

ORACLE DYN AND REMARKETY: WORKING TOGETHER

For those Oracle Dyn Email Delivery users looking to pair with a front-end provider that specializes in everything eCommerce, the search is over.

Meet Remarkety, an email marketing platform built for eCommerce. With Remarkety, marketers can manage and easily deliver effective email campaigns that drive more repeat purchases, higher average order value, and increase lifetime revenue.

Whether your brand is looking to send promotional emails, cart abandonment emails, drip campaigns powered by marketing automation tools, or more, the combined power of Oracle Dyn and Remarkety have you covered.



Key Features and Functionality

Full integration with Oracle Dyn

Get outstanding deliverability and more email to the inbox by sending through Oracle Dyn. A plug-and-play, built-in integration allows you to set up your Remarkety account to send emails via Dyn to increase deliverability, open and click rates.

If you're currently sending through Oracle Dyn, your account representative can introduce you to our Remarkety friends. If you're not currently sending through us, we will discuss your email needs and how you can ramp your email onto our platform the right way with the help of a technical account manager. This will ensure that your configurations both with us and with Remarkety are accurate from day one.

Integration with any eCommerce platform

No matter what platforms your eCommerce business is using, Remarkety can support it, offering one-click installation for all popular platforms and a custom API if you run a proprietary system. The Remarkety solution has been designed to integrate seamlessly with your all your data, allowing you to segment and target your customers easily. That means no more uploads, imports, or Microsoft Excel sheets.

eCommerce ready: Built-in Flows and Automations

Remarkety was designed for eCommerce from the ground up and is equipped with powerful tools and ready-to-use flows to help you become a better eCommerce marketer. In addition to standard newsletters (email blasts), you can (and should) segment your shoppers and target different audiences with built-in automations like cart abandonment, browse abandonment, welcome emails, win back inactive customers, and order follow-ups. Turn them on and start driving more sales immediately.

Reporting

Remarkety offers a full range of campaign performance reporting, helping you measure statistics for all your automated email flows and email campaigns within one simple dashboard. Get traditional reporting (clicks, opens, impressions)—and, on top of that, sales-driven reporting based on actual conversions/sales to help you tell the full email eCommerce story.

Other Remarkety Features of Note:

- Full drag-and-drop editor where you can use Remarkety's responsive templates or your own HTML
- A/B testing for subject lines, calls to action, images, product placements, send times, and more
- Personal product recommendations, based on shopping behavior
- Dynamic coupons: personal and trackable coupons created "on the fly" per email sent
- Audience segmentation based on website activity, order history, and shopping behavior
- Social media integration (Facebook and Instagram)

Whether it's promotional emails or 1:1 real-time triggered campaigns, Oracle Dyn and Remarkety will help you do it all.

About Remarkety

Remarkety is a leading ecommerce data-driven marketing platform. Remarkety changes the way SMBs retailers market and resell to their customers, by giving them an enterprise grade marketing power. Remarkety developed an industry-disrupted service to solve the marketing challenges of eCommerce SMBs by using big-data, shopping behavior and purchase history of millions of shoppers to execute targeted and segmented marketing strategies.



Find out more at dyn.com/email

Oracle Dyn, an Oracle Cloud Infrastructure global business unit (GBU), helps companies build and operate a secure, intelligent cloud edge, protecting them from a complex and evolving cyberthreat landscape. Our managed Web Application Security, DNS, and Email Delivery services are powered by a global network that drives 40 billion traffic optimization decisions daily. More than 4,500 customers rely on Oracle Dyn edge services, including preeminent digital brands such as Netflix, Twitter, CNBC, and LinkedIn. Deployed as standalone solutions or fully integrated with Oracle Cloud Infrastructure, Oracle Dyn edge services are the key to delivering resilient, high-performance sites and applications. Learn more at: dyn.com.

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