

Permission-Based E-mail Marketing



Important e-mails are often lost in a mix of unsolicited spam. Make your messages personalized, relevant, and (most importantly) acted upon, with Oracle's Siebel Email Marketing.

Siebel Email Marketing

- Complete customer preferences and list management
- Comprehensive content creation and management
- Support for text, HTML, multi-part MIME, and rich media
- Rich content personalization using multiple data sources
- Dynamic, rules-based content personalization
- Highly scalable e-mail sending and bounce-handling engines
- Configurable, rules-based, workflow driven bounce processing
- Automated subscribe/unsubscribe including confirmed opt-in/opt-out
- Highly scalable click-through tracking and redirect server
- Forward-to-friend capability
- Real-time measurement and reporting

Increasingly, organizations are turning to personalized e-mail as the preferred, cost-effective method for communicating with customers and building lasting relationships. It allows for greater personalization while providing faster feedback than traditional media such as direct mail. However, e-mail marketing is falling victim to its own success, as legitimate marketers are struggling to separate their messages from the deluge of unsolicited communication (spam).

Due to shortcomings in processes and technology, many legitimate marketers do too little to effectively address customer concerns about spam and to maximize the effectiveness of e-mail marketing. Moreover, the heavy reliance on outsourcers means that e-mail marketing remains siloed, thereby preventing organizations from providing customers with a unified, satisfying experience across communication channels.

Oracle's Siebel Enterprise Marketing Suite, which includes Siebel Email Marketing, allows organizations to address these issues

by helping consumer and business marketing organizations tailor communications and content more precisely, to ensure that they build trust through meaningful dialogue with customers. It allows organizations to fully respect customer preferences, apply e-mail best practices, synchronize e-mail with other customer touchpoints, and gain real-time visibility into e-mail marketing performance.

Get Permission

To address the challenges faced by marketers, Siebel Email Marketing supports permission-based e-mail marketing, a best practice that allows organizations to take advantage of e-mail's low cost while simultaneously building consumer trust. The benefits are significant. A survey by Forrester Research reported that consumers open two-thirds of the messages they have opted into. The Marketing Leadership Council reports that permission to send boosts click-through rates by six to eight times. Moreover, permission-based e-mail marketing protects brand equity and ensures compliance with anti-spam legislation.

Fact: Consumers open two-thirds of messages they have opted into.

Manage Preferences

In addition to consistently enforcing opt-in and opt-out preferences, organizations must also secure permission to use the rich customer information they need to design personalized e-mails. According to Forrester Research, two-thirds of consumers say that most of the e-mails they receive don't offer anything that interests them. To make e-mails more relevant and effective, organizations must leverage information about personal preferences. However, to collect and use this information, organizations should (and in some industries, must) secure permission.

Marketers must also give consumers more control over e-mail content and frequency. They should allow customers to directly manage their communication preferences, including message types (promotional messages, new product announcements, informational newsletters); delivery frequency; message format (HTML, text, wireless); and acceptable communication channels. Finally, to maximize participation and maintain trust, organizations must collect and enforce consumer preferences consistently across all communication channels, not just through e-mail.

Make Messages Relevant and Personal

With in-depth information about their customers, the permission to use that information, and the right tools, an organization can deliver personalized,

relevant messages to precisely defined target segments. Using the robust customer analytics and segmentation capabilities contained in Siebel Enterprise Marketing Suite, organizations can improve relevancy and results by precisely targeting messages based on preferences, demographics, and behavior—while reliably suppressing those who have opted out or who have been contacted too frequently.

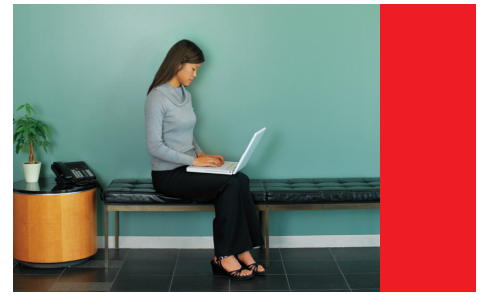
Message personalization with Siebel Email Marketing also allows marketers to tailor message headers—including the “from” address—and body content based on business rules and virtually any level of customer detail from multiple sources across the enterprise.

Provide Easy Opt-Out

E-mails must also offer a clear and easy way for subscribers to opt out of future communications or to change preferences. Siebel Email Marketing supports one-click subscribe and unsubscribe processing and real-time updates, so that marketers can honor consumer requests immediately across all channels.

Maximize Impact and Results

By delivering fully integrated, advanced e-mail and best practice processes, Oracle's Siebel Email Marketing helps organizations keep e-mail relevant and effective. The results are higher marketing return on investment (ROI) and lasting, profitable customer relationships.



About Siebel Enterprise Marketing Suite

Siebel Email Marketing is part of the Siebel Enterprise Marketing Suite, a complete, insight-driven, closed-loop solution that enables marketing organizations to become more effective, accountable, and customer-centric. It offers integrated but modular solutions that cover planning and resource management, customer analytics and segmentation, campaign management, e-mail and Web marketing, real-time marketing, events management, partner marketing, trade promotions management, loyalty program management, lead management, and marketing analytics.

Using the Siebel Enterprise Marketing Suite, organizations can acquire more-profitable customers, cross-sell and up-sell more effectively, retain valued customers longer, and drive superior marketing ROI.

CONTACT US

Visit oracle.com/applications/crm/siebel/enterprise-marketing/email-marketing.html and oracle.com/applications/crm/siebel/enterprise-marketing/marketing-analytics.html, or call +1.800.ORACLE1 to learn more.