

**Oracle® Communications Marketing and
Advertising**

Concepts Guide

Release 5.1

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Preface

This document provides conceptual information about Oracle Communications Marketing and Advertising.

Audience

This guide can be of use to anyone who is interested in understanding the basic components of the product and of how the product works.

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Related Documents

For more information, see the following documents in the Marketing and Advertising Release 5.1 documentation set :

- *Oracle Communications Marketing and Advertising Installation Guide*
- *Oracle Communications Marketing and Advertising System Administrator's Guide*
- *Oracle Communications Marketing and Advertising Integration Guide*

Oracle Communications Marketing and Advertising Entities

This chapter describes the entities that comprise an Oracle Communications Marketing and Advertising system.

About Marketing and Advertising Entities

Marketing and Advertising users create and manipulate the following entities:

- [Ad Content](#)
- [Campaign](#)
- [Campaign States](#)
- [Connection Configurations](#)
- [Subscribers](#)
- [Notifications](#)
- [Statistics](#)

Ad Content

Ad content consists primarily of the data that comprise an advertisement. Ad content can take the form of text, graphics, code snippets and linked objects such as an embedded URL or clickable image or web banner that directs the subscriber to additional content.

You can create personalized ad content from a template in which tokens, such as %Name%, are replaced by data from the network operator's subscriber database or other information repository provided by the advertiser. The ability to access an operator's subscriber database must be configured and approved by the network operator.

Advertisers create, upload and manage ad content in the Marketing and Advertising Web client.

Ad Content created in and hosted by Marketing and Advertising can also be used by external entities that request content from the system through Web services according to Open Mobile Alliance (OMA) advertising standards.

Campaign

A campaign is a combination of ad content and the container in which the ad content is delivered.

There are three types of campaigns: advertising campaigns, dynamic campaigns and marketing campaigns. Open Mobile Alliance (OMA) campaigns managed by Marketing and Advertising function as either advertising or dynamic campaigns.

The network operator user creates campaign-type-specific connection configurations for ad space owners to utilize in ad spaces. Advertising campaigns and marketing campaigns can only operate on their respective connection configurations. Therefore, it is important to ensure that a proper connection configuration and ad space is available for use in setting up a new advertising or marketing campaign.

Dynamic campaigns do not require a static ad space to be created. Marketing and Advertising actively searches for dynamic ad spaces that contain categories specified by the advertiser during dynamic campaign execution.

Advertising Campaigns

In an advertising campaign, the container for the ad content is unused space in an existing SMS or MMS message that an application is already delivering to a subscriber.

There are two kinds of advertising campaign:

- Application-to-person (A2P): The application sends a message to a subscriber. Marketing and Advertising intercepts the message and inserts the ad. The message then continues to the network where it is ultimately delivered to the subscriber.
- Person-to-application (P2A): The subscriber sends a message to an application (for example, a vote for a favorite television performer). Marketing and Advertising intercepts the message, which triggers a return message to the subscriber (for example, thanking the subscriber for voting, and offering a coupon for some product). The original message from the subscriber is forwarded to the application.

Dynamic Campaigns

Dynamic campaigns are advertising campaigns that use dynamic ad spaces. Dynamic ad spaces are offered by ad space owners to better target ad content to subscribers. When a dynamic ad space is created the ad space owner can assign dynamic matching categories that are related to the ad space. For example, an application providing World Cup soccer updates via SMS messaging may offer an ad space with a "football fan" category attached to it. An advertiser creating a dynamic campaign can select the dynamic matching category "football fan" and better target subscribers. Marketing and Advertising will dynamically match the ad campaign with the ad space during dynamic campaign execution.

Marketing Campaigns

In a marketing campaign, the container is an SMS, MMS, or WAP PUSH message that is dedicated to the ad content. Unlike in an advertising campaign, the message does not contain any content other than the ad.

A marketing campaign does not rely upon an existing message originating outside the campaign to initiate distribution. It consists of a set of identical messages (unless customized using tokens) sent to multiple subscribers, using target addresses either from an uploaded subscriber list or from the network operator's subscriber database based on established criteria such as demographic information or location. There are two levels of marketing campaigns:

- Premium, where the advertiser has fine-grained control over when the messages are delivered and the demographics of the target subscribers

- Standard, where messages are delivered on a space-available basis within a designated and agreed-upon time frame

Open Mobile Alliance Campaigns

In an OMA campaign, Marketing and Advertising functions as an ad server exposing ad content stored in the system to external entities. Ad content in the form of URL, text or simple HTML snippets can be served to target ad mediums, such as Web pages or ad space within a video game, in the context of an OMA campaign.

Advertisers continue to bid and acquire ad space in the marketplace. However, rather than having Marketing and Advertising insert or generate and deliver ad content in a traditional advertising or marketing campaign, ads are served to fulfill incoming Web services requests identified as coming from the ad space owner.

Proxy Campaigns

Although typically advertisers create campaigns, ad service providers can also create special types of campaigns called proxy campaigns.

Usually the advertiser selects the container to carry ad content from a list of available containers. In a proxy campaign the ad service provider acts as a proxy for an advertiser. The ad service provider creates the campaign directly, either by using existing ad spaces or by creating new ad spaces.

A proxy campaign can be an advertising campaign or a marketing campaign.

Campaign States

A campaign's life cycle is divided into different campaign states. Some behaviors are only available when the campaign is in a specific state. Moving a campaign from one state to the next may require action on the part of one or more Marketing and Advertising organizations.

[Table 1–1](#) describes the possible campaign states in Marketing and Advertising.

Table 1–1 Campaign States

State	Description
CREATED	An advertiser has combined an available campaign space with ad content and has indicated interested in the space, either by direct purchase or by bidding for it. Dynamic campaigns are created without a specific campaign space.
REJECTED	The ad space owner has rejected a CREATED campaign.
ACTIVE	The campaign has been approved by the ad space owner.
ACTIVE - SCHEDULED	The ad space owner has approved a CREATED campaign and the campaign is now scheduled to run.
ACTIVE - RUNNING	The campaign is sending out messages.
ACTIVE - COMPLETED	The campaign has run to completion.
DELETED	A campaign in the CREATED or REJECTED state has been DELETED before it enters the SCHEDULED state.
STOPPED	A campaign in the SCHEDULED or RUNNING state has been STOPPED (undeleted campaigns will be in the STOPPED state).

Campaign Spaces

A campaign space is a container for campaigns.

There are two kinds of campaign spaces: advertising space and marketing spaces.

