Rely on a strong partner with consistently proven results

ORACLE

"We are incredibly proud to be named a Leader in this year's The Forrester Wave™: Email Marketing Service Providers, Q2 2020. Responsys is at the core of our digital marketing suite and provides the perfect foundation for multi-channel, data-driven and real-time customer engagements that will define the future of marketing. We believe Forrester's evaluation further validates our commitment to delivering stand-out, innovative products and services to our customers."

Shashi Seth, SVP Oracle CX Marketing

As the world we know changes, we rely more on our technology to empower us with agility, and we focus on protecting the relationships that matter most. As Marketing leaders look for a solution to meet today's challenges, it's important to select a partner that will not only provide a comprehensive suite of applications, but also the service and support needed to help your organization thrive.

At Oracle, we take this responsibility to heart. Oracle Responsys is an industry powerhouse built natively for the cloud, designed to empower marketers to exceed customer expectations by delivering a relevant, timely, and connected experience wherever and whenever a customer chooses.

"Product leadership syncs with client services directors to plan customer-oriented developments."

The Forrester Wave™: Email Marketing Service Providers, Q2 2020.

We are extremely pleased to announce that Oracle Responsys has been named a Leader in The Forrester Wave™: Email Marketing Service Providers, Q2 2020. In addition, Oracle Responsys received the highest score in the strategy category.

"Oracle consistently delivers scale. It has a significant global footprint, industry-specific data schemas, and AI that runs off of email and non-email data, rivaling personalization-specialist competitors."

Read full report

A history of Leadership and Innovation that matters.

Oracle Responsys beat the market, and introduced:

- **Dedicated IP addresses for senders:** Allowed marketers to reach inboxes with more confidence for the first time.

- **A Drag-and-Drop Orchestration Canvas:** Enabled marketers to substantially improve automation capabilities for the first time.

- **Native support for SMS and Push:** Enabled marketers to extend the reach of emails into new channels for the first time.

- **Kinetic Modules:** Enabled marketers to send interactive experiences on mobile (and coined the term) for the first time.

- **Send Time Optimization and Statistical Significance for Multivariate Testing Support:** Enabled marketers to conduct testing that isolated things that customers care about for the first time.

- **Catch-and-Throw for Orchestrations:** Enabled marketers to produce more sophisticated marketing, while simplifying the long-term maintenance of active automations for the first time.

- **SPAN (SMS Public Aggregator Network):** Enabled marketers to efficiently utilize SMS and gain easier to access new global markets for the first time.

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