

# Oracle<sup>®</sup> Marketing Intelligence

Concepts and Procedures

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## Understanding Oracle Marketing Intelligence

This topic group provides overviews of the application and its components, explanations of key concepts, features, and functions, as well as the application's relationships to other Oracle or third-party applications.

## Compare Generated Revenue Performance

The Generated Revenue Performance report allows you to compare the expected revenue versus the actual generated revenue from your marketing efforts. You can define the previous period by period type; so, if the current period is 2nd quarter, then the previous period is 1st quarter.

## Summarize Campaign Performance

Summarizing campaign performance allows you to view the number of leads and generated revenue per lead, as a result of your marketing efforts for an aggregate number of campaigns. The revenue per lead calculation is based on the revenue initiated from a marketing activity. You can view and chart the results by activity, marketing channel, market segment, and sales channel.

## Summarize Campaign Acquisition

The Campaign Acquisition report allows you to view acquisition results for a series of campaigns. Acquisition results are based on the number of generated new accounts and the percentage of sales from new accounts, as a result of your marketing efforts. You can view and chart the results by activity, marketing channel, market segment, and sales channel.

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## **Analyze Campaign Performance**

Campaign Performance report allows you to view the number of generated leads and revenue per lead, as a result of your marketing efforts for an individual campaign. Calculations for the revenue per lead is based upon the revenue initiated from a marketing activity.

You can view and chart the results by activity, channel, and market segment.

## **View Campaign Acquisition**

This report allows you to view acquisition results for an individual campaign. Acquisition results are based on the number of generated new accounts and the percentage of sales from new customers, as a result of campaign efforts. You can view and chart the results can also be viewed and charted by activity, sales channel and market segment.

## **Summarize Campaign Revenue**

This summary report allows you to compare expected revenue to actual generated campaign revenue for an aggregate number of campaigns -- No time parameters exist for this report. Forecast and actual revenue is totaled at the campaign level and not distributed over time.

## **Compare Campaign Revenue**

You can compare expected revenue to actual generated campaign revenue for an individual campaign, and you can view and chart results by activity and marketing channel -- no time parameters exist for this report. Forecast and actual revenue is calculated at the campaign level and not distributed over time.

## **Summarize Campaign Cost**

With Campaign Cost report, you can view and chart campaign costs, compare marketing budget to actual costs, and measure return on marketing investment for an aggregate number of campaigns. You can view and chart results by activity and marketing channel -- no time parameters exist for this report. Budget and costs are calculated at the campaign level and not distributed over time.

## **Track Campaign Costs**

This report allows you to view campaign costs, compare marketing budget to actual costs, and measure return on marketing investment for an individual campaign. You can view and chart results by activity and marketing channel -- no time parameters exist for this report. Forecast and actual revenue is calculated at the campaign level and not distributed over time.

## **Review Campaign Response Rates**

This report allows you to review campaign response rates and number of responses for individual campaigns. You can view and chart results over time, by activity, marketing channel, and market segment.

## **Summarize Campaign Activity Performance**

This report allows you to view the number of leads and generated revenue per lead from an aggregate of campaign activities. The revenue per lead calculation is based on the revenue initiated from a campaign. You can view and chart the results by marketing channel, and market segment.

## **View Campaign Activity Acquisition Summary**

The Campaign Activity Acquisition Summary report allows you to view acquisition results from an aggregate of campaign activities. (Acquisition results are based on the number of generated new accounts and the percentage of sales from new customers, as a result of your marketing efforts.) You can view and chart the results by marketing channel and market segment.

## **Track Campaign Activity Performance**

This report allows you to view the number of leads and revenue generated per lead from a specific campaign activity. The revenue per lead calculation is based on the revenue initiated from a campaign. You can view and chart the results by marketing channel and market segment.

