

SIEBEL EMAIL MARKETING



KEY FEATURES

- High Volume Server
- Bounce Handling
- Click Through Tracking
- Multiple Message Types
- Personalization
- Integration with other Siebel CRM applications
- Multi Language Support
- Opt-in & Opt-out
- Email Preview
- Internal Testing
- Conditional Content Rules
- Flexible List Import
- Integrated List Hygiene
- Scheduled, Recurring and Event Triggered Delivery

Oracle's Siebel Email Marketing enables organizations to take advantage of the superior economics of email, while building customer trust, respecting their preferences, and creating profitable relationships. With it, you can plan, create, test, execute, and track targeted, personalized email communications, including time-sensitive alerts and event triggered mailings. Cut through the clutter of stuffed inboxes to get your email messages opened, read, and acted upon.

The Challenge of Email Marketing

In today's environment of media overload, savvy marketing organizations use personalized email as a cost-effective way of communicating with customers and building lasting relationships. Email marketing allows for greater personalization, while providing faster feedback than traditional media, such as direct mail. Yet, email marketing is also falling victim to its own success. Legitimate marketers are struggling to get their messages read under an onslaught of unsolicited commercial messages or "spam."

Leverage Email More Effectively

Siebel Email Marketing is a comprehensive, permission-based and scalable email marketing solution, fully integrated across all customer touchpoints. It meets the needs of even the largest consumer marketers with a proven, highly scalable and open architecture. With Siebel Email Marketing, you can create lasting and profitable customer relationships, strengthen brand value, and increase marketing return on investment (ROI)—all while fully respecting customer preferences. Siebel Email Marketing helps you plan, create, test, execute, and track targeted, personalized email communications, including time-sensitive alerts and event triggered mailings. With targeted, timely, and lower cost email communications, you gain higher response rates, lower opt-out rates, and higher conversion rates while automated bounce handling and real-time unsubscribe processing reduce costs and the risk of being "blacklisted."

Support the Entire Email Marketing Process

Siebel Email Marketing supports the entire e-marketing process, including:

Customer Preferences Management

Collect and enforce customer preferences across channels. With Siebel Email Marketing, you can give individuals more control over managing their own preferences, such as message types, contact frequency, language and message formats.

BENEFITS & RELATED PRODUCTS**KEY BENEFITS**

- Achieve more rapid ROI through embedded best practices.
- Support the entire email marketing process.
- Integrate email with other communications for a continuous customer dialogue.
- Achieve higher response rates, lower opt-out rates, and higher conversion rates.
- Increase customer loyalty with tailored messages, newsletters, and alerts.

RELATED PRODUCTS

The following products work together with Siebel Email Marketing:

- Siebel Campaign Management
- Siebel Marketing Segmentation
- Oracle's Enterprise Business Intelligence
- Siebel Call Center
- Siebel Data Quality

Data Management

Siebel Email Marketing provides flexible list import, list hygiene (with Siebel Data Quality), list/subscription management, and automated subscribe/unsubscribe functionality, including one-click opt-out processing.

Campaign Management

Siebel Email Marketing provides comprehensive support for campaign planning, scheduling, workflow/approval management, previewing, testing, and executing scheduled, recurring, or triggered personalized email communications.

Segmentation and Targeting

Siebel Email Marketing enables you to optimize the relevancy of messages by leveraging information across the enterprise, such as prior behavior, expressed preferences, demographics, current holdings, transaction data, or other criteria.

Content Creation and Management

Leverage data stored in Siebel or in external systems to personalize the content of email messages including the subject line, from line, the salutation, and message body. Build complex conditional content rules to include or exclude certain sections of content and support dynamic e-newsletter programs. It also provides support for template management, HTML, AOL, Multipart MIME, rich media messages, and web surveys with personalized values to hyperlinks.

Content Generation and Delivery

Siebel Email Marketing provides a proven, highly scalable, and high speed content generation and delivery engine. It ensures that customers receive the optimal media type, based on their preferences or email rendering capabilities.

Response Management

Siebel Email Marketing provides a best-in-class, scalable bounced-message handler and click-through server. Increases customer satisfaction and saves you time and money by automatically categorizing "hard" from "soft" bounce types and processing bounced messages, based on configurable rules.

Measurement and Analysis

Siebel Email Marketing provides real-time visibility into key performance metrics, so you can analyze the effectiveness of campaigns and take corrective actions as needed to drive results. These metrics cover delivery statistics, response analyses, subscriber analyses, and include key metrics, such as message open rates, number of unsubscribes, and unique click-throughs. When combined with Siebel Marketing Analytics, you can turn valuable insight drawn from data within or external to Siebel into a new campaign or market segment with the click of a button.

Copyright 2007, Oracle. All Rights Reserved.

This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor is it subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Oracle is a registered trademark of Oracle Corporation and/or its affiliates. Other names may be trademarks of their respective owners.