



“Oracle Data Cloud has become Heineken’s data and analytics backbone. They have become the yardstick by which Heineken measures marketing spend value.”

*-Ron Amram,
Vice President,
Media Marketing,
Heineken USA*

As one of the leading developers and marketers of premium beer and cider brands, Heineken is the world’s most international brewer. Led by the Heineken brand, this group has a powerful portfolio of hundreds of international, regional, local and specialty beers and ciders.

Challenge

Prior to working with Oracle Data Cloud, Heineken did marketing analysis through the use of modeling and “looser” KPIs, which included consumer awareness, consideration, intent to purchase lift and other panel-based tools. Heineken began using Oracle Data Cloud as a cloud-based analytics service to analyze and prepare the reports for Heineken’s management team.

Solution

Heineken uses Oracle Datalogix data from Oracle Data Cloud to help it target and influence beer purchasers, which helps Heineken measure its media effectiveness on short-term sales.

With Oracle Data Cloud, Heineken could now see and measure what creative advertising consumers could see and not see. The company could also measure the lift based on message, scale of the media, plus reach and frequency.

Results

- Optimized media mix
- Minimized wasted spend
- Validated the importance of digital within overall marketing strategy

Oracle Data Cloud has become Heineken’s data and analytics backbone. Now it can identify who it should target while minimizing waste and measuring effectiveness—all seamlessly. That’s allowed Heineken to validate what’s effective and what’s not in the digital space. It’s also permitted them to optimize media mix and to emphasize the importance of digital.

According to Ron Amram, Vice President, Media Marketing, Heineken USA, “If your demographic is 21-34, and you aren’t advertising in digital, you’re not doing an effective job.” With deeper levels of insight from Oracle Datalogix data from Oracle Data Cloud, Heineken can now focus on which households buy beer. It can then develop strategies and campaigns focusing more on the beer buyers and influencing new entrants into the category.

The reports generated through Oracle Data Cloud have been effective in helping partners understand the value of digital marketing. Partnering with Oracle Data Cloud added a layer of transparency to Heineken marketing that previously didn’t exist. For Heineken, Oracle Data Cloud has become the yardstick by which Heineken measures marketing spend value.

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Oracle Data Cloud delivers the richest understanding of consumers across both digital and traditional channels based on what they do, what they say and what they buy enabling leading brands to personalize and measure every customer interaction and maximize the value of their digital marketing.

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