

Note: This document is for informational purposes. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described in this document remains at the sole discretion of Oracle.

ORACLE SALES CAMPAIGNS

Oracle Social CRM

KEY FEATURES

- Share, rate, review, and tag campaign templates within your enterprise social network
- View most opened, most clicked-through, most popular, and most shared campaign templates
- Track and analyze on-going campaigns in real-time
- Create campaign templates with an easy-to-use editor
- Manage contacts and distribution lists in one location

Maximize the time you spend and focus on the right activities with tools designed to help you through each stage of the sales cycle. Incorporating Web 2.0 attributes such as ratings, reviews, and tags, Oracle Sales Campaigns leverages sophisticated insight and the collective experience of your sales community to produce more effective marketing campaigns proven to yield higher response rates and lead conversions.

Empower Sales Reps to Take Control

Nothing is more frustrating when you don't have the tools you need to do your job. Now with Oracle Sales Campaigns, sales representatives can take campaign management into their own hands and create, share, manage, and track the effectiveness of email campaigns— all without the need for assistance from the marketing or IT departments. With streamlined contact management and an easy-to-use editor, sales representatives can easily create mailing lists and send out professional marketing campaigns with no training required.



Figure 1. Create, share, and manage email campaigns with Oracle Sales Campaigns

Tap Into Your Organization's Collective Intelligence

Share and leverage successful campaign templates with the rest of your business community. Sales users can easily build a campaign template from scratch or choose from an array of shared templates posted by others. Ratings, commentary, and other aggregate social success metrics, such as click-through rates, provide sales representatives with the information they need to select and replicate successful campaigns. Sensitive customer information remains private, encouraging broader

KEY BENEFITS

- Improve sales user productivity
- Increase sales conversion rates
- Generate repeat sales
- Upsell and cross-sell products and services
- Gain valuable feedback on campaign effectiveness
- Shorten sales cycle
- Network effect benefits everyone in the organization
- Software-as-a-Service model leverages Oracle's enterprise-class infrastructure for rapid time to value, without the need for software upgrades or lengthy implementation cycles
- Built on industry-leading open, standards-based Oracle Fusion Middleware technology

OTHER ORACLE SOCIAL CRM APPLICATIONS

- Oracle Sales Prospector – Gain insight on what to sell based on buying patterns of customers with similar attributes
- Oracles Sales Library – Leverage the collective experience of your social community to find the right sales message and content

collaboration without fear of data compromise.

Target Your Campaigns More Effectively

Learn what works – and what doesn't. With functionality once available only to savvy marketing users, Oracle Sales Campaigns enable sales reps to track metrics such as opened and click-through rates to learn what messages and offers resonate with prospective customers. Sales representatives can monitor multiple on-going campaigns in real-time, and based on the results, refine with follow-up messages.

Bottom Line

An Oracle Social CRM Application, Oracle Sales Campaign's simple, sales-focused Web 2.0 user interface means sales reps can hit the ground running with no training required. And, by leveraging the power of social networking, sales reps can easily share, use, and improve upon campaign templates across the organization. Built on open, standards-based Oracle Fusion Middleware technology, this next generation sales productivity application leverages an enterprise social networking foundation and is delivered via a Software-as-a-Service (SaaS) model using Oracle's enterprise-class infrastructure to deliver superior end-user functionality without the need for software upgrades or lengthy implementation cycles.

For more information about Oracle Sales Campaigns, please contact your Oracle Sales Representative.

Availability

Oracle Sales Campaigns is expected to be generally available in 2008.

Copyright © 2008, Oracle and/or its affiliates. All rights reserved.

This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor is it subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Oracle is a registered trademark of Oracle Corporation and/or its affiliates. Other names may be trademarks of their respective owners. 0408