

Sales Campaigns



KEY FEATURES

- Guided 3-step process
- Intuitive email editor
- Custom target lists
- Email templates

KEY BENEFITS

- Browse and select email templates from a grid or carousel view
- Save lists of target campaign recipients
- Select contacts from previous campaigns
- Design email using an intuitive email editor and familiar tools
- Select automated actions to campaign responses
- Easily convert campaign responses to leads
- Track campaign responses by contact on a lead

Oracle Sales Cloud makes it easy to design and manage sales campaigns with simple tools that empower sales reps to target their territory for cross-sales and up-sales or new initiatives. A guided process makes it easy to create sales campaigns, define target contact lists and personalize professional email templates using an intuitive email editor. Campaign responses are easy to track and convert to new leads using Oracle Sales Cloud's intuitive interface.

Easy-to-Create Campaigns

Select Contacts

Multiple options make it easy to quickly find and add the right contacts to campaigns.

- Save and use contact lists with multiple fields to accurately target the right people, such as contacts who are key decision makers.
- Select contacts from previous campaigns.
- Add contacts individually using a simple search tool

<input type="checkbox"/>	Contact Name	Account	Job Title	E-Mail
<input type="checkbox"/>	Adrian Edwards	Imaging Innovations Inc	Executive Director, Program M...	fap0595-Adrian.edwards@oracleleads.com
<input type="checkbox"/>	Albert Desilva	Imaging Innovations Inc	Senior Director, Research	fap0595-albert.desilva@oracleleads.com
<input type="checkbox"/>	Caleb Wood	Keystone Ventures Inc		fap0595-caleb.wood@oracleleads.com
<input type="checkbox"/>	Erica Hagler	Network Xpress Corp	Executive Director, Information...	demouserB2B@oracleleads.com
<input type="checkbox"/>	Hayden Rogers	Imaging Innovations Inc	Director, Software Engineering	fap0595-hayden.rogers@oracleleads.com
<input type="checkbox"/>	Hosea James Gonzales	Network Xpress Corp	Executive Director, Oversight a...	fap0595-hosea.gonzales@oracleleads.com
<input type="checkbox"/>	Jacob Peterson	Keystone Ventures Inc		fap0595-jacob.peterson@oracleleads.com
<input type="checkbox"/>	John Carter	Imaging Innovations Inc	Senior Director, Application Int...	fap0595-john.carter@oracleleads.com
<input type="checkbox"/>	Juan Parker	Imaging Innovations Inc	Executive Director, Application...	demouserB2B@oracleleads.com

Image 1: Add all or some contacts from a previous campaign.

Design Email

Sales reps can design polished and professional campaign emails using templates supplied by the marketing department.

ORACLE CUSTOMER EXPERIENCE: SALES CLOUD

- **Complete:** A comprehensive sales solution focused on driving performance and connecting business processes.
- **Innovative:** Productivity-driven apps offering deep customer insight with the flexibility to adapt and differentiate.
- **Proven:** Power global sales organizations and leverage recognized industry expertise for secure and scalable global operations.

RELATED PRODUCTS

- Oracle CPQ Cloud
- Oracle Marketing Cloud
- Oracle Service Cloud
- Oracle Commerce Cloud
- Oracle Incentive Compensation
- Oracle Social Network Cloud
- Oracle Transactional Business Intelligence Enterprise for CRM Cloud Service

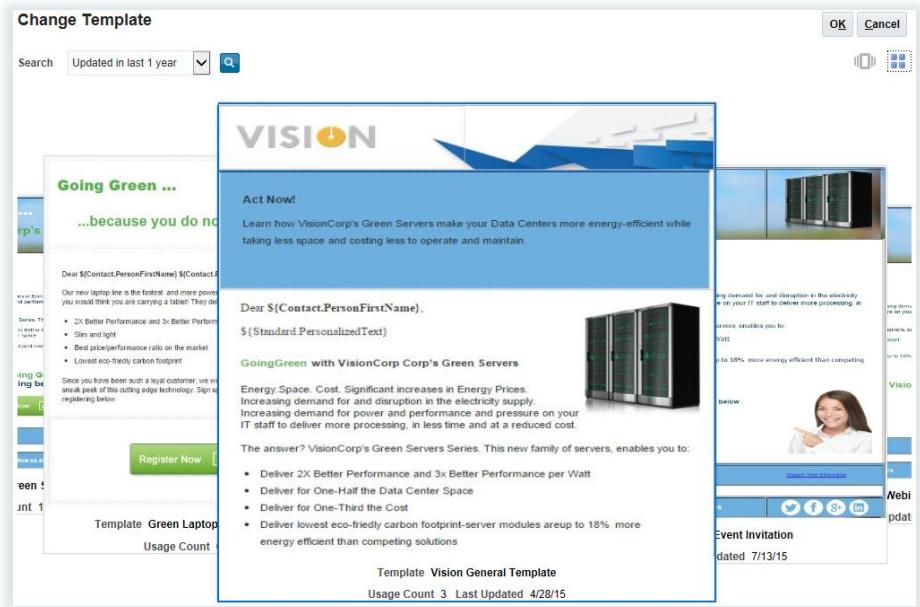


Image 2: Browse and select email templates from previews shown in carousel or grid views.

