

ORACLE DAILY BUSINESS INTELLIGENCE FOR MARKETING

KEY FEATURES

- Analyze marketing spend
- Assess segment effectiveness
- Maximize "Campaign to Cash"
- Track Marketing's impact on sales opportunities
- Track marketing impact on revenue trends
- Drill from aggregation to source transaction
- Comparative analysis
- Daily summarization and personalization of marketing activities

Oracle® Daily Business Intelligence (DBI) for Marketing empowers managers to stay on top of the critical marketing activities of their organization. DBI offers enhanced marketing visibility by providing enterprise-wide performance information daily. DBI for Marketing enables marketing professionals to maximize performance and opportunities, identify potential issues earlier, and address them before they escalate into real problems. Oracle DBI is part of the Oracle E-Business Suite, an integrated set of Information-Driven applications engineered to ensure that the data you capture and create with your business applications is transformed into information that drives competitive advantage.

A Comprehensive Approach for Measuring Marketing Performance

Today, executives and marketing managers are looking to not only obtain performance information about their department's individual marketing campaigns and activities but also obtain the over-all picture of their department's marketing performance – i.e., aggregated information across all campaigns and activities.

Managers need this information to be accurate, timely and actionable so that it can be used to better manage their ongoing marketing operations. DBI for Marketing provides this critical information automatically from your marketing systems, without requiring a separate reporting infrastructure. By using DBI for Marketing companies can improve marketing operational efficiency now.

DBI for Marketing provides a collection of daily aggregated key marketing performance indicators along with actionable details, as well as multi-dimensional and comparative analysis capabilities. The end result is a rich management-reporting solution providing unparalleled insight into marketing trends and performance across the enterprise, product categories and sales groups, as well as comparative information on performance trends over time.

Out of the box, DBI for Marketing provides daily visibility for actively monitoring lead generation, lead conversions, campaign to cash, marketing budgets, and marketing ROIs.

Improve Marketing Operational Efficiency through Daily Visibility

DBI for Marketing enables users to identify bottlenecks in operational efficiency. Users can get daily reports via dashboard, notifications and alerts. The dashboards can be easily bookmarked using any common Internet browser, so that the performance information is readily available. This information can be used to

identify and correct performance bottlenecks and create greater marketing operational efficiency

Users can:

- Analyze performance trends across marketing vehicles, campaigns, products and channels to identify problem areas.
- Compare current performance trends with performance trends of prior periods.
- Use historic performance trend data to plan future objectives.

Optimize Marketing Spend

Users can leverage DBI for Marketing pages to set minimum ROI threshold rates for campaigns and then incrementally fund the campaigns which meet these ROI rates. As budget requests from campaigns come in, users can look at Marketing Budget Utilization and Campaign ROI reports to decide to either approve the budget and keep funding the campaign or stop the campaign from executing further if it is not meeting minimum campaign ROI thresholds. This allows users to optimize marketing spend decisions using the information obtained from the DBI reports.

Users can also analyze campaign ROI, costs and by the revenues forecast and recognized. Furthermore, they can analyze the relative success of a campaign and use this information to make informed decisions regarding their portfolio of campaigns. By comparing campaign actuals with forecasts, business users can measure how effective a given campaign was in meeting its objectives, and optimize marketing spend.

Maximize “Campaign to Cash”

DBI for Marketing automatically collects information daily from the transactional systems and incrementally refreshes this information to provide decision-makers with a near zero “data-latency” view of all touch points along the “Campaign to Cash”. Users can quantify, measure, and track key marketing metrics such as target audience count, responses, leads, “A” leads, opportunities, booked and invoiced orders. Additional reports monitor campaign performance daily so marketing professionals can act in a timely manner to make business critical decisions and ensure campaign success.

