

ORACLE ELOQUA MARKETING BASIC CLOUD SERVICE

A COMPLETE, OUT-OF-THE-BOX
MARKETING AUTOMATION SOLUTION

KEY FEATURES

- Quick and easy campaign creation
- Embedded best practice e-mail and form templates
- Out-of-the-box lead scoring and routing capabilities
- Database for storing marketing assets
- Powerful segmentation and targeting tools
- Flexible native CRM integrations
- Easy integration of third-party apps directly into your marketing campaigns
- Inline reports, dashboards, and Website analytics

KEY BENEFITS

- Implement and launch campaigns quickly and efficiently without technical skills.
- Capture the digital body language of your prospects and translate it into sales.
- Generate more sales opportunities by nurturing leads.
- Demonstrate marketing's impact on business results with meaningful metrics.

Oracle Eloqua Marketing Basic Cloud Service is the most complete out-of-the-box marketing automation solution for creating campaigns, generating leads, and measuring success.

Create Compelling Campaigns

With more work than you can handle and a sales team demanding better leads, you don't have the luxury of time—you need to hit the ground running. Oracle Eloqua Marketing Basic Cloud Service makes it easy for you to quickly create compelling marketing campaigns without requiring any technical skills or costly agencies. Increase your efficiency with these benefits:

- Send out your first campaign in less than an hour, not days, leveraging embedded best practices templates and easy-to-use editors. Building e-mails, landing pages, and forms requires no HTML or technical skills.
- Get more sales opportunities out of your existing database by creating simple nurturing campaigns that keep your leads warm until they are ready to buy. Easily personalize the content of the e-mails and send them on behalf of your sales reps to help increase opens and responses without having to create multiple e-mails.
- Make it easy for visitors to engage with your campaigns socially. Use the Social Sign-On feature of Oracle Eloqua Marketing Cloud Service in place of forms, and add preconfigured Facebook, Twitter, and LinkedIn buttons and elements to your landing pages.
- Store marketing assets such as white papers, images, and other content used in your programs.
- Streamline your Webcast registration, reminders, and follow-up marketing efforts in a repeatable, hands-free way.

Generate Quality Leads for Sales

From sending an e-mail on behalf of your sales team to targeting buyers who haven't been back to your Website in a while, it's all about one simple equation:

$$\text{Relevance} = \text{Conversion} = \text{Revenue}$$

The more targeted and relevant your marketing campaigns, the more people will engage and respond and the more revenue you will drive.

Oracle Eloqua Marketing Basic Cloud Service makes it easy to understand and leverage buyer behavior to generate the quality leads your sales team is demanding.

- Capture the digital body language of your buyers as they interact with your marketing efforts, including Website page visits, forms submissions, white paper downloads, and e-mail opens and click-throughs.
- Create highly targeted, segmented lists for your campaigns, based on contacts, accounts, and/or data brought in from your CRM system, including activity information, past purchase history, and opportunity status.

- Flexible native CRM integrations ensure that buyer behavior information and leads are passed into the CRM system to give Sales insightful information for competitive advantage.
- Out-of-the-box lead scoring and routing capabilities give you the ability to qualify leads based on demographic, behavioral, and social characteristics before passing them to Sales.
- Easily and seamlessly append missing or inaccurate data to your buyers’ profiles with the help of Oracle Eloqua AppCloud.

Demonstrate Marketing's Impact

Oracle Eloqua Marketing Basic Cloud Service makes it easy to quantify the results of your marketing efforts and optimize campaigns in real time. It provides executive-level visibility into critical revenue metrics with powerful out-of-the-box and custom reporting and analytics tools. The Insight feature of Oracle Eloqua Marketing Basic Cloud Service provides

- Out-of-the-box reports and dashboards that help you show (and show off) marketing’s impact on meaningful business metrics
- The ability to measure asset and campaign performance with ease
- Website analytics to uncover who’s coming to your Website and where they’re coming from
- Closed-loop campaign reporting that connects campaigns to the pipeline, revenue, and ROI
- The ability to synchronize marketing and lead data with sales contact and pipeline information—giving your sales team accurate, up-to-the-minute information on how marketing campaigns are influencing deals

A complete marketing automation solution, Oracle Eloqua Marketing Basic Cloud Service helps you better understand your buyers, extract more sales opportunities from your existing database, implement lead generation and nurturing campaigns, and communicate the success of your marketing efforts.