## **Monitor Campaign Activity Acquisition**

This summary report allows you to view acquisition results for a specific campaign activity. (Acquisition results are based on the number of generated new accounts and the percentage of sales from new customers,

as a result of your marketing efforts. You can view and chart the by activity, marketing channel, and market segment.

## **Campaign Activity Performance**

This report allows you to view the number of leads and revenue per lead generated from an aggregate of campaign activities. The revenue per lead calculation is based on the revenue initiated from a campaign. The results can also be viewed and charted by marketing channel, market segment, product, and sales channel and geography.

## **Summarize Campaign Activity Profitability**

This summary report allows you to evaluate the profitability of an aggregate of specific activities for campaigns and across different campaigns. Profitability measures in this report are revenue, costs, and return on marketing investment for activities of a campaign. No time parameters exist for this report. Forecast and actual revenue is calculated at the campaign level and not distributed over time.

## **Evaluate Campaign Activity Profitability**

This report allows you to evaluate the profitability of specific activities for and across campaigns. Profitability measures in this report are revenue, costs, and return on marketing investment for activities of a campaign. No time parameters exist for this report. Forecast and actual revenue are calculated at the campaign level and not distributed over time.

## **Analyze Campaign Activity Response Rates**

Analyze and review response rates and number of responses for specific activities of a campaign and across campaigns. You can view and chart results over time, by marketing channel and market segment.

## **Monitor Target Segment Performance**

You can view acquisition and performance successes for a target segment . The measures include number of leads, number of new leads, revenue per generated leads from campaigns, number of new customers, and percentage of sales from new customers. The revenue initiated from a campaign is calculated by the revenue per lead. You can view and chart by campaign, activity, and marketing channel.

## **Track Target Segment Response Rates**

This report allows you to view response rates and number of responses for target segments . You can view and charted by campaign, activity, and marketing channel.

## **Manage Event Performance**

This report allows you to view the number of leads and revenue generated per lead from hosting events. The revenue per lead calculation is based on the revenue generated from the event. You can view and chart the results by sales channel, and market segment.

## **Summarize Event Performance**

Compare the registration revenue generated from events. No time parameters exist for this report. Forecast and actual revenue are calculated at the event level and not distributed over time.

## **Manage Event Revenue**

The Event Revenue report allows you to view registration revenue and compare expected to actual revenue for an individual event. No time parameters exist for this report. Forecast and actual revenue are calculated at the event level and not distributed over time.

## **Manage Event Costs**

This report allows you to view event costs, compare budget to actual costs and measure return on marketing investment for an individual event. No time parameters exist for this report. Budgeted and actual costs are calculated at the event level and not distributed over time.

## **Analyze Event Results**

This report allows you to evaluate the popularity of an event through several measures. The measures include response rates, attendance rates, cancellation rate, and utilization rates.

## **Evaluate Event Offering Performance**

This report allows you to view the number of leads and revenue generated per lead from an event offering. The revenue per lead calculation is based

on the revenue generated from the event. You can view and chart the results by sales channel, and market segment.

### **Analyze Event Offering Revenue**

This report allows you to view registration revenue and compare expected to actual revenue for an event offering. No time parameters exist for this report. Forecast and actual revenue are calculated at the event offering level and not distributed over time.

### **Budget Event Offering Costs**

This report allows you to view event offering costs, compare budget to actual costs and measure return on marketing investment for an individual event offering. No time parameters exist for this report. Budgeted and actual costs are calculated at the event offering level and not distributed over time.

### **Evaluate Event Offering Results**

This report allows you to evaluate the popularity of an event offering with several measures: response rates, attendance rates, cancellation rate, and utilization rates.

### **Channel Performance**

Channel Performance allows you to compare campaign revenue generated through various sales channels for different time periods.

### **Analyze Channel Comparison**

Compare acquisition and performance results between sales channels. The measures include number of leads, number of new and generated revenue per lead from campaigns, number of new customers, and percentage of sales from new customers. The revenue per lead calculation is based on the revenue initiated from a campaign. The results can also be viewed and charted by campaign, activity, and marketing channel.

