
PeopleSoft Marketing Reports

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CHAPTER 1

PeopleSoft Marketing Reports

This appendix provides an overview of PeopleSoft Marketing reports.

Note. For samples of these reports, see the Portable Document Format (PDF) files published on CD-ROM with the documentation.

See Also

Enterprise PeopleTools 8.50 PeopleBook: PeopleSoft Process Scheduler

Enterprise PeopleTools 8.50 PeopleBook: Using PeopleSoft Applications

PeopleSoft Marketing Reports: A to Z

The following PeopleSoft Marketing reports are delivered predefined with the system:

Report ID and Report Name	Description	Navigation	Run Control Page
RAC1000 Campaign Effectiveness	Use this report to view and evaluate leads generated by marketing campaigns over a specified period.	Marketing, Operational Reports, Campaign Effectiveness	RUN_RAC1000
RAC1001 Activity Effectiveness	Use this report to view and evaluate leads generated by marketing campaign activities.	Marketing, Operational Reports, Activity Effectiveness	RUN_RAC1001
RAC1002 Campaign and Activity Effectiveness	Combined Campaign and Activity effectiveness report.	Marketing, Operational Reports, Campaign and Activity Effectiveness	RUN_RAC1002
RAC1003 Campaign Count by Score	This report is a frequency report displaying percentage, number of people scripted and the score of the script by Campaign / Activity.	Marketing, Operational Reports, Campaign Count by Score	RUN_RAC1003

Report ID and Report Name	Description	Navigation	Run Control Page
RAC2000 Task Management	This report shows all the Tasks irrespective of whether they are Campaign Tasks or Content Tasks. Using the report parameters you may obtain a list of Tasks a) for a particular Campaign b) for a Particular Content c) All Campaign and Content Tasks	Marketing, Operational Reports, Task Management	RUN_RA2000
RAC7000 Campaign ROI (return on investment)	This report compares the actual revenue generated by a particular activity over its actual cost. A negative ROI indicates costs exceed revenues. The report is grouped by Rollup Campaigns, Campaigns.	Marketing, Operational Reports, Campaign ROI	RUN_RA7000
RAC8000 Campaign Expense	This report shows the forecast and actual costs incurred for each campaign activity. The Variance column indicates the deviation of actual over forecast cost. (negative variance indicates you have spent more than forecasted) This report is grouped by Campaign within Rollup Campaign.	Marketing, Operational Reports, Campaign Expense	RUN_RA8000
RAC9000 Content Management	This report audiences all defined content and audiences quantity and status of each item. The report is grouped by Parent Content.	Marketing, Operational Reports, Content Management	RUN_RA9000
RAC9001 Campaign-Content Management	This report audiences all defined content for a particular campaign activity. The report is grouped by Campaign and Parent Content.	Marketing, Operational Reports, Campaign Content Management	RUN_RA9001
RAC10000 Campaign Management	This report shows audiences all campaigns and activities under a Rollup Campaign.	Marketing, Operational Reports, Campaign Management	RUN_RA1000
RUN_RCOM01 Campaign Counts	This report shows all counts for a telesales campaign.	TeleSales, Reports, Campaign Counts Report	RUN_RCOM01
RUN_RCOM02 Team Counts	This report shows all counts for a telesales team.	TeleSales, Reports, Team Counts Report	RUN_RCOM02

Report Samples



Report ID: RAC1000

PeopleSoft
Campaign Effectiveness Report

Page No. 1
Run Date: 04/05/2004
Run Time: 6:39:18 PM

From Date: 4/1/2000 Thru Date: 04/30/2004

Business Unit: US200

Campaign Status: Executing

<u>Campaign</u>	<u>Lead Status</u>	<u>Count</u>	<u>Status %</u>
Gavin's Test	New	1	100.00%

<u>Campaign</u>	<u>Lead Status</u>	<u>Count</u>	<u>Status %</u>
Gavin All activities	New	47	100.00%

Total Leads for Business Unit: US200 48



Report ID: RAC10000

PeopleSoft

Page No. 1

Run Date: 5/27/2004

Run Time: 6:02:33 PM

Campaign Management Report

Report Parameters:

Business Unit : US200 Campaign ID : % Start Date : 5/1/2000 End Date : 5/31/2004

Campaign / Activity Name

Start Date End Date Status

Business Unit : US200

Roll Up Campaign :