An intuitive email editor offers familiar tools that sales reps can use to edit and personalize email content.

- Use standard HTML or source code editing modes.
- Edit content directly or include special fields like name, job title or salutation.
- Add personalized text for all contacts, or just some contacts.
- Include response forms to allow contacts to forward the email, request call back or request more information.
- Preview and send test email to verify email content.

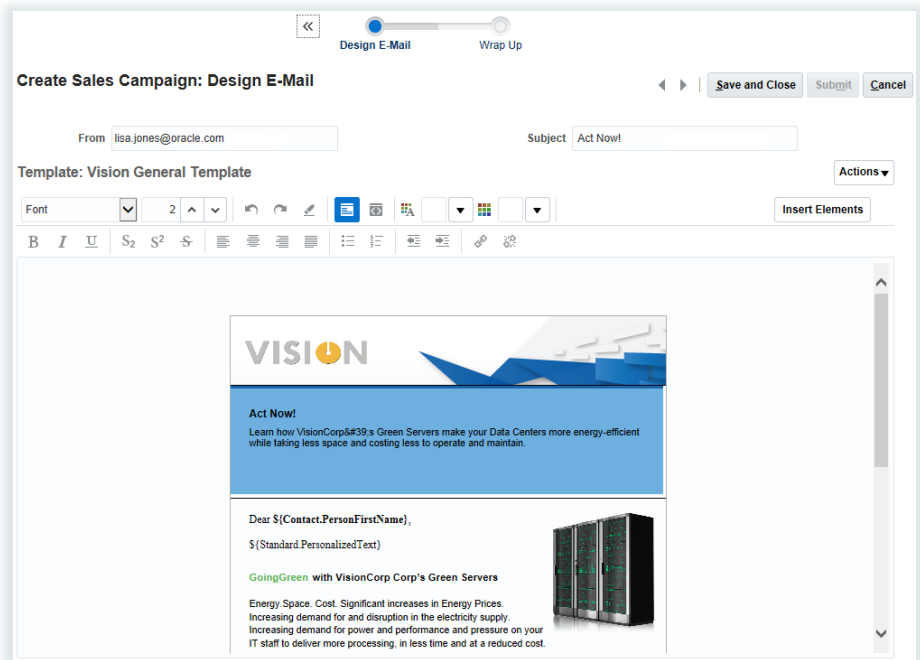


Image 3: The Design Email Step offers familiar email editing tools.

Choose Options

The final step in the process of creating campaigns offers the ability to choose campaign options and specify details.

- Update the campaign name and description.
- Select follow-up actions for customer responses.
- Specify the campaign launch date.
- Launch the campaign with one click.

The screenshot shows the 'Edit Sales Campaign' interface for a campaign named 'Up-Sell of Green Servers'. The interface includes a progress bar at the top with 'Design E-Mail' and 'Wrap Up' steps. The 'Wrap Up' step is currently active. The main content area is titled 'Edit Sales Campaign: Up-Sell o...: Wrap Up' and contains three sections: 'Campaign Details', 'My Follow-Up Actions', and 'Launch Date'. In the 'Campaign Details' section, the 'Name' field is 'Up-Sell of Green Servers' and the 'Description' is 'Share latest analyst report on our products'. The 'My Follow-Up Actions' section has a table with columns for 'Customer Responses' and 'Actions'. The 'Launch Date' section has radio buttons for 'Immediately' (selected) and 'Later'.

Customer Responses	Actions
Requested More Information	Create call back task
Forward To Friend	Receive e-mail notification
Request Call Back	Create call back task

Image 4: The Wrap Up step offers campaign options.

Completed Campaigns

Track the progress and performance of completed campaigns. A graphical view provides a quick summary of the campaign and response status.

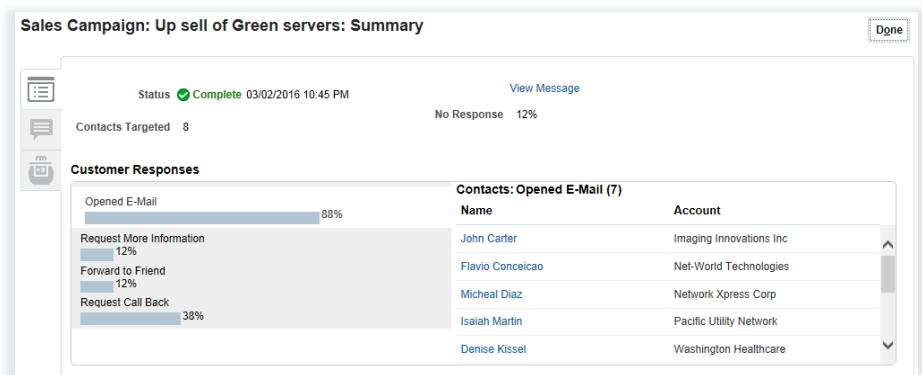


Image 5: Track customer responses and follow up with contacts.

Sales reps can view campaign responses and convert the responses to new leads with the click of a button. New leads are then routed to the right sales reps. While working the lead, sales reps can see the response from which the lead originated and can see all other campaign responses from the contact record.







Image 6: The Convert to New Lead button makes it easy to create leads from responses.



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