



# THE BEST MARKETERS IN THE WORLD HAVE SOMETHING IN COMMON.

THEY KNOW EXACTLY WHAT THEIR CUSTOMERS AND PROSPECTS WANT.

THEY ALWAYS REACH THE RIGHT PEOPLE AT THE RIGHT TIME WITH THE RIGHT MESSAGE.

THEY ARE BEHIND THE BUSINESSES THAT OUT-MARKET, OUT-SELL AND OUT-PERFORM THE COMPETITION.

They know that **GREAT MARKETING**

is all about connecting the dots

And the key to producing big results **ISN'T** luck

They make great marketing look so **EASY**

# ▶ FOR THE WORLD'S BEST MARKETERS

## EMAILING PROSPECTS IS NOT ENOUGH.

You need to reach them at the right time, with the right message, over the right channels based on their interest. You need to provide your sales team with a consistent flow of high quality leads. And you need to measure your results with confidence.

Eloqua makes it easy. Track prospect behavior. Automate targeted communications over the widest range of channels. Move prospects through the buying process. Our flexible lead scoring lets you instantly route the best leads to sales. Intuitive reporting makes it easy to measure the quality of leads sent to sales and inspire confidence in your demand generation efforts.



Think of Eloqua as your **central command center. Marketing mission control.** A single, integrated platform to connect the dots and **fuel marketing success.**



# ...IT'S NOT LUCK. IT'S ELOQUA.

## CONTACT MANAGEMENT

**Know your Audience.** It all starts here. Your conversion rates are directly linked to the relevancy of your campaigns, so give your prospects what they want.

We help you capture key behavioral data for targeting and segmentation that will turbo-charge the effectiveness of your campaigns. Now you can target your most active prospects with the right messages to get them engaged. Eloqua's data management tools keep your database squeaky clean to power your campaigns.

*"Eloqua has helped us get more personal. We've always known which COMPANIES are visiting our site. Now we know which PEOPLE are visiting. There is no other more powerful sales-support tool than this single piece of information."*

~Chris Warner, Vice President of Marketing—JackBe

## CAMPAIGN MANAGEMENT

**Automate your Success.** It's the heart of your marketing organization—the campaigns that foster brand awareness, drive leads and increase event attendance—but executing them manually is a drain on time and resources.

Market smarter, not harder. Eloqua automation gives you the power to replicate your most successful campaigns and reach buyers across the industry's widest variety of channels on a single platform. Nurture prospects, streamline customer communications, fill the sales funnel, and drive unparalleled efficiency.

*"Without the technology Eloqua provides, we would have to have several more people involved in just getting regular communications out."*

~Sam Sanderson, Manager, Sales Automation & Analysis—Administaff

## LEAD MANAGEMENT

**Deliver the Goods to Sales.** You're doing your part to drive qualified leads, but the sales team questions the lead quality.

Eloqua's lead scoring and routing alleviates the tension between sales and marketing once and for all. The best leads are prioritized and sent directly to sales, ensuring they don't spin their wheels on the wrong prospects. With Eloqua's unique sales tools your reps will close more deals, faster—and credit marketing for their success.

*"In most organizations, there's a very big divide between sales and marketing. With Eloqua, we've been able to reduce that significantly. We're passing information to the sales reps that they can use to make more effective calls than they ever were able to before."*

~David Cain, Vice President, Marketing Communications—SuccessFactors

## MARKETING MEASUREMENT

**Measure with Confidence.** All the campaigns in the world won't matter unless you can measure the results. But you're a marketer—not a mathematician. You need a fool proof way to quantify marketing's impact that doesn't require a million spreadsheets.

Eloqua's reporting and analytics helps you show the value of marketing and inspire confidence in your programs. With instant visibility into the performance of individual assets and end-to-end campaigns, you can repeat the good stuff and demonstrate your contribution to the business.

*"As a marketer, you really have to prove the value that you're adding to the organization. Eloqua allows us to track our success and show how we're contributing to the overall organization."*

~Margie Agin, Director of Online Marketing—Tandberg



# JOIN A **VIBRANT** COMMUNITY AND COLLABORATE WITH THE **BEST MARKETERS** IN THE WORLD.

More than 30,000 pioneers in online marketing make up the Eloqua customer community. From the hottest start-ups to the most prestigious brands, these “birds of a feather” regularly share ideas, collaborate and network on the Eloqua customer portal and at regional user groups. This vibrant community is only a click away, making it easy to tap into an extensive knowledge base and advance your marketing skill-set.

## **A TRACK RECORD OF ACHIEVEMENT**

Over the past ten years, we've learned what it takes to make our customers successful. No other vendor gives you more tools and resources to learn the ropes, ensure ongoing success and advance your knowledge. We've even packaged up this experience with Eloqua SmartXchange, a library of proven marketing programs and templates that provide you with the easiest path to success.

## **GETTING STARTED**

Our experience implementing hundreds of customers translates to a proven methodology for delivering value on day one. With SmartStart, our popular implementation program, you're guaranteed rapid time-to-value, and more importantly—SUCCESS. In fact, clients that take advantage of this deployment option generate 200% more leads out of the gate.

## **ENSURING ONGOING SUCCESS**

Your Eloqua support system is never more than a call or click away. Your dedicated Customer Success Manager is a single point of contact for help with campaign planning, benchmarking or as a sounding board for new ideas. Our Chief Privacy and Deliverability Officer helps to ensure that your emails are reaching the inboxes of your target recipients. And flexible training and support options make learning accessible no matter where you are.

## **ELEVATING YOUR PERFORMANCE**

Need to evolve your marketing, optimize processes and drive change within your organization? Eloqua makes it easy with Best Practice Consulting to help you up your game. Our world-class partner ecosystem is made up of leading marketing agencies, expert consultants and technology providers—an extension of the Eloqua team that can help turn your ideas into reality.

Whether you're an online marketing novice or a seasoned pro—Eloqua provides the tools you need to maximize your investment in marketing automation and get results.