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to one or more  
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is available to  
users with a license



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Marketing or Siebel Campaigns. A campaign is the initiative in which you convey a marketing message to one or more groups of people. Typically, campaigns deliver a promotional offer to retain current customers or to

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acquire new  
customers across  
channels of  
communication.

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□ Enter the contact's last name into the Last Name field such as "Demo", hit TAB, and then find and pick the appropriate contact from the list.

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To use the Save  
and Send  
functionality, you  
must also install  
Email Marketing  
Server build 8.1.1.2  
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Creating a Program

When you create a

new program, you

specify an

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objective, a type (for example, Cross-sell or Win-back), a status (Planned, Active or Completed), a revenue goal, and a budget figure.

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the Siebel Service

Initial Setup section

below if the initial

setup has not yet

been performed or

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automates key processes, from planning to financial analysis, helping marketing users across the enterprise manage activities more effectively and optimize the use of marketing

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resources. Speed Resolution with Complete Information Access—Enable agents to access and update complete customer, product, and service request information.

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Marketing

Resource

Management is

used for planning,

budgeting and

expense

management, and

approvals while

Oracle B2B Cross-

Channel Marketing

is used to execute

campaigns.

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