Quickly Assess Segment Trends and Effectiveness

DBI for Marketing also provides in-depth segment analysis intelligence through DBI for Marketing. These reports arm marketers with insight into key segment values and trends. For example, the Segment Value Report enables marketers to track segment value by revenue, customers, average transactional value and size and the Segment Campaign Effectiveness Report identifies the campaign responses, leads and booked orders, by product, marketing channel, or campaign activity, for each segment. With these segment reports, marketers are able to quickly identify under-performing and over-performing market segments and quickly adjust their optimal investment strategy as needed.

Align Marketing and Sales Initiatives

The Lead Management Page of DBI for Marketing provides marketing managers access to lead conversion trends by sales group. This information can be used to better align marketing activities with sales. For example, a marketing manager can track which sales groups are struggling with lead conversion and in which product categories —then use this information to create marketing campaigns for this specific sales group.

Sales managers can look at new leads information by sales group and see what % of leads from marketing are quality leads and how different sales groups are succeeding in converting these leads. The Lead management page answers questions such as “Are lead conversion rates down because of poor quality leads, or are they down because of an inability to convert the leads into revenue?”

DBI for Marketing lets sales and marketing managers analyze leads as they move through the sales pipeline. Users can further analyze campaigns, which help sales groups close deals.

- Analyze campaigns that are contributing leads to a particular sales group.
- Analyze sales groups which need more marketing activities to get a healthy A lead pipeline
- Examine trend data over periods of weekly, monthly, quarterly or yearly

Measure Marketing’s Contribution to the Bottom-line

DBI for Marketing enables users to measure marketing’s contribution to company revenues. Two types of measurements are provided: Direct Impact and Inferred Impact. In Direct Impact, DBI for Marketing measures what percentage of the total closed deals were marketing driven. In Inferred Impact, DBI for Marketing overlays the marketing activities in a given period with the corresponding product revenue trends to examine the correlation between an increase in marketing activities for the given product and the product revenue trend.

Drill from Summaries to Transactions

DBI for Marketing offers visibility into aggregated summary information, as well as easy navigation to the specific details of the transactions that make up the summary data and key performance measures. Marketing managers can quickly and easily identify and view the specific transactions that are behind the summaries to answer any questions that might arise.

Integration with other DBI pages

Oracle Daily Business Intelligence for Marketing easily integrates with other Oracle Daily Business Intelligence pages to give the users complete visibility into their entire business organization. Other pertinent DBI pages may include: Sales, Financials, Services, Supply Chain, etc.

Deploy Out-of-the-Box

DBI for Marketing is both straightforward and simple to implement. It leverages the

KEY BENEFITS

- Enhanced visibility into the marketing lifecycle for all marketers
- Maximize marketing program performance to drive higher return on marketing investments
- Identify potential performance issues earlier and address quickly to course correct

RELATED PRODUCTS:

- Oracle Marketing
- Oracle Sales

RELATED SERVICES

The following services are available from Oracle Support Services:

- Update Subscription Services
- Product Support Services
- OnlineDBA
- OnlineDBA for Applications

existing set-up and terms in existing Oracle Applications, such as Oracle Marketing or Oracle Sales. Resulting in a streamlined reporting solution that can be used almost immediately to provide an enterprise's daily measurements.

Configurable and Extensible for your Industry

Decision makers need information that is timely and relevant. With DBI, KPI's and reports can be renamed, hidden, or rearranged on the appropriate DBI Dashboard, tailoring DBI for the needs of your specific industry. DBI is also extensible, allowing you to create new KPIs and reports, based on both Oracle and non-Oracle data sources. New content added to DBI Dashboards will persist through version upgrades, for maximum ROI and reusability.

Oracle E-Business Suite—The Complete Solution

Oracle E-Business Suite enables companies to efficiently manage customer processes, manufacture products, ship orders, collect payments, and more—all from applications that are built on unified information architecture. This information architecture provides a single definition of your customers, suppliers, employees, products—all aspects of your business. Whether you implement one module or the entire Suite, Oracle E-Business Suite enables you to share unified information across the enterprise so you can make smarter decisions with better information.

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