

# Oracle Eloqua Advanced Intelligence

## B2B buyer expectations are on the rise in the Experience Economy.

The increasing sophistication of the B2B buyer creates a new set of challenges for you and your brand.

Marketers like you are expected to increase the quality of engagement with your buyers while improving efficiencies. In addition, more than ever before, you are now more likely to be held accountable for marketing influenced revenue. And in the current environment, you almost certainly have access to less resources to achieve this.

Our new Advanced Intelligence offering provides you AI-powered tools needed to leverage scaled efficiencies in selecting the right audiences and engaging your customers at the right time.

According to *Forbes*,

# 84%

of C-suite executives believe they must leverage AI to achieve their growth objectives.

*75% believe that if they don't scale AI they risk going out of business entirely.*



### Send Time Optimization

Engage your contacts at the right time.



### Subject Line Optimization

Improve your open rates with the most relevant email subject lines.



### Fatigue Analysis

Reduce email fatigue and optimize communication frequency.



### Account Intelligence

Understand and take action on account level insights.

# Send Time Optimization

Timing is everything. B2B and considered purchase buyers alike have an increasing desire to engage when it's convenient for them as individuals. And just like B2C consumers, they are bombarded with a vast amount of email traffic through their inbox, which piles up fast. When your brand gets the timing right, you can gain an audience with even the most flooded inbox owners. Personalized timing of engagement is key to delivering the right messages at the right time and creating micro moments that matter.

**Break through the clutter, and ensure your messages are opened.**

## Why it matters:

This scalable AI-driven optimization improves email open rates by identifying when a customer is most likely engaged. This enables you to create experiences that can be personalized and delivered based on each individual's timing preference.

## How it works:

Oracle Eloqua uses historical 'open data' to find the optimal time to send emails to each individual contact. You can automatically deliver campaign messages at this optimal time for each recipient, down to the specific day or time of day.

63%

of executives who have adopted AI report that it resulted in revenue growth



# Subject Line Optimization

As uncertainty continues to impact how buyers purchase and how you as a marketer engage them, the volume of content buyers receive is steadily growing. The buyer inbox is an increasingly important battleground where brands like yours need to win the attention of buyers just for the chance to engage. Optimizing your email subject lines helps insure that your campaign emails are more likely to be opened.

**Eliminate the guesswork in subject line writing, and send with more confidence.**

## Why it matters:

Subject lines are the key factor that drives open rates. Your open rate success can be largely improved by optimizing the subject line of every campaign email you send out.

## How it works:

Oracle Eloqua uses historical data to predict if your latest subject line will be above or below average. Based on 'open data', machine learning is used to identify what factors are associated with higher or lower open rates and makes a prediction on the performance of your draft subject line before you send it.



A screenshot of the Oracle Eloqua interface. On the left, the 'Email Settings' panel is open, showing 'Subject Line' as 'Multityped vs. data-driven personalization'. A modal window in the center displays 'Above Average' with a green progress bar and 'Predicted subject line performance'. The main content area shows a preview of an email with the subject '3 Steps to Effective Personalization' and a 'Download Whitepaper' button.

# Fatigue Analysis

Campaign success rests heavily on the ability to engage and delight with relevant communications. But how do you know if your contacts are no longer engaged or delighted by your communications? What if you got the frequency wrong? What if you have segments with different communication needs? Oracle Eloqua uses Fatigue Analysis to gauge the optimal level of engagement for each of your individual contacts.

## Understand and act on the fatigue status of customers.

### Why it matters:

Oracle Eloqua's fatigue analysis helps minimize the risk of customer burnout and disengagement. It also identifies opportunities to reduce contact communications to bring fatigue back into a normal range. This tool allows you to take tangible steps towards minimizing opt-outs and gain feedback on the unique needs of individual contacts.