Appliances Commercial Campaign

Television Commercial

Telemarketing Wave

09/23/2002 09/23/2003 New

09/23/2002 09/23/2003

09/23/2002 09/23/2003

Telemarketing - Freezer Campaign

Telemarketing - Direct Sell

Telemarketing - Indirect Sell

Telemarketing - Quality Retail Outlets

Telemarketing - Send Freezer Information

10/01/2002 10/01/2003 Executing

10/01/2002 10/01/2003

10/01/2002 10/01/2003

10/01/2002 10/01/2003

10/01/2002 10/01/2003



From Date: 4/1/2000 Thru Date: 4/30/2004

Business Unit US200
Activity Status Executing

<u>Activity Name</u>	<u>Campaign Name</u>	<u>Lead Status</u>	<u>Count</u>	<u>Status %</u>
Gavin's Test Activity 1	Gavin's Test	New	1	2.08%
Sales	Gavin All activities	New	47	97.92%
Total :			48	
Total Leads For Business Unit			48.00	



From Date 4/1/2000 Thru Date 4/30/2004

Business Unit US200

Gavin's Test

Gavin's Test Activity 1

Lead Status

Lead Count

New

1

Campaign Total:

1

Gavin All activities

Sales

Lead Status

Lead Count

New

47

Campaign Total:

47

Total Leads for Business Unit

US200

48



Business Unit	Campaign ID	Activity ID
US200	%	%

<u>Activity Name</u>	<u>List Count</u>	<u>Score</u>	<u>Total People</u>	<u>Percent of List</u>
Telemarketing - Direct Sell	9	0.00	9	100.00
Telemarketing - Quality Retail Outlets	7	0.00	7	100.00



Report ID: RAC2000

PeopleSoft
Task Management Report

Page No. 1
Run Date: 5/27/2004
Run Time: 6:12:34 PM

Business Unit	Campaign ID	Content ID	Task Start Date	Task End Date
US200	%	%	5/1/2000	5/31/2004

<u>Task Name</u>	<u>Status</u>	<u>Start Date</u>	<u>End Date</u>	<u>Priority</u>	<u>% Complete</u>
Have Offer Letter created	Over Due	6/5/2001	6/12/2001	High	
Order the Web Page Creation	Over Due	6/1/2001	6/29/2001	High	
MMA - create letter	Over Due	6/5/2001	6/29/2001	High	
Write Press Release	Over Due	6/1/2001	6/5/2001	High	



Report ID: RAC7000

PeopleSoft

Page No. 1

Run Date: 5/27/2004
Run Time: 6:13:48 PM

ROI Report

Business Unit	Campaign ID	Activity ID	Campaign Start Date	Campaign End Date
US200	%	%	5/1/2000	5/31/2004

	<u>Actual Cost</u>	<u>Actual Revenue</u>	<u>ROI</u>
Roll Up :			
Appliances Commercial Campaign			
Television Commercial	18,500.00	0.00	-1.00
Telemarketing Wave	20,000.00	0.00	-1.00
Telemarketing - Freezer Campaign			
Telemarketing - Direct Sell	0.00	0.00	0.00
Telemarketing - Indirect Sell	0.00	0.00	0.00
Telemarketing - Quality Retail Outlets	0.00	0.00	0.00
Telemarketing - Send Freezer Information	0.00	0.00	0.00



Report ID: RAC8000

PeopleSoft

Campaign Expense Report

Page No. 1
Run Date: 5/27/2004
Run Time: 6:07:38 PM

Business Unit	Campaign ID	Activity ID	Campaign Start Date	Campaign End Date
US200	CMP0300002	%	5/1/2000	5/31/2004

Roll Up Campaign

Telemarketing - Freezer Campaign

	Planned Cost	Actual Cost	Variance
Telemarketing - Send Free	260,000.00	0.00	0.00
Telemarketing - Send Free	260,000.00	0.00	0.00
Telemarketing - Send Free	2,060,000.00	0.00	0.00
Telemarketing - Send Free	260,000.00	0.00	0.00
2,840,000.00	0.00	0.00	
2,840,000.00	0.00	0.00	
Grand Total:	2,840,000.00	0.00	0.00



