

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

20 March 2019

[Link to article](#)

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.