

Eloqua

 Marketing automation platform that helps systematize lead management, scoring, nurturing and distribution

The platform includes a visual interface for non-technical marketers to build complex, multi-touch programs

The release of Eloqua10 marks a significant improvement in both usability and analytics

Editor's Note: In the SiriusDecisions brief "On the Grid: Demand Creation Providers," we introduced a framework for evaluating demand creation providers in the b-to-b space. This evaluation methodology is based on a holistic approach that considers features and functionality, services and the vendor's ability to drive utilization. Based on these three dimensions, SiriusDecisions plots a vendor based on the scores for technology and services on a four-quadrant grid (scoring runs from 0 [low] to 5 [high] on each axis), denoting the provider's deployment capabilities by the color of the placement point.

The past several years have seen rapid adoption of increasingly sophisticated b-to-b marketing approaches, including lead scoring, nurturing, portfolio marketing and better analytics to drive continuous improvement. In many industries, these approaches have become a requirement to stay competitive, and they can be executed effectively only with a marketing automation platform (MAP). As b-to-b marketers have realized success and gained expertise in the use of MAPs, they have challenged all MAP vendors to deliver improved functionality, service, analytics and usability.

With the release of Eloqua10, Eloqua has taken a significant step toward meeting these challenges. Offered in three versions — Express, Team and Enterprise — Eloqua10 is designed to respond to the diverse sizes, complexity levels

and needs of b-to-b marketing organizations. The three versions of Eloqua10 provide varying degrees of functionality, analytics and support; the lowest-cost option, Express, lacks some segmentation, reporting and personalization features as well as the custom integration services offered with Team and Enterprise.

Pricing for all Eloqua products is based on number of database contacts and users. Express pricing starts at \$2,000 per month for less than 10,000 contacts and up to 10 users; Team starts at \$3,200 per month for less than 10,000 contacts and 11 to 50 users; and Enterprise starts at \$6,400 per month for less than 10,000 contacts and up to 250 users. Companies with larger databases can expect to pay more.

TECHNOLOGY SCORE: 4.2

Eloqua scored a 4.2 in terms of its features and functionality, based on SiriusDecisions analysis in the following areas:

- *Marketing database.* Eloqua can connect to, or mirror, existing customer relationship management (CRM), data warehouse and other custom data applications via its Web application programming interface (API). It also enables automation of data functions and processes, such as exporting and importing marketing data to and from a range of third-party applications. In addition, it automatically creates and

VENDOR AT-A-GLANCE: ELOQUA

Contact Information

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(866) 327-8764
sales@eloqua.com
www.eloqua.com

Client Roster

Dow Jones
Siemens
Sony
Sybase
VMware

Operations

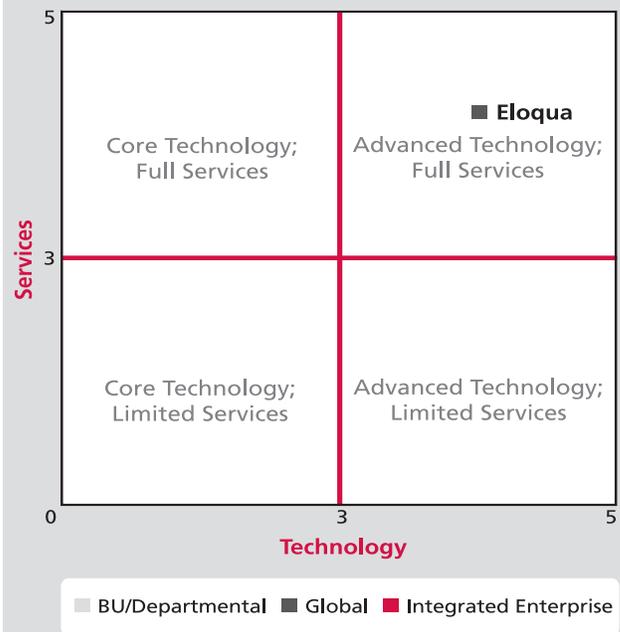
Revenue: \$51MM-\$100MM
Employees: 250
Global Presence: Asia, Canada, Europe
Key Industries Served: Business Services, Financial Services, High Technology, Manufacturing, Telecommunications

manages comprehensive activity profiles for all contacts who take predefined actions (e.g. Web site visits, opening email, content downloads, completing forms). Eloqua summarizes this behavioral data (which it calls “digital body language”) in multiple ways, such as contact activity overviews or visual summaries of prospect activity for salespeople embedded in the CRM system. Eloqua also recently introduced what it calls “Cloud Connectors,” a set of cloud-based integrations with Web conferencing vendors (WebEx, Adobe, On24 and Readytalk), data providers (DemandBase, Jigsaw, Rapleaf) and social platforms (Radian6, Lithium, Slideshare, Flowtown). Eloqua also supports progressive user profiling, and it provides bounce and opt-out management for email programs; its email subscription manager lets recipients select the topics and types of deliverables they would like to receive. Finally, included in Eloqua10 is a library of pre-configured preference management solutions that provide administrators with a number of other segmentation options.

