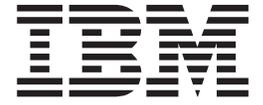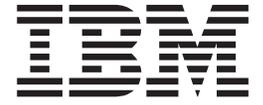IBM WebSphere Commerce

IBM

Marketing: Online Help Files
Version 5.4

Version 5.4

IBM WebSphere Commerce

Marketing: Online Help Files Version 5.4

Version 5.4

> **Note!**
>
> Before using this information and the product it supports, be sure to read the general information in the Notices section.

Contents

Chapter 1. WebSphere Commerce Accelerator

The WebSphere Commerce Accelerator allows you to maintain your online stores by completing various store operations for both B2C and B2B stores. Once you log on, and select a store to work with, the system detects whether your store is a B2C or B2B store. Depending on the type of store you have selected, menus specific to B2C or B2B display. When referring to the online help, use the instructions corresponding to the type of store you have. Information that relates to a B2C store is denoted by a ▷ B2C icon, and information for B2B stores is denoted by a ▷ B2B icon.

If you are authorized to work with multiple stores, when you log on to the WebSphere Commerce Accelerator, you select the store and language with which you want to work. If you are authorized to work with a single store, the store name is pre-selected during logon, and if the store supports more than one language, you select the language with which you want to work. Moreover, if you are assigned a role with fulfillment duties, you can also choose the fulfillment center associated with the store when you log on. At any time, if you wish to change your store, language, or fulfillment center selection, click the icon, found in the upper left corner to display the selection dialog. To access the WebSphere Commerce Accelerator home page, click the **Home**.

Tasks that you are authorized to perform in your role are displayed on the WebSphere Commerce Accelerator home page menus. These tasks are based on user roles and authority levels, which are defined by the Site Administrator by using the Administration Console. The following table outlines the available menus, who has access to the menus, and what tasks can be performed using the menus:

Menu Name	User Group	Tasks
Store	• Product Manager • Marketing Manager • ▷ B2C Operations Manager ▷ B2B Logistics Manager • Category Manager • ▷ B2B Sales Manager • ▷ B2B Account Representative • Seller	• Manage business intelligence reports • Manage operational reports • Manage fulfillment centers • Manage reason codes

Menu Name	User Group	Tasks
Marketing	• **B2B** Product Manager • Marketing Manager • **B2B** Sales Manager • **B2B** Account Representative • Seller	Manage customer profiles: • List customer profiles • Create, change, delete, and duplicate customer profiles • View a summary of each profile Manage campaigns: • List campaigns • Create, change, and delete campaigns • Publish campaigns • List campaign initiatives Manage campaign initiatives: • Create, change, and delete campaign initiatives • Publish campaigns • View campaign initiative statistics • Create, change, and remove campaign initiative conditions Manage e-Marketing spots

Menu Name	User Group	Tasks
B2C Merchandise **B2B** Products	• **B2B** Product Manager • Category Manager • **B2B** Sales Manager • **B2B** Account Representative • **B2B** Seller	Manage merchandise: • Find and list products • Change product details • Find and list categories • Find and list expected inventory records • Find and list product vendors Manage auctions: • Find and list auctions • Create, change, and retract auctions • Close the bidding for auctions • List and withdraw bids for customers • Manage discussion forums, such as creating and responding to discussion messages, and making messages public • Create and delete discussion messages • Respond to discussion messages • Make discussion messages public • List bid control rules • Create, change, and delete bid rules • List auction styles • Create, change, and delete auction styles Manage discounts: • List discounts • Create and delete discounts • View a summary of each discount • Activate and deactivate discounts View Product Advisor statistics: • Product Exploration • Product Comparison • Sales Assistant

Menu Name	User Group	Tasks
B2C Operations	• Customer Service Representative • Customer Service Supervisor • Pick Packer • Receiver • Returns Administrator • Marketing Manager • Operations Manager • Category Manager • Seller	Manage customer information: • Find and create customers • **B2C** Change customer registration information • Reset customer logon passwords Manage customer orders: • Find and list orders • Place, change, and cancel orders for customers • View a customer's order history • View a summary of each order • Split orders • Add comments to orders • Process payment • Access Payment Manager Manage returns: • Find and list returns. • Create and change returns • View a summary of each return • Add comments to returns Manage inventory and fulfillment: • List pick batches • List expected inventory records • Track inventory and shipments List and find auctions for a customer
B2B Sales	• Customer Service Representative • Customer Service Supervisor • Product Manager • Marketing Manager • Logistics Manager • Sales Manager • Account Representative • Category Manager • Seller	Manger general sales information: • List and find accounts • List and find RFQs (requests for quotes) Manage customer information: • Find and list customers • Change customer registration information, including passwords Manage customer orders: • Find and list orders • Place, change, and cancel orders for customers • View a customer's order history • View a summary of each order • Split orders • Add comments to orders • Process payment • Access Payment Manager List and find auctions for a customer

Menu Name	User Group	Tasks
B2B Logistics	• Pick Packer • Receiver • Returns Administrator • Logistics Manager • Seller	Manage inventory and fulfillment: • Find and create returns • List pick batches • List expected inventory records • Track inventory and shipments

WebSphere Commerce Accelerator user interface

The WebSphere Commerce Accelerator interface consists of several notebooks, wizards, dialogs, and lists to help you complete your tasks. A help link is included in the upper right corner to launch help for each page.

Notebooks and wizards consist of a series of pages. A notebook opens when you change existing information in the WebSphere Commerce system, such as a customer profile, or a product price. To navigate a notebook, use the links on the left side. Click **OK** to close the notebook. You can use one or more pages in a notebook, and you do not have to progress sequentially. As you progress through a wizard, the left side dynamically refreshes to indicate where you are in the creation process.

A wizard launches when you create new information, such as a new customer order, or a new product campaign. To navigate a wizard, use the **Next** and **Previous** buttons, and click **Finish** when you have completed the pages. Unlike a notebook, you must progress through a wizard sequentially.