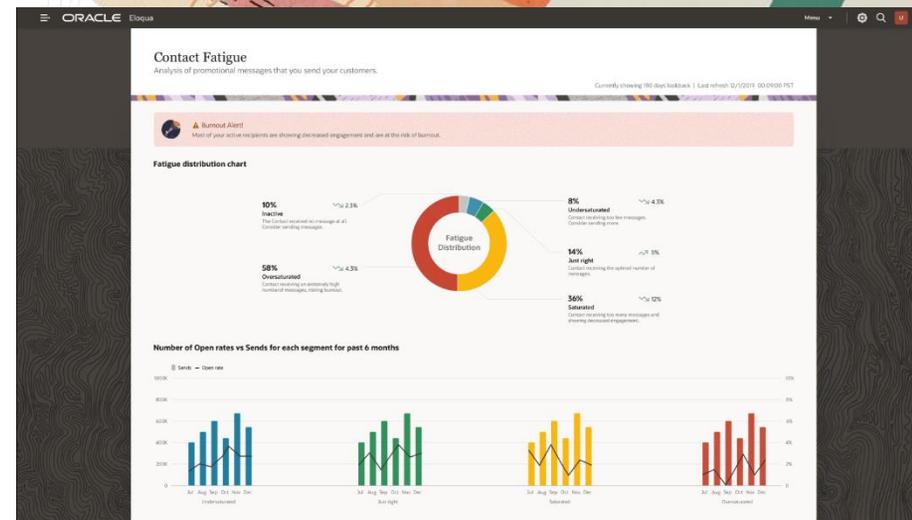
### How it works:

Oracle Eloqua captures fatigue status on a contact field. Fatigue can then be used as a filter value for segmentation and leveraged across campaigns, personalization, as well as lead scoring and analytics. A dashboard helps you to understand the performance of adjustments to message frequency.

# 45%

of all emails are considered SPAM

Dataprot.net



# Account Intelligence

Identifying your key accounts and improving their engagement is a common challenge for marketers. Executing successful account marketing programs requires the ability to understand account engagement levels. To drive long-term success of your brand, you will need to identify accounts with the highest lifetime value potential and take action to prioritize them.

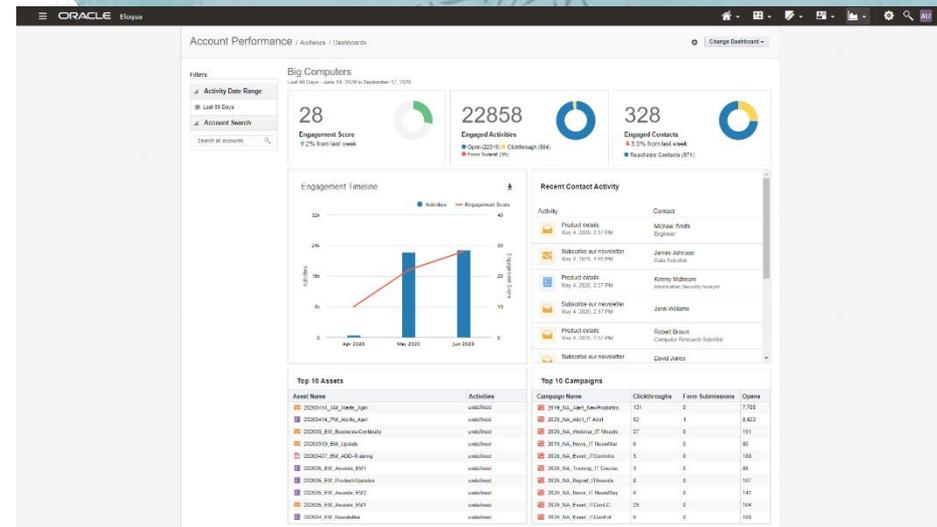
**Improve your account retention and expansion strategy with advanced account intelligence.**

## Why it matters:

Oracle Eloqua's account engagement score helps you accurately identify the most engaged accounts. This tool helps you to prioritize accounts and garner insights on next best actions as well as products of interest. You gain a deeper understanding of account engagement at the contact and account level, which provides a fuller picture of the buying committee.

## How it works:

Oracle Eloqua's account intelligence provides insights on trending content at the account level as well as behavior signals on whether accounts are surging or declining. The dashboards provide insights into the accounts you want to closely monitor. Account engagement scores are available to use for segmentation, orchestration, personalization and sales insights.



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