<u>Content ID</u>	<u>Content Name</u>	<u>Available Qty</u>	<u>Status</u>
Parent Content :			
CON0000101	Sample Content 1	2500	In Review
CON0000102	Sample Content 2	0	Completed
CON0000103	MMA Content 1	1000	Completed
CON0250003	Get on The Fast Track Campaign	0	New
CON0250007	Get Mobile!	0	Completed
CON0250008	Mobile Commuter Coffee Cup	2500	New
CON0250009	Customer Survey Postcard	5000	New
CON0250010	Full Page Ad	0	New
CON0250011	Partner Newsletter - Q2	500	Completed
CON0250012	Joint Newsweek Ad	0	Completed
CON0300001	Direct Sell Freezer	0	Completed
CON0300001	Get behind the wheel!	0	Completed
CON0300001	Plan Your Life	0	New
CON0300001	We Got You Covered On the Road	0	New
CON0300002	Your Business is our Business	0	New
CON0300002	Covering your business needs.	0	New
CON0300002	A Guide to Planning Your Life!	60000	Completed
CON0300002	Quality Retail Freezer Sites	0	Completed
CON0300003	Get behind the wheel!	1000	New
CON0300003	Health Care Coverage	0	New
CON0300004	Saving Money is No Accident!	0	New
CON0300005	Customer Survey Postcard	0	New
CON0300006	Roth IRA Ad	0	Completed
CON0300007	24x7: Online Banking	0	New
CON0300008	Partner Upgrade Brochure	575	New
CON0300009	Monthly partner newsletter	0	New
CON0300010	Welcome GBI Partners! - web	0	New
CON0300011	Email Partner Welcome Package	0	New
CON0300012	Start the Year with a Plan!	0	New
ENG0250007	Surge Protection Brochure	2000	Completed
ENG0250008	What's Happening?	7000	New
ENG0250009	Home Audit Informational CD	1500	New
HT00030	Increase Your Router Memory.	0	Completed
HTC00101	Extend the Network-Lower Cost	1000	Completed
HTC00102	Routers for Every Need	5000	Completed
HTC00103	Business Week Router Full Page	0	Re-Work
HTC00104	Don't Let Your Memory Fail You	0	Completed
HTC00105	Don't Let Your Memory Fail You	0	Completed
HTC00106	GBI Briefing Guide	0	In Review
HTC00107	We've Got a Solution!	0	New
HTC00108	2003 Annual Partner Update	500	Completed
HTC00109	Home Networking Mailer	10000	Completed



<u>Content ID</u>	<u>Content Name</u>	<u>Available Qty</u>	<u>Status</u>
HTC00110	PC Magazine Home Networking Ad	1	New
INS01	New Auto Policy Safety Kit	1000	Completed
INS02	Econimzar dinheiro-naoacidente	10000	New
INS03	Opcoes do seguro de automoveis	12000	New
INS04	Car Insurance Options	50000	Completed
INS05	Autoversicherungsoptionen	10000	New
INS06	Saving Money is No Accident!	10000	New
MFG0001502	Customer Survey Postcard	9800	Completed
MFG0300001	Refrigerators for every style	5000	New
MFG0300004	Sectionals: Meeting Your Needs	100000	Completed
MFG0300005	What's Happening!	1500	New
PCN000000000101	Brownfield Fact Sheet	0	New
PS0004	Are you ready for summer?	18000	Planning
PS001	Your Freezer - Your World	100000	Completed
PS002	Efficient Storage Solutions	2000	Completed
PS003	Hey! Have you heard?	20000	New
PS005	Seu Refrigerator - Seu Mundo	500	Planning
PS006	Solucoes Eficientes Do Armazen	500	Re-Work
PS008	Total Appliance Solutions	40000	Completed
SCT000000000101	Literature for Des Plates	600000	Completed
TCC000000000601	DSL Quick Start Brochure	200	New
TCC0000002	DSL - Your Way	10000	Completed
TCC0000003	DSL - Seu Mundo	500	New

Parent Content : CON0000103**MMA Content 1**

CON0000104	MMA Content - TV AD Press Rel	0	In Review
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Parent Content : CON0250003**Get on The Fast Track Campaign**

CON0250001	Fast Track Direct Mail	10000	Completed
CON0250002	Fast Track Ad	1	New



Report ID: RAC9001

PeopleSoft
Campaign's Content Management Report

Page No. 1
Run Date: 5/27/2004
Run Time: 6:04:50 PM

Business Unit: US200 Campaign ID: % Start Date: 5/1/2000 End Date: 5/31/2004

<u>Activity ID</u>	<u>Content ID</u>	<u>Content Name</u>	<u>Available Qty</u>	<u>Status</u>
Campaign : CMP0300001	Start Date : 9/23/2002	End Date : 9/23/2003		

Parent Content

WVE0300002	CON0000101	Sample Content 1	2500	In Review
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Parent Content CON0000103 MMA Content 1

WVE0300001	CON0000104	MMA Content - TV AD Press Rel	0	In Review
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Campaign : CMP0300002	Start Date : 10/1/2002	End Date : 10/1/2003		
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Parent Content

WVE0300003	CON0300001	Direct Sell Freezer	0	Completed
WVE0300004	CON0300001	Direct Sell Freezer	0	Completed
WVE0300005	CON0300002	Quality Retail Freezer Sites	0	Completed
WVE0300006	CON0300001	Direct Sell Freezer	0	Completed