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# Oracle CX Audience 20A Feature Overview

February 2020

CX Marketing



## Aggregate Functions in Filters

Segment on distribution metrics

- Top 15% buyers
- Bottom 40% of least engaged website visitors
- Top 50% camera gear buyers
- % of orders matching categories (e.g. destinations or SKU)

The screenshot displays the 'CX Audience' interface. At the top, there's a header with 'CX Audience' and a home icon. Below this, a 'Back to Filter' button is visible. The main section is titled 'Custom Table Attributes'. It contains a filter configuration for 'Orders HEders1' with the condition 'is more than' and a value of '0'. Below this, a 'Where:' section is highlighted with a blue border, containing a filter for 'Sum of TOTAL\_ORDER\_AMOUNT' with the condition 'is among top' and a value of '10'. At the bottom, there's a 'Get count' button, a 'Count' of 873, and a 'Last Counted' timestamp of 'Jan 22, 2020 19:51:47'.

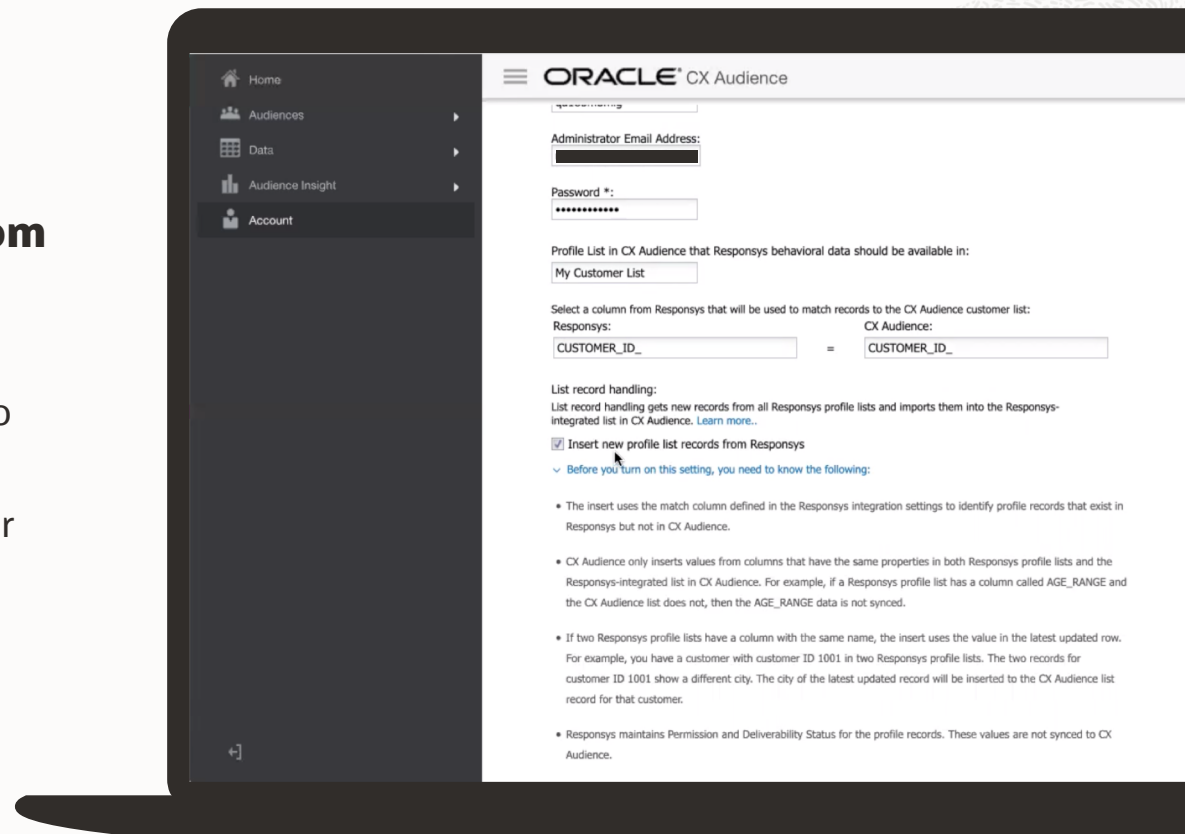


## Connected Data

### Profile inserts into CX Audience from Responsys

Ensure your profiles live in both platforms

- Profiles created in Responsys are sent to CX Audience
- One set of import files for either RSYS or CXA
- Compliments 19D feature sending new CXA profiles to Responsys

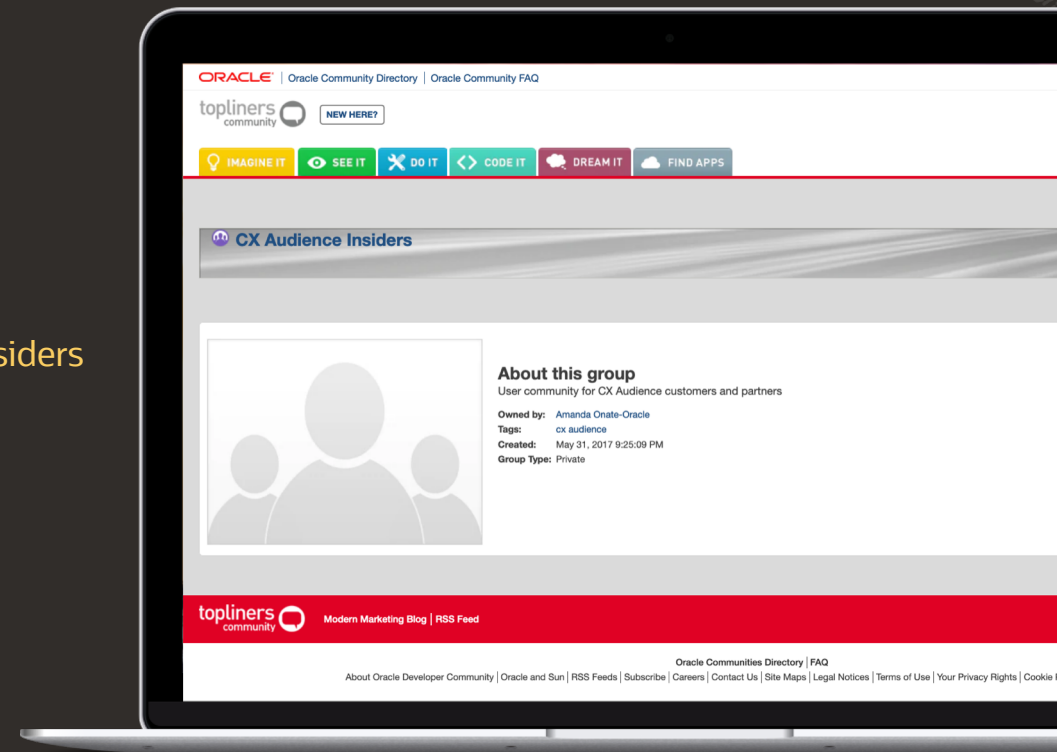


## Where to Find More Information

Oracle Applications Release Readiness Content  
<https://cloud.oracle.com/saas/readiness/overview>

Oracle CX Audience Customer  
Community – CX Audience Insiders  
<https://community.oracle.com/groups/cx-audience-insiders>

Oracle Documentation  
<https://docs.oracle.com>





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