Advertising Space

An ad service provider creates an advertising space by publishing basic information about the space, such as the dates and times of its availability, and offers the space to advertisers in the marketplace. The marketplace is virtual auction house accessible in the Marketing and Advertising UI used by advertisers to bid on available ad spaces to host their advertising campaigns.

After the advertising space offer has been approved by the ad service provider, advertisers bid on the advertising space, indicating the number of ad messages they are willing to buy at a certain price.

When the bidding period closes, Marketing and Advertising selects the winning bid and the advertising campaign is created and scheduled.

Dynamic Space

A dynamic space is a specialized advertising space that has been tagged with subscriber information categories of interest. Typically, the ad space owner includes demographic categories in the Marketing and Advertising subscriber schema made available in the connection configuration. Marketing and Advertising matches dynamic spaces with dynamic ad campaigns to better target subscribers with relevant ad content.

Marketing Space

Marketing spaces are offered at a predetermined price and are not subject to an auction.

An ad service provider creates a marketing space that defines the basic parameters for marketing campaigns that will run within it.

Advertisers select a marketing space appropriate to their needs, agree on the price, and request that a marketing campaign be created for them within the marketing space based on a specified source for target subscriber addresses.

Campaign Space States

Similar to a campaign, the life cycle of a campaign space consists of multiple states. Some behaviors are only available when the campaign space is in a specific state. Moving a campaign space from one state to the next may require action on the part of one or more Marketing and Advertising organizations.

[Table 1–2](#) describes the campaign space states.

Table 1–2 Campaign Space States

State	Description
CREATED	An ad space owner has created a space.
REJECTED	The ad service provider has rejected a CREATED ad space.
ACTIVE	The ad space has been approved by the ad service provider.
ACTIVE - SCHEDULED	The ad service provider has approved a CREATED campaign space.

Table 1–2 (Cont.) Campaign Space States

State	Description
ACTIVE - RUNNING	The campaign space is sending out messages.
ACTIVE - COMPLETED	The campaign space has run to completion.
STOPPED	An ad space is unavailable for use.
DELETED	An ad space in the CREATED or REJECTED state has been DELETED. A space can be deleted only if no SCHEDULED or RUNNING campaigns are using it.

Connection Configurations

A connection configuration specifies the capacity and messaging channel that a network provider makes available to campaigns.

The network provider, who creates and manages the connection configurations, grants access to the connection configuration to the ad space owners or ad service providers. This allows the ad space owners and ad service providers to offer space for a campaign on a specified connection.

The connection configurations created for advertising campaigns, marketing campaigns, and Open Mobile Alliance (OMA) server campaigns are specific to their intended campaign usage.

Subscribers

Subscribers are the individuals targeted by a campaign.

In the context of an advertising campaign, a subscriber subscribes to the network's messaging services, in whose messages Marketing and Advertising intercepts and inserts advertisements.

In a marketing campaign, a subscriber is a member of a subscriber list (a comma-delimited list of addresses) uploaded to the campaign. The subscribers on this list, which may be filtered by demographic data, are the targets of the advertisements sent out in bulk by the marketing campaign.

Notifications

All Marketing and Advertising users can receive notification of state change events that affect the entities involved in their own tasks. Users can configure which notifications they wish to receive. Notifications appear on the user's dashboard when users are logged in to the application and can optionally also be delivered as automated email.

Statistics

Marketing and Advertising produces real-time and historical statistical data about the connection configurations, campaign spaces, and campaigns. Statistics can be viewed in the Web client dashboard. The type of statistics made available depends on which organization a user belongs to. Statistical information can also be made available to external systems, such as Oracle Business Activity Monitoring (BAM), for presentation.

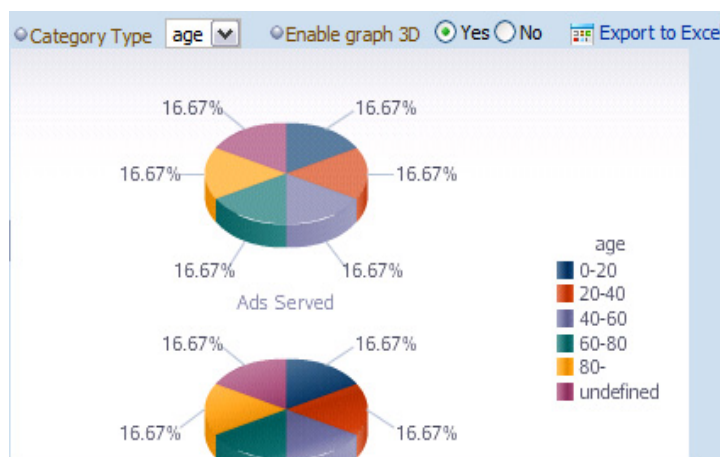
The following statistics are available:

- Connection Configuration Statistics
 - Number of campaign spaces based on each configuration
 - Current number of ads served using those configurations
 - Current number of ad impressions (delivery notifications) reported using those configurations
 - Current number of ads failed
- Active Campaign Space Statistics
 - Active campaign spaces
 - Current number of ads served using those spaces
 - Current number of ad impressions (delivery notifications) reported using those spaces
 - Number of ads failed delivery
 - Number of click-through responses
- Active Campaign Statistics
 - Campaign name
 - Campaign type
 - Number of subscribers targeted
 - Current number of ads served
 - Current number of ad impressions (delivery notifications) reported
 - Completion rate, as a percentage
 - Initiating Advertiser
 - Cost

How Campaign Statistics are Displayed

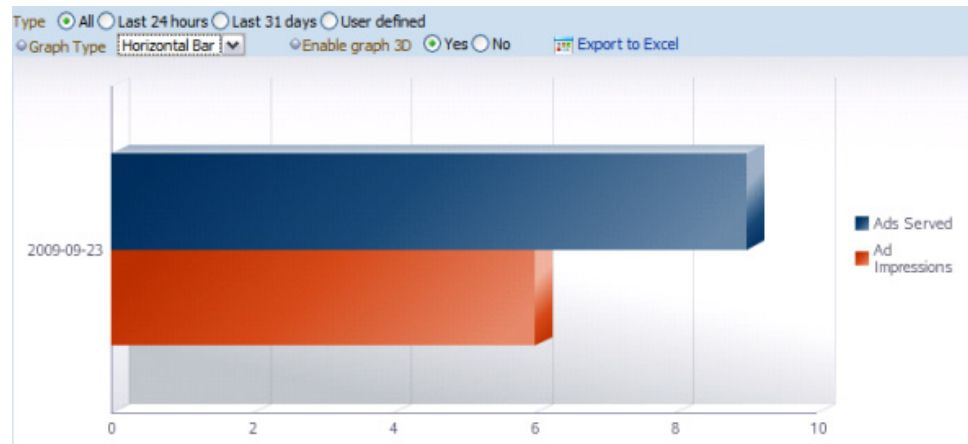
The Campaign Statistics page presents graphical information on the status of a single campaign. It includes configurable demographic information about the targeted subscribers, as illustrated in [Figure 1-1](#).

