

## BP4Apps Marketing

### Extensive knowledge models for functional structures of the Oracle Marketing Cloud

#### High-performance solution for the optimization and design of digital marketing processes

Oracle Marketing Cloud contains several high-performance individual solutions that support companies with the designing of digital marketing processes and create a basis for target group-oriented, networked measures. The Marketing Cloud tools contain the areas of marketing automation and testing/optimization and. From data management and optimization up to cross-channel marketing, campaigns and lead management, the Oracle Marketing Cloud offers the desired flexibility in combination with a systematic approach to perform actions on the market in a targeted, fast and efficient way.

#### Comprehensive process and application knowledge

With Horus BP4 Marketing, the user or application expert receives an easy-to-use knowledge-based system, which is obtained as a service from the Horus Public Cloud. The Horus Knowledge Explorer provides comprehensive business process knowledge for the relevant Oracle application modules. The access for the users is target group oriented and related to the respective purpose of use. This also applies to the possibilities for invaluable knowledge exchange within the company.

#### Components of the knowledge product BP4 Marketing

An extensive knowledge base is the core of Horus BP4 Marketing and allows the user a profound insight into the functional structures of Oracle Cloud Applications. This knowledge base consists of easily comprehensible, logically linked models that provide different perspectives on the user-relevant aspects of Oracle Cloud Applications.

The core consists of the following modeling components:

- Integrated sales and marketing campaigns
- Customer data management for marketing measures
- Analysis of customer behavior in all channels

**Oracle  
Marketing Cloud**

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