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PeopleSoft Enterprise CRM 9 Marketing Applications Reports

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PeopleSoft Enterprise CRM 9 Marketing Applications 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.

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
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

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Report ID and Report Name	Description	Navigation	Run Control Page
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 telemarketing campaign.	Telemarketing, Reports, Campaign Counts Report	RUN_RCOM01
RUN_RCOM02 Team Counts	This report shows all counts for a telemarketing team.	Telemarketing, Reports, Team Counts Report	RUN_RCOM02

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CHAPTER 2

Report Samples

This chapter provides report samples.

For the online samples of these reports, see the PDF files that are published on CD-ROM with your online documentation.

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

Business Unit: **US200**

Campaign Status: ***Executing***

Campaign	Lead Status	Count	Status %
Gavin's Test			
	New	1	100.00%

Campaign	Lead Status	Count	Status %
Gavin All activities			
	New	47	100.00%

Total Leads for Business Unit: **US200** **48**

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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	**09/23/2002**	**09/23/2003**	**New**
Television Commercial	09/23/2002	09/23/2003	
Telemarketing Wave	09/23/2002	09/23/2003	
Telemarketing - Freezer Campaign	**10/01/2002**	**10/01/2003**	**Executing**
Telemarketing - Direct Sell	10/01/2002	10/01/2003	
Telemarketing - Indirect Sell	10/01/2002	10/01/2003	
Telemarketing - Quality Retail Outlets	10/01/2002	10/01/2003	
Telemarketing - Send Freezer Information	10/01/2002	10/01/2003	

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

Business Unit US200

Activity Status Executing

Activity Name	Campaign Name	Lead Status	Count	Status %
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**	

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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**

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Business Unit	Campaign ID	Activity ID
US200	%	%

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

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

Task Name	Status	Start Date	End Date	Priority	% Complete
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	

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

	Actual Cost	Actual Revenue	ROI
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

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

	Planned Cost	Actual Cost	Variance
Roll Up Campaign			
Telemarketing - Freezer Campaign			
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**

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Parent Content :

Content ID	Content Name	Avaliable Qty	Status
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

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Content ID	Content Name	Avaliable Qty	Status
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	6000000	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

Parent Content : CON0250003 Get on The Fast Track Campaign

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

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

Activity ID	Content ID	Content Name	Avaliable Qty	Status
Campaign : **CMP0300001**	**Start Date :** **9/23/2002**	**End Date :** **9/23/2003**		
Parent Content				
WVE0300002	CON0000101	Sample Content 1	2500	In Review
Parent Content	**CON0000103**	**MMA Content 1**		
WVE0300001	CON0000104	MMA Content - TV AD Press Rel	0	In Review
Campaign : **CMP0300002**	**Start Date :** **10/1/2002**	**End Date :** **10/1/2003**		
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

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