Dialogs are single pages that allow you to input information to complete a task. For example, a search dialog contains search criteria fields. Provide the appropriate information and click **Find**. Search results display as a list. You can perform the following tasks with a list:

- To work with a particular list item, do one of the following:
  - Select the check box next to the item and click one of the buttons on the page.
  - Select the item from the first column in the list to change information (such as the details of an existing discount) or view a summary (such as the details of a customer order).
- To select all the items in the search results list, select the check box icon at the top left of the list.
- To sort the list by column, click the ▼ icon beside the appropriate column heading. The list sorts by this column in ascending order.
- To navigate through a long list, click **First**, **Last**, **Next**, or **Previous**. Alternatively, to go directly to a specific page, type the page number in the **Page Number** field, and clock **Go**. The top of the list always indicates the page you are on, and the total number of pages.

The WebSphere Commerce Accelerator also tracks the history of the notebooks, wizards, dialogs, and lists you have visited as you complete a task. The history displays in the upper right of the WebSphere Commerce Accelerator. To return to an earlier point in the task, click the corresponding link in the history. When you select a menu option or click an action button in the WebSphere Commerce Accelerator, a progress indicator displays. Once the action is complete, the history is updated with the appropriate page name.

The history displays up to six items. The **Home**, **Logout**, and current page links always display in the trail, but the items in between may be progressively removed and replaced by ellipses to accommodate the history display area.

When you use a notebook, click the links on the left side to switch between each page. To save your changes and close the notebook, click **OK** from any page. When you use a wizard, click **Next** to progress through the pages. To save your changes and close the wizard, click **Finish** from the last page. If youdo not want to save the information, click **Cancel** for either a notebook or a wizard. If you navigate using the history and have not saved your information, a warning message displays to indicate that the information will be lost.

Once you have completed your WebSphere Commerce Accelerator tasks, you should log out of the WebSphere Commerce Accelerator so that the session expires, rather than simply closing the browser. To log out, click **Logout** from the WebSphere Commerce Accelerator history. When you log out, your SSL cookie is dropped and you no longer have secure access to the WebSphere Commerce Accelerator. This is especially important if the WebSphere Commerce Accelerator will be used by multiple users on a single machine with different authorities since logging out prevents unauthorized access.

Opening the WebSphere Commerce Accelerator

To open the WebSphere Commerce Accelerator, do the following:

1. Ensure that you are using a machine with Microsoft Internet Explorer 5.5 or above installed (The recommended browser version is 5.5). You cannot display the WebSphere Commerce Accelerator on earlier version of Internet Explorer or other browsers.
2. Ensure that the WebSphere Commerce instance is started. You can start the instance using the WebSphere Application Server Administrator's Console.
3. The WebSphere Commerce Accelerator supports the default Internet Explorer browser settings. If you have altered your settings, or to verify your settings, select the **Tools** menu, then **Internet Options**. The Internet Options dialog opens. Ensure that the following settings are configured:
   - Set fonts as follows:
     a. From the **General** tab, click **Fonts**. The **Fonts** dialog opens.
     b. From the **Language script** drop-down list, select **Latin based**.
     c. From the **Web page font** drop-down list, select **Times New Roman**.
     d. From the **Plain text font** drop-down list, select **Courier New**.
     e. Click **OK**. Other fonts and font sizes may affect the layout of the WebSphere Commerce Accelerator forms on your screen.
   - Enable caching as follows:
     a. From the **General** tab, under **Temporary Internet files**, click **Settings**. The **Settings** dialog opens.
     b. Under **Check for newer versions of stored pages**, select **Automatically**.
     c. Ensure that the amount of disk space to use for caching is set to a value greater than zero.
     d. Click **OK**.
4. For optimal results, make the following computer setting adjustments:
   - Set your screen resolution to at least 800 x 600 pixels; 1024 x 768 pixels is recommended.
   - Set your monitor's color palette to 256 or more colors.

- Set your Windows desktop display font size to small fonts.

> Windows

From a Windows machine, to work with your computer settings, click **Start**, **Control Panel**, **Display**, then the **Settings** tab and do the following:
- In the **Desktop Area** box, ensure that the screen resolution at least 800 x 600 pixels; 1024 x 768 pixels is recommended.
- From the **Color Palette** drop-down list, select 256 or more colors.
- From the **Font Size** drop-down list, select **Small fonts**.

5. Maximize your browser window.
6. Start the WebSphere Commerce Accelerator by doing one of the following:

   - > Windows On the machine where WebSphere Commerce is installed, click **Start**, **Programs**, **IBM WebSphere Commerce**, then **WebSphere Commerce Accelerator**.

   - > Windows   > AIX   > Solaris On the machine where WebSphere Commerce is installed, or on a client machine on the same network as the WebSphere Commerce machine, access the following Web address in your browser:
     `https://host_name:8000/accelerator`
     where *host_name* is the fully qualified HTTP host name of your WebSphere Commerce Server.

7. Log onto the WebSphere Commerce Accelerator as follows:

   a. From the Logon page, type your WebSphere Commerce Accelerator logon user name and password.

   b. Initially, the user name and password are both set to `wcsadmin`. If this is the first time you are logging onto the WebSphere Commerce Accelerator as the default ID and password of `wcsadmin`, the Change Password page displays, prompting you to change this password. Do the following:

      1) In the **Old Password** field, type your current WebSphere Commerce Accelerator logon password.
         > Windows   > AIX   > Solaris This field accepts up to 128 single byte alphanumeric characters.
         > 400 This field accepts up to 128 alphanumeric characters.

      2) In the **New Password** field, type a new logon password.
         > Windows   > AIX   > Solaris This field accepts up to 128 single byte alphanumeric characters.
         > 400 This field accepts up to 128 alphanumeric characters.

      3) In the **Password confirmation** field, re-type the password.

      4) Click **Change** to save the new password. The Select Store Information page displays.
         Note: If only one store, one language, and no fulfillment center is defined, then the Select Store Information page does display. You can go directly from the WebSphere Commerce Accelerator logon page to the home page, and you do not have to complete steps 7 c to f.

   c. From the **Name** drop-down list on the Select Store Information page, select the name of the store. If you are authorized to work with a single store, the store name is pre-selected.

   d. From the **Language** drop-down list, select the language in which you want to administer the store. If you are authorized to work with a single language, the language is pre-selected.

e. If you are assigned a role with fulfillment duties, from the **Fulfillment center** drop-down list, select the name of the fulfillment center associated with the store.

f. Click **OK**. The WebSphere Commerce Accelerator home page displays. Depending on your user role, one or more menus display.