Figure 1-1 Demographic Data



The Campaign Statistics page also presents a graphical representation of ads served, ad impressions, ads failed and click through responses over time, as shown in [Figure 1-2](#).

Figure 1-2 Delivery Over Time



Understanding Oracle Communications Marketing and Advertising

This chapter provides an overview of Oracle Communications Marketing and Advertising.

About Marketing and Advertising

Marketing and Advertising is a Web-based advertising management platform. It is used to create and host campaigns that insert advertising into text messages (Short Messaging Service (SMS) messages and Multimedia Messaging Service (MMS) messages) and other mobile Web advertising mediums (mobile ad spaces). Marketing and Advertising can append ads to existing messages that already contain other content, distribute ad-only messages in bulk to a list of subscribers and reply to messages sent by subscribers to a third-party application with a message containing ad content. Marketing and Advertising also can function as an Open Mobile Alliance (OMA) Mob-Ad server providing ad content to external entities and inserting ad content into Websites using JSP snippet code.

The services provided through Marketing and Advertising enable service providers to collect revenue from advertisers and from the companies that provide advertising space (ad space owners). Marketing and Advertising also provides tools that help ad space owners and advertisers collaborate in order to maximize campaign effectiveness. Using Marketing and Advertising, service providers manage the interactions between ad space owners and advertisers.

Marketing and Advertising enables advertisers to target specific subscribers for campaigns based on a number of criteria including mobile applications, demographic information, network provided geographical location and subscriber preferences.

Marketing and Advertising Scenarios

Here are some sample scenarios:

- A radio station lets listeners subscribe to its SMS news updates. Using Marketing and Advertising, the radio station can offer ad space in those SMS messages. Advertisers use Marketing and Advertising to bid on the ad space and create the ads that they want to insert into the messages. When the station sends the SMS messages, Marketing and Advertising intercepts the messages, network, inserts the ad, and sends the messages to the network, which delivers them to the radio station's subscribers.
- A reality television show uses viewer SMS voting to determine the outcome of a competition. When the viewer sends the SMS vote to a short code, Marketing and

Advertising intercepts it and automatically generates a personalized "thank you for voting" SMS message to the viewer. This message includes a pre-approved ad offer, such as a code that the viewer can redeem for a free beverage at a local chain restaurant. The user's vote SMS message is forwarded to the reality show application for tabulation.

- A software company wants to notify users that a new version of its application is available. The company uploads its list of user addresses to Marketing and Advertising and creates an ad containing a mobile advertisement banner based on a template. Marketing and Advertising creates a bulk MMS campaign using the template and subscriber information to customize and send personalized messages to the company's software users.
- A clothing chain creates an ad to attract women between the ages of 18-25. The ad campaign's target customers are selected from a list of subscribers managed by the service provider. Marketing and Advertising filters this list based on the demographic criteria specified by the clothing chain. Marketing and Advertising sends the ad as an MMS message to the targeted customers.
- A restaurant wants to offer a promotional meal by way of SMS message to customers entering an area within a 2 mile radius of the restaurant's location. The restaurant uploads a list of customers who have chosen to opt-in to receive such promotional advertising. When the service provider network indicates through location services that a customer has entered the designated area, Marketing and Advertising generates a text message containing the offer advertisement to be delivered to the targeted customer.

Marketing and Advertising Users and User Organizations

Marketing and Advertising hosts five types of users:

- Advertisers, who use Marketing and Advertising to create and manage ads, find and purchase ad space, upload subscriber lists, and collect statistics about their ads
- Ad space owners, who provide advertising space to advertisers and collect statistics about ad space usage
- Ad service providers, who manage the advertisers and ad space owners

Ad service providers approve proposed ads and ad spaces, manage the ads, and collect statistics. An ad service provider can also perform all the user tasks that advertisers and ad space owners can perform.

An ad service provider can be part of the same company that owns and manages the network over which the ads are carried. An ad service provider can also be part of a mobile virtual network operator (MVNO) organization that does not manage the network.

- Network providers, who create and manage connection configurations used in the delivery of ad campaigns

The network provider makes decisions concerning data and network usage patterns, including capacity and channel, that are made available to advertisers and ad space owners. The network provider also determines which premium features, such as location and ad personalization, are to be included in a connection configuration.

- System owners, who provide services through Marketing and Advertising and are responsible for the overall system

The system owner can also perform all the functions of all other types of users. System Owners are typically the service providers and often act as network provider users as well.

Marketing and Advertising groups users into the following five corresponding organizations, which determine what tasks users can perform within the system:

- Advertiser organization
- Ad space owner organization
- Ad service provider organization
- Network provider organization
- System owner

There can be multiple organizations of the same type, each with one or more users. For example, Marketing and Advertising can include multiple advertiser organizations (such as clothing, restaurant, and beverage organizations). Each advertiser organization can consist of multiple individual users representing unique advertisers (for example, beverage company "A" and beverage company "B").

There is only one system owner in a Marketing and Advertising implementation. The system owner is created automatically when you install Marketing and Advertising. The system owner creates and manages network provider and ad service provider organizations.

Typically there is only one network provider organization, although it is possible to have more than one.

There can be multiple ad service provider organizations. The ad service provider creates and manages ad space owner and advertiser organizations.

There are almost always multiple ad space owner and advertiser organizations.

Marketing and Advertising Entities

To create, manage, and deliver advertisements, Marketing and Advertising users create and manipulate the following entities:

- Ad content, created by advertisers
- Campaign spaces, created by ad space owners,
 - Ad spaces: An ad space used for an ad that is inserted into a pre-existing message. The pre-existing message is generated externally to Marketing and Advertising. Advertisers must bid for the ad space in an ad space marketplace.
 - Marketing spaces: A marketing space is used for a message that contains only ads and no other content. The message originates in the Marketing ad Advertising system; it is not inserted into a pre-existing message. To use a marketing space, advertisers do not bid for the space: they simply pay the price that is set by the ad space owner.
 - Dynamic spaces: A dynamic space is used in campaigns where ad content is not statically assigned to an ad space. A dynamic space is configured with selectable subscriber information categories of interest to better target subscribers. Advertisers create a dynamic campaign selecting subscriber information categories to target. During dynamic campaign execution, Marketing and Advertising matches dynamic campaigns with dynamic ad spaces configured with matching subscriber information categories.

