

# ORACLE CRM ON DEMAND – EMAIL MARKETING

## ORACLE<sup>®</sup> CRM ON DEMAND

THE WORLD'S MOST  
COMPREHENSIVE CRM ON  
DEMAND SOLUTION

- Easy to use
- Fast to deploy
- Powerful analytics
- Built-in contact center
- Prebuilt industry solutions
- Embedded marketing, sales and service best practices

*Oracle CRM On Demand Email Marketing extends the marketing automation capabilities of Oracle CRM On Demand and enables marketing professionals to easily create and manage comprehensive, professional email campaigns.*

### Get Professional Results Quickly and Easily

Email Marketing provides organizations a powerful, integrated tool for creating professional-quality email campaigns based on customer information in Oracle CRM On Demand. Marketing professionals are guided through the process of creating rich HTML and text emails. They also have access to powerful conditional messaging capabilities for precise personalization and can track delivery and responses. All this can be done without relying on third-party vendors or tools.

### Integrated with Oracle CRM On Demand Campaigns

Email Marketing is seamlessly integrated with Oracle CRM On Demand's Campaign Management functionality, enabling marketing professionals to automatically include recipients from a campaign, schedule delivery, and use advanced market segmentation tools to create lists based on customer data. Additionally, recipient opt-in preferences are automatically referenced in campaigns and contacts to ensure targeted delivery. The result is simple, flexible, and targeted email marketing programs that reach only those recipients you specify.

### Personalized HTML Emails

With Email Marketing, marketing professionals can easily create high-impact, highly-personalized messages. A simple wizard enables users to merge fields and conditionally present content based on virtually any combination of customer data from Oracle CRM On Demand. Oracle CRM On Demand also centrally stores templates, documents and images further reducing any dependency on IT organizations to host and maintain them on corporate web resources.

### Automatic Delivery and Response Tracking

Email Marketing includes powerful delivery and response capabilities that enable marketing professionals to easily measure, optimize, and analyze program effectiveness. Each opened email, click-through, bounce, and opt-in is automatically captured to provide accurate delivery and response status. Additionally, program dashboards and reports enable marketing professionals to view and assess campaign effectiveness to further refine program tactics. And Oracle's dedicated deliverability team ensures that your email inbox hit rates are always optimized.

## BENEFITS FOR ORACLE CRM ON DEMAND CUSTOMERS

DEPLOY STRATEGIC CRM SOLUTIONS

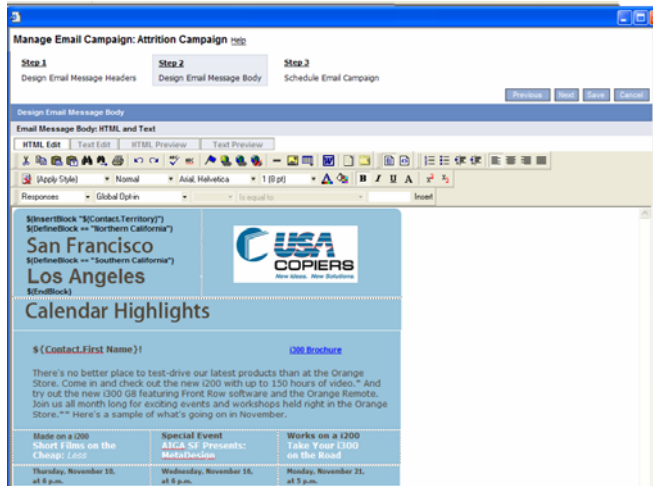
CONFIGURABLE BY BUSINESS USERS

INDUSTRY-SPECIFIC EDITIONS SIGNIFICANTLY REDUCE TIME TO VALUE AND LOWER COST

PROVEN CRM LEADERSHIP ENSURES CUSTOMER SUCCESS

CUSTOMERS CAN LEVERAGE THESE KEY FEATURES

- Rich text and HTML emails
- Personalized emails
- Delivery tracking and response
- Content hosting
- Integrated with Oracle CRM On Demand campaigns



The Email Marketing embedded HTML and text editor

### The Email Marketing Solution of Choice

Only Oracle CRM On Demand Email Marketing includes the proven campaign management integration, two-tier lead management, and lead tracking best practices of Oracle CRM On Demand. No other vendor can provide such comprehensive capabilities from a single source. And Oracle CRM On Demand Email Marketing's unified architecture eliminates the need for third-party tools and integration – providing marketing professionals with a single, trusted vendor.

### The Oracle CRM On Demand Advantage

Comprehensive, integrated CRM. Proven business results. More than 14 years in experience in delivering CRM globally. Oracle CRM On Demand is the industry-leading On Demand CRM solution that is re-inventing the way business targets, acquires, and keeps more customers.

For more information on how Oracle CRM On Demand Email Marketing can make your marketing programs easy and efficient, call 1-866-906-7878 or visit [www.crmondemand.com](http://www.crmondemand.com).

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