

# JAPAC Key Accounts & Account Based FY21 H1 Marketing Update



## Our Focus

### Connect

Industry specific C-Level Engagement

- Thought provoking blog series, connection, management, roundtables, executive sponsorships
- Success metric net-new relationships, re-engagement level

### Create

Journey to cloud - High on-premise

- Thought provoking blog series, connection, management, roundtables, executive sponsorships
- Success metric net-new relationships, re-engagement level

### Grow

Big Bets - high on-premise, no/low clouds, deined opportunities

- To pursue, help, educate, evaluate build preference and select Oracle Cloud
- Success metric net-new cloud bookings

### Consume

Obsession - high on-premise, growing cloud, won opportunity

- Help transform business, drive consumption, use, renewal and advocacy
- Success metric: renewals and new cloud opportunities

### Showcase

Technology storytelling and sports experience

- Provide 'meaty' story telling platform and C-level engagement
- Success metric: net-new relationships, re-engagement level

## Summary

**6** Regions  
**6** Industries  
**10** Campaigns  
**20 Target Key Accounts** Target Accounts  
**C-Level & below** Target Audience  
**\$10M** Goal/Metrics  
**>1M** Impressions to-date  
**>1000** engagements to-date  
**>150** leads created to-date



**\$14M** Marketing touched pipeline (influenced and primary generated)

## ASEAN



### Account Based Marketing program for Singtel

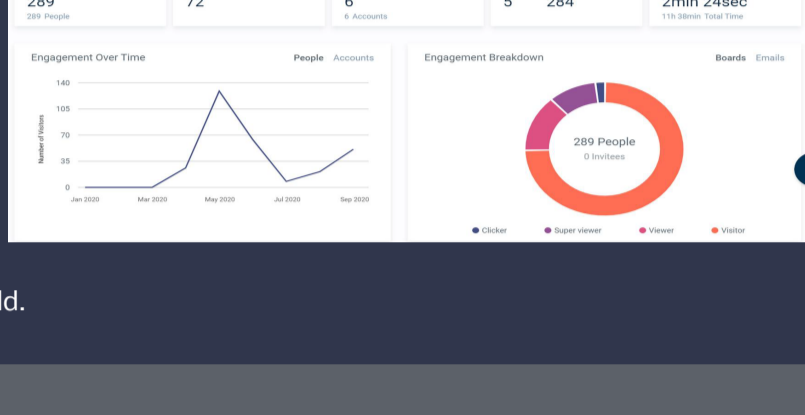
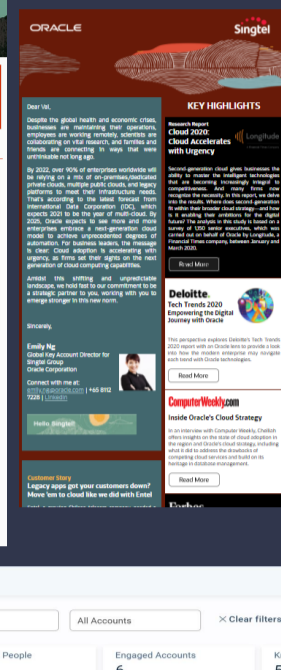
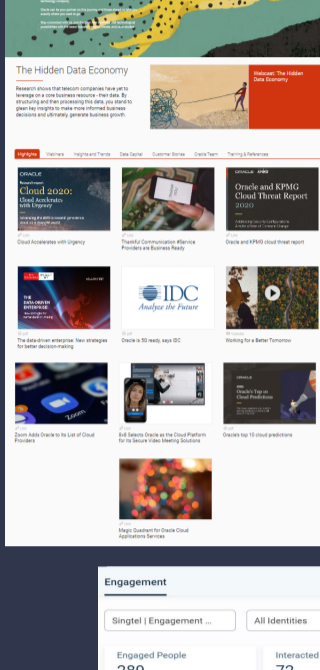
**GROW** - Continuous effort to rebuild and improve relationships since May 2020.

- Engagement with business users and their CMO/CHRO/CFO to showcase the depth and breadth of our solutions and offerings
- Singtel customized microsite and quarterly thought leadership newsletter (Sept)
- Events Engagement newsletter (Oct)

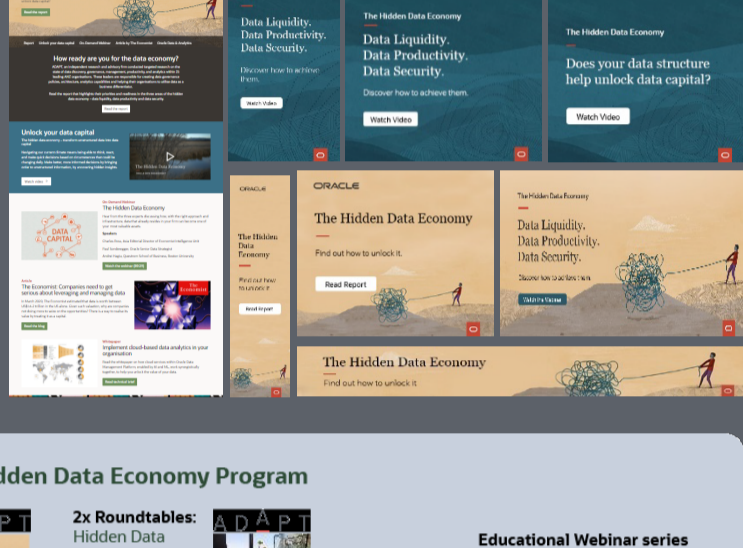
**Target:** C-Levels, Executives, Directors

#### Highlights:

- Sept - 250 emails sent, 289 visits to the microsite + 72 clicks on the content
- Oct - 250 emails sent
- Successful engagement opportunity where Allen Lew, CEO, Group Strategy and Business Development and Country Chief Officer Thailand, registered and attended Oracle's sessions at TM Forum's Digital Transformation World.



## Australia



### The Hidden Data Economy CONNECT

- Insights and Innovation Sales Plays: Modern Data Warehouse & Analytics. Promote Oracle's data management and analytics leadership

- Product & Industry focus: Database/ADW; OCI data platform: Data Science, Data Catalogue, Data Integration, OAC
- Digital campaign - mid July - end of August Roundtables: 18th and 21st of August

**Target:** CDOs, Chief Information Architects, Heads of Insights, Heads of Data Platform

**Goals/Metrics:** - 1.2M Influenced Pipeline - Digital: 20 leads; 250 web visits - Roundtables: 12-15 per roundtable



### Results from 2x Roundtables



Key & Lead Accounts roundtables in Partnership with Adapt: 18 & 21 August

- Session 1 - 16 customers, including Telstra, NBN, NAB, Coles, Woolworths, Woodside Energy, IAG, Foxtel, Treasury NSW, Toll
- Session 2 - 18 customers, including Westpac, ANZ Bank, BT Finance, Tabcorp, NRMA, Aus Federal Police, CIMIC

### Results from Digital Campaign

Leading page, Programmatic, LinkedIn ads, 2 x solus eDMs

862,000 impressions  
 1,405 clicks  
 2700 eDM sends  
 189 web page lands  
 LinkedIn - 831 engagements, 27 lead forms

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