- Campaigns, created by advertisers, of which there are three kinds: advertising campaigns, dynamic campaigns and marketing campaigns.
- Connection configurations, created by network providers
- Subscribers
- Statistics
- Notifications

These entities are explained in more detail in [Chapter 1, "Oracle Communications Marketing and Advertising Entities."](#)

Marketing and Advertising Workflow

The process for creating and delivering ad content by Marketing and Advertising typically follows this procedure:

1. The system owner creates the necessary Marketing and Advertising users.
2. The network provider creates connection configurations for ad space owners to use in their campaign spaces. If needed, the network provider can include premium features such as location and demography in the connection configuration.
3. The ad space owner creates a campaign space. If the campaign space is for a dynamic campaign the ad space owner selects the subscriber information categories to be used with the space.
4. The ad service provider approves the campaign space.
5. The advertiser creates ad content.
6. The advertiser finds a campaign space that is appropriate for the ad content. This could involve bidding on a advertising space for inserting the ad into existing messages or paying the price listed for a marketing space for bulk marketing. For a dynamic campaign, the advertiser will select the subscriber information categories to target.
7. The ad space owner approves of the ad content for the campaign.
8. The campaign starts.
9. Ads are delivered to subscribers. For dynamic campaigns, Marketing and Advertising matches ads with dynamic spaces based on subscriber information category configuration.
10. The ad space owner and advertiser monitor statistics about the campaign, such as the number of ads delivered.
11. Event detail records (EDRs) are generated for Marketing and Advertising activity for use with an external rating system to determine charges to advertisers and payments owed to ad space owners for campaigns.

About Using the Marketing and Advertising User Interface

This section describes how to log in to the Marketing and Advertising user interface (UI) and manage your personal account information.

Before you can use the Marketing and Advertising UI the System Administrator must configure Marketing and Advertising by using the WebLogic Administration Console. See *System Administrator's Guide* for system administration information.

Logging in to Marketing and Advertising

The exact login screen that you see depends on the kind of user you are (system owner, network provider, advertiser, and so on), but the general login procedure is the same for all users.

To log in:

1. In a Web browser, go to `http://host:port/ocma`, where *host* and *port* are provided by the System Administrator.

Marketing and Advertising supports these Web browsers: Internet Explorer 7.0 and greater and Mozilla Firefox 2.0 and greater.

2. In the login screen, enter your user name and password.

The first time you log in, you use the user name and password that was created for you by the person who set up your account. See "[Updating Your Personal Account Information](#)" for more information about changing your password.

3. On successful login, the dashboard appears. The particular dashboard that you see depends on what kind of user you are.

The dashboards are described in the chapters about the specific user organizations.

Updating Your Personal Account Information

Unless you are the system owner, your Marketing and Advertising account has been set up by a user in an organization with higher privileges than your organization. However, you can update your own email address and password in the application Web client. System owners can also update their account email address and password using the following process.

To update your personal account information

1. After logging in to Marketing and Advertising, click **My Account**.

A menu appears.

2. To change the email address associated with your account, click **Edit Account Info**.

The **Edit My Account Info** page appears.

3. In the email address field, edit the email address.

4. Click **Save**.

5. To change your password, click **Change Password**.

The **Change My Password** page appears.

6. Enter your current password in the **Old Password** field, and the new password in the **New Password** and **Confirmed Password** fields.

7. Click **Save**.

Privileges

Your privileges within Marketing and Advertising, as well as the screens that are displayed to you, depend on what kind of a user you are: system owner, network provider, ad service provider, ad space owner, or advertiser.

The system owner has the highest privileges and can log in and act as any other kind of user.

Ad service providers can act as ad space owners and advertisers in the ad space owner and advertising organizations that they have created.

Ad space owners can act as advertisers in the advertising organizations that they have created.

Integrating Marketing and Advertising with Other Products

You can integrate Marketing and Advertising to work with other products. These include:

- Third-party applications, by Web services
- Oracle Siebel Enterprise Marketing Suite
- Oracle Fusion Middleware MapViewer
- Oracle Business Activity and Monitoring (BAM)
- Oracle Communications Billing and Revenue Management (BRM) using Diameter Rf
- Subscriber Information (SPI)

For information about integration see *Integration Guide*.

System Owners

This chapter gives an overview of the tasks that a system owner can perform in Oracle Communications Marketing and Advertising.

For step by step details for performing these tasks, see the Online Help in the Web client.

About the System Owner

The system owner organization represents the owner of the Marketing and Advertising system.

The system owner user is responsible for setting up the overall system and for managing the users of the other organizations.

System owners use the Marketing and Advertising platform to:

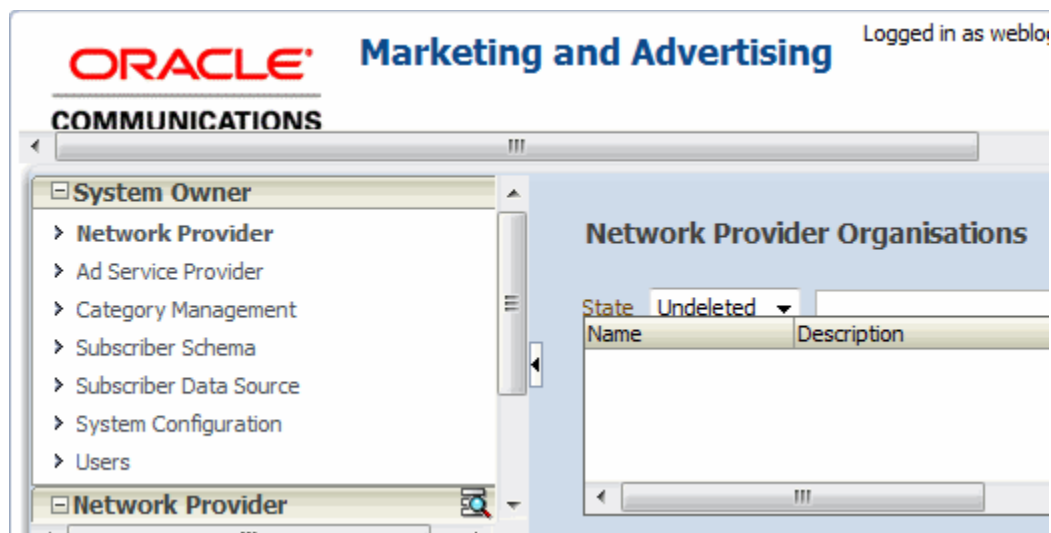
- Create and manage system owner user accounts
- Create and manage network providers
- Create and manage ad service providers
- Act as a user in other organizations
- Perform system configuration including setting up subscriber schema, demographic categories, subscriber information integration to external data sources and managing Marketing and Advertising system settings in the Web GUI

The Marketing and Advertising installation process automatically creates the system owner organization and one default system owner user. The default system owner user name and password are entered during the domain configuration stage of the installation process. Using the default user name and password, the administrative user logs into the Marketing and Advertising system and typically creates other system owner users.

