

SIEBEL WEB MARKETING



KEY FEATURES:

- Part of a complete campaign management solution
- Robust personalization capabilities based on any data within or external to Siebel
- Coordinate Web offers and surveys with other marketing efforts
- Revamp Web offers based on real-time information
- Track associated Web responses, clicks, and orders in real time to measure campaign effectiveness
- Fully integrated with Siebel Customer Order Management for complete Web store functionality

Oracle's Siebel Web Marketing enables organizations to deliver highly personalized Web offers and dynamic Web surveys that are synchronized with other marketing campaigns. Fully integrated with Siebel Enterprise Marketing, Siebel Web Marketing contributes to a complete, closed-loop solution for the planning, creation, execution, and analysis of targeted campaigns across all customer touchpoints. By leveraging the Web to create a continuous dialogue with customers, you can build positive brand equity and lasting customer relationships.

Keeping Online and Offline Marketing in Synchrony

Marketing organizations are under increasing pressure to deliver campaigns that bring in results. Increasingly, that means relying upon the more cost-efficient channels, such as the Internet and email. But this is not without its challenges. Customers demand a consistent, personalized experience across marketing channels. They want the ability to choose how they interact with your company—and to be able change that method of contact whenever they wish.

Leverage Customer Data

Siebel Web Marketing is a powerful tool designed to help you meet these challenges. Siebel Web Marketing enables you to use the customer information gathered from Web interactions to deliver highly personalized Web offers and dynamic Web surveys that are fully synchronized with marketing efforts in more traditional channels. Siebel Web Marketing enables you to improve your targeting efforts and associated response rates by taking advantage of an inexpensive communications channel.

Unbroken Dialogue with the Customer

Fully integrated with the Siebel Enterprise Marketing Suite, Siebel Web Marketing contributes to a complete, closed-loop solution for the planning, creation, execution, and analysis of targeted campaigns across all customer touchpoints. It provides Web users with a consistent, personalized marketing experience. Seamless integration with the rich customer information repository of Siebel applications eliminates conflicting, redundant, or inappropriate offers, while creating an unbroken dialogue with each customer that builds trust, satisfaction, and positive brand equity.

BENEFITS:

- Provide a consistent, personalized, marketing experience through all customer touchpoints
- Build customer loyalty by creating an on-going, personalized Web experience
- Improve targeting efforts and response rates through a cost-effective marketing channel
- Increase campaign effectiveness and return on marketing investments by tracking associated campaign response clicks, and orders

Convert More Prospects Into Buyers

Siebel Web Marketing enables marketers to create dynamically generated, personalized Web offers based on customer profiles that include past purchase histories, interests, and behavior, as well as demographic and geographic information. To convert more prospects into buyers, Siebel Web Marketing is fully integrated with the Siebel Customer Order Management. Siebel provides complete Web store functionality, including online needs analysis, an interactive product catalog, fixed and dynamic pricing, online configuration, shopping cart, and transaction capabilities. Siebel Web Marketing tracks associated responses, clicks, and orders in real time, storing them in the same repository used for customer information gathered from other channels. This gives you a complete view of each customer's response history. In turn, you can rapidly assess campaign effectiveness and return on investment, and refine and relaunch campaigns based on real-time information.

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