Oracle® Communications Marketing and Advertising

Release Notes

Release 5.1

E22971-01

May 2011

This document lists the new features and known issues associated with the 5.1 release of Oracle Communications Marketing and Advertising. This document describes:

- New Features
- Known Problems
- Documentation Updates

New Features

The new features for Marketing and Advertising in release 5.1.0.0 are listed below.

Platform Upgrade to Oracle WebLogic 11*g*

Marketing and Advertising is now integrated with Marketing and Advertising is now based on the Oracle WebLogic 11*g* platform.

Siebel Marketing Integration

Marketing and Advertising is now integrated with the Siebel Marketing module, which allows you to seamlessly execute internal marketing campaigns across mobile channels keeping existing marketing workflows.

Fixed Price Ad Spaces

Ad space owners can now offer fixed price ad spaces to advertisers. An advertiser can choose an ad space and specify a fixed price to buy the entire ad space. When the fixed price has been reached, additional messages using the ad space will not incur a per ad charge. For example, an advertiser may buy a fixed price ad space for $1,000.00 U.S. Dollars. The price per ad has been set at 10 cents per ad. After 10,000 ad messages have been sent, there will be no charge for additional ad messages.

Advanced Pricing Framework

An advanced pricing framework has been introduced to support instantaneous campaign cost calculation during campaign creation. A number of premium subscriber-targeting features (such as location, categories, and response tracking) are now available in Marketing and Advertising. Ad space owners can set the cost of these targeting features for use in campaigns. The advance pricing framework allows advertisers to immediately see the cost impact of including available targeting features

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when creating new campaigns. this feature also allows advertisers to be charged based on click through responses.

Location Aware Campaigns

Campaigns that send out ads based on user context are considered more effective. Location targeting is fast evolving and is gaining interest from many advertisers. Marketing and Advertising now supports location based marketing. By adding location awareness, advertisers can effectively target subscribers with local offers in a configured region based on their real-time location.

Dynamic Matching

Campaigns can now be created making use of dynamic ad spaces. Prior to this release of Marketing and Advertising, advertisers selected a single ad space for use in a campaign. Dynamic campaigns allow advertisers to match ads with dynamic ad spaces based on subscriber context and interest that is configured during campaign setup. Dynamic campaigns can be created for various ad formats and channels (such as Messaging, Web, and Video/Set-top Box)

Advertisers create dynamic campaigns without choosing a specific ad space. Instead, advertisers select a set of parameters for the subscribers that the advertiser wants to target and the delivery channel used for the campaign (such as SMS, MMS, Video, Mobile Web banners, etc). Ad space owners create dynamic ad spaces by also selecting parameters that relate to the ad space.

For example, an ad space owner with an application that delivers the latest Formula 1 race results may associate an "autosports" parameter with ad space available in SMS alerts).In this example, an advertiser may create a dynamic campaign and select the autosports tag and SMS channel. During campaign execution, Marketing and Advertising will dynamically match the advertiser's ad content with the ad space owner's ad space. If there are additional ad space owners that have also applied the autosports tag, their ad spaces may also be selected by Marketing and Advertising for use in the advertiser's campaign.

Subscriber SPI Enhancement and Category Management

Marketing and Advertising now supports multiple concurrent active subscriber SPI implementations which you can use to extract subscriber information from external data sources. Marketing and Advertising correlates subscriber information from multiple sources for use in the subscriber schema. You can user information from external data sources to configure categories in the subscriber schema. These categories are used by ad space owners and advertisers to better target subscribers in campaigns based on demographic information, behavior, and interests.

Click-Through Tracking

Marketing and Advertising supports the tracking of subscriber responses to ads as a premium campaign feature. When a subscriber responds to an ad by clicking a link included in a banner ad, the response is tracked by Marketing and Advertising. Statistical information is available to users of Marketing and Advertising to help determine the effectiveness and response rate of campaigns.

Mobile Web Banner Ads

Marketing and Advertising now supports mobile Web advertising based on Mobile Marketing Association Mobile Advertising Guidelines. Advertisements can now be included in the mobile Web pages as static or clickable banner advertisements. Marketing and Advertising supports ad content in multiple formats, including Mobile Web Banner Ads, WAP 1.0 Banner Ads, and Text Tagline ads.

