

ELOQUA

Eloqua Conversion Suite Validated Integration with Oracle CRM On Demand



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Drive Revenue, Increase Lead Flow, Measure Results

It's all about revenue. Eloqua + Oracle = Results

Company Overview

Eloqua is a leading provider of demand generation applications and best practice expertise for business marketers whose mission is to make their customers the most effective marketers on earth. Thousands of users from businesses such as AON, Dow Jones, LexisNexis and Administraff rely on Eloqua's products and services daily to execute, automate, and measure marketing programs that generate revenue. By using Eloqua to integrate key marketing and lead management processes and read their buyers' "Digital Body Language," these customers improve the quality of sales leads. Bottom line: Eloqua drives revenue by accelerating the sales-and-marketing process.

Integration Overview

Eloqua Conversion Suite v9 integration with Oracle CRM On Demand 17 increases the return on your marketing and sales investment by enabling you to share important lead information with your field sales organization. Marketing teams can now segment lead contacts for relevant and personalized communication. Eloqua Conversion Suite provides the marketing engine that automatically enters new, high-quality leads into your instance of Oracle CRM On Demand.

One-Click Integration with Oracle CRM On Demand

Eloqua's one-click integration with Oracle CRM On Demand makes it easier than ever to synchronize marketing and lead data. Integration can be fully configured via a mapping interface and event triggers that allow for sophisticated integrations. Transactional data synchronizations such as purchase history, warranty, or activity in a Web application can be used for segmentation and personalization in marketing channels used to communicate with prospects and customers.

Campaign Synchronization

Eloqua Conversion Suite synchronizes marketing events and campaign associations to make it possible to monitor ROI and marketing performance numbers in your customer relationship management (CRM) system. Synchronizing contact and lead information gives your sales team accurate, up-to-the-minute information on how marketing campaigns are influencing your deals. This out-of-the-box service supports standard and custom fields for leads and contacts. Management of campaign assets such as e-mails, landing pages, and nurturing programs are handled within Eloqua.



Validated Integration

Oracle CRM On Demand

Through the Oracle PartnerNetwork, partners with validated integrations are able to provide customers with standards-based product integrations, tested and validated by Oracle. Customers benefit from improved risk management and smoother upgrade capability, leading to a lower total cost of ownership and greater overall satisfaction.

Availability

USA – Western Region
San Francisco, CA
+1.415.734.1004

USA – Northeast Region
Cambridge, MA
+1.416.646.0478

USA – Southern Region
Austin, TX
+1.512.329.2950

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Singapore:
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Hong Kong and Asia Pacific:
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Support

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Hong Kong and Asia Pacific
+852.800.930.694

Leverage Oracle CRM On Demand Analytics and Eloqua

Eloqua Conversion Suite can pass over a rich set of data that can be used with Oracle's powerful analytics engine to gain insights into marketing efforts; providing insight on trends, stage conversion history and other important metrics to your organization. These reports can also be displayed in Eloqua dashboards.

- Compare multiple mediums at a glance (e-mail, search, downloads etc.)
- Roll up reports to gauge overall performance against goals
- Uncover which marketing campaigns are producing revenue
- Dramatically increase response rates for cross-sell and up-sell opportunities

Sales Enablement

Arm your sales team with actionable insight into lead activity and behavior to help it close deals faster. Activities from Website and e-mail visitors are tracked in a central repository and help your sales team understand prospects' Digital Body Language, based on their actions—right from within Oracle CRM On Demand.

Eloqua Prospect Profiler in Oracle CRM On Demand

A picture is worth a thousand words: Eloqua's Prospect Profiler is a graphical summary of prospects' online activity and behavior. Insight into buyer interest and intent enables sales representatives to focus conversations on relevant messaging.



Another sales tool, Eloqua Activity Overview, enables salespeople to show in real time the marketing activity and response of clients and prospects.

With Eloqua you can also add leads to an automated nurturing program right from Oracle CRM On Demand and unsubscribe contacts while maintaining their Digital Body Language.

Lead Management and Routing

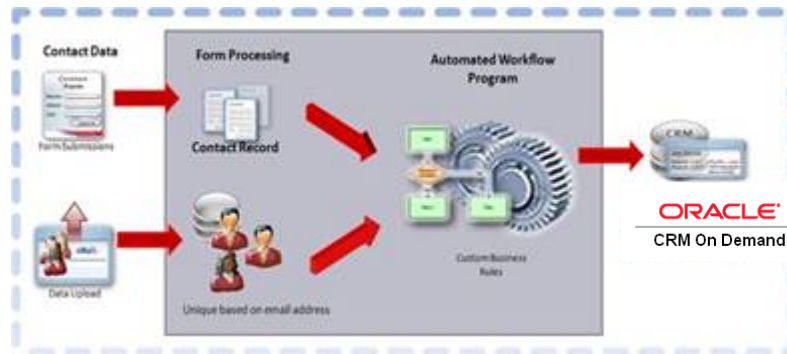
Ensure that no leads are left behind. Leverage Oracle CRM On Demand's lead assignment rules to make sure all incoming leads are sent to the right salesperson.

- Create custom lead routing rules based on when certain marketing events such as click-throughs and Website visits have occurred.
- Gain better insight into lead activity—automatically retract leads when no activity has occurred, and reroute them for follow-up or nurturing programs.

Integration Details

The Eloqua Conversion Suite integration is a two-way synchronization of Oracle CRM On Demand’s contact and lead data. On a scheduled basis, Eloqua pulls all recently modified and newly created leads, contacts, and updates and transfers them to Oracle CRM On Demand.

- Prevent duplicates—each form submission is checked against existing leads.
 - If no lead or contact with the same e-mail address exists, Eloqua will create a new lead record in Oracle CRM On Demand automatically.
 - If a lead or contact with the same e-mail address already exists, Eloqua will prompt an update request for addition or replacement. No data will be lost or overwritten without the consent of a user.
- Not all organizations’ needs are identical. Business logic can be customized to meet your company’s specific needs.
- Marketing activity by prospects and existing customers is tracked and automatically visible in Oracle CRM On Demand. Website visits, form submissions, e-mail opt-outs, e-mail bounce-back, and e-mail click-throughs are seen in real time by Sales and Marketing.



Eloqua Conversion Suite version 9 integration with Oracle CRM On Demand at a glance.

Environment

Eloqua Environment

Eloqua Conversion Suite version 9: Lite, Express, Team, and Enterprise

Oracle Environment

- Oracle CRM On Demand 17
- Oracle Database Server 11g
- Oracle Application Server 11g

For additional information about partnering with Oracle, please contact opninfo_us@oracle.com or visit partners.oracle.com.

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