ORACLE
Advertising and CX

Do you know about:

sending Mobile App campaigns using Oracle Responsys?

deploying mobile marketing and cross-channel campaigns from within Responsys?

You can do more with Mobile App Campaigns!

- **Easily manage, deploy, and track** mobile marketing campaigns directly from Responsys

- **Easily coordinate** Push, In-App, and Message Center notifications with email and SMS messages or launch them as standalone campaigns

- **Create** Push, Rich Push, In-App, Message Center and Interactive Notification campaigns from Responsys

- **Save time** while configuring the mobile apps to work with Oracle Responsys

Administrators

can implement the Oracle Responsys Mobile App Platform Cloud Service to configure your mobile apps to work with Responsys. For more information, see Mobile App Platform Cloud Service Configuration Guide

Users

can create, manage, and track mobile app campaigns directly from within 9 more information, see Mobile App Overview

Tremendous benefits:

Provide consistent experiences across multiple marketing channels.

Create and measure cross-channel campaigns from one place

Configure your apps more easily and quickly with cloud service

Drive more conversions with cross-channel marketing campaigns

Try it and let us know what you think:

Oracle Responsys Mobile Help Center

ALSO IN THIS KIT:

- Video
- Best Practices for Deploying Mobile App Campaigns