### **Compare Channel Revenue Performance**

This report allows you to compare campaign revenue and margins generated between sales channels. You can view and chart the results by campaign, activity, and marketing channel.

## **Evaluate Channel Sales Cycle Time**

This report allows you to compare the length of a sale cycle between sales channels. The average sale cycle is calculated based on the first generated lead and the length of time it takes to become an order. Transactions that became an order in the specified period, are used in the cycle time calculation; regardless of the lead's origin.

You can view and chart the results by campaign, activity, and marketing channel.

## **Compare Product Performance**

Compare campaign product revenue generated from different periods.

## **Determine Product Profitability**

Compare campaign generated product revenue and margins. You can also view and chart the results by campaign, activity, marketing channel, and sales channel.

## **Compare Product Profitability By Period**

This report allows you to compare campaign generated product margins for different periods.

## **Identify Product Category Profitability**

Compare campaign generated revenue and margins for product categories. You can view and chart the results by campaign, activity, marketing channel, sales channel, and market segment.

## **Analyze Product Group Profitability**

Compare revenue and margins generated from campaign efforts for product group. You can view and chart the results by campaign, activity, marketing channel, sales channel, and market segment.

## **View Market Segment Revenue**

You can view revenue, number of orders, revenue/order generated by a market segment, as a result of campaign efforts. You can view and chart the results by campaign, activity, offer, marketing channel, and sales channel.

## **Evaluate Market Segment Sales Cycle Time**

Evaluate the length of time it took to sell to different market segments. Transactions that became an order in the specified period, were used in the cycle time calculation -- regardless, of the lead's origin. You can view and chart the results by campaign, activity, marketing channel and, sales channel.

## **Summarize Marketing Channel Performance**

Use this summary report to view the number of leads and revenue generated per lead from an aggregate of marketing channels for and across campaigns.

## **Summarize Marketing Channel Acquisition**

Use this summary report allows to view acquisition results for an aggregate of marketing channels for and across campaigns. (Acquisition results are based on the number of generated new accounts generated and the percentage of sales from new customers, as a result of your marketing efforts. You can view and chart the results can by campaign, activity, sales channel, and market segment.

## **View Marketing Channel Performance**

You can view the number of leads and revenue per lead generated from a marketing channel for a campaign. The revenue per lead calculation is based on the revenue initiated from a campaign. You can view and chart the results by campaign, activity, sales channel, and market segment.

## **Evaluate Marketing Channel Acquisition**

The Marketing Channel Acquisition summary report allows you to view acquisition results for specific marketing channels of a campaign and across campaigns. (Acquisition results are based on the number of new accounts generated and the percentage of sales from new customers, as a result of your marketing efforts.) you can view and chart the results by campaign, activity, sales channel, and market segment.

## **Analyze Marketing Channel Performance**

You can view the number of leads and revenue generated per lead from a marketing channel for a campaign. The revenue per lead calculation is



based on the revenue initiated from a campaign. You can view and chart the results by sales channel and market segment.

## **Evaluate Marketing Channel Profitability Summary**

This summary report allows you to evaluate the profitability of an aggregate of marketing channel from a campaign and across different campaigns. Profitability measures in this report are revenue, costs and return on marketing investment for activities of a campaign. No time parameters exist for this report. Budgeted costs, forecast, and actual revenue are calculated at the campaign level and not distributed over time.

## **Assess Marketing Channel Profitability**

Marketing Channel Profitability allows you to evaluate the profitability of specific activities for a campaign and across campaigns. Profitability measures in this report are revenue, costs, and return on marketing investment for activities of a campaign. No time parameters exist for this report. Budgeted costs, forecast, and actual revenue are calculated at the campaign level and not distributed over time.

## **Assess Marketing Channel Response Rates**

Marketing Channel Response Rates allow you to review response rates and number of responses for a marketing channel of a campaign and across campaigns. You can view and chart results over time, by sales channel, and market segment.

