

ORACLE®

MARKETING  
CLOUD



SiriusDecisions helped provide us with the expert advice and best-in-class frameworks to guide our customer marketing function for a cohesive post-sale customer journey.

*Former Director, Customer Marketing*

## Alignment

Was tightened between customer marketing and success functions



### Challenge

The team was looking to shift from filling the demand gen funnel to **protecting the installed base** and drive product and service growth from within the installed base. They also needed to **increase customer loyalty and retention** and shift from disparate marketing tactics to an orchestrated approach of activities across the post-sale journey.



### Solution

The team leveraged the **SiriusDecisions Customer Experience Design Framework** to identify opportunities for building a cohesive post-sale experience. They aligned the roles and responsibilities of Customer Marketing and Customer Success. They utilized the **SiriusDecisions Aligned Measurement Framework** to create clear dashboards with metrics to monitor the holistic post-sale journey.



### Result

Oracle Marketing Cloud saw some favorable results: **gained efficiency** in leveraging content across tactics, **increased** customer advocacy participation, created a funnel for customer focused assets and **improved** renewal rates.