle Eloqua® and Oracle Responsys®
• Develop more personalized campaigns for higher conversion rates
• Gain increased insight by having a complete view of customer data across marketing and commerce
• Deliver a consistent brand message by crossing the silos of information
• Increase up-sell and cross sell by understanding a customers preferences
• Increase conversion rates with a deeper understanding of your customers



Business Scenarios

Cross Channel Target
Personalized Content
360 Customer View
Consistent Branding
Upsell and Cross Sell
Reporting
Adbandoned Carts

ORACLE MARKETING CLOUD: Leads, Contacts, Campaigns, Custom Data, Events, Data Capture, Meta Data

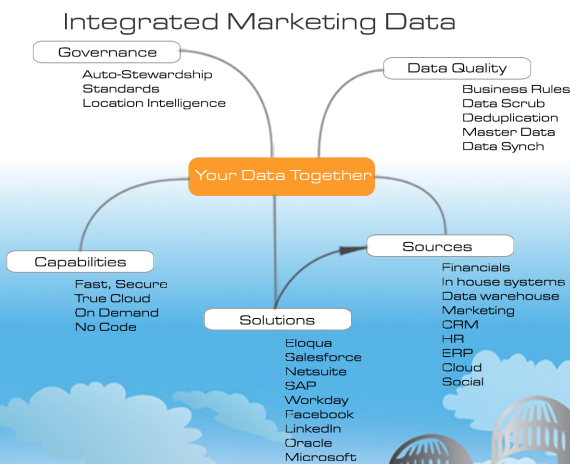Magento: Shopping Carts, Products, Events, Leads, Promotion, Engagement

## Magento® 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.



Integrated Marketing Data

Governance: Auto-Stewardship, Standards, Location Intelligence

Data Quality: Business Rules, Data Scrub, Deduplication, Master Data, Data Synch

Your Data Together

Capabilities: Fast, Secure, True Cloud, On Demand, No Code

Solutions: Eloqua, Salesforce, Netsuite, SAP, Workday, Facebook, LinkedIn, Oracle, Microsoft

Sources: Financials, In house systems, Data warehouse, Marketing, CRM, HR, ERP, Cloud, Social

### Get Started Today
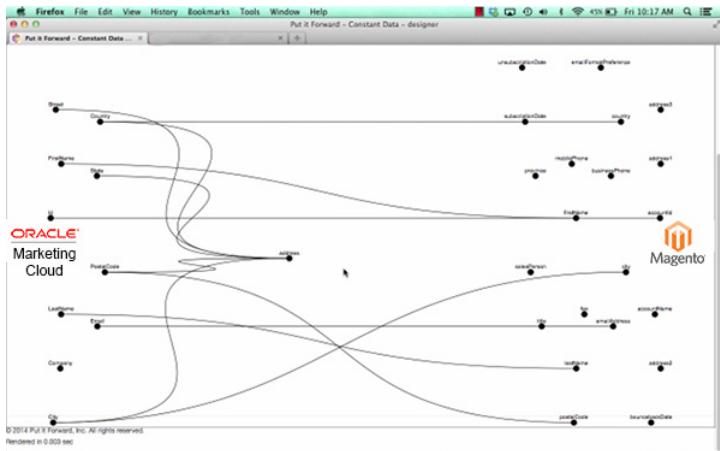www.putitforward.com/omc
No download or Installation Software

Put it Forward
Constant Data

## Point, Click, Get Magento® 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**