## **Assess Market Segment Performance**

This report allows you to compare campaign generated revenue for different market segments for different time periods.

## **Assess Market Segment Response Rates**

Market Segment Response Rates allow you to review response rates and number of responses from market segments to different marketing efforts. You can view and chart results over time, by activity, sales channel, and market segment.

## **View Campaign Cost Per Lead**

You can view the campaign cost per lead from your campaign activities. You can view and chart the results by activity, and marketing channel. No time parameters exist for this report. Budgeted and actual costs are calculated at the campaign level and not distributed over time.

## **Compare Source List Vendor Performance**

This report allows you to compare the generated revenue from source lists for different time period. Previous period is defined by period type; so, if the current period is 2nd quarter, then the previous period is 1st quarter.

## **Assess Source List Profitability**

Source List Profitability allows you to compare the profitability of using different source lists.

## **Analyze Event Cost Per Lead**

This report allows you to view the event cost per lead from hosting events. No time parameters exist for this report. Budgeted and actual costs are calculated at the event level and not distributed over time.

## **View Event Offering Cost Per Lead**

This report allows you to view the event cost per lead from hosting events. No time parameters exist for this report. Budgeted and actual costs are calculated at the event offering level and not distributed over time.

## **Using Oracle Marketing Intelligence**

This topic group provides process-oriented, task-based procedures for using the application to perform essential business tasks.

## **Viewing Event Offering Cost Per Lead**

1. Choose data filters
2. Hit Run Report

## **Analyzing Event Cost Per Lead**

1. Choose data filters

## 2. Hit Run Report

(To drill down to see offerings, click on the event name in the event column in the table.)

### **Assessing Source List Profitability**

1. Select time period for report
2. Choose data filters
3. Hit Run Report

### **Comparing Source List Vendor Performance**

1. Select time period for report
2. Choose data filters
3. Hit Run Report

### **Viewing Campaign Cost Per Lead**

To create a report, use the following steps:

1. Choose data filters
2. Hit Run Report

### **Assessing Market Segment Response Rates**

To create a report, use the following steps:

1. Select time period for report
2. Choose data filters
3. Hit Run Report

### **Assessing Market Segment Performance**

To create a report, use the following steps:

1. Select time period for report
2. Choose data filters
3. Hit Run Report

## **Assessing Marketing Channel Response Rates**

1. Select time period for report
2. Choose data filters
3. Hit Run Report

## **Assessing Marketing Channel Profitability**

1. Choose data filters
2. Hit Run Report

## **Evaluating Marketing Channel Profitability Summary**

1. Choose data filters
2. Hit Run Report

## **Evaluating Marketing Channel Acquisition**

To create a report, use the following steps:

1. Select time period for report
2. Choose data filters
3. Hit Run Report

## **Analyzing Marketing Channel Performance**

1. Select time period for report
2. Choose data filters
3. Hit Run Report

## **Viewing Marketing Channel Performance**

To create a report, use the following steps:

1. Select time period for report
2. Choose data filters
3. Hit Run Report

## **Summarizing Marketing Channel Acquisition**

To create a report, use the following steps:

1. Select time period for report
2. Choose data filters
3. Hit Run Report

## **Summarizing Market Channel Performance**

To create a report, use the following steps:

1. Select time period for report
2. Choose data filters
3. Hit Run Report

## **Evaluating Market Segment Sales Cycle Time**

To create a report, use the following steps:

1. Select time period for report
2. Choose data filters
3. Hit Run Report

## **Viewing Market Segment Revenue**

To create a report, use the following steps:

1. Select time period for report
2. Choose data filters
3. Hit Run Report

## **Analyzing Product Group Profitability**

To create a report, use the following steps:

1. Select time period for report
2. Choose data filters
3. Hit Run Report

## **Identifying Product Category Profitability**

To create a report, use the following steps:

1. Select time period for report
2. Choose data filters
3. Hit Run Report

(If the product category name, located in the product category column in the table, is hyper linked, click on the link to drill down and see the product groups.)