Marketing and Advertising retrieves external ad content to publish based on an XHTML or HTML code snippet, which is provided during ad content creation by the ad space owner. When a subscriber requests a mobile Web page, an HTTP request is sent to the publisher site to request the content and to Marketing and Advertising to display the ad to the subscriber. Marketing and Advertising manages the retrieval and display of mobile Web ads in the context of a campaign.

Ad Server API

Marketing and Advertising has a powerful ad engine that fetches and matches ads for campaigns. Marketing and Advertising now exposes an Ad Server API with which an external application can directly send an ad request, optionally pass the context and retrieve a relevant ad. The Ad Server API supports ad requests for all channels (such as Messaging, web, and Video/STB).

Subscriber Management - Frequency Capping

Marketing and Advertising now provides frequency capping functionality. Network owner users can control the frequency of ads sent to the subscriber. Marketing and Advertising also provides the ability to send ads based on subscriber opt-in preferences.

Globalization

New globalization features are now available in Marketing and Advertising. These features include time zone support and the ability to configure number formatting and currency display options for different international locales.

Known Problems

The following sections provide details on the known issues with this release:

- Stop Campaign Notification Problem
- The Domain Configuration Wizard Cannot Configure Oracle RAC Multi-Instance
- Parameter Missing in the Create Category Configuration
- AutoApproved Parameter Returned for Network Providers
- AppReportStatistics Parameter in Web Service
- Advertiser Column Scroll Bar Not Shown in MMS Ad Portfolio
- Inconsistent Behavior When Selecting a Bid to Edit
- All Query Pages Leave Search Filters Affecting Operations and Queries

Stop Campaign Notification Problem

If no reason is provided in the stop campaign pop-up window reason text field when a campaign is stopped, users associated with the campaign will receive a notification stating that the reason the campaign was stopped is "{4}". This value indicates that no reason was provided when the campaign was stopped.

Workaround

There is no workaround.

The Domain Configuration Wizard Cannot Configure Oracle RAC Multi-Instance

During domain configuration for a Marketing and Advertising Multi-Instance domain, you cannot use the wizard to successfully perform Oracle RAC database configuration successfully in the wizard.

Workaround

Use the non-RAC Oracle database script as an Oracle RAC script to configure a single RAC instance.

Parameter Missing in the Create Category Configuration

In the **campaignManager** WSDL file, the createCategory operation is missing a parameter which is used to associate a new category with a subscriber information column.

Workaround

Use the Marketing and Advertising Web client to create the category, which will ensure that all required parameters are available.

AutoApproved Parameter Returned for Network Providers

When using the AccountManager Web service listOrganizations operation for the network provider organization, Marketing and Advertising returns a reply containing the "autoApproved" parameter.

Workaround

There is no workaround. Network providers do not have this parameter and the parameter should be ignored.

AppReportStatistics Parameter in Web Service

In the Web service **ConnectionConfigurationManager** WSDL file, the return message data structures for the createBulkMessagingCc and createMsgServiceCc operations contain the appReportStatistics parameter in the ccFeatures element. This parameter has no function for these operations.

Workaround

There is no workaround. The appReportStatistics parameter can be ignored.

Advertiser Column Scroll Bar Not Shown in MMS Ad Portfolio

When an advertiser user navigates to an MMS ad portfolio that contains an overflow of content that is unable to be displayed in the window, no scroll bar is available to view all of the MMS ad content.

Workaround

A refresh button is provided after you are in the MMS ad content window. Click the refresh button to enable a scroll bar.

Inconsistent Behavior When Selecting a Bid to Edit

When advertisers select a bid to edit from a list of active bids in the Web client, Marketing and Advertising should display an editor with the selected bid's information. On rare occasion, Marketing and Advertising may instead display the first bid in the advertiser's list for editing instead of the bid you selected.

Workaround

Return to the advertiser's campaigns view in the Web client and reselect the desired bid for editing.

All Query Pages Leave Search Filters Affecting Operations and Queries

In the Marketing and Advertising Web client, filters are retained from previous searches. As a result, you may be unable to locate entities if they have been filtered out from a previous search.

Workaround

Set selection filters to **ALL** before performing a new search See the online help in the Marketing and Advertising for more information.

Documentation Updates

The following changes have been made to the documentation for release 5.1.0.0:

- Redundant information in individual user guides has been consolidated into the *Oracle Communications Marketing and Advertising Concepts Guide*.

- Online Help has been enhanced to provide more user relevant information to users within the application.

- Accessibility has been improved in the documentation.

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