

## Siebel Marketing User Guide

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Siebel Marketing User Guide Siebel Innovation Pack 2014, Rev. A Contents 6 Associating Documents with Programs and Campaigns 121 Roadmap for Setting Up Campaigns 121 Creating Campaigns 122 Associating Offers and Segments with Campaigns 126 Allocating Segments, Segment Trees, and Lists to Offer Treatments 128

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Siebel Marketing User Guide > Designing Marketing Programs > Creating a Program When you create a new program, you specify an objective, a type (for example, Cross-sell or Win-back), a status (Planned, Active or Completed), a revenue goal, and a budget figure.

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Siebel MRM automates key processes, from planning to financial analysis, helping marketing users across the enterprise manage activities more effectively and optimize the use of marketing resources. Speed Resolution with Complete Information Access¶Enable agents to access and update complete customer, product, and service request information.

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Oracle Siebel Marketing Resource Management is used for planning, budgeting and expense management, and approvals while Oracle B2B Cross-Channel Marketing is used to execute campaigns.

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