Notes:

- Do not click the **Refresh** or **Back** buttons in the browser while using the WebSphere Commerce Accelerator. If you reload the window after you have entered some data, data will be lost.

- Once you have completed your WebSphere Commerce Accelerator tasks, you should log out of the WebSphere Commerce Accelerator so that the session expires, rather than simply closing the browser. To log out, click **Logout** from the history, which is displayed in the upper right of the WebSphere Commerce Accelerator. When you log out, your SSL cookie is dropped and you no longer have secure access to the WebSphere Commerce Accelerator. This is especially important if the WebSphere Commerce Accelerator will be used by multiple users on a single machine with different authorities since logging out prevents unauthorized access.

Changing a WebSphere Commerce Accelerator user's password

If you have the appropriate authority, you can change the WebSphere Commerce Accelerator logon password for a WebSphere Commerce Accelerator user or for yourself. To change a password, do the following:

1. Open the WebSphere Commerce Accelerator.

2. From the Logon page, select the **Change password** check box. The Change Password page displays.

3. In the **Old Password** field, type the current WebSphere Commerce Accelerator logon password.
   Windows ▶ AIX ▶ Solaris This field accepts up to 128 single byte alphanumeric characters.
   ▶ 400 This field accepts up to 128 alphanumeric characters.

4. In the **New Password** field, type a new logon password.
   Windows ▶ AIX ▶ Solaris This field accepts up to 128 single byte alphanumeric characters.
   ▶ 400 This field accepts up to 128 alphanumeric characters.

5. In the **Password confirmation** field, re-type the password.

6. Click **Change** to save the new password.

Chapter 2. Marketing and Merchandising Manager

The Marketing Manager communicates the market strategy and brand messages to the customers. This role monitors, analyzes, and understands customer behavior. In addition, the marketing manager creates or modifies customer profiles for targeted selling, and creates and manages campaigns and promotions. Campaign event planning can be handled by a team comprising the Merchant, Marketing Manager, and Merchandising Manager. Either the Marketing Manager or the Merchandising Manager projects the sales for a promotional event and analyzes its effectiveness.

The **Marketing** menu within the Commerce Suite Accelerator gives a Marketing Manager access to perform the following tasks:

* Create and maintain Customer Profiles
* Create and maintain Campaigns

In addition to having access to all of the Marketing Manager responsibilities, the Merchandising Manager needs to understand the marketing strategy and the way the store's customers shop. The Merchandising Manager determines the best way to display, price, and sell products in the online store. Furthermore, the Merchandising Manager traces customer purchases and determines discounts, auctions, and suggestive selling techniques. This role also supervises catalog administration, which includes creating and managing online product catalogs, associated pricing schemes, product categories, and product advising. This person is typically an expert on the product domain with a thorough understanding of the product line and the relationships between various products.

The **Merchandising** menu within the Commerce Suite Accelerator gives a Merchandising Manager access to perform the following tasks:

* Manage products, including emergency product updates
* Create and manage Auctions
* Create and manage Discounts

Customer profiles

A customer profile incorporates registration information, demographics, address information, customer culture, purchase history, and other miscellaneous attributes which define a dynamic group of customers or accounts. Customer profiles serve as targets for advertising, promotions, suggestive selling, and discounts. You must create customer profiles before creating campaigns.

Profiles are considered dynamic because customers belong to them based on their personal data, and purchase history, both of which may change. For example, you might create profiles based on a customer's registration status. If you create a profile that requires customers to be registered to qualify, an unregistered customer will be excluded. If that same customer registers at a later date, they would then become a member of that target profile, and would continue to be a member until the profile is deleted.

Customer profiles also support static criteria. You can explicitly include or exclude particular customers or accounts, which overrides any defined dynamic criteria. In

this way for example, you can include a customer in a profile that they would otherwise not match, or exclude an account from a profile that it would otherwise match.

Customer profiles are created and edited using the Customer Profile notebook in the WebSphere Commerce Accelerator.

Viewing a customer profile summary

To view a summary of a customer profile, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. From the **Marketing**menu, click **Customer Profiles**. The Customer Profiles page displays, containing the customer profiles currently defined for the selected store.
3. Select the check box to the left of the customer profile that you want to view. Click **Summary.**The Customer Profile Summary page displays, containing information about the selected customer profile.
   - If you want to change any of the information about the customer profile, click **Change**. This will launch the Customer Profile notebook.
   - If you want to delete the customer profile, click **Delete**. This will delete the profile and return to the Customer Profile page.
   - If you want to create a new profile by duplicating this profile, click **Duplicate**. This will launch the Customer Profile notebook with all of the data from the current profile.
4. Otherwise, when you are finished, click **OK**to return to the previous page.

Creating a new customer profile

To create a new customer profile, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. From the **Marketing**menu, click **Customer Profiles**. The Customer Profiles page displays, containing the customer profiles currently defined for the selected store.
3. Click **New**. The Customer Profile notebook displays.
4. Complete the fields for each page as required, and use the links on the left side to switch between pages. Help is available for each page if you require help using the fields.
5. Click **OK** to save the profile and close the notebook. The customer profile is displayed in the Customer Profile page.

Changing a customer profile

To change a customer profile, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. From the **Marketing** menu, click **Customer Profiles**. The Customer Profiles page displays, containing the customer profiles currently defined for the selected store.
3. Select the check box to the left of the customer profile that you want to change. Click **Change.**This will launch the Customer Profile notebook.

4. Update the fields for each page as required, and use the links on the left side to switch between pages. Help is available for each page if you require help using the fields.

5. Click **OK** to save the updated profile and close the notebook.

Duplicating a customer profile

To create a new profile by duplicating an existing profile, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.

2. From the **Marketing**menu, click **Customer Profiles**. The Customer Profiles page displays, containing the customer profiles currently defined for the selected store.

