

## Expertise in CRM Integration

Partners since 2006, Eloqua is proud to be one of Oracle's Premier Elite 8 partners for CRM On Demand. Eloqua provides both the technical expertise and practical know-how to help you quickly link your Eloqua Marketing Automation system with your new or existing Oracle CRM On Demand database. Increase the value and return on your marketing investment by sharing important lead information with your field sales organization and segment your marketing database using the latest updates from your CRM.

## Why Integrate Eloqua With your Oracle CRM On Demand System?

### Sales Enablement

Arm your sales team with actionable insight into lead activity and behavior to help sales close deals faster.

- ▶ With Eloqua, all activities from website and email visitors are tracked in a central repository and can help your field sales team read and evaluate a prospects' "Digital Body Language" based on their actions.
- ▶ Right from within the CRM, Sales can easily understand who to call and what to talk about.

### Sales and Marketing Alignment

Ensure that the sales team has the most up-to-date information on marketing messages, offers and email communications that have been delivered to prospects. Sales can have a clear understanding of what prospect has been exposed to all from within the CRM interface.

Tools the sales team can leverage include:

- ▶ **Eloqua Activity Overview** - A weblink is available that shows Eloqua marketing Activity in an easy-to-read format for Salespeople who need additional details about a particular activity that occurred.
- ▶ **Add to Program** - Allow sales to add a contact to an automated lead nurturing campaign or customer up-sell program in Eloqua.
- ▶ **Unsubscribe** - Sales can mark a contact as unsubscribed from the marketing database.

## Eloqua – Oracle On Demand CRM Integration Overview

The Eloqua-Oracle On Demand integration is a 2 way synchronization of a CRM system's contact and lead data. On a scheduled basis, Eloqua pulls all recently modified and newly created Leads/Contacts in your CRM, and updates the related records within Eloqua.

- As a web form is submitted, it is checked against the Eloqua database to stop duplicate lead records.
- New/updated information within forms is pushed into your CRM system and updates the related record to reflect the new data that came in from the form submission.
- Marketing activity that is tracked by Eloqua triggers an activity task that is automatically written into the CRM.
  - Website Visits
  - Form Submissions
  - Email Opt Out
  - Bouncebacks
  - Click Throughs



## Marketing Measurement and Visibility

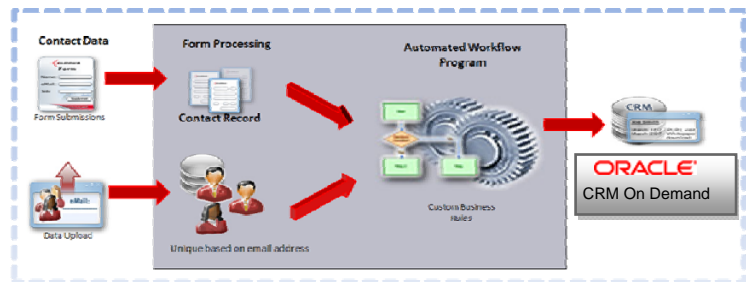
Gain full visibility into sales and marketing data in your CRM system and start evaluating the relationship between marketing spend, sales opportunities and revenue.

- ▶ Eloqua enables you to prepare marketing activity dashboards for your sales teams.
- ▶ Analyze opportunity and pipeline information driven by marketing activities.

## Lead Management and Routing

Ensure that no leads are left behind. Assign leads in your CRM system to salespeople based on a variety of factors as they enter the system through form submissions on your website.

- ▶ Eloqua allows you to create custom rules that perform ownership routing after certain marketing events have occurred.
- ▶ Eloqua gives you better insight and the ability to retract leads when no activity has occurred and automatically re-route those prospects for appropriate follow up, such as nurturing programs.



## Integration Specifications

### Requirements

- ▶ Oracle CRM On Demand CRM R14 or higher
- ▶ Eloqua Editions Supported:
  - Eloqua Lite, Express, Team, Enterprise
- ▶ A User login that has appropriate permissions to the objects that Eloqua will be updating/creating
  - Access to all objects that are to be synched
  - Access to campaigns(if required)

### Supported Objects

Eloqua currently supports the standard objects within Oracle CRM On Demand such as contacts, accounts, leads and others. Records can be retrieved from most objects within the Oracle CRM On Demand system on a regular basis automatically.

## Data Cleansing and Deduplication

Typically, Eloqua uses standard business logic when updating records between Eloqua and Oracle CRM On Demand. When a web form is submitted or contacts are uploaded into Eloqua the following logic is executed:

- ▶ If no leads and no contacts exist with the same email address, Eloqua will create a new lead record in Oracle CRM On Demand.
- ▶ If a lead or contact exists with the same email address in the CRM already, Eloqua will update the existing lead or contact record in Oracle CRM On Demand.

Recognizing that not all organization's needs are identical, business logic can also be customized to meet the needs of your organization. Please contact your Eloqua CSM for additional information.

## **Go Beyond Deployment and Integration**

Eloqua has developed a set of best practices used in over 400 CRM deployments - which have now been incorporated into a quick deployment process which will help to guide you through the process of establishing which data should be shared between the two systems, and what kind of information you want to pass over to your sales team.

Our professional services team can be engaged to help map out your current business processes and find a solution that gives you the information you need yet follows the business rules your organization requires. Other services they provide include consulting on complex integration scenarios such as segmenting on purchase history, incorporating custom objects into a business flow, named account targeting or discovery, or complex lead assignment rules – can all be executed using the Eloqua platform.

Achieve the fastest time-to-value with Eloqua's Best Practices Template Library and the SmartStart™ implementation approach. Hosted at either Eloqua or one of our certified partner facilities, SmartStart is a one-week program designed to accelerate adoption of the Eloqua application and help you maximize your marketing investment. The program helps you start building your own blueprint for best practices, and includes email marketing and CRM integration setup as well as web profiling configuration, template creation, and access to training.

Go beyond the basics and start designing lead scoring and lead nurturing programs to maximize the value of your leads. Start benefiting from the rich capabilities that Eloqua offers and walk away with everything you need to launch your first campaign.

## **Frequently asked Questions**

### **Do I need a separate CRM license for my Eloqua Integration?**

- ▶ We recommend having a distinct username and password that Eloqua uses to login to update your data.

### **Can I associate my CRM Campaigns to forms in Eloqua?**

- ▶ Yes – Eloqua can use a Campaign ID field to update the CRM system and associate a lead/contact to a particular campaign for reporting purposes in Oracle CRM On Demand. This requires configuring your form in Eloqua to capture a valid On Demand Campaign ID.

### **Can I use Opportunity data in Eloqua?**

- ▶ Yes – In Eloqua Team or Enterprise the use of Data Cards is available which can store objects that have a many to one relationship with a contact record. Using Data Cards in Eloqua can allow you to segment your database using transactional information such as purchase history or opportunity data. This is not covered by our standard integration and may require professional services assistance – speak to your CSM.

### **Do my salespeople need a password to Eloqua?**

- ▶ No – salespeople will access the data by clicking a link in your CRM system record that will display a modal window with the details of that event (such as web pages visited, forms data that was submitted, etc.) They do not need to login to Eloqua.