What Is Included with Oracle Eloqua Marketing Basic Cloud Service?	
Customer Success	
Marketing users	10
Best practice programs and templates	✓
Success coaching	✓
Access to the Topliners online marketing community	✓
Standard support (5 days/week, 12 hours/day)	✓
On-demand product education sessions	✓
Oracle University – Oracle Eloqua Learning Credits	Add-on
Campaign Management	
Marketing content database	✓
E-mail marketing, landing pages, and forms	✓
Dynamic content	✓
Lead nurturing, drip marketing, multichannel campaigns	✓
Social Apps and Social Sign-On features	✓
Standalone events and Webinars	✓
Custom multicity or multisession events with Oracle Eloqua Event Management Cloud Service	Add-on
Dedicated IP address(es) and full link branding	Add-on
Deliverability incidents assistance	Add-on

Contact Management	
Contact/lead database	✓
Contact-, account-, opportunity-, purchase-history-, and activity-based segmentation	✓
Segmentation on any external datasource or custom data object	Add-on
Advanced data cleansing, deduplication, and normalization tools	Add-on
Lead Management	
Sales alerts, notifications, and e-mailed reports	✓
Single active model, real-time lead scoring and routing	✓
Real-time multimodel lead scoring and advanced routing with Oracle Eloqua Advanced Lead Scoring Cloud Service	Add-on
Standard single sign-on	✓
Oracle Eloqua Identity Cloud Service for Salesforce.com	Add-on
Oracle Eloqua for Sales solution, including Oracle Eloqua Plug-in Cloud Service for Salesforce.com, Oracle Eloqua Customer Profiler Cloud Service, and Oracle Eloqua Engage Cloud Service	Add-on
Marketing Effectiveness	
Dashboards and reports, including campaign, lead, database health, Website analytics, and social	✓
Ability to create custom reports and dashboards and access benchmarks with Oracle Eloqua Business Intelligence Cloud Service	Add-on
Integration	
Standard data import/export engine	✓
Unlimited apps from Oracle Eloqua AppCloud	✓
Snap-in integration for the salesforce.com platform, Microsoft Dynamics CRM, and Oracle's Siebel CRM On Demand	✓
Custom CRM and third-party application integration	Add-on
Access to Oracle Eloqua Integration API Cloud Service	Add-on
System Management	
Standard security roles for access and permissions	✓
Custom security roles and contact-based security with Oracle Eloqua Security Administration Cloud Service	Add-on
Premier support + international (5 days/week, 24 hours a day)	Add-on
Sandbox test environment with Oracle Eloqua Additional Test Environment Cloud Service products	Add-on

Contact Us

For more information about Oracle Eloqua Marketing Basic Cloud Service, visit eloqua.com/contact or call +1.800.ORACLE1 to speak to an Oracle representative.



Oracle is committed to developing practices and products that help protect the environment

Copyright © 2012, 2013, Oracle and/or its affiliates. All rights reserved. This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission. Oracle and Java are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners. Intel and Intel Xeon are trademarks or registered trademarks of Intel Corporation. All SPARC trademarks are used under license and are trademarks or registered trademarks of SPARC International, Inc. AMD, Opteron, the AMD logo, and the AMD Opteron logo are trademarks or registered trademarks of Advanced Micro Devices. UNIX is a registered trademark of The Open Group. 0413

Hardware and Software, Engineered to Work Together