3. Select the check box to the left of the customer profile that you want to duplicate. Click **Duplicate.**This will launch the Customer Profile notebook with all of the data from the profile being duplicated.

4. Update the fields for each page as required, and use the links on the left side to switch between pages. Help is available for each page if you require help using the fields.

5. Click **OK** to save the updated profile and close the notebook. You will be prompted to supply a new name for this profile.

Deleting a customer profile

To delete a customer profile, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.

2. Select your store.

3. From the **Marketing**menu, click **Customer Profiles**. The Customer Profiles page displays, containing the customer profiles currently defined for the selected store.

4. Select the checkbox to the left of the customer profile that you want to delete.

5. Click **Delete**. The page should now display the updated list of customer profiles.

Note: Customer profiles that are currently associated with an active campaign initiative can not be deleted.

Campaigns

Campaigns serve to organize your marketing efforts. Campaigns are typically created by either a Marketing Manager, or by a Merchandising Manager. They are often associated with a certain set of objectives. For instance, a "Back to School" campaign may have an objective of increasing sales of children's clothes during the campaign.

Within WebSphere Commerce, campaigns contain any number of campaign initiatives, which define a condition. The campaign initiatives generate targeted content for the customers, when the defined condition is evaluated to be true. The result is that a campaign is the high-level marketing element that organizes the initiatives.

Campaigns are created using the Campaign wizard in the WebSphere Commerce Accelerator.

Creating a new campaign

To create a new campaign, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. From the **Marketing**menu, click **Campaigns**. The Campaigns list displays, containing the campaigns currently defined for the selected store.
3. Click **New**. The New Campaign wizard launches, enabling you to define your campaign.
4. Complete each page as required selecting the values appropriate for the campaign you want to create. Move through the pages of the wizard using the **Next** button. You can return to previous pages using the **Previous** button. Help is available for each page if you require help using the fields.
5. Click **Finish** to save the campaign. The campaign is displayed in the Campaigns list. You must create initiatives before this campaign can be used.

Changing a campaign

To change a campaign, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. From the **Marketing**menu, click **Campaigns**. The Campaigns list displays, containing the campaigns currently defined for the selected store.
3. Select the check box to the left of the campaign that you want to change.
4. Click **Change**. The Campaign notebook displays containing the information for the selected campaign.
5. Update each page as required selecting the values appropriate for the changed campaign. Move between pages using the navigation panel on the left side of the notebook. Help is available for each page if you require help using the fields.
6. Click **OK** to save the changed campaign.

Deleting a campaign

To delete a campaign, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. From the **Marketing**menu, click **Campaigns**. The Campaign list displays, containing the campaigns currently defined for the selected store.
3. Select the check box to the left of the campaign that you want to remove.
4. Click **Delete**. The campaign will be deleted from the Campaign list.

Campaign initiatives

Campaigns initiatives serve to generate your targeted marketing content. Campaign initiatives are typically created by either a Marketing Manager, or by a Merchandising Manager. They can be associated with a campaign that contains a collection of initiatives. As an example of this relationship, if an office supply store had a "Back to School" campaign, the initiatives would be responsible for lower-level actions, such as advertising a discount on pens, or suggesting lined paper to any customer who has registered and listed her occupation as a student.

Campaign initiatives are capable of displaying three types of dynamic content. The first content type is a suggestive selling initiative, the second is a collaborative

filtering-based recommendation, and the third is an awareness advertisement. Suggestive selling content is designed to provide rule-based product recommendations, targeted at a specific customer audience, based on a customer's profile, and other customers' behaviors. Initiatives displaying this type of content are intended to be used to create cross-sell and up-sell opportunities. In contrast, collaborative filtering-based recommendations are also intended to create product recommendations, but they use a different recommendation algorithm, which targets items based on customers' overall behavior, rather than predefined rules. Finally, awareness advertisements are designed to provide advertising content targeted at a specific customer audience, based on the same criteria as those used for suggestive selling, but they are intended to be used to increase a customer's awareness about activities at the online store, highlight special offers, and to increase brand awareness.

Initiatives can be incorporated into any page on the site. When the site is designed, special placeholders, called e-Marketing Spots, are placed on the site. When displayed to a customer, these placeholders are replaced by the specific targeted content. Target locations are assigned by scheduling initiatives to display in e-Marketing Spots in the desired locations.

Campaign initiatives contain a condition that determines when and to whom they are displayed. This condition is defined when the initiative is created and can be changed during the lifetime of the initiative to adjust the initiative's visibility and the displayed content.

Campaign initiatives generate statistics about their use. These statistics can be viewed using the WebSphere Commerce Accelerator by Merchants, Marketing Managers, and Merchandising Managers. The statistics illustrate an initiative's clickthrough rate for each e-Marketing Spot where it is implemented. These statistics provide feedback on the effectiveness of the initiative, as well as comparative success rates among the various locations in which it displays.

Campaign initiatives are created using the Campaign Initiative wizard in the WebSphere Commerce Accelerator.

Viewing a campaign's initiatives

To view the initiatives for a campaign, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. From the **Marketing**menu, click **Campaign Initiatives**. The Campaign Initiative List displays containing all of the initiatives defined for the store.

Creating new initiatives for a campaign

To create new initiatives for an existing campaign, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. From the **Marketing**menu, click **Campaign Initiatives**. The Campaign Initiatives list displays containing the initiatives for the selected campaign.
3. Click **New**. The Campaign Initiative wizard displays.
4. Select the type of initiative that you want to create. You can create either an awareness advertisement initiative, or a suggestive selling initiative. Click **OK** and the appropriate wizard appears, based on your selection.

5. Complete each page as required selecting the values appropriate for the campaign initiative you want to create. Help is available for each page if you require help using the fields.

6. Click **Finish** to save the new campaign initiative. The initiative is displayed in the Campaign Initiatives list.

Changing a campaign initiative

To change a campaign initiative, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.

2. From the **Marketing**menu, click **Campaign Initiatives**. The Campaign Initiatives list displays containing the initiatives for the selected campaign.

3. Select the check box to the left of the campaign initiative that you want to change.

4. Click **Change**. The Campaign Initiative notebook displays containing the information for the selected campaign initiative.