Unlike the system owner organization and initial user, all other Marketing and Advertising organizations and their users must be created explicitly from within the Marketing and Advertising application.

The System Owner Dashboard

When a system owner logs in to the Marketing and Advertising Web client, the system owner dashboard is displayed, as shown in [Figure 3-1](#).

Figure 3–1 System Owner Dashboard

The dashboard displays information about system owner users. At the top right of the screen are a number of utility functions for managing system owner users, getting help, and logging out. On the left side of the screen is the navigation pane, which provide access to various features of the application, including the dashboard and entities of other system organizations.

System Owner Task Overview

This section gives brief overviews of the tasks that system owners perform. See the Marketing and Advertising Online Help for step by step details on how to perform these tasks.

About Creating and Managing System Owner User Accounts

The original system owner user account is created by the Marketing and Advertising installation program. After that, a system owner user creates, updates, and deletes other system owner user accounts.

About Creating and Managing Network Provider Organizations and User Accounts

The system owner creates the network provider organization and also updates and deletes it.

Although it is possible to have multiple network providers, only one can be mapped to the Oracle Communications Services Gatekeeper instance used for messaging transport, so typically there is only one network provider.

The system owner also creates and manages network provider user accounts in a network provider organization. To do this, the system owner acts as a user in the network provider organization.

For information about network providers, see [Chapter 4, "Network Providers."](#)

About Creating and Managing Ad Service Provider Organizations and User Accounts

The system owner creates ad service provider organizations and also updates and deletes them.

The system owner also creates and manages ad service provider user accounts in an ad service provider organization. To do this, the system owner acts as a user in the ad service provider organization.

For information about ad service providers, see [Chapter 5, "Ad Service Providers."](#)

Acting as a User in Other Marketing and Advertising Organizations

Typically, the system owner must create the following entities to enable additional users to interact with Marketing and Advertising:

- Network provider organizations
- Ad service provider organizations
- Ad space owner organizations
- Advertiser organizations

Ad service provider requirements determine which users create and manage organizations in Marketing and Advertising. Some Marketing and Advertising system management is usually delegated to external users including:

- Creating additional user accounts within an organization
- Ad service providers creating new ad spaces
- Advertisers creating new campaigns

The system owner can also act as a user in every other Marketing and Advertising organization. A system owner acting as a user in another organization in the system maintains his identity. That is, if the system owner user logs in to the system owner organization with the user name **MySOAdmin**, he continues to be **MySOAdmin** in all of the other organizations.

Acting as a user in any subsidiary organization (network provider, ad service provider, ad space owner, or advertiser), a system owner user can perform all of the tasks of a regular user in that organization and access all the functions of the organization's dashboard.

To act as a user in another organization, the SO clicks the icon to the right of the organization's label in the system owner dashboard.

Performing System Configuration in the Web GUI

A number of system-wide configuration activities are performed by the system owner user in the Marketing and Advertising Web GUI. These activities, along with a brief description, include:

- **Configuring the subscriber schema:** The subscriber schema is the universal view of a subscriber in Marketing and Advertising and contains subscriber information categories in which demographic data is stored.
- **Configure subscriber information data sources:** Marketing and Advertising can extract and utilize subscriber information data from a variety of sources including Oracle databases, LDAPv3 data sources and customized repositories.
- **Managing Demographic Categories:** Marketing and Advertising can use information contained in the subscriber schema to setup demographic categories for use in dynamic campaigns.

- **Configuring system settings:** A number of Marketing and Advertising system settings are configured in the Web GUI. These include the mapping location service URL as well as the subscriber information data refresh interval.

For instructions on how to perform system owner configuration activities in the Marketing and Advertising Web GUI see the online help included in the Web GUI when logged in as a system owner user.

Network Providers

This chapter gives an overview of the tasks that a network provider can perform in Oracle Communications Marketing and Advertising.

For step by step details for performing these tasks in the Web client, see the Online Help.

About the Network Provider

The network provider organization represents the network traffic foundation of the Marketing and Advertising system. The network provider organization is responsible for making decisions on baseline traffic usage patterns, including capacity and channel, for network resources that are to be made available to advertisers and ad space owners.

These decisions are encapsulated in connection configurations that give advertising, marketing, and Open Mobile Alliance (OMA) campaigns access to delivery channels.

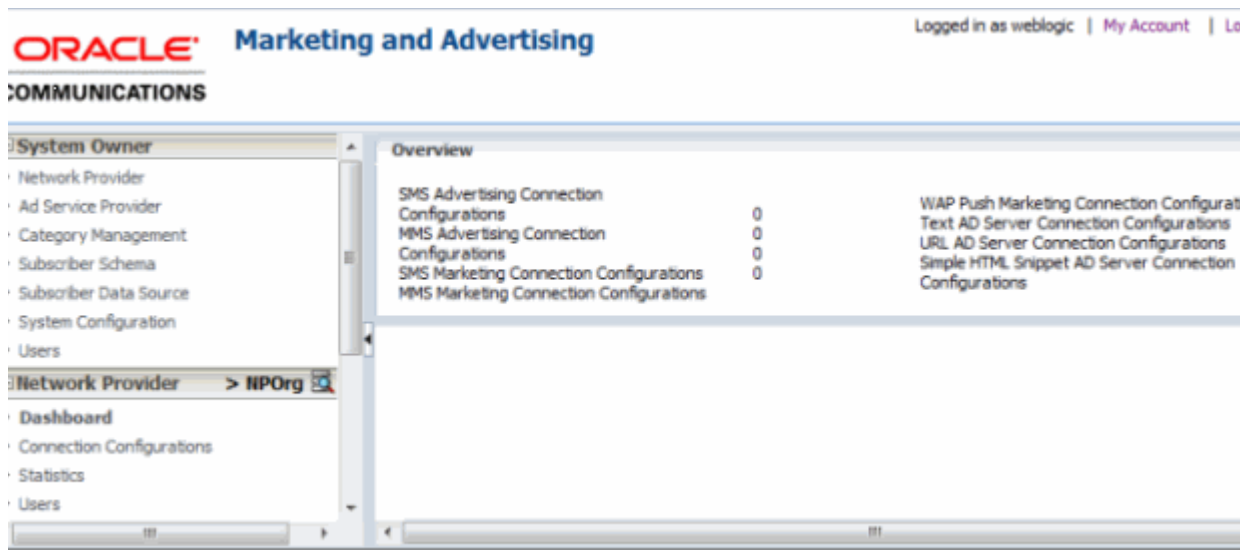
Network providers use the Marketing and Advertising platform to:

