

SIEBEL CAMPAIGN MANAGEMENT



KEY FEATURES

- **Intuitive Segmentation** - Analytics-based Segmentation including waterfall reporting
- **Dialog Management** - Create and automate rich multistage, recurring and event-triggered campaigns
- **List Management** – Robust support for list import and list output formats
- **Multi-channel Delivery** – Support phone, direct mail, email, web, wireless, direct sales, and partner campaigns
- **Sales Lead Management** – Supports lead qualification and integration with Siebel Sales
- **Outbound Call Campaigns** – Integration with Siebel Call Center to support outbound call campaigns
- **Email Marketing** – built-in , highly scalable personalized email marketing capabilities
- **Web Marketing** – Integrated html designer for web offer and content development
- **Inbound Real-time Marketing** – Deliver intelligent offers in real time using Oracle's leading Real Time Decisions technology and Siebel Call Center
- **SOA Web Services** – Common web services available out-of-the-box

Oracle's Siebel Campaign Management delivers a comprehensive solution for the complete design, execution, and management of personalized, permission-based campaigns across all channels of customer interaction including: phone, direct mail, the Web, wireless devices, email, direct sales and partner network. With Siebel Campaign Management you can lower costs, shorten campaign planning and development cycles, and increase responses and revenue while building and enhancing customer relationships.

Complete Campaign Planning and Management

Siebel Campaign Management helps you shorten planning and development cycles while facilitating flawless execution through comprehensive multi-channel campaign planning and management capabilities. Siebel Campaign Management streamlines planning and budgeting by providing integrated workflow and collaboration capabilities for campaign approval and execution, and a marketing command center to track campaigns across the enterprise. Siebel Campaign Management also speeds the creation and approval of campaigns by allowing you to leverage standardized project plans that embody organizational best practices and pre-approved templates.

Build Relationships with Multi-Stage Dialog Design

Using an intuitive graphical campaign design tool, marketers can easily create and automate rich multistage, recurring, and event-triggered campaigns that include different offers, creative approaches, and channels. As a result, organizations can execute continuous treatment strategies for each customer, build customer value more effectively, and dramatically lower marketing costs.

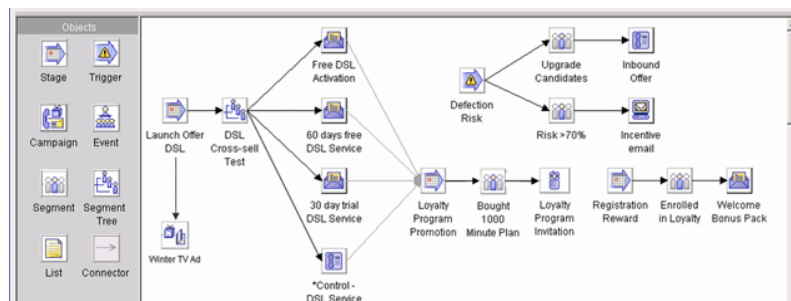


Figure 1 - Multi-stage Dialog Designer

Empower Users with a Highly Intuitive Segmentation Interface

Siebel Campaign Management includes a flexible segment designer and segmentation engine that allow marketers to build highly targeted and sophisticated segments in an intuitive drag and drop interface. The interface includes simplified

query terminology like “Start with”, “Keep”, “Add”, and “Exclude” for customer attributes. A waterfall style display of counts shows how many people stay in or drop out as a result of selecting a particular criterion. In addition, the display can quickly show sample counts for large datasets reducing the time to build segments.

