Customer Campaign Management (Capability)

1. Role Definition

Oversee the use and assess the coverage and impact of internal/customer campaigns. Direct customer 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

Customer Campaign Management identifies competitor activity that poses a threat to existing customers. Campaign design is initiated to develop a retention campaign to address the threat

3. Executive Summary

Assess the coverage and impact of internal/customer campaigns and redirect campaign development and execution activity accordingly

4. Key Features ⌃

Track market/competitor activity

Assess customer segment performance

Assess coverage of customer campaigns

Direct the development of customer campaigns

Direct the execution of customer campaigns

Documentation ⌃

Properties ⌃

Property	Value
Service Domain	
API BIAN Portal	Customer Campaign Management API (https://app.swaggerhub.com/apis/BIAN-3/CustomerCampaignManagement/12.0.0)
Core Business Object	🟨 Customer Campaign (object_25.html?object=31474)
Individual Analytics	customerCampaignPortfolioManagementPlanAccumulators customerCampaignPortfolioManagementPlanActivityAnalysis customerCampaignPortfolioManagementPlanPerformanceAnalysis customerCampaignPortfolioManagementPlanTrends&Events
Portfolio Analytics	customerCampaignPortfolioManagementPlanPortfolioActivityAnalysis customerCampaignPortfolioManagementPlanPortfolioMake-UpAnalysis customerCampaignPortfolioManagementPlanPortfolioPerformanceAnalysis
Scenarios	🗂 Process Internal Upsell Campaign (views/view_55064.html) 🗂 Execute Internal Campaign (views/view_55350.html) 🗂 Perform Internal Campaign Development (views/view_55520.html) 🗂 Analyse Internal Campaign Portfolio Performance (views/view_54672.html)
Service Role	Assess the coverage and impact of internal/ customer campaigns and redirect campaign development and execution activity accordingly
BIAN Life Cycle	

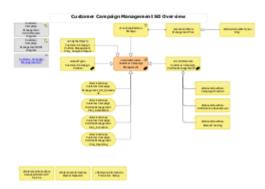|	
Registration Status	Registered

Stereotypes

stereotype	
	ServiceDomain

Appears on ⌃

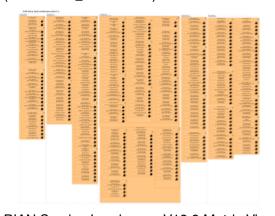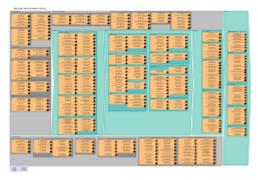(views/view_51327.html)

Customer Campaign Management SD O…

(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	Business Unit Management (object_21.html?object=30964)
	Business Development (object_20.html?object=32900)
	Lead and Opportunity Management (object_22.html?object=45446)
	Customer Campaign Design (object_22.html?object=47269)
is equal to	Customer Campaign Management (object_38.html?object=46175)
is part of	Marketing (object_25.html?object=130117)

realized by	▤ Customer Campaign Portfolio Management Plan_ Analytics Object (object_25.html?object=111219)
	⬭ Customer Campaign Portfolio Management Plan_Reporting (object_18.html?object=217748)
	⬭ Customer Campaign Portfolio Management Plan_Invocation (object_18.html?object=217755)
	⬭ Customer Campaign Management_SD_Operations (object_18.html?object=217778)
	⬭ Customer Campaign Portfolio Management Plan_Instantiation (object_18.html?object=217780)
	⬭ Customer Campaign Management_SD_Service Group (object_18.html?object=238414)
	⬭ Rq BQ Request manual intervention in the market tracking (object_12.html?object=28817)
	⬭ Cr CR Create and invoke the customer campaign portfolio management plan (object_12.html?object=29505)
	⬭ 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)
	⬭ Rq CR Request manual intervention in the campaign plan (object_13.html?object=31612)
	⬭ Up BQ Update details of a customer campaign portfolio assessment (object_13.html?object=32415)
	⬭ Cr BQ Create a performance assessment of the customer campaign portfolio (object_13.html?object=32636)
	⬭ Ex BQ Execute an automated task for the tracking activity (object_12.html?object=33472)
	⬭ Re BQ Retrieve details about the campaign design and execution direction and scheduling activity (object_14.html?object=36673)
	▤ Customer Campaign Portfolio (object_24.html?object=36991)
	⬭ 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)
	⬭ Gr CR Obtain a permission grant against the plan (object_15.html?object=43036)
	⬭ Cr BQ Create customer campaign direction schedules (object_16.html?object=43531)
	⬭ Re BQ Retrieve details about customer campaign performance assessment activity (object_16.html?object=43832)
	⬭ Re CR Retrieve details about the customer campaign portfolio management plan (object_16.html?object=45329)
	▤ Customer Campaign Portfolio Management Plan (object_24.html?object=45752)
	⬭ Up BQ Update details of the customer campaign portfolio management plan (object_17.html?object=47809)
	⬭ Up BQ Update the customer campaign design and execution schedules (object_17.html?object=48657)
	◧ Manage (object_28.html?object=58116)

sends output to	Customer Campaign Execution (object_22.html?object=40236)
	Lead and Opportunity Management (object_22.html?object=45446)
	Customer Campaign Design (object_22.html?object=47269)
serves	Campaign Management (object_6.html?object=130345)
	Campaign Performance Management (object_6.html?object=131090)
triggered by	Business Development (object_20.html?object=32900)
triggers	Customer Campaign Execution (object_22.html?object=40236)
	Customer Campaign Design (object_22.html?object=47269)