

## CRM Online Marketing Terminology

**Purpose:** The purpose of this document is to describe common terms used with CRM Online Marketing.

Term	Definition
<b>Online Marketing</b>	<b>Online Marketing</b> is the use of dialog to deliver online content to defined audiences. PeopleSoft <b>Online Marketing</b> provides the flexibility to reach customers through a variety of outbound channels and then manage responses across any channel.
<b>Audience</b>	The <b>audience</b> is the group that is being targeted by the dialog. The <b>audience</b> may be external (contacts are not currently known) or internal (contacts currently reside in the CRM database).
<b>Broadcast Email</b>	A <b>Broadcast Email</b> is used to send out bulk emails based on an audience or multiple audiences. <b>Broadcast Email</b> can only be reached from a Date/Time Trigger.
<b>Business Unit</b>	A <b>Business Unit</b> is a particular entity defined in Online Marketing. Dialogs are set up for specific <b>Business Units</b> . Currently at UNI, the only <b>Business Unit</b> used is <i>UNICS</i> .
<b>Dialog Framework</b>	The <b>dialog framework</b> allows you to define the initial attributes of the dialog (its name, description, purpose, and who will have access to it).
<b>Dialog Flow</b>	The <b>dialog flow</b> is the graphic display of the elements defining the actions that Online Marketing will perform automatically once the dialog is deployed. The <b>dialog</b> controls the sequence of events that occur in the online campaign.
<b>Documents</b>	<p><b>Email documents</b> and <b>web documents</b> may be used in a dialog flow:</p> <ul style="list-style-type: none"> <li>• An <b>email document</b> is essentially an email message that is used during a dialog. You can broadcast <b>email documents</b> to large groups, send follow-up messages to individual respondents, or notify dialog administrators or other internal employees of specific event.</li> <li>• <b>Web documents</b> are individual web pages that can form a standalone web site, or be added to your corporate web site for the duration of the dialog.</li> </ul>
<b>Web Template</b>	Any HTML document may be used as an Online Marketing <b>web template</b> . <b>Web templates</b> should be limited to a maximum size of 1 MB and should be saved in UTF-8 encoding format.
<b>External Event Trigger</b>	<p><b>External Event Triggers</b> are used to allow an external system to trigger a dialog. The External Event Trigger represents:</p> <ul style="list-style-type: none"> <li>• A URL that can access a Landing or Standalone Page if connected directly to one of those page types.</li> <li>• A URL that can trigger the sending of email to an individual if connected to Single Email.</li> <li>• Multiple URLs if connected to a Web Link Promotion.</li> </ul>