Prospect Campaign Design (Capability)

1. Role Definition

This Service Domain designs and refines prospect campaigns (or integrates designs from external campaign specialists). Prospect campaigns target new customer acquisition and are typically proactive (involving prospect targeting, contact and solicitation). Version numbering is used to track the impact of changes made to campaigns over their usage.

2. Example of Use

A prospect acquisition campaign is updated to provide amended/improved pricing terms that can be offered to targeted prospects poor take-up rate has been detected for the campaign

3. Executive Summary

Design and refine prospect campaign specifications based on their impact

4. Key Features

Define the target profile/impact of a campaign

Specify a prospect campaign

Track the impact of a campaign

Refine/reconfigure a campaign

Documentation

Properties

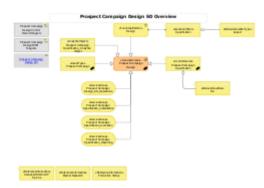| Property	Value
Service Domain	
API BIAN Portal	Prospect Campaign Design API (https://app.swaggerhub.com/apis/BIAN-3/ProspectCampaignDesign/12.0.0)
Core Business Object	Prospect Campaign (object_26.html?object=40891)
Individual Analytics	prospectCampaignSpecificationAccumulators prospectCampaignSpecificationActivityAnalysis prospectCampaignSpecificationPerformanceAnalysis prospectCampaignSpecificationTrends&Events
Portfolio Analytics	prospectCampaignSpecificationPortfolioActivityAnalysis prospectCampaignSpecificationPortfolioMake-UpAnalysis prospectCampaignSpecificationPortfolioPerformanceAnalysis
Scenarios	Execute External Campaign (views/view_55170.html) Analyse External Campaign Portfolio Performance (views/view_55338.html) Develop External Campaign (views/view_54948.html)
Service Role	Design and refine prospect campaign specifications based on their impact
BIAN Life Cycle	
Registration Status	Registered
Stereotypes	

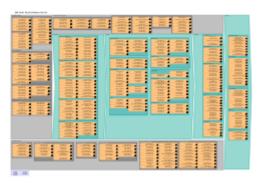| stereotype	
	ServiceDomain

Appears on ⌃

(views/view_51405.html)

Prospect Campaign Design SD Overview

(views/view_51705.html)

BIAN Service Landscape V12.0 Value Ch…

(views/view_51891.html)

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	Prospect Campaign Management (object_21.html?object=32462)
	Business Development (object_20.html?object=32900)
is equal to	Prospect Campaign Design (object_37.html?object=39557)

is part of	Marketing (object_25.html?object=130117)
realized by	Prospect Campaign Specification_ Analytics Object (object_25.html?object=111253)
	Prospect Campaign Specification_Reporting (object_18.html?object=218074)
	Prospect Campaign Design_SD_Operations (object_19.html?object=218082)
	Prospect Campaign Specification_Invocation (object_18.html?object=218092)
	Prospect Campaign Specification_Instantiation (object_18.html?object=218100)
	Prospect Campaign Design_SD_Service Group (object_19.html?object=239387)
	Up Cr Update details of a prospect campaign specification or usage record (object_13.html?object=30847)
	Co Cr Control the use of a prospect campaign specification (object_13.html?object=33969)
	Prospect Campaign (object_24.html?object=34096)
	Re CR Retrieve details about a prospect campaign specification (object_14.html?object=35677)
	Ec CR Accept, reject, etc. a prospect campaign specification (object_14.html?object=35824)
	Ca CR Capture impact feedback against a prospect campaign specification (object_15.html?object=39489)
	Prospect Campaign Specification (object_24.html?object=41261)
	Rq CR Request manual intervention with a prospect campaign specification (object_12.html?object=42565)
	Ex CR Execute an automated action for a prospect campaign specification (object_15.html?object=43030)
	Cr CR Create or register an imported prospect campaign design (object_17.html?object=47562)
	Design (object_28.html?object=58118)
sends output to	Competitor Analysis (object_20.html?object=33057)
	Interactive Help (object_21.html?object=34001)
	Market Analysis (object_21.html?object=36136)
serves	Campaign Management (object_6.html?object=130345)
	Campaign Design (object_6.html?object=131538)
triggered by	Prospect Campaign Management (object_21.html?object=32462)
	Business Development (object_20.html?object=32900)
	Prospect Campaign Execution (object_22.html?object=47050)
triggers	Market Research (object_21.html?object=34938)