Oracle Eloqua Solution Services

With hundreds of clients both large and small, DemandGen® understands the needs of Modern Marketing teams across the globe—and our technical and strategic expertise in Oracle Eloqua drives our clients' success every day. As a Gold Certified Eloqua Partner, we educate your team, define your processes, and leverage all the power that your Oracle Eloqua solution has to offer.

DEPEND ON DEMANDGEN FOR:

- **Best-practice expertise** in utilizing and optimizing Eloqua to enhance ROI
- **Deep knowledge and experience** in othe demand funnel, lead scoring and nurturing programs, and marketing and sales alignment—and how they tie into the Oracle Eloqua Lifecycle Methodology
- **Best-practice expertise** in in developing a revenue cycle model to support Oracle Eloqua's Revenue Performance Management (RPM)
- **Custom integrations** with systems such as Salesforce.com, Oracle CRM OnDemand, Microsoft Dynamics, webinar platform tools and more
- **Hands-on systems optimization**, enablement, and execution

ORACLE ELOQUA BUSINESS PROCESS REVIEW

Improve demand generation and lead management performance

In this detailed consultative engagement, we evaluate your marketing operations processes around Oracle Eloqua, compare our findings with industry best practice, and develop actionable recommendations for greater effectiveness in demand generation and lead management: such as process improvements, technology enhancements, and specific metrics to track.

DEMAND FUNNEL MANAGEMENT

Optimize a new Oracle Eloqua solution; support Oracle Eloqua Customer Lifecycle Management; enhance Oracle Eloqua ROI

DemandGen's award-winning, innovative approach to understanding, integrating, and optimizing the demand funnel—now in use by some of the top sales and marketing organizations around the world—incorporates funnel analytics, business intelligence, sales and marketing alignment, and closed-loop reporting to improve conversion rates and help you refine your overall demand strategy.

> "My first exposure to DemandGen was a feeling that everything was going to be okay. You've been my security blanket and valuable partner with all things Eloqua. Your personal touch has helped us with new staff onboarding and continuity. Thank you for all the years of service and I look forward to many more."
>
> — Brad Rollin, Sr. Manager, Field Marketing of Americas, FICO

FICO®

LEAD SCORING

Improve sales and marketing effectiveness through scoring aligned with Oracle Eloqua Co-Dynamic Lead Scoring

This proven, streamlined process for building the right lead scoring system for your business includes a custom simulator and proprietary tools for weighting criteria, generating scoring formulas, and testing assumptions. DemandGen's masterful lead scoring specialists, CRM engineers, and an expert implementation team deliver tremendous sales efficiencies for both B2B and B2C organizations.

ORACLE ELOQUA ENABLEMENT

Improve Oracle Eloqua utilization, performance, and results

Drive greater adoption, best-practice utilization, and better Oracle Eloqua ROI with a self-service program that makes your Oracle Eloqua solution very easy for your staff to use. Our campaign process optimization experts compile libraries of program/ asset templates and core lists, create easy-to use tools and job aids, develop an efficient training regimen for your team, and build a centralized portal to house it all.

ORACLE ELOQUA CAMPAIGN EXECUTION

Turn to DemandGen's skilled resources and expertise to create and manage all your Oracle Eloqua campaigns

Some of the top businesses in the world depend on DemandGen's certified professionals to handle dayto-day campaign management and execution. Our top-flight Campaign Execution team will produce and deploy your emails, web pages, forms, and multi-touch programs; manage lists, quality assurance testing, and reporting; and guide each project for optimal efficiency and effectiveness.

LEAD NURTURE FRAMEWORK

Create a scalable program for effective development of inbound leads

To build the framework for nurturing your prospects through the buying cycle, we first identify the unique lead lifecycles of your business, then develop the strategic parameters for your lead nurturing program: targeting and segmentation, messaging strategies, reporting needs, buying cycle content mapping/gap analysis, strategy and plan development for landing pages and form creation, deliverability enhancement, and bestpractice training.

REPORTING & MEASUREMENT

Get true insight with DemandGen's revenue-based approach`

We'll integrate with the Oracle Eloqua Insight feature and Revenue Analytics, or build custom dashboards. Then we'll help establish accurate tracking for the metrics that matter to you, such as CMO dashboards, Marketing contribution to revenue, effectiveness of emails/campaigns/channels, demand funnel and web analytics, and third-party integrated solutions.

ORACLE ELOQUA APPCLOUD INTEGRATION

Extend the use of Oracle Eloqua with ease

DemandGen can help you reach out to the cloud for social, data, and conferencing applications that build on the power of Oracle Eloqua.
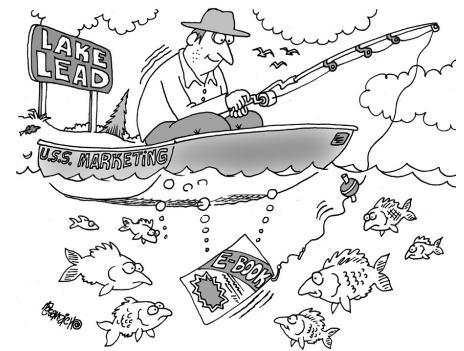
Ask About DemandGen Services in:

- Progressive Profiling
- Subscription Management
- System Configuration and Deployment
- CRM and Oracle Eloqua Integration
- Oracle Eloqua Webinar Alignment
- Custom Projects and Integrations