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Bluedot Integrates with Oracle to Provide Location Data that Traditional Marketing Platforms Have Not Utilized Before

The Integration Makes It Easier for Marketers to Take Advantage of Contextual and Personalized Messaging using Precise Location Data

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Bluedot

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SAN FRANCISCO, March 20, 2019 /PRNewswire/ -- Bluedot, a leading provider of first-person location data and Gold level member of Oracle PartnerNetwork (OPN), today announced an integration with Oracle Responsys, a leading B2C, real-time, omnichannel orchestration platform within the Oracle Marketing Cloud, to harness the power of place.

Complementing Oracle's focus on connected data to connected experiences, Bluedot provides a 20X improvement in location accuracy over existing mobile location services to enrich customer profiles in unprecedented ways. The integration will give Oracle Responsys clients access to real-world insights needed to create meaningful, timely campaigns with their end customers.

"The ability for enterprises to now connect their customers' physical behaviors with their online digital footprint for a complete, single-view of the customer cannot be understated. This coupled with precision, speed and enterprise-class scale, while maintaining minimal battery drain on the customer's device unlocks many new customer experience opportunities across marketing and operations," said Emil Davityan, CEO and Co-Founder of Bluedot.

With Bluedot, Oracle Responsys clients can target app users based on contextual location information, including number of visits, dwell time and frequency to personalize any messaging across marketing channels such as push notifications, SMS and emails - in real time or later.

This global integration into Oracle Responsys enables clients to deliver better end customer experiences such as providing automated check-ins, timely loyalty prompts, mobile pick-ups and more. Bluedot gives enterprise clients an industry-leading competitive advantage by both introducing an entirely new customer behavior data set and making it easier than ever to act on this new intelligence.

About Bluedot:

Bluedot empowers companies, via their mobile app, to take advantage of real-world insights and uncover the right moments to message customers on their preferred channels. Pair your digital customer profiles with physical behavior for a true 360-degree view down to the individual level. Learn why top enterprises, such as Oracle, McDonald's, Cox Automotive, Swrve and Transurban partner with Bluedot for their location-based needs. For more information, visit www.bluedot.io, read our blog or follow us on Twitter.

About Oracle PartnerNetwork:

Oracle PartnerNetwork (OPN) is Oracle's partner program that provides partners with a differentiated advantage to develop, sell and implement Oracle solutions. OPN offers resources to train and support specialized knowledge of Oracle's products and solutions and has evolved to recognize Oracle's growing product portfolio, partner base and business opportunity. Key to the latest enhancements to OPN is the ability for partners to be recognized and rewarded for their investment in Oracle Cloud. Partners engaging with Oracle will be able to differentiate their Oracle Cloud expertise and success with customers through the OPN Cloud program - an innovative program that complements existing OPN program levels with tiers of recognition and progressive benefits for partners working with Oracle Cloud. To find out more visit: <http://www.oracle.com/partners>.

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