

Get offers to market faster than the competition with Oracle Digital Business Experience

In the current, hyper-competitive service provider landscape, it's never been more important for marketers to get the most compelling offers in front of their customers to stand out from the competition. To maintain the existing customer base, while acquiring new customers service providers need to consistently deliver a personalized experience, while strategically bringing new offers and bundles to market faster than the competition- and this can be achieved with the support of solutions such as [Oracle Digital Business Experience](#).

Grow revenue and deliver personalized experiences by integrating marketing, sales, order management, monetization, and customer service across your organization.



Among the biggest challenges organizations face due to fragmented data:

38% Struggle to tailor messages or offers effectively.

49% Slower customer service because data is hard to access quickly.

Source: OMDIA, The State of Digital CX 2025

Marketers want to:

1 Utilize data and AI to know their customers better

Customer data fragmented across various sources can make it difficult for marketers to get a detailed view into customer preferences. Unified customer data means customer profiles are clear and easily accessible. AI-enabled insights layered on top of customer information make it even easier for marketers to identify possible upsells, such as an affinity for certain products or offers, i.e. gaming or streaming bundles.

2 Deliver consistent, impactful customer experiences

Campaign management can be more tailored than ever before. Oracle Digital Business Experience provides marketers with the ability to create small, detailed customer segments for each campaign resulting in valuable metrics including click rates, purchase history, product affinity, and more, to inform future campaigns. Marketers will have valuable insight into which customer segments to target with specific offers, bundles, or promotions – all of which are easily designed within a unified commercial catalog.

3 Get new products and offerings to market faster

The enterprise product catalog of Oracle Digital Business Experience provides a collaborative environment designed for stronger integration across business, IT, and marketing. Commercial products, promotions and services are efficiently designed with the capability to intuitively create a new offer or bundle, and then easily clone or modify it for future opportunities.

Oracle Digital Business Experience supports marketing teams throughout the customer lifecycle. From the early stages of customer acquisition to maintaining loyalty, marketers will be equipped with unified customer data infused with AI-enabled insights that empower them to understand their customers preferences and personalize their outreach.



With features such as a single, unified enterprise product catalog for managing commercial offers and promotions, and no code offer and promotions design with guided flows, marketers can expect to work not only faster, but more strategically. Getting offers and promotions to market quicker than the competition is made easier through offer cloning, and one-click publishing to commercial channels and downstream

Oracle's AI infrastructure and services power Oracle Digital Business Experience, allowing service providers to deliver better customer experiences and business outcomes, support any line of business, including mobile, fiber, wholesale, and cable, and integrate with any engagement channel.



81% of consumers prefer companies that offer a personalized experience.

Source: Shep Hyken