# Social Marketing Cloud Service (previously VITRUE product)

## Définitions

Hosted Named User: is defined as an individual authorized by you to access the hosted service, regardless of whether the individual is actively accessing thehost.
For the purpose of Oracle Social Engagement and Monitoring Cloud Service, each hosted named user license includes 25,000 messages as part of the monthly subscription. Message is a Social Media post or Enterprise Text categorized by the Oracle Social Engagement and Monitoring system. Unused messages expire at the end of the subscription term and do not rollover to a new term. Social Media posts include, but are not limited to posts from Facebook, YouTube, Google+, Twitter, message boards, blog, consumer review, news articles and Enterprise Text includes, but is not limited to survey verbatim, chat log, email and call transcript.

Page: Is defined as a single Facebook page with less than 100 Likes.

Open Graph Object: is defined as an annotated web page with a set of tags which provides the property value allowing Facebook to connect users to the open graph object. Open Graph Objects can be placed on any web page or within Facebook applications and tabs.

Stream: Is defined as a single stream consisting of the ability to publish messages (content that is transmitted via the Oracle Social Marketing Cloud Service to the social property of a connected user) to connected users of a social property brand presence that is processed by Oracle Social Marketing Cloud Service during a calendar month.

Connected Users are likes or followers that have clicked a Facebook Like button, have chosen to follow a Twitter hashtag or have selected the +1 button in Google+ and Social Property Brand Presence is a Facebook page, Twitter handle, or Google+ Page of an Oracle Social Marketing Cloud Service user.

Shop: is defined as 1 customizable social commerce application. Surfaced via 1 Oracle Social Marketing Shop Cloud Service module

## Pricing

| Item | Description | Prerequis | Prix/Metrique |
|---|---|---|---|
| Oracle Social Marketing Base | Access to Publisher, Tabs, Community Management, SRM Admin,Reports and Analytics. 1 Facebook Page and 1 Twitter Stream per customer with initialpurchase—one p | Social Marketing Consulting Package, Lite – Mid-Market , OR Social Marketing Consulting Package, Lite, OR Social Marketing Consulting Package, Lean | 1.000 $ /month/Hosted Name User |
| Social Marketing Shop Cloud Service | 1 shop + access to shop modules | Social Marketing Cloud Service (>=1) | 1.000 $ /shop |
| Social Marketing Games Cloud Service | 1 game + reports | Social Marketing Cloud Service (>=1) | 1.500 $ /game |
| Social Marketing OGO Cloud Service | sold per each Open Graph Object | Social Marketing Cloud Service (>=1) | 25 $ /OGO |
| Social Marketing Cloud Service for Facebook Pages | sold per each Facebook page | Social Marketing Cloud Service (>=1) | 500 $ /page |
| Social Marketing Cloud Service for Google+ Streams | sold per each Google+ stream | Social Marketing Cloud Service (>=1) | 250 $ /stream |
| Social Marketing Cloud Service for Twitter Streams | sold per each Twitter stream | Social Marketing Cloud Service (>=1) | 250 $ /stream |
| Social Marketing Consulting Package, Lite | Kickoff and account setup, up to two 60 minute private training webinars, continuing education system webinars, 2 analytics reviews, up to 5 hours of technical training and support, and up to 5 hours/month of account support and platform consultation | | 7.500 $ |

ie: One company with:

- 6 rédacteurs
- 60 pages facebook
- Publication vers Facebook, Twiter et Google +

Quote:

| Item | Nbre | price (Dollar US) | Total (Dollars US) |
|---|---|---|---|
| Oracle Social Marketing Base | 6 | 1.000 /month | 6.000 /month |
| Social Marketing Cloud Service for Facebook Pages | 68 | 500 | 34.000 |
| Social Marketing Cloud Service for Twitter Streams | 1 | 250 | 250 ? |
| Social Marketing Cloud Service for Google+ Streams | 1 | 250 | 250 ? |
| Social Marketing Consulting Package, Lite | 1 | 7.500 | 7.500 |

Similar competitor, Allin1Social provide the following pricing:

- Premium: 200$ / Page /month  cf pricing
- Custom (> 5pages) :20.000 $ /year for 68 pages ( 24 $ /page /month)

| Période | Oracle (Prix public $) Hors support | Allin1Social (prix remisé en $) |
|---|---|---|
| 1iere année | 106.500 | 27.000 |
| 2ième année | 72.000 | 27.000 |
| 3ieme année | 72.000 | 27.000 |
| CUMUL 3 Années | 250.500 | 81.000 |

# Author


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