Advertising (Capability)

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1. Role Definition

Relations



Oversee the use and assess the coverage and impact of advertising campaigns. Direct advertising campaign execution to maximize business impact. Oversee advertising campaign design and development activity.

2. Example of Use



Business development reviews market research to determine levels of awareness for selected bank products and initiates an advertising campaign to raise awareness

3. Executive Summary



Develop the plan for and oversee advertising campaign activity, including budget and resource management

4. Key Features



Track market/competitor activity

Assess customer segment performance

Assess coverage of advertising campaigns

Direct the development of advertising campaigns

Direct the execution of advertising campaigns

Documentation



Properties

Registration

Status

Registered



Property	Value
Service Doma	ain
API BIAN Portal	Advertising API (https://app.swaggerhub.com/apis/BIAN-3/Advertising/12.0.0)
Core Business Object	Advertising Campaign Management Plan (object_25.html?object=30184)
Individual	advertisingCampaignManagementPlanAccumulators
Analytics	advertisingCampaignManagementPlanActivityAnalysis advertisingCampaignManagementPlanPerformanceAnalysis
	advertisingCampaignManagementPlanTrends&Events
Portfolio	advertisingCampaignManagementPlanPortfolioActivityAnalysis
Analytics	advertisingCampaignManagementPlanPortfolioMake-UpAnalysis
	advertisingCampaignManagementPlanPortfolioPerformanceAnalysis
Scenarios	
	Develop Advertising Campaign (views/view_55317.html)
	Analyse Competitor Activity (views/view_54711.html)
Service Role	Develop the plan for and oversee advertizing campaign activity, including budget and resource management

Stereotypes

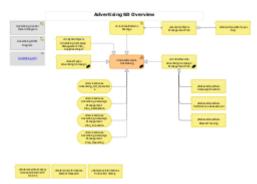
stereotype

ServiceDomain

Appears on



(views/view_51585.html)



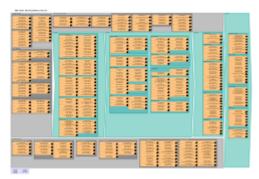
Advertising SD Overview

(views/view_51891.html)



BIAN Service Landscape V12.0 Matrix Vi...

(views/view_51705.html)



BIAN Service Landscape V12.0 Value Ch...

Relations



aggregated by

Marketing (object_25.html?object=130117) Wave 3 (object_25.html?object=153743)

Marketing And Development (object_25.html?object=171926)

is equal to

Advertising (object_37.html?object=37300)

is part of

Marketing (object_25.html?object=130117)

realized by	Advertising Campaign Management Plan_ Analytics Object (object_25.html?object=111343)
	Advertising_SD_Operations (object_19.html?object=212271)
	Advertising Campaign Management Plan_Instantiation (object_18.html?object=212284)
	Advertising Campaign Management Plan_Invocation (object_18.html?object=212288)
	Advertising Campaign Management Plan_Reporting (object_18.html?object=212294)
	Advertising_SD_Service Group (object_19.html?object=240177)
	Rq BQ Request manual intervention in the market tracking (object_12.html?object=28817)
	Up CR Update details of the advertising campaign management plan (object_12.html?
	object=29028)
	Up BQ Update details of a advertising campaign portfolio assessment (object_12.html?
	object=29460)
	Up BQ Update details of the market tracking activity (object_12.html?object=29632)
	Re BQ Retrieve details about the market tracking activity (object_12.html?object=30106)
	Up BQ Update the advertising campaign design and execution schedules (object_13.html?
	object=30606)
	Rq CR Request manual intervention in the campaign plan (object_13.html?object=31612)
	Advertising Campaign (object_23.html?object=33309)
	Ex BQ Execute an automated task for the tracking activity (object_12.html?object=33472)
	Re CR Retrieve details about the advertising campaign management plan (object_14.html?
	object=35030)
	Rq BQ Request manual intervention to the schedules (object_14.html?object=37396)
	Ex BQ Execute an automated action for a performance assessment (object_15.html?
	object=38908)
	Rq BQ Request manual intervention to a performance assessment (object_15.html?
	object=39041)
	Cr BQ Create a performance assessment of the advertising campaign portfolio
	(object_15.html?object=41500) Gr CR Obtain a permission grant against the plan (object_15.html?object=43036)
	Re BQ Retrieve details about advertising campaign design and execution direction and
	scheduling activities (object_16.html?object=45426)
	Cr BQ Create advertising campaign direction schedules (e.g. create the schedules for design
	or execution activity) (object_16.html?object=46679)
	Advertising Campaign Management Plan (object_24.html?object=47100)
	Re BQ Retrieve details about advertising campaign performance assessment activity
	(object_17.html?object=48238)
	Cr CR Create and invoke the advertising campaign management plan (object_17.html?
	object=48663)
	Manage (object_28.html?object=58116)
serves	Campaign Management (object_6.html?object=130345)
triggered by	Business Development (object_20.html?object=32900)

triggers

Market Research (object_21.html?object=34938)