

Campaign

Data Object Definition

A **Pricing Campaign** or simply **Campaign** is a regularly recurring activity to adjust price agreements with all customers to reflect the latest target prices. Depending on the GBU and product line, pricing campaigns may be quarterly or yearly events.

Campaigns are managed in Salesforce.com through the [Campaign module](#).

Data Model

Additional Info & Comments

- Campaigns may result in [quotes](#) being sent to customers to reflect the new prices, but the primary focus of campaigns is internal alignment between Pricing / PAM teams and Sales teams, rather than external customer communication.
- Not all GBUs run a strict campaign process.

Data Flow

Tables & Attributes

Deployment Status

PLANNED

This data is not yet available in the Data Ocean, but is tentatively planned for Q1 or Q 2024.