- Create connection configurations for advertising campaigns and marketing campaigns, and support external OMA ad requests made through Web services
- Manage connection configurations
- Monitor the status of connection configurations they have created
- Monitor connection configurations by reviewing statistics

The Network Provider Dashboard

When a network provider logs in to a network provider account, the network provider dashboard is displayed.

Figure 4–1 Network Provider Dashboard



The dashboard displays the number and type of existing connection configurations and a graph showing current system usage. At the top right of the screen are a number of links to utility functions for changing user password or email address, getting help, and logging out. The left frame of the screen provides links for accessing various features of the application specific to the network provider user.

Network Provider Task Overview

This section gives brief overviews of the tasks that network providers perform. See the Marketing and Advertising Online Help for step by step details on how to perform these tasks.

About Creating Connection Configurations

A network provider can create three kinds of connection configurations: one for advertising campaigns, another for marketing campaigns and a third for managing connections for Open Mobile Alliance (OMA) campaigns. See "[Advertising Campaigns](#)", "[Marketing Campaigns](#)" and "[Open Mobile Alliance Campaigns](#)" for information about the differences between these types of campaigns.

All connection configurations include information about the ad price, size, associated ad space owner, and whether ads can be personalized by using tokens. Additional information in the connection configuration differs slightly based on which type of campaign the configuration supports. A connection configuration must be associated with an ad space owner before it can be used to create campaigns. This association is part of the connection configuration.

For more information on configuring connection configurations please the Online Help for network provider users.

Ad Service Providers

This chapter gives an overview of the tasks that an ad service provider can perform in Oracle Communications Marketing and Advertising.

For step by step details for performing these tasks, see the Online Help in the Web client.

About the Ad Service Provider

The ad service provider organization is the point of contact between the owner of the Marketing and Advertising system (typically a telecom network) and users who are external to the network (the ad space owners and advertisers). The ad service provider organization owns and supervises the ad space owner and advertiser organizations within Marketing and Advertising.

Ad service providers use the Marketing and Advertising platform to:

- Create and manage ad space owner and advertiser organizations
- Create and manage user accounts in the ad space owner and advertiser organizations
- Own and manage the marketplace, in which advertisers bid for ad spaces offered by ad space owners
- Create and manage marketing campaign spaces
- Monitor statistical information about campaign spaces
- Approve or reject campaign spaces submitted by ad space owners
- Approve or reject dynamic campaigns submitted by advertisers
- Create special proxy campaigns acting as an agent for an advertiser
- Act as a user in ad space owner and advertiser organizations and perform all the functions of their users

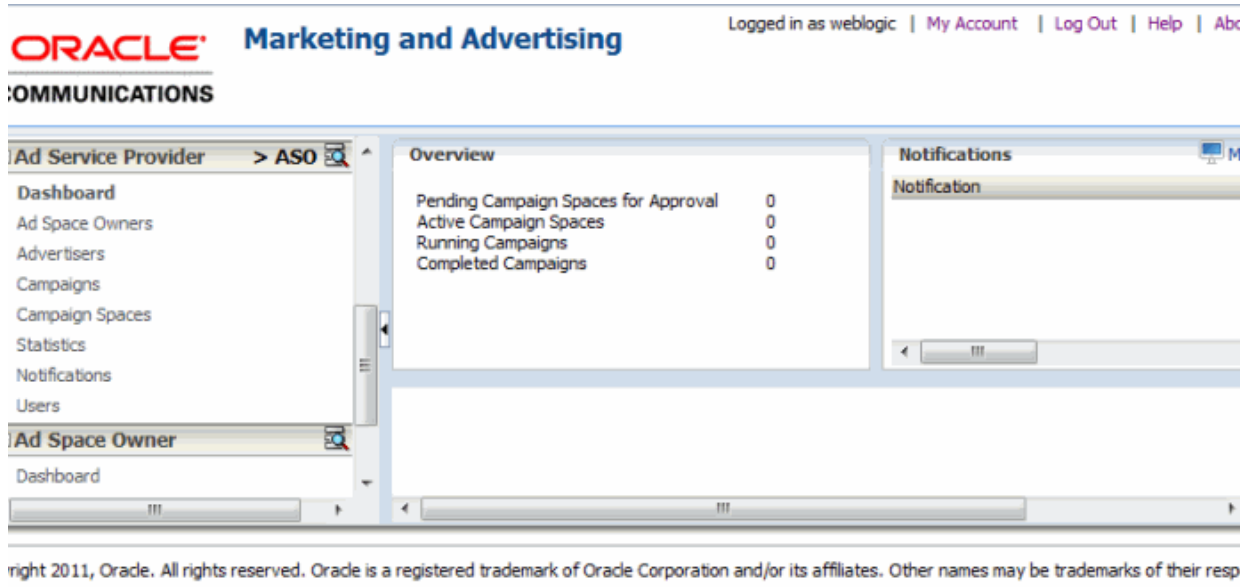
Acting as a user in an ad space owner organization, an ad service provider user can perform all of the tasks of an ad space owner user in that organization and access all the functions of the ad space owner dashboard. For information about these functions, see [Chapter 6, "Ad Space Owners"](#) and the Online Help.

Acting as a user in an advertiser organization, an ad service provider user can perform all of the tasks of an advertiser user in that organization and access all the functions of the advertiser dashboard. For information about these functions, see [Chapter 7, "Advertisers"](#) and the Online Help.

The Ad Service Provider Dashboard

When an ASP logs in to an ASP account, the ASP dashboard is displayed.

Figure 5–1 Ad Service Provider Dashboard



The dashboard displays general information on active spaces and campaigns that the ad service provider manages, campaign spaces waiting for approval, notifications received, and provides a graph of active campaign space statistics. At the top right of the screen are links for utility functions for changing user password or email address, getting help, and logging out. On the left side of the screen is a navigable pane providing access to various features of the application specific to the ad service provider user.