5. Complete each page as required selecting the values appropriate for the updated campaign initiative. Move between pages using the navigation panel on the left side of the notebook. Help is available for each page if you require help using the fields.

6. Click **OK** to save the changed campaign initiative.

Viewing a campaign initiative's statistics

To view the statistics for a campaign initiative, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.

2. From the **Marketing**menu, click **Campaign Initiatives**. The Campaign Initiative List displays containing the initiatives for the selected campaign.

3. Select the check box to the left of the campaign initiative for which you want view statistics.

4. Click **Statistics**. If the statistical counters' display source has been defined as the production server, and the WebSphere Commerce Accelerator is on a development or a staging server, you will be required to log on to the production server to view the statistics. The Campaign Initiative Statistics window displays.

5. Use the page history to return to the desired location.

Deleting a campaign initiative

To delete a campaign initiative, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.

2. From the **Marketing**menu, click **Campaign Initiatives**. The Campaign Initiative list displays containing the initiatives for the selected campaign.

3. Select the check box to the left of the campaign initiative that you want to delete, and click **Delete**.

e-Marketing Spots

e-Marketing Spots reserve space on your store pages in which personalized marketing content displays. The e-Marketing Spots are used during page creation to reserve space for the dynamic content that will be shown to your customers. When a page is requested by a customer, any e-Marketing Spots present on the page will communicate with the rule server to process the rule-based code associated with the spot. Each e-Marketing Spot has one or more campaign initiatives associated with it. e-Marketing Spots are supported by special data beans that are used in conjunction with JSP technology to generate Web page content using the WebSphere Commerce's rule processing system.

e-Marketing Spot's are created using the e-Marketing Spot wizard in the WebSphere Commerce Accelerator . Placement and creation of e-Marketing Spots must be determined collaboratively between the merchant responsible for the content, the page designer responsible for creating JavaServer Pages files, and the media designer assigned to create any graphics or text displayed in the spot. This ensures that the spots are implemented in a way that provides adequate space and retains the site design's aesthetics. e-Marketing Spots should be descriptively named so as to include their location, such as `HomePageAd`, or `CheckOutPageRecommendation`. This helps to reduce confusion about where it will appear, and what content it should contain. If necessary, numbers can be added to the name to differentiate between two e-Marketing Spots appearing on the same page. e-Marketing Spot names must be valid Java identifiers.

The page designer is responsible for providing the appropriate e-Marketing Spots on the required pages and in the specified locations. The e-Marketing Spots are defined using a generic WebSphere Commerce bean; the EMarketingSpot bean. The name property of this bean must be specified for each required e-Marketing Spot. This ensures that each e-Marketing Spot is unique. This bean can be found in Commerce Studio.

Changing an e-Marketing Spot

To change an e-Marketing Spot, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. From the **Marketing**menu, click **e-Marketing Spots**. The e-Marketing Spots list displays, containing the e-Marketing Spots currently defined for the selected store.
3. Select the check box to the left of the e-Marketing Spot that you want to change. Click **Change.**This will launch the e-Marketing Spot Definition page populated with the data for the selected e-Marketing Spot.
4. Change the information for the selected e-Marketing Spot.
5. Click **Finish** to save the updated e-Marketing Spot.

Creating an e-Marketing Spot

To create an e-Marketing Spot, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. From the **Marketing**menu, click **e-Marketing Spots**. The e-Marketing Spots list displays, containing the e-Marketing Spots currently defined for the selected store.

3. Click **New**. The New e-Marketing Spot wizard launches, enabling you to define your e-Marketing Spot.
4. Complete the e-Marketing Spot Definition page as appropriate.
5. Click **Finish** to save the e-Marketing Spot. The e-Marketing Spot is displayed in the e-Marketing Spots list. Before the e-Marketing Spot can be used, a site designer must include the e-Marketing Spot code on the appropriate page.

Deleting an e-Marketing Spot

To delete an e-Marketing Spot, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. From the **Marketing**menu, click **e-Marketing Spots**. The e-Marketing Spots list displays, containing the e-Marketing Spots currently defined for the selected store.
3. Select the check box to the left of the e-Marketing Spot that you want to delete. Click **Delete**.

Scheduling a campaign initiative for an e-Marketing Spot

To schedule a campaign initiaitve for an e-Marketing Spot, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. From the **Marketing**menu, click **e-Marketing Spots**. The e-Marketing Spots list displays, containing the e-Marketing Spots currently defined for the selected store.
3. Select the check box to the left of the e-Marketing Spot for which you want to schedule a campaign initiative. Click **Schedule**. The Campaign Initiative Schedule list displays.
4. Click **New**. The Schedule Campaign Initiatives page displays.
5. Complete the page by entering the appropriate values in each field. Click **OK** to save the schedule assignment.

Ad copy

Ad copy refers to all of the support material created for your campaigns. This material is typically created by a team of writers or graphic artists, depending on the content. Ad copy must include display content, whether that be product pictures, graphics used in advertising, or marketing text supporting products.

All awareness advertisements require ad copy to be defined in the WebSphere Commerce database prior to its use on the site. Therefore, communication needs to take place between the marketing and creative departments prior to a campaign to establish requirements. Once the ad copy is defined, it can be referenced when creating campaigns, and will be displayed as appropriate.

Ad copy, and any other campaign assets, are created using the WebSphere Commerce Accelerator .

Previewing ad copy

To preview ad copy, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.

2. From the **Marketing**menu, click **Ad copy**. The Ad Copy list displays, containing the ad copy currently defined for the selected store.
3. Select the check box to the left of the ad copy that you want to preview. Click **Summary**.The Ad Copy Summary page displays. This page contains the defined information about the ad copy, and displays the ad copy.
4. Click **Close** when you are finished previewing the ad copy.

Creating new ad copy

To create new ad copy, do the following:
1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. From the **Marketing**menu, click **Ad copy**. The Ad Copy List displays, containing the ad copy currently defined for the selected store.
3. Click **New**. The Ad Copy wizard launches, enabling you to define your ad copy.
4. Complete the Ad Copy general page as required for the ad copy that you want to create.
5. Click **Next** to proceed to the Ad Copy Description page.
6. Complete the Ad Copy Description page as required   for the ad copy that you want to create.
7. Click **Finish** to save the ad copy. The ad copy is displayed in the Ad Copy List.

