

# Prospect Campaign Execution (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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Handle the deployment, execution and on-going refinement of a prospect campaign. This includes many types of proactive prospect acquisition campaigns. The campaign execution process performs the initial selection and confirmation/validation of candidate lists and includes providing critical feedback on the impact of the campaign to the design unit to support re-calibration and refinement of the specification based on practical experience

## 2. Example of Use

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A bank implements a targeted take-one mailshot acquisition campaign to attract additional customers

## 3. Executive Summary

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Execute a prospect campaign (version) and track and respond to impact

4. Key Features

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- Candidate prospect selection/identification (list development)
- Prospect interaction and response capture
- Campaign performance analysis and feedback

Documentation

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Properties

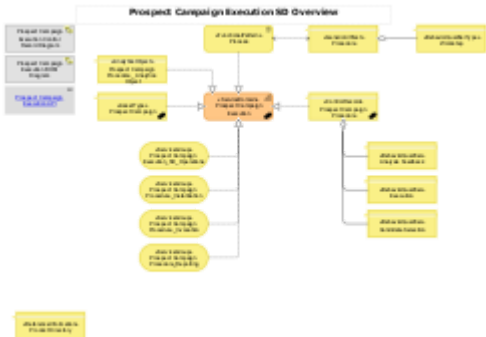
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Property	Value
Service Domain	
API BIAN Portal	Prospect Campaign Execution API ( <a href="https://app.swaggerhub.com/apis/BIAN-3/ProspectCampaignExecution/12.0.0">https://app.swaggerhub.com/apis/BIAN-3/ProspectCampaignExecution/12.0.0</a> )
Core Business Object	 Prospect Campaign ( <a href="#">object_26.html?object=40891</a> )
Individual Analytics	prospectCampaignProcedureAccumulators prospectCampaignProcedureActivityAnalysis prospectCampaignProcedurePerformanceAnalysis prospectCampaignProcedureTrends&Events
Portfolio Analytics	prospectCampaignProcedurePortfolioActivityAnalysis prospectCampaignProcedurePortfolioMake-UpAnalysis prospectCampaignProcedurePortfolioPerformanceAnalysis
Scenarios	 Execute External Campaign ( <a href="#">views/view_55170.html</a> )
Service Role	Execute a prospect campaign (version) and track and respond to impact
BIAN Life Cycle	
Registration Status	Registered
Stereotypes	
stereotype	ServiceDomain

Appears on

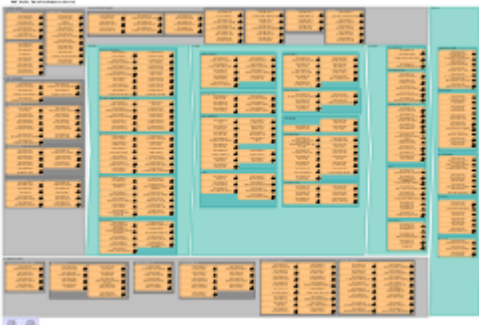
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(views/view\_51531.html)



Prospect Campaign Execution SD Overv...

(views/view\_51705.html)



BIAN Service Landscape V12.0 Value Ch...

(views/view\_51891.html)

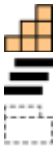


BIAN Service Landscape V12.0 Matrix Vi...

Relations

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aggregated  
by



- Sales (object\_25.html?object=130075)
- Wave 3 (object\_25.html?object=153743)
- Sales (object\_25.html?object=172051)

is equal to



Prospect Campaign Execution (object\_38.html?object=47051)




























is part of



Sales (object\_25.html?object=130075)


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realized by

-  Prospect Campaign Procedure\_Analytics Object (object\_25.html?object=111345)
-  Prospect Campaign Procedure\_Invocation (object\_18.html?object=210578)
-  Prospect Campaign Execution\_SD\_Operations (object\_19.html?object=210592)
-  Prospect Campaign Procedure\_Instantiation (object\_18.html?object=210599)
-  Prospect Campaign Procedure\_Reporting (object\_18.html?object=210603)
-  Prospect Campaign Execution\_SD\_Service Group (object\_19.html?object=240632)
-  Re BQ Retrieve details about a campaign candidate list (object\_12.html?object=29310)
-  In BQ Initiate campaign execution analysis (object\_12.html?object=29635)
-  Re BQ Request manual intervention in campaign analysis (object\_13.html?object=31325)
-  Up BQ Update details of a campaign execution task (object\_13.html?object=32759)
-  Re BQ Retrieve details about a campaign execution task (object\_13.html?object=32832)
-  Co CR Control the execution of a prospect campaign (object\_12.html?object=33324)
-  Ec BQ Accept, reject, etc a candidate list entry (object\_12.html?object=33564)
-  Prospect Campaign (object\_24.html?object=34096)
-  Up BQ Update details of campaign execution activity/performance analysis (object\_14.html?object=34547)
-  Re BQ Retrieve details about prospect campaign analysis activity (object\_14.html?object=35027)
-  Prospect Campaign Procedure (object\_24.html?object=36839)
-  In BQ Initiate a campaign execution task (object\_14.html?object=37078)
-  Re CR Retrieve details about an active prospect campaign (object\_14.html?object=37314)
-  Up BQ Update a campaign candidate list (object\_15.html?object=38493)
-  Rq CR Request manual intervention in a campaign (object\_15.html?object=41527)
-  In CR Initiate prospect campaign processing (object\_16.html?object=44185)
-  Rq BQ Request manual intervention in a campaign execution task (object\_16.html?object=46744)
-  Ex CR Execute an automated action against an active prospect campaign (object\_17.html?object=47858)
-  Up CR Update details of an active prospect campaign (object\_17.html?object=48318)
-  Ec CR Accept, reject, etc. a prospect campaign procedure (object\_17.html?object=48531)
-  Process (object\_28.html?object=58066)



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serves

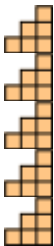
-  Campaign Management (object\_6.html?object=130345)

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triggered by

-  Prospect Campaign Management (object\_21.html?object=32462)
  -  Prospect Campaign Execution (object\_22.html?object=47050)
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triggers		Party Lifecycle Management (object_20.html?object=29780)
		Correspondence (object_20.html?object=32927)
		Market Analysis (object_21.html?object=36136)
		Prospect Campaign Design (object_22.html?object=39556)
		Prospect Campaign Execution (object_22.html?object=47050)

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