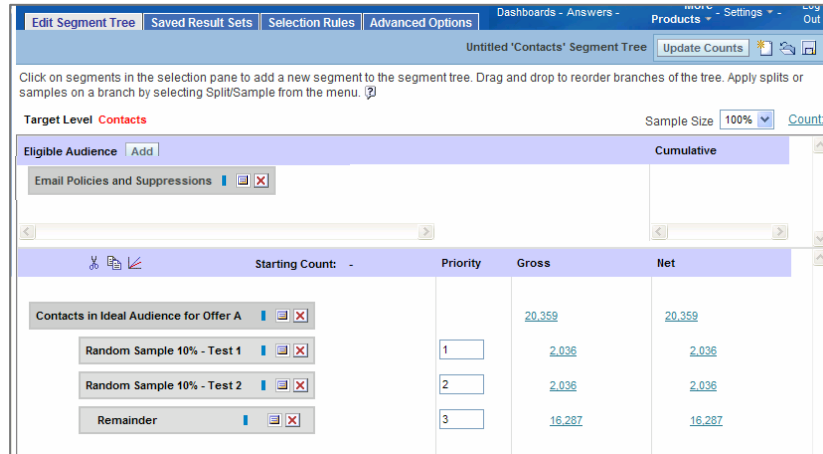


Figure 2: Segmentation Waterfall Report

The segmentation engine is fully integrated with the [Oracle Business Intelligence platform](#). This powerful engine allows users to query across many different data sources without having to understand their underlying complexity. The segmentation engine uses the same metadata as the Oracle Business Intelligence reporting tools which allows the segmentation tool to leverage a rich library of available customer attributes, calculations, derived metrics and data mining models. With Siebel Campaign Management, you have extensive flexibility and autonomy in defining new targeting criteria on the fly without requiring additional IT assistance.

Speed integration and Results with Flexible List Management

Siebel Campaign Management provides robust list management capabilities including flexible list import and export. List import allows data from any list source to be imported with custom list input formats. List export allows list creation and export in a variety of common formats including delimited, fixed width, XML or directly to database tables.

Reach Prospects with Permission-based Marketing

Siebel Campaign Management delivers a comprehensive solution for developing permission-based, personalized campaigns across all channels of customer interaction. Siebel Campaign Management allows customer opt-in and opt-out preferences to be managed automatically in real time through all channels. Included is a web-based customer portal where customers can manage communication preferences and topical subscriptions (such as newsletters). This allows you to reach prospects through their preferred methods of interaction.

**SIEBEL CAMPAIGN
MANAGEMENT****KEY BENEFITS**

Easily create and automate rich multistage, recurring and event-triggered campaigns.

Shorten planning and development cycles.

Execute permission-based, personalized campaigns across all channels of customer interaction.

Leverage the power of the Internet to acquire new customers and build greater customer loyalty.

Improve the effectiveness of both outbound telemarketing campaigns and inbound call handling.

Ensure the effectiveness of field sales campaigns.

RELATED PRODUCTS

The [Siebel Enterprise Marketing Suite](#) also includes the following products and solutions -

- [Marketing Resource Management \(MRM\)](#)
- [Email Marketing](#)
- [Lead Management](#)
- [Channel Marketing](#)
- [Events Management](#)
- [Loyalty Management](#)
- [Marketing Analytics](#)

Lower Costs with Targeted email Campaigns

Leverage the power of the Internet to acquire new customers and build greater customer loyalty. With Siebel Campaign Management and [Siebel Email Marketing](#), you can easily target customers and prospects with personalized, permission-based email campaigns and dynamic eNewsletters. Delivering high scalability and performance and automated bounce handling, Siebel Email Marketing supports organizations with the most sophisticated email marketing requirements.

Create Profitable Interaction Centers

Siebel Campaign Management, when combined with [Siebel Contact Center](#), improves the effectiveness of both outbound telemarketing campaigns and inbound call handling, and helps transform customer interaction centers into profitable revenue sources that provide coordinated multi-channel marketing programs.

Deliver Higher Conversion Rates from the Field

With Siebel Campaign Management and [Siebel Sales](#), marketers have a complete set of capabilities to ensure the effectiveness of field sales campaigns. Leads can be quickly qualified, assigned and automatically delivered to sales teams or channel partners, assuring that all leads are followed-up on in a timely fashion.

Drive Higher Customer Satisfaction with Real Time Decisions

Siebel Campaign Management can be easily connected to the powerful [Oracle Real Time Decisions \(RTD\)](#) engine to provide Intelligent Offer Generation. Deliver intelligently scored inbound offers through the contact center and web, including cross-sell and customer retention treatments, based on predictive models and real-time contextual information. This real-time intelligence helps increase response rates, lower churn and increase sales.

Lower Costs Marketing Web Services / SOA Support

Siebel Campaign Management provides out-of-the-box SOA Web services to easily integrate with other marketing systems and online infrastructure. These services help lower integration costs and time to market. Some example services are email subscription list management, targeted web offers, and response capture.

Enhance User Effectiveness with Role-Based Marketing Analytics

[Oracle's Siebel Marketing Analytics](#) includes integrated role-based marketing dashboards to support customer insight, marketing planning, campaign tracking, response analysis, and segment-level lift analysis. These pre-built metrics, reports and dashboards allow everyone in the marketing organization to make more informed decisions that help optimize the use of marketing resources, reduce costs and improve overall effectiveness of marketing activities.

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