## **Comparing Product Profitability By Period**

To create a report, use the following steps:

1. Select time period for report
2. Choose data filters
3. Hit Run Report

## **Determining Product Profitability**

To create a report, use the following steps:

1. Select time period for report
2. Choose data filters
3. Hit Run Report

(If the product name in the product column, located in the table, is hyper linked, click on the link to drill down and see the product categories.)

## **Evaluating Channel Sales Cycle Time**

To create a report, use the following steps:

1. Select time period for report
2. Choose data filters
3. Hit Run Report

## **Comparing Channel Revenue Performance**

To create a report, use the following steps:

1. Select time period for report
2. Choose data filters
3. Hit Run Report

## **Analyzing Channel Comparison**

To create a report, use the following steps:

1. Select time period for report
2. Choose data filters
3. Hit Run Report

## **Comparing Product Performance**

To create a report, use the following steps:

1. Select time period for report
2. Choose data filters
3. Hit Run Report

(To drill down and see offerings, click on the event name in the event column in the table.)

## **Using Channel Performance**

To create a report, use the following steps:

1. Select time period for report
2. Choose data filters
3. Hit Run Report

## **Evaluating Event Offering Results**

To create a report, use the following steps:

1. Select time period for report
2. Choose data filters
3. Hit Run Report

## **Budgeting Event Offering Costs**

To create a report, use the following steps:

How to Use this Report

1. Choose data filters
2. Hit Run Report

## **Analyzing Event Offering Revenue**

1. Choose data filters
2. Hit Run Report

## **Evaluating Event Offering Performance**

To create a report, use the following steps:

1. Select time period for report
2. Choose data filters
3. Hit Run Report

## **Analyzing Event Results**

1. Select time period for report
2. Choose data filters
3. Hit Run Report

(To drill down and see offerings, click on the event name in the event column in the table.)

## **Managing Event Costs**

To create a report, use the following steps:

1. Choose data filters
2. Hit Run Report

(To drill down and see offerings, cClick on the event name in the event column in the table.)

## **Managing Event Revenue**

To create a report, use the following steps:

1. Choose data filters
2. Hit Run Report

(To drill down and see offerings, click on the event name in the event column in the table.)



## Summarizing Event Performance

To create a report, use the following steps:

1. Select time period for report
2. Choose data filters
3. Hit Run Report

(In the table, click on the event name in the event column to drill down and see its offerings.)

## Managing Event Performance

To create a report, use the following steps:

1. Select time period for report
2. Choose data filters
3. Hit Run Report

(In the table, click on the event name in the event column to drill down and see offerings.)

## Tracking Target Segment Response Rates

To create a report, use the following steps:

1. Select time period for report
2. Choose data filters
3. Hit Run Report

(If the target segment name in the column of the table is hyper linked, you can drill down to the next level of target segments by clicking on the link.)

## Monitoring Target Segment Performance

To create a report, use the following steps:

1. Select time period for report
2. Choose data filters
3. Hit Run Report
4. If the target segment name in the column of the table is hyper linked, you can drill down to the next level of target segments by clicking on the link

## **Analyzing Campaign Activity Response Rates**

To create a report, use the following steps:

1. Select time period for report
2. Choose data filters
3. Hit Run Report

(You can drill down to the next level of respective channels by clicking on the activity name's hyper link, which is located in the activity column of the table.)

## **Evaluating Campaign Activity Profitability**

To create a report, use the following steps:

1. Choose data filters
2. Hit Run Report

(To drill down to the next level of respective channels, click on the hyper link activity name hyper link in the activity column of the table.)

## **Summarizing Campaign Activity Profitability**

To create a report, use the following steps:

1. Select time period for report
2. Choose data filters
3. Hit Run Report

(To drill down to the respective channels, click on the activity name hyper link in the activity column of the table.)