Ad Service Provider Task Overview

This section gives brief overviews of the tasks that ad service providers perform. See the Marketing and Advertising Online Help for step by step details on how to perform these tasks.

Managing Organizations

An ad service provider user creates, updates, and removes ad space owner and advertiser organizations.

Managing User Accounts

An ad service provider user creates, updates, and removes user accounts in ad space owner and advertiser organizations.

Monitoring Campaign and Campaign Space Status

An ad service provider can monitor the campaign space and campaign statistics for all the ad space owner and advertiser organizations that it owns by acting as a user in the subsidiary organization.

For information about the types of statistics that are available, see ["Statistics"](#), and the Online Help.

Creating Proxy Campaigns

In some cases, advertisers delegate to ad service providers the authority to create campaigns on their behalf. These campaigns are called proxy campaigns. Because the process takes place entirely at the ad service provider organization level, it can be done without requiring the cycle of notifications and responses that creating regular campaigns requires. The ad service provider creates the campaign directly, either by using existing components or by creating new components in the process of creating the campaign.

Ad service providers can create proxy campaigns for both advertising and marketing campaigns.

Approving Advertising Spaces

The ad service provider owns the marketplace that serves as the auction house for the ad space owners that it has created.

After an ad space owner has created an advertising space, the ad service provider must approve the space before it can be opened to advertisers for bidding. Ad spaces that fail to meet business standards can be rejected by ad service providers and sent back to ad space owners to correct and resubmit.

For information about advertising spaces see ["Advertising Space"](#) and ["Advertising Campaigns"](#).

Approving or Rejecting Dynamic Campaigns

The ad service provider must approve or reject dynamic campaigns created by advertisers. Dynamic campaigns are not statically linked to ad spaces that belong to ad space owners. Instead, dynamic campaigns can utilize any number of qualified dynamic ad spaces created by one or more ad space owners. The ad service provider must approve or reject dynamic campaigns because the dynamic ad spaces used for a single campaign could potentially be created and managed by more than one ad space owner.

Creating and Approving Marketing and Advertising Spaces

Ad service providers can create marketing campaign spaces on behalf of an ad space owners. In this process, an ad service provider selects an ad space owner organization, usually one that has been created for the express purpose of creating the marketing space, and then creates the marketing campaign space.

If a marketing space has been created by an ad space owner, the ad service provider must approve the space before it can host campaigns.

Ad service providers can also create advertising spaces in the process of creating a proxy advertising campaign.

For information about marketing spaces see "[Marketing Space](#)" and "[Marketing Campaigns](#)". For information about advertising spaces see "[Advertising Space](#)".

Ad Space Owners

This chapter gives an overview of the tasks that an ad space owner can perform in Oracle Communications Marketing and Advertising.

For step by step details for performing these tasks, see the Online Help in the Web client.

About the Ad Space Owner

The ad space owner organization owns space in messages. They can sell the space to advertisers for the purpose of inserting ads. An example of an ad space owner is a weather Web site that offers users free weather updates to its subscribers by way of SMS messages. By providing a space in that SMS message for an ad to be inserted, the weather Web site's owner can generate revenue.

Spaces for ads that are inserted into pre-existing messages are called advertising campaign spaces. The campaigns that are created in these spaces are called advertising campaigns.

An ad space owner organization can also be set up to create spaces for use in marketing campaigns. Marketing campaigns send messages in bulk to a list of subscribers. The list is either provided by the advertiser or created by the network from its subscriber database, typically based on specified demographic criteria. In this case the user is usually an ad service provider user acting as a special ad space owner organization to create those marketing spaces.

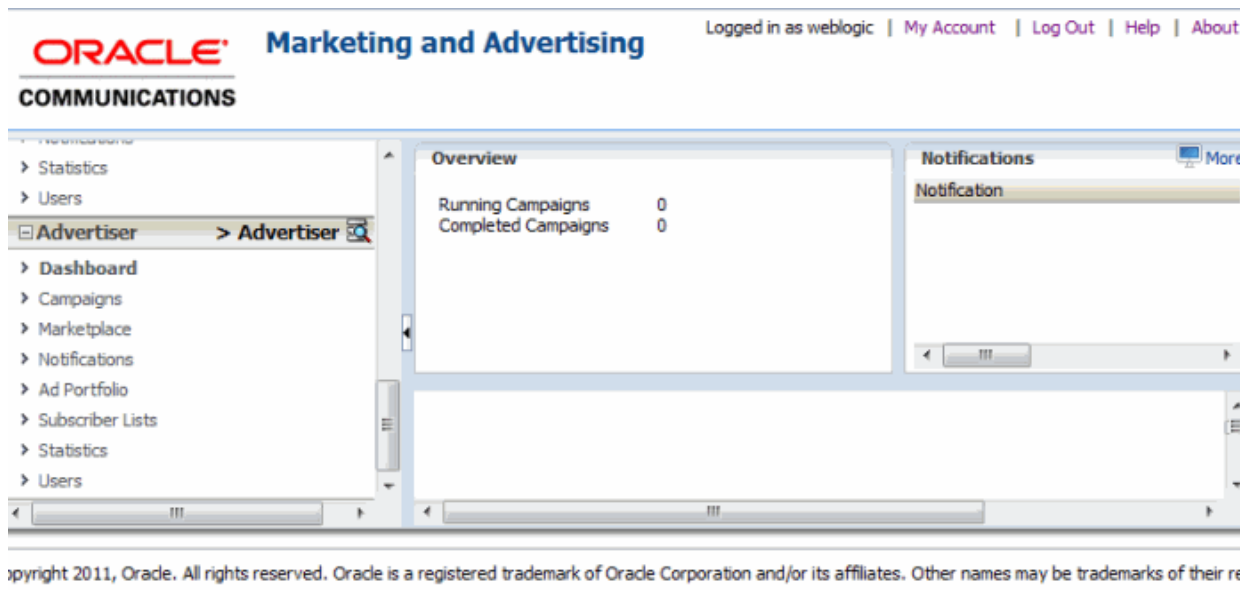
For more information about advertising and marketing campaign spaces, see ["Campaign Spaces"](#).

Ad space owners use the Marketing and Advertising platform to:

- Offer space in their messages to advertisers
- Approve or reject advertising campaigns using their ad spaces
- Monitor the status of spaces they have created
- Monitor statistical information about campaign space usage

The Ad Space Owner Dashboard

When an ad space owner logs in to an ad space owner account, the ad space owner dashboard is displayed.

