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Advertising and CX

Top 3 ways Oracle improves speed to lead

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Improving speed to lead is a priority for Sales and CMOs alike but engaging complex B2B buying committees takes a long time. Delivering timely and relevant experiences is key to winning their business. Here's how to get high quality leads to sales as fast as possible and drive more revenue.

1. Automates manual tasks via data management workflows

Improving speed to lead is a challenge when using manual processes or disconnected data flows. Oracle technology automates data management workflows, provides access to B2B account information for enhanced targeting efforts, and leverages native CRM integrations to route leads to sales in seconds.

2. Fine tunes your lead scoring algorithm

Understanding buyer behaviors is critical to identifying who's likely to purchase. Oracle's lead scoring model uses behavioral and engagement data to determine those most likely to convert and applies AI and machine learning to identify your most engaged accounts.

3. Improves marketing and sales alignment

Marketing and sales teams need to work together to drive lead progression across the sales cycle. With Oracle Eloqua Sales Tools, you can identify the right opportunities to pursue and maintain brand consistency with approved email templates to help nurture and close deals.

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