

# Prospect Campaign Management (Capability)

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- 1. Role Definition
- 2. Example of Use
- 3. Executive Summary
- 4. Key Features

Documentation

Properties

Appears on

Relations

## 1. Role Definition

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Oversee the use and assess the coverage and impact of external/prospect campaigns. Direct prospect campaign execution resources to maximize business impact and in response to any identified market opportunities and threats. Oversee campaign design and development activity.

## 2. Example of Use

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Prospect Campaign Management identifies competitor activity that is targeting an untapped market segment. Campaign design is initiated to develop a competitive acquisition campaign to address the threat

## 3. Executive Summary

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Assess the coverage and impact of external/prospect campaigns and redirect campaign development and execution activity accordingly

4. Key Features

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- Track market/competitor activity
- Assess customer segment performance/opportunities
- Assess coverage of prospect campaigns
- Direct the development of prospect campaigns
- Direct the execution of prospect campaigns

Documentation

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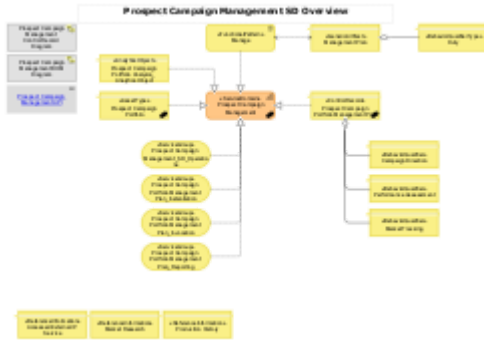
Properties

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Property	Value
Service Domain	
API BIAN Portal	Prospect Campaign Management API ( <a href="https://app.swaggerhub.com/apis/BIAN-3/ProspectCampaignManagement/12.0.0">https://app.swaggerhub.com/apis/BIAN-3/ProspectCampaignManagement/12.0.0</a> )
Core Business Object	 Prospect Campaign ( <a href="#">object_26.html?object=40891</a> )
Scenarios	 Execute External Campaign ( <a href="#">views/view_55170.html</a> )
	 Analyse External Campaign Portfolio Performance ( <a href="#">views/view_55338.html</a> )
	 Review Branch Location Performance ( <a href="#">views/view_55272.html</a> )
	 Develop External Campaign ( <a href="#">views/view_54948.html</a> )
BIAN Life Cycle	
Registration Status	Registered
Stereotypes	
stereotype	ServiceDomain

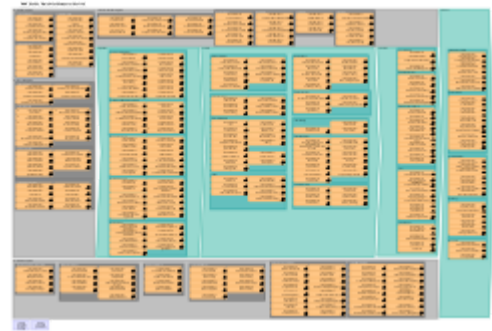
Appears on

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Prospect Campaign Management SD Ov...

(views/view\_51891.html)



BIAN Service Landscape V12.0 Value Ch...

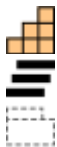


BIAN Service Landscape V12.0 Matrix Vi...

## Relations



aggregated  
by



Marketing (object\_25.html?object=130117)

Wave 3 (object\_25.html?object=153743)

Marketing And Development (object\_25.html?object=171926)

gets input  
from



Business Unit Management (object\_21.html?object=30964)

Business Development (object\_20.html?object=32900)




























is equal to



Prospect Campaign Management (object\_36.html?object=32463)

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realized by

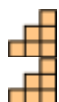
-  Prospect Campaign Portfolio Analysis\_ Analytics Object (object\_25.html?object=111105)
-  Prospect Campaign Portfolio Management Plan\_Instantiation (object\_19.html?object=217696)
-  Prospect Campaign Portfolio Management Plan\_Reporting (object\_19.html?object=217699)
-  Prospect Campaign Management\_SD\_Operations (object\_19.html?object=217720)
-  Prospect Campaign Portfolio Management Plan\_Invocation (object\_19.html?object=217724)
-  Prospect Campaign Management\_SD\_Service Group (object\_19.html?object=239869)
-  Rq BQ Request manual intervention in the market tracking (object\_12.html?object=28817)
-  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)
-  Re CR Retrieve details about the prospect campaign portfolio management plan (object\_13.html?object=30612)
-  Rq CR Request manual intervention in the campaign plan (object\_13.html?object=31612)
-  Cr BQ Create a performance assessment of the customer campaign portfolio (object\_13.html?object=32636)
-  Up BQ Update the prospect campaign design and execution schedules (object\_12.html?object=32995)
-  Ex BQ Execute an automated task for the tracking activity (object\_12.html?object=33472)
-  Cr CR Create and invoke the prospect campaign portfolio management plan (object\_14.html?object=35117)
-  Re BQ Retrieve details about prospect campaign performance assessment activity (object\_14.html?object=35216)
-  Re BQ Retrieve details about the campaign design and execution direction and scheduling activity (object\_14.html?object=36673)
-  Cr BQ Create prospect campaign direction schedules (object\_14.html?object=36724)
-  Rq BQ Request manual intervention to the schedules (object\_14.html?object=37396)
-  Up BQ Update details of a prospect campaign portfolio assessment (object\_15.html?object=38481)
-  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)
-  Prospect Campaign Portfolio Management Plan (object\_24.html?object=39633)
-  Gr CR Obtain a permission grant against the plan (object\_15.html?object=43036)
-  Prospect Campaign Portfolio (object\_24.html?object=47106)
-  Up BQ Update details of the customer campaign portfolio management plan (object\_17.html?object=47809)
-  Manage (object\_28.html?object=58116)

sends output  
to

-  Prospect Campaign Design (object\_22.html?object=39556)
-

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serves

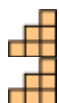


Campaign Management (object\_6.html?object=130345)

Campaign Performance Management (object\_6.html?object=131090)

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triggered by

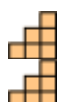


Business Development (object\_20.html?object=32900)

Branch Network Management (object\_23.html?object=48774)

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triggers



Prospect Campaign Design (object\_22.html?object=39556)

Prospect Campaign Execution (object\_22.html?object=47050)

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