Changing defined ad copy

To change defined ad copy, do the following:
1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. From the **Marketing**menu, click **Ad copy**. The Ad Copy List displays, containing the ad copy currently defined for the selected store.
3. Select the check box to the left of the ad copy that you want to change. Click **Change**. The Ad copy wizard launches populated with the defined information about the selected ad copy.
4. Change the information for the selected ad copy.
5. Click **Finish** to save the updated ad copy information.

Deleting ad copy

To delete ad copy, do the following:
1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. From the **Marketing**menu, click **Ad copy**. The Ad Copy List displays, containing the ad copy currently defined for the selected store.
3. Select the check box to the left of the ad copy that you want to delete. Click **Delete**.This will delete the selected ad copy.

Coupon Promotions

Coupon Promotions allow you to offer customers incentives to purchase. A *coupon* is an instance of a coupon promotion. A coupon can apply to specific products or to the total purchase. For example, if you have many red baseball caps in stock, you can offer 25% off on the caps for a limited time or $3 off on the purchase of a baseball cap to everyone who purchases products worth $50 from your store.

Coupon Promotions are created using the coupon wizard in the WebSphere Commerce Accelerator.

Coupon Promotions can be either active, expired or deleted. Coupon Promotions are set as active by default when created, but can be deleted at any time using the WebSphere Commerce Accelerator. Coupon Promotions become expired when its end date is over.

Disclaimer: Please note that we do not advocate the use of coupons in regions where the local laws prohibit their use.

Creating a new coupon promotion

To create a new coupon promotion, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. From the **Products** menu, click **Coupon Promotions**. The Coupon Promotion window displays, containing a list of the currently defined coupon promotions.
3. Click **New**. The Coupon Promotion wizard displays.
4. Complete each page as required selecting the values appropriate for the coupon promotion you want to create. Help is available for each page if you require it for using the fields.
5. Click **Finish** to save the coupon promotion. The coupon promotion is displayed in the Coupon Promotion list, and automatically set as active.

Notes:

1. You must propagate your coupon promotion data from the development server to the production WebSphere Commerce Server before any customer orders can make use of them. Contact your site administrator for assistance.

Registering a coupon promotion collateral

A coupon promotion collateral is registered in the database using the *Ad Copy* infrastructure of WebSphere Commerce Accelerator.

Viewing a list of coupon promotions

To view a list of coupon promotions, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. From the **Products** menu, click **Coupon Promotions**. The Coupon Promotion window displays, containing a list of the currently defined coupon promotions.

Distributing a coupon promotion

A coupon promotion is distributed across the customers using the campaign initiative banner advertisement infrastructure of WebSphere Commerce Accelerator.

Deleting a coupon promotion

To delete a coupon promotion, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. From the **Products** menu, click **Coupon Promotions**. The Coupon Promotions window displays, containing a list of the currently defined coupon promotions.

3. Select the check box to the left of the coupon promotion that you want to delete. Click **Delete.**The coupon promotion will be removed from the coupon promotion list and marked for deletion in the database.

Notes:

1. You will not be able to create a coupon promotion that has the same name as a coupon promotion marked for deletion. The database record corresponding to a coupon promotion marked for deletion is not physically removed until the Database Cleanup utility is run. If you must create a coupon promotion with the same name, contact your system administrator.

Coupon Wallet

A Coupon Wallet is a container for captured coupons of a registered shopper. A coupon is added to a shopper's coupon wallet when the shopper clicks on a coupon banner ad. A coupon wallet facilitates the management of coupons for the shopper. For example, a shopper may view, delete, and check the details of the coupons in her wallet. Moreover, the system also checks the coupon wallet for determining applicable coupons at the time of checkout.

Disclaimer: Please note that we do not advocate the use of coupons in regions where the local laws prohibit their use.

Discounts

Discounts allow you to offer customers incentives to purchase. You can offer percentage discounts (such as 10% off), or fixed-amount discounts (such as $15 off). Discounts can apply to specific products or to the total purchase. For example, you can offer a 20% reduction to senior citizens; or if you have many red baseball caps in stock, you can offer a 25% discount on the caps for a limited time.

Discounts are created using the Discount wizard in the WebSphere Commerce Accelerator . Once created, the discounts must be deployed to the production server. Discounts created using the Loader utility, or imported during migration from previous versions will function correctly, but may not display properly in the WebSphere Commerce Accelerator .

Discounts can be either active, or inactive. Discounts are set as active by default when created, but can be deactivated at any time using the WebSphere Commerce Accelerator . If you change a discount from active to inactive, you must propagate the discount to the production server for the change to take effect. For example, you might want to deactivate a discount before it expires if you notice that the inventory level for a discounted product is too low for the increased demand.

You can advertise discounts using the marketing tools in the WebSphere Commerce Accelerator . To do so, create ad copy which supports the discount, and select the ad copy when you are scheduling the advertisement to occupy a particular e-Marketing Spot.

Creating a new discount

To create a new discount, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.

2. ▶ B2B ▕ From the **Products**menu, click **Discounts**. The Discounts window displays, containing a list of the currently defined discounts.
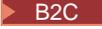
B2C From the **Merchandise** menu, click **Discounts**. The Discounts window displays, containing a list of the currently defined discounts.

3. Click **New**. The Discount wizard displays.

4. Complete each page as required selecting the values appropriate for the discount you want to create. Help is available for each page if you require help using the fields.

5. Click **Finish** to save the discount. The discount is displayed in the Discount list, and automatically set as active.

Notes:

1. You must propagate your discount data from the development server to the production WebSphere Commerce Server before any customer orders can make use of them. Contact your site administrator for assistance.

Viewing a discount summary

To view a summary of a currently defined discount, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.

2. **B2B** From the **Products**menu, click **Discounts**. The Discounts window displays, containing a list of the currently defined discounts.
   B2C From the **Merchandise** menu, click **Discounts**. The Discounts window displays, containing a list of the currently defined discounts.

