

SmartXchange

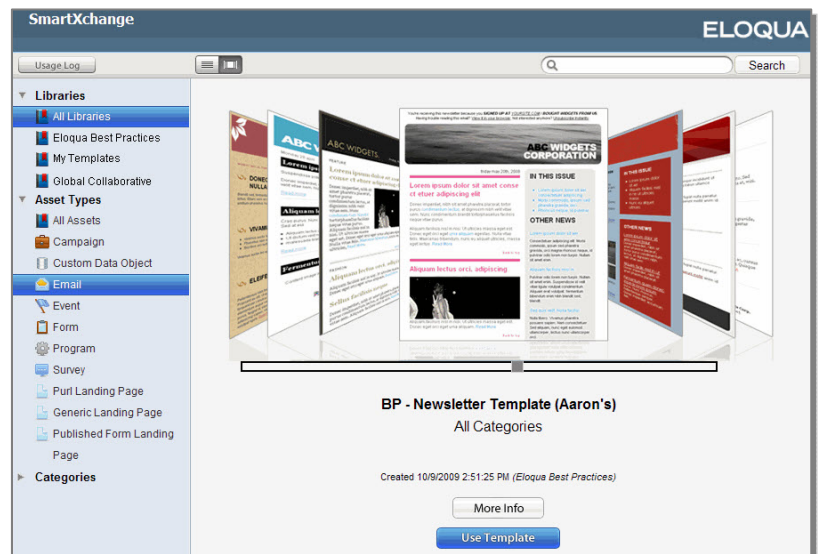
Best Practices and Proven Results Just Clicks Away

Eloqua SmartXchange is the first ever on-demand platform for marketers to access, publish and exchange marketing automation best practices, programs and templates. Tested by hundreds of leading businesses, Eloqua SmartXchange templates give marketers the easiest path to success. Quickly develop and deploy online marketing programs that are proven to boost results, limit time-consuming trial and error and maximize the return on investment in marketing automation.

Don't Go It Alone

For marketers that want to establish repeatable, efficient and measurable processes, marketing automation systems hold great promise. But technology alone doesn't produce great results – innovative marketers do. Why not tap into the programs and templates they use to drive measurable business results?

The Eloqua SmartXchange is the first ever platform that gives busy marketers on-demand access to pre-built marketing programs and templates so they can quickly deploy campaigns and automate entire marketing processes. It's like having a trusted advisor right inside the platform to help you get started.



BENEFITS

- ▶ **Improve** campaign results with proven best practices
- ▶ **Decrease** time to deploy successful programs
- ▶ **Minimize** time spent experimenting
- ▶ **Enforce** corporate standards with easy program publishing
- ▶ **Share** your best ideas in your own internal library

Access, Optimize, Standardize

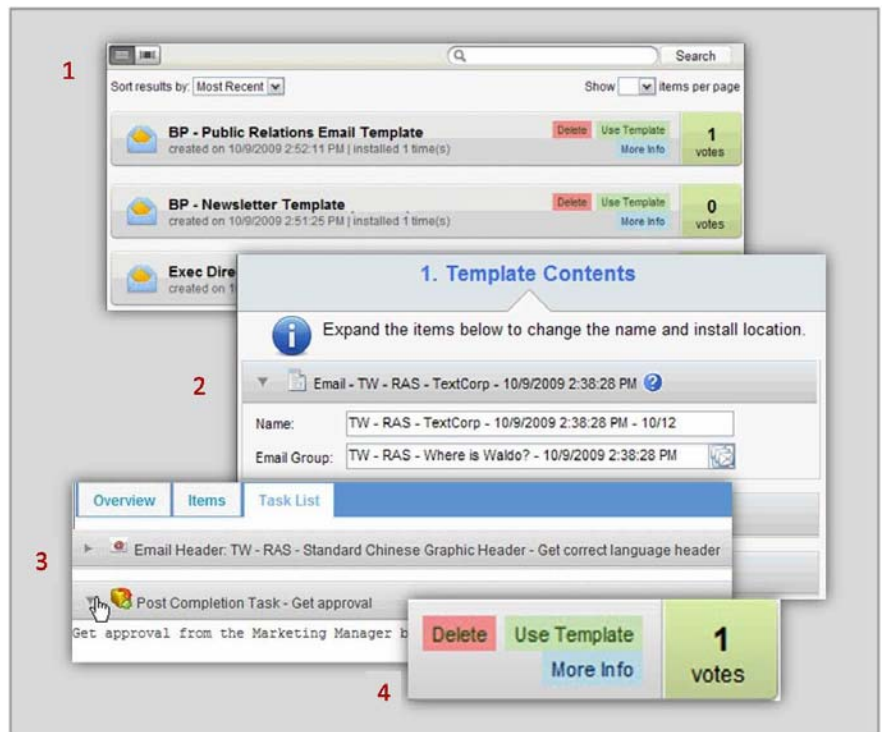
Eloqua SmartXchange helps marketers quickly deploy the most popular, proven practices utilized by hundreds of companies to power their marketing. From the simplest email auto-responder to sophisticated data quality management processes, marketing expertise is just a few clicks away.

Publish your templates to an internal library and easily share with team members. Not sure how to develop a lead scoring program? Need help building landing pages? Have a great program for event registration you want your whole team to use? The SmartXchange makes it easy to find the template that best suits your needs in the pre-loaded library or share your own templates to drive consistency and standardization.

With SmartXchange all the components of a program or workflow are bundled into a single template to make it easy share or find all the elements you need to deploy a program. A step by step task list provides guidance on how to customize and implement a program so you can realize fast results.

KEY FEATURES

- 1) Search the Eloqua SmartXchange by program type, name or popularity to find the best template for your needs.
- 2) Step through a simple wizard to populate your own library with all the elements of a program bundled in a single template.
- 3) Follow a breakdown of critical tasks to customize and deploy each template.
- 4) Vote for your favorite templates.



About Eloqua

Eloqua is the category-defining marketing automation leader and provider of best practices expertise for marketers around the world. The company's mission is to make its customers the best marketers on earth. Thousands of customers rely on the power of Eloqua to execute, automate and measure programs that generate revenue. Eloqua is headquartered in Vienna, Virginia, with offices in Toronto, London, Singapore and throughout North America.

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