Figure 6–1 Ad Space Owner Dashboard

The dashboard displays general information about the status of the ad space owner's campaign spaces, the number of campaign spaces and campaigns associated with the account, notifications received, and provides a graph showing statistics about the campaign spaces. At the top right of the screen are links for utility functions for changing user password or email address, getting help, and logging out. At the top left of the screen is a navigation pane, which provides access to various features of the application.

Ad Space Owner Task Overview

This section gives a brief overview of the tasks that ad space owners perform. See the Marketing and Advertising Online Help for step by step details on how to perform these tasks.

Creating Campaign Space

An ad space owner can offer ad space to advertisers by creating an advertising space. Before the ad space can be used, the ad service provider that created the ad space owner organization must approve the space.

An ad space owner can also offer marketing space for advertisers to use for their marketing campaigns. After the marketing space is created, but before it can be used, it must be approved by the ad service provider. An approval is not required if the ad service provider has configured the ad space owner organization to not require approval.

For more information about campaign spaces, see "[Campaign Spaces](#)".

Approving or Rejecting Campaigns

After an ad space owner has created a campaign space and it has been approved by the ad service provider, advertisers can create campaigns for the space.

Before a campaign can be scheduled, the ad space owner must approve it. If the ad space owner rejects a campaign offer, the advertiser can modify its offer and resubmit it for approval.

Advertisers

This chapter gives an overview of the tasks that an advertiser can perform in Oracle Communications Marketing and Advertising.

For step by step details for performing these tasks, see the Online Help in the Web client.

About the Advertiser

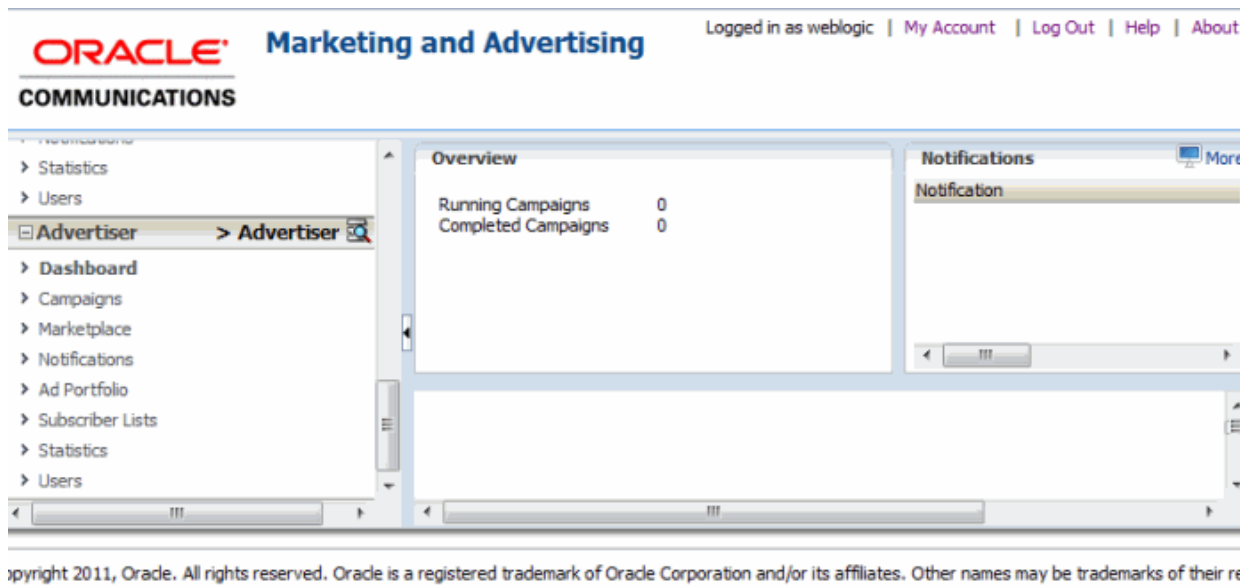
The advertiser organization represents advertising agencies and individual companies that use Marketing and Advertising to create campaigns that deliver ad content to subscribers.

Advertisers use Marketing and Advertising platform to:

- Locate available spaces for campaigns
- Create advertising campaigns by bidding on available advertising spaces offered by an ad space owner
- Create marketing campaigns by purchasing a marketing space for the price set by an ad space owner
- Create dynamic campaigns by selecting categories to better target subscribers
- Upload ad content
- Upload lists of subscribers to whom to target the ads
- Monitor the status of campaigns
- Monitor statistical information about ad campaigns

The Advertiser Dashboard

When an advertiser logs in to an advertiser account, the advertiser dashboard is displayed.

Figure 7–1 Advertiser Dashboard

The dashboard displays general information about the status of an advertiser's campaigns, the number of campaigns in the queue, the notifications received, and provides a graphic displaying campaign statistics. At the top right of the screen are links to utility functions for changing user password or email address, getting help, and logging out. At the top left of the screen is a navigation pane, which provides access to various features of the application.

Advertiser Task Overview

This section gives brief overviews of the tasks that advertisers perform. See the Marketing and Advertising Online Help for step by step details on how to perform these tasks.

Creating Advertising and Marketing Campaigns

Advertisers use Marketing and Advertising to locate available advertising spaces and marketing spaces for their ad content. When an advertiser finds an appropriate space, it creates a campaign.

For advertising campaigns, the advertiser bids for the space using the marketplace. Spaces for marketing campaigns are offered for outright purchase. Either type of campaign must be approved by the ad space owner before it can be scheduled.

Creating Ad Content

An advertiser creates ad content for delivery by way of an SMS message, an MMS message, a WAP Push message, or Web service (as in the case of OMA). The ad content can use text, images, simple code snippets, and links, depending on the channel being used.

In some cases, ad content can include personalized messages in which tokens, such as %Name%, are replaced by information from the network operator's subscriber database. This option must be set up and approved by the network operator.

Advertisers upload the ad content to the campaign from the advertiser dashboard. After the content has been uploaded, it can be edited or deleted.

Uploading Subscriber Lists

Advertisers can upload multiple lists of subscriber addresses for use with their marketing campaigns. These lists can be specified as targets at the time that a marketing campaign is created.

Advertisers can also use Marketing and Advertising to target subscribers based on demographic and geographical information from the network operator's subscriber database. Network-derived location-based targeting of subscribers can also be used in Marketing and Advertising. The ability to use service provider subscriber information in campaigns must be approved and set up by the network operator.