3. Select the check box to the left of the discount that you want to view. Click **Summary.**The Discount Summary page displays, containing information about the selected discount.

4. When you are finished, click **OK** to return to the previous page.

Activating a discount

To activate a discount, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.

2. **B2B** From the **Products**menu, click **Discounts**. The Discounts window displays, containing a list of the currently defined discounts.
   B2C From the **Merchandise** menu, click **Discounts**. The Discounts window displays, containing a list of the currently defined discounts.

3. Select the check box to the left of the discount that you want to activate. Click **Activate.**The discount will be activated on the production server.

Deactivating a discount

To deactivate a discount, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.

2. **B2B** From the **Products**menu, click **Discounts**. The Discounts window displays, containing a list of the currently defined discounts.
   B2C From the **Merchandise** menu, click **Discounts**. The Discounts window displays, containing a list of the currently defined discounts.

3. Select the check box to the left of the discount that you want to deactivate. Click **Deactivate.**The discount will be deactivated on the production server.

Deleting a discount

To delete a discount, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.

2. ▶ B2B From the **Products**menu, click **Discounts**. The Discounts window displays, containing a list of the currently defined discounts.

   ▶ B2C From the **Merchandise** menu, click **Discounts**. The Discounts window displays, containing a list of the currently defined discounts.

3. Select the check box to the left of the discount that you want to delete. Click **Delete.**The discount will be removed from the discount list and marked for deletion in the database.

Notes:

1. You will not be able to create a discount that has the same name as a discount marked for deletion. The database record corresponding to a discount marked for deletion is not physically removed until the Database Cleanup utility is run. If you must create a discount with the same name, contact your system administrator.

Chapter 3. Reports

There are two sources of reports in WebSphere Commerce. All reports are available through the WebSphere Commerce Accelerator. These reports provide information on a wide variety of sources and can be broken down into the following categories:

Business reports

> **Account and contract management**
>> The reports provide information about orders with respect to accounts and contracts. These reports are generated in real time from your operational database.

> **Marketing**
>> These statistical reports include information collected on campaign events and on customer usage of the Product Advisor. For more information, see the Marketing Event Monitor online help.

> **Sales** These reports contain sales information according to geography, time, and date.

> Many of the above reports are generated by WebSphere Commerce Analyzer.

> **Operational reports**
>> These reports provide information that supports your inventory management, order management, returns management, and fulfillment. These reports are generated in real time from your operational database.

These reports provide comprehensive information about your site. They include information which has been extracted to a datamart on a remote machine, and analyzed to produce very specific information. These reports are only available if you have installed and configured WebSphere Commerce Analyzer. Refer to the *WebSphere Commerce Analyzer Installation and Configuration Guide* for more information.

Marketing Event Monitor

The Marketing Event Monitor captures statistics generated by your marketing campaigns. The statistics provide insight into the relative success of your various campaigns and individual initiatives. They are also captured to show the effectiveness of your Product Advisor shopping metaphors. You can view a snapshot of the current statistics through the WebSphere Commerce Accelerator. The generated statistics also serve as a basis for additional business intelligence using the optional WebSphere Commerce Analyzer add-on product.

The Marketing Event Monitor collects statistics using simple counters in the WebSphere Commerce database that are incremented when any of the triggering events occur. The statistics are compiled for the following:

- Campaign events, which include impressions and clickthroughs. An impression occurs each time a particular campaign initiative is displayed to a customer. Each initiative results in either an ad or suggestive selling content being displayed. A clickthrough occurs each time a customer clicks the displayed

content to find out more information about the subject. In order to record clickthroughs, the Page Designer must associate the ClickInfo command with the dynamic content. The Marketing Event Monitor records campaign initiatives and the e-Marketing spot displayed. This could help to refine your targeted advertisements, or to verify that certain ads are being seen.

- Customer usage of the Product Advisor. Statistics are kept for each of the three shopping metaphors, and can demonstrate their comparative effectiveness.

The Marketing Event Monitor also compiles a detailed log of the campaign events generated during site usage. Each time that a campaign event takes place, the log is updated with the page requested, the e-Marketing Spots displayed, and the initiatives used to generate the content. This log is captured in the CPGNLOG table in the WebSphere Commerce database, and is processed by WebSphere Commerce Analyzer, which generates reports based on the collected data.

The Marketing Event Monitor can also track of the relationship between orders and the customer profiles to which the customer belongs. Each time that a customer places an order, the log is updated with the orders_id and mbrgrp_id. This log is captured in the ORDERMGP table in the WebSphere Commerce database.

Marketing Events statistical counters

The Marketing Events statistics are tabulated by counters in a database. These counters are located in the WebSphere Commerce database on the production machine, but the data can be copied to a staging server.

Campaign and Product Advisor statistics are always collected on the production machine, but you can configure the location of the database used to display the statistics. If the WebSphere Commerce Accelerator is on a staging server that does not have Internet or Intranet access, and you want to see the statistics, you will have to copy the statistics from the production server to the staging server. In this case, you need to configure the staging server as the display source for the statistics using the Configuration Manager.

There are five different counters, and each one can be turned on or off independently by enabling or disabling components in the Configuration Manager. The following counters are available:

ProductAdvisorInvocationListener
> Captures statistics produced by all Product Advisor metaphors in your store.

ProductComparisonInvocationListener
> Captures statistics produced by all Product Comparison metaphors in your store.

ProductExplorerInvocationListener
> Captures statistics produced by all Product Explorer metaphors in your store.

SalesAssistantInvocationListener
> Captures statistics produced by all Sales Assistance metaphors in your store.

CampaignRecommendationListener
> Captures statistics produced by all marketing campaigns in your store.

When a WebSphere Commerce Accelerator user clicks on the Statistics button for an initiative, the underlying framework connects to the appropriate database source, and displays the most current statistical information. When viewing statistics on the remote machine, you will be required to log in to the remote machine.

