

Karina Vigo

Case Study

Result-Driven Collaboration

At a glance

Tauk Travel, a high-end travel company, was considering exiting Oracle's first-party data contribution pool due to compliance concerns, limited access to analytic reports, and uncertainty about the value of Oracle's DMP, OnRamp. To address these challenges, I partnered with the Data Science team and Client Partner, Bionca Brown, to develop customized A/B/C campaigns and implement an alternative audience measurement tool that directly correlated audience targeting solutions with sales metrics.

Key metrics

By using Oracle's BlueKai DMP platform, I analyzed pre-campaign and post-campaign data



\$45K +

Nearly \$50K in ROI in 3 months



20

New subscriptions

CHALLENGES

- Tauk Travel faced **compliance concerns, limited access to analytic reports,** and uncertainty about Oracle OnRamp's value.
- They considered leaving Oracle's first-party data contribution pool, which **jeopardized significant revenue from data-driven audience** campaigns targeting older, high-income demographics.

SOLUTION STRATEGY

- **Proactively listen** to customer needs and leverage strong relationship to encourage consideration of alternative solutions.
- **Collaborate with Data Science and Client Partner** to address the client's challenges and discuss solutions that minimize additional use of internal resources.
- **Launch A/B/C look-alike campaigns and use cluster analysis** to differentiate customers into pre-campaign and post-campaign focus groups.
- **Attribute revenue** generated during length of campaign to ROI.
- Reinforce the **value of Oracle** audience targeting.



Audience A (Purchase-Based): Target clients who had made a purchase of \$5,000+ in the last 3 months



Audience B (Purchase-Frequency): Target clients who had made a 2x or more purchases in the last 12 months



Audience C (Season-Based): Target clients who made purchases during specific season (winter, summer, spring break, etc.)

RESULTS

- 1 Successfully conceptualized, built, piloted, and implemented an audience measurement solution that provided a valuable ROI indicator.
- 2 Client was excited about the strategic execution and continued contributing to Oracle's first-party data pool and extended database to Social Media
- 3 Presented innovative solution to internal team, advocating for its implementation among high-spender, lower-tier clients, which resulted in contractual extensions from two fine-jewelry clients (Omega, Tiffany & Co.).

"Karina's professionalism, enthusiasm and clear communication style made it easy to include her in meetings and communication with clients that required a solution-driven approach. She has the maturity to handle challenging situations and internal dynamics, and isn't afraid to ask for guidance from others when necessary."

- Bionca Brown

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