## **Using Campaign Activity Performance**

To create a report, use the following steps:

1. Select time period for report
2. Choose data filters
3. Hit Run Report

(If the activity name hyperlink in the activity column of the table is hyper linked, you can drill down to the next level of respective channels by clicking on the link.)

## **Monitoring Campaign Activity Acquisition**

To create a report, use the following steps:

1. Select time period for report
2. Choose data filters
3. Hit Run Report

(If the activity name hyperlink in the activity column of the table is hyper linked, you can drill down to the next level of respective channels by clicking on the link.)

## **Tracking Campaign Activity Performance**

To create a report, use the following steps:

1. Select time period for report
2. Choose data filters
3. Hit Run Report

(If the activity name hyperlink in the activity column of the table is hyper linked, you can drill down to the next level of respective channels by clicking on the link.)

## **Viewing Campaign Activity Acquisition**

To create a report, use the following steps:

1. Select time period for report
2. Choose data filters
3. Hit Run Report

(To drill down to the respective channels, click on the activity name hyper link in the activity column of the table.)

## **Summarizing Campaign Activity Performance**

To create a report, use the following steps:

1. Select time period for report
2. Choose data filters
3. Hit Run Report

(To drill down to the respective channels, click on the activity name's hyper link in the activity column of the table.)

## **Reviewing Campaign Response Rates**

To create a report, use the following steps:

1. Select time period for report
2. Choose data filters
3. Hit Run Report

(If the campaign value in the campaign column of the table is hyper linked, you can drill down to the next level of campaigns by clicking on the link)

## **Tracking Campaign Costs**

To create a report, use the following steps:

1. Select time period for report
2. Choose data filters
3. Hit Run Report

(If the campaign value in the campaign column of the table is hyper linked, you can drill down to the next level of campaigns by clicking on the link.)

## **Summarizing Campaign Cost**

To create a report, use the following steps:

1. Select time period for report
2. Choose data filters
3. Hit Run Report

(To drill down to the next level of campaigns, click on the campaign name hyper link in the campaign column of the table.)

## **Summarizing Campaign Revenue**

Use these steps to create a report:

1. Select time period for report
2. Choose data filters
3. Hit Run Report

( To drill down to the next level of campaigns, click on the campaign name hyper link in the campaign column of the table.)

## **Comparing Campaign Revenue**

To create a report, use the following steps:

1. Select time period for report
2. Choose data filters
3. Hit Run Report

(If the campaign value in the campaign column of the table is hyper linked, you can drill down to the next level of campaigns by clicking on the link.)

## **Viewing Campaign Acquisition**

Below, is the steps for generating a report:

1. Select time period for report
2. Choose data filters
3. Hit Run Report

(If the campaign value in the campaign column of the table is hyper linked, you can drill down to the next level of campaigns by clicking on the link.)

## **Analyzing Campaign Performance**

Follow these steps to create a report:

1. Select time period for report
2. Choose data filters
3. Hit Run Report

(If the campaign value in the campaign column of the table is hyper linked, you can drill down to the next level of campaigns by clicking on the link.)

## **Summarizing Campaign Acquisition**

Follow these steps to generate a report:

1. Select time period for report
2. Choose data filters
3. Hit Run Report

(If the campaign value in the campaign column of the table is hyper linked, you can drill down to the next level of campaigns by clicking on the link.)

## **Summarizing Campaign Performance**

Follow these steps to generate a report:

1. Select time period for report
2. Choose data filters
3. Hit Run Report

(If the campaign value in the campaign column of the table is hyper linked, you can drill down to the next level of campaigns by clicking on the hyper link.)

## **Comparing Generated Revenue Performance**

Follow these steps to generate a report:

1. Select time period for report
2. Choose campaign and campaign related parameters
3. Hit Run Report

(By clicking on the campaign column of the table, you can drill down to campaign level.)