Configuring Marketing Events statistical counters

To configure the Marketing Events statistical counters, do the following:

1. Open the Configuration Manager.
2. Expand the node with your machine name, expand the **Instance list**, and select the instance you want to modify.
3. Expand the **Components** section of the tree.
4. Select the statistics that you want to capture during site usage. You can enable the following components:
   - **CampaignRecommendationListener**
   - **CampaignRecommendationStatisticsListener**
   - **OrdersMgpPersistListener**
   - **ProductAdvisorInvocationListener**
   - **ProductComparisonInvocationListener**
   - **ProductExplorerInvocationListener**
   - **SalesAssistantInvocationListener**
5. Select the **UserTrafficEventListener** component.
6. Enable the component.
7. Stop and start your WebSphere Commerce Server.

Configuring the display source for statistical counters

To configure the location from which statistical data is displayed from, do the following:

1. Launch the Configuration Manager.
2. Expand the node with your machine name, expand **Instances**, and select the instance you want to modify.
3. Select the **CommerceAccelerator** listing, and enter the host name of the machine from which you want to serve campaign statistics in the **Statistic Source** field. By default, this is the machine where the WebSphere Commerce Accelerator is located. You can enter either the host name of the production server, or of a development server if you do not have access to the production server through either the Internet or your Intranet. If you enter the host name of a development server, you will have to export the statistics from the production server to the specified development server prior to viewing the statistics. Furthermore if the machine from which you want to serve statistics is different than the machine where you originally log in, you should add the port number to the host name.

This host name will be used when users click **Statistics** in the Campaign list.

WebSphere Commerce Analyzer reports

WebSphere Commerce Analyzer is an optional application included with WebSphere Commerce. If installed, it provides a robust business intelligence solution designed to analyze and report on the activities of your customers.

The Commerce Analyzer reports, accessible from the WebSphere Commerce Accelerator, demonstrate comparable success rates of your marketing campaigns, as well as demographic distributions of your customers. These reports provide feedback that can be used to evaluate recent campaigns and to initiate change for upcoming campaigns. The reports are presented according to the context from which they are requested. For example, if you are looking at the list of defined campaigns when you click the **Reports** button, you will see a list of the reports that are relevant for campaigns. The available contexts include the following:

- store
- accounts and contracts
- campaigns
- campaign initiatives
- e-Marketing spots

WebSphere Commerce Analyzer automatically extracts data from the production database, on a regular basis, where it then processes logs and numerous database records to compile reports based on customer traffic and site usage. The data extraction schedule is fully configurable. A typical schedule would be to run the data extraction process on a daily basis in order to minimize the amount of data that is extracted during each run. WebSphere Commerce Analyzer is typically located on a remote dedicated machine to reduce any performance effects on the production machine.

For more information about WebSphere Commerce Analyzer, refer to the *WebSphere Commerce Analyzer User's Guide*.

Enabling WebSphere Commerce Analyzer reports

To enable WebSphere Commerce Analyzer reports, do the following:

1. Install and configure WebSphere Commerce Analyzer. For more information, refer to the *WebSphere Commerce Analyzer Installation and Configuration Guide.*
2. Launch the Configuration Manager.
3. Expand the node with your machine name, expand **Instances**, and select the instance you want to modify.
4. Select the **CommerceAccelerator** listing.
5. Select the check box to indicate that WebSphere Commerce Analyzer has been installed.
6. Enter the path to the Reports Document Root, or accept the default. By default, this path is:
   > Windows `drive:\WebSphere\Commerce\instances\`*instance_name*`\report_document_root`
   > AIX `/usr/lpp/Commerce/instances/`*instance_name*`/report_document_root`
   > Solaris `/opt/WebSphere/Commerce/instances/`*instance_name*`/report_document_root`
   <span class="400">

7. Expand the **Components** node. `400` `/QIBM/UserData/WebCommerce/instances/`*instance_name*`/report_document_root`<span>
8. Enable the UserTrafficEventListener and CampaignRecommendationListener components.
9. Stop and start your WebSphere Commerce Server.

Viewing WebSphere Commerce Analyzer reports

To view WebSphere Commerce Analyzer reports, do the following:
Note: The business intelligence component must be enabled, and must have processed the database at least once, before the reports will display.

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. From the **Store** menu, click **Business Intelligence Reports**.
3. A list of the available WebSphere Commerce Analyzer reports displays.
4. Select the report that you want to view.

Optionally, you can click the **Reports** button from either the Accounts list, the Contracts list, the e-Marketing Spots list, the Campaigns list, or the Campaign Initiatives list. When this method is used, only reports appropriate for the current context are displayed.

Note: WebSphere Commerce Analyzer reports are only available after installing and configuring WebSphere Commerce Analyzer. Please refer to the following documents for more information:

- *WebSphere Commerce Analyzer Installation and Configuration Guide*
- *WebSphere Commerce Installation Guide*

Account and contract management reports

There are six reports available to help you efficiently manage your accounts and contracts.

The following reports are available:

- Orders by account report - Review orders for the selected account
- Balance-Limits of limited purchase orders by account report - Review the current balance, and the limit of purchase orders for the selected account
- Refund by account report - Review the refunds issued to the selected account
- Contracts close to expiry date report - Review the contracts for the selected account that are close to expiring
- Orders by contract report - Review orders for the selected contract
- Refund by contract report - Review the refunds issued to the selected contract

Viewing account and contract management reports

To view the account and contract management reports, do the following:

1. Open the WebSphere Commerce Accelerator. Depending on your user role, one or more menus display.
2. From the **Sales**menu, click **Accounts**. The Accounts list displays containing the accounts defined for the store.
3. Select the check box to the left of an account.
4. Click **Reports**. The Account Management Reports list displays. Click the title of the report you want to review.
5. The selected report displays.

Appendix. Learning Guides

Marketing Manager Learning Guide

Learning objectives:
Learn how to use WebSphere Commerce Accelerator to perform the following tasks:

- Create and maintain customer profiles
- Create and maintain campaigns
- Create and maintain campaign initiatives
- Create e-Marketing spots
- Create ad copy
- Run business intelligence reports
- Run order management reports

Prerequisite skills:
The Marketing Manager understands marketing strategies and how to use a Web browser.

Getting started:
From the navigation frame click **Roles -> Marketing management -> Marketing Manager.**
You will see a list of applicable online help topics.

You may also want to read: *IBM WebSphere Commerce Business Edition Fundamentals, Version 5.1*

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