

Hey, Hello!

We are thrilled to welcome you as one of our newest Responsys Advanced Intelligence Package customers. You, your team, and your implementation partner all have a wealth of resources available to help ensure success as you implement your new services. To help you fast track your way through the documentation, here are the important areas you should examine first.

FOUR THINGS TO GET STARTED

1. **Please forward this to all team members** who will be using this product and supporting the implementation.
2. **Request Provisioning of new Advanced Intelligence SKU**
Log into your existing account on [MyServices Oracle Cloud](#) to request Provisioning. My Services Dashboard is then displayed, click the Responsys tile to view Services Details. On Services Details page locate the active service instance for which you want to add AI. Click its actions button menu and select Modify. Then enter the desired allocation amount and click Modify. This change will not be reflected on Services Details right away, but typically within 48 business hours. You will receive an email once the change is complete.
3. **Enable features on the Intelligence Feature Management Page**
Account Administrator, Super User or Data Director roles have the ability to modify account settings. Within your Responsys instance select Account, then Intelligence Feature Management. To enable or disable a feature, click the toggle next to the feature name. [Make sure you enable all available features.](#)
4. **Leverage these Getting Started Resources**
Learn more about utilizing Advanced Intelligence features from these Responsys Help Center Guides:
 - [Predictive CLV](#)
 - [Fatigue Analysis](#)
 - [Intelligent Audience Selector](#)
 - [Program Intelligent Switch](#)
 - [Send Time Optimization](#)
 - [Subject Line Predictions](#)



Quick Links to Resources

- [Oracle Help Center](#)
- [Oracle Help Center Videos](#)
- [My Oracle Support \(MOS\)](#)
- [Oracle University](#)
- [Topliners Responsys Insiders](#)
- [Oracle Modern Marketing Blog](#)
- [Cloud Marketplace](#)

Other Helpful Links

- [System Requirements](#)
- [Oracle Cloud Readiness](#)
- [Customer Connect](#)

THREE RESOURCES TO GET INTO EVERYONE'S HANDS

1. Access Responsys product documentation.

The Oracle Help Center is your gateway to robust documentation and additional resource links. You access it via the contextual Help, built right into the product, or through the online [Oracle Help Center](#), when you're not logged in. Either way you get there, you have access to the full documentation library and links to get you started.

2. Watch the Help Center Videos.

The [Oracle CX Marketing Help Center Videos](#) offer a variety of short, simple videos to help you navigate your Oracle Responsys.

3. Stay up to date on what's new.

[Oracle Cloud Readiness](#) is your knowledge base to stay on top of product updates and innovations, and ensure you're always using Oracle Responsys to its fullest potential.



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TWO WAYS TO CONNECT WITH THE EXPERTS

1. Ask your team members to **join Topliners Responsys Insiders**.

You will thank us for it later.

[Topliners Responsys Insiders](#) is an amazing resource where you can collaborate and connect with other customers and Oracle Product experts to share techniques, ideas and experiences using Oracle Responsys. On your first visit, simply request to join and state you are a new Responsys customer to justify your access.

2. **Activate your Oracle Support** account and use it when you need it.

Contact My Oracle Support to get help with Responsys. Search the Support Knowledge Base to learn more about Responsys and submit a Support Request (SR) to get help with resolving issues.

Other Helpful Links

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FREQUENTLY ASKED QUESTIONS

1. We do not plan to use all available AI features from the beginning. We plan to slowly incorporate each feature, should we activate all features today?

Yes! It is highly recommended to activate all AI features available once your account has been provisioned. This allows data to begin populating, even if you are not planning immediate use. The timeline for data population varies with some features. To ensure data is available when you need it activate everything today.

2. We activated all AI features, but there is no data available. When will we begin to see data?

Data will start to flow in Profile extension tables automatically. The timeline varies for data population by feature.

- Fatigue Analysis requires a few days for data to populate, then data refreshed on 1st and 15th of the month.
- Predictive CLV data is refreshed the 1st of the month.
- Send Time Optimization data is available in 6 months.
- Subject Line Predictions data is refreshed on the 3rd and 17th of the month.

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