

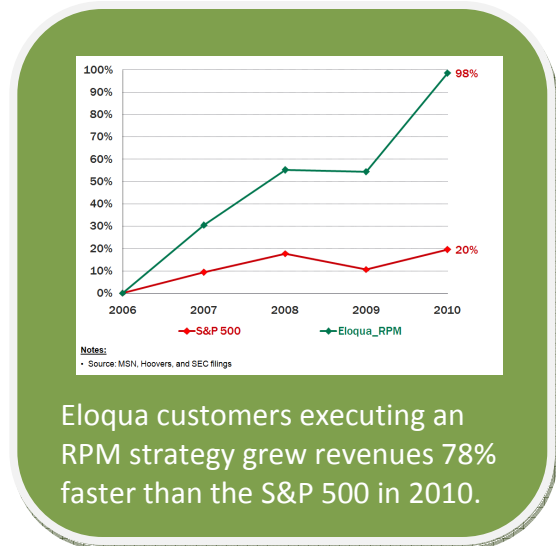


Eloqua Revenue Suite™

Marketing automation can improve so many business processes. But which will maximize your overall revenue growth?

The world's fastest growing businesses rely on Revenue Performance Management, or RPM – to answer this question. RPM is a bold new business strategy for generating more predictable and rapid revenue growth. Behind that strategy is the **Eloqua Revenue Suite**, a set of applications and services that help fast growing businesses sharply increase revenues. Eloqua Revenue Suite includes:

- ▶ **Revenue Architect:** A powerful and intuitive revenue cycle planning application
- ▶ **Revenue Insight™:** A cloud-based revenue analytics and reporting engine that includes **Revenue Performance Indicators**; five essential metrics and dashboards for tracking the health of your revenue cycle
- ▶ **Revenue Benchmark Index:** The world's largest source of revenue cycle benchmark data



Analyze your Revenue Cycle with **Eloqua Revenue Insight**

Eloqua Revenue Insight is a robust revenue cycle analytics and reporting application. Executives will love the Revenue Performance Indicators (RPIs), a set of 5 essential metrics that measure the health of your revenue cycle – **Value, Reach, Conversion, Velocity and Return**. Business and operations analysts can view single or groups of opportunities through many lenses like value, geography, and source, to adjust strategy and improve efficiency.

- ▶ Track progress against key Revenue Performance Indicators using pre-built dashboards and reports that measure revenue reach, value, conversion, velocity and return.
- ▶ Drill into performance metrics to diagnose revenue cycle inefficiencies and take action.



Redefine Your Revenue Cycle with Eloqua Revenue Architect

Tracking the progression of opportunities from first touch to closed business can be a challenge. Yet this is fundamental to building sustained, predictable revenue. To help business understand and visualize their revenue cycle, Eloqua Revenue Architect is a flexible and intuitive funnel development and management application.

- ▶ Define revenue cycle stages and rules in an intuitive and familiar visual interface.
- ▶ Customize funnel stages to ensure accurate reporting against your unique business needs.



Compare Your Performance Against the Eloqua Revenue Benchmark Index

For executives who seek to compare their revenue cycle performance against industry peers, Eloqua Revenue Suite includes the Eloqua Revenue Benchmark Index – a set of revenue cycle metrics collected from across hundreds of businesses.

- ▶ Access benchmarks based on actual operating data from the world's best marketers.
- ▶ Snapshot performance baseline and chart progress to see how process improvements drive revenue.