- *Campaign management.* Eloqua10 features a new interface called “campaign canvas” that allows non-technical users to build trigger-based, multi-touch campaigns linking sequences of tactics that branch according to responses and pre-defined rules. The platform also includes a new WYSIWYG interface for designing email and landing pages. Web site forms can be created that profile users in a progressive manner and pre-populate with data from known visitors. In addition, marketers can create content-driven, personalized microsites that deliver targeted content based on activity and profile data. Eloqua’s social media sharing and reporting features include sharable links into emails and landing pages, RSS feeds to make content more relevant and the ability to track traffic from social media sites. Additional campaigns aimed at a prospect can be triggered based on product purchase or usage, and those who aren’t ready to buy can be automatically entered into nurture programs. Eloqua also supports short message service (SMS) for mobile marketing, integrated call services via personalized text-to-speech messages or recorded voice messages and personalized fax communications. Finally, Eloqua employs proactive measures to support improved email deliverability, including 24x7 monitoring of Eloqua’s email servers and IP addresses; spam content checks; general deliverability testing (including international inboxes); feedback loops and white listings with major ISPs and partners; automatic suppression of hard bounces; unsubscribe and spam complaint submitters; and deliverability coaching and IP certification.

- *Lead management.* Whether an organization relies on a direct sales force, named account model or distributed channel, lead information is automatically captured and scored with Eloqua; it can be

**Demand Creation Provider Grid:
 Eloqua**



routed to reps based on geography, industry, product interest or other business rules. Eloqua’s lead scoring uses common quality definitions such as BANT (budget, authority, need, timeline) and qualification data including lead response, activity and behavior. Leads deemed qualified based on scoring thresholds can be distributed to sales immediately, while unqualified leads can be routed to lead nurturing programs. Eloqua has an email plug-in that enables sales to access and customize pre-built templates and track recipient response directly through Microsoft Outlook; when qualified prospects visit an organization’s Web site, email alerts can be sent directly to sales with visitor details such as pages visited, length of visit and search terms used. Eloqua Discover for Salesforce.com arms reps with a dynamic list of hottest prospects and most active accounts, while Eloqua Prospect Profiler provides a visual summary of each prospect’s activity embedded within the CRM system.

- *Advanced features.* Along with its lead nurturing capabilities, Eloqua10 represents a significant evolution of reporting and analytics. Eloqua’s dashboards have moved beyond simple activity tracking to the realm of business intelligence by enabling gathering and analysis of data from multiple sources, providing a unified view into a shared sales/marketing pipeline and such key information as program performance, Web site analytics, email/form conversion metrics and sales pipeline data. Specific analytics include analysis

and ranking of performance and progress toward goals across campaigns, funnel stage, email and Web page conversion rates; the health of the marketing database; and campaigns that drive the most sales pipeline contribution and closed business through various methods of revenue attribution. These dashboards offer demand generation and conversion statistics that identify key response trends and patterns in Web site activity, delivered on demand or as weekly email updates. Eloqua Web site analytics can track specific referring sites from banner ads to Twitter and other social media sites.

SERVICES SCORE: 4.0

Eloqua scored a 4.0 in terms of its services capabilities, based on SiriusDecisions analysis in the following areas:

- *Implementation.* Eloqua's flagship integration implementation package, called SmartStart, is a three-to-five-day service designed to accelerate a customer's time to value. Customers that choose this option emerge with their Web site and CRM fully integrated, lead scoring deployed and a first campaign ready for execution. SmartStart comes with a 90-day money back guarantee. Smaller companies with fairly standard implementations of Salesforce can use Eloqua's One-Click Integration to synchronize marketing and lead data with sales contact and pipeline information. For more complex implementations, Eloqua offers a range of options that include a network of implementation partners. Eloqua's Web API enables standards-based information exchange, facilitating collaboration and data sharing through Web services. Eloqua also offers direct integrations and Cloud Connectors with other systems including ReachForce, Omniture and Webtrends.
- *Training.* Eloqua offers a variety of subscription-based training options and certification in what it calls Eloqua University, including weekly webinars, a resource center and instructor-led courses. Eloqua University has two education paths: product (Eloqua Masters Program), and marketing process (Revenue Lifecycle Masters Program). Online training resources also can be found on Eloqua Topliners, a portal containing knowledgebase articles, a discussion forum and community, best practice content, training videos and guides, and an ideas exchange.
- *Support.* Eloqua includes a named customer success manager (CSM) with every contract; this resource builds a plan that guides a new customer in the first year. CSMs are not account managers, nor service resources, but can be leveraged to access best practices and discover new ways to use the technology. Product support via the Web, email and telephone is included for all users with every Eloqua

contract; solutions support hours run five days a week from 8 a.m. to 8 p.m. in a user's local time zone. Eloqua also offers a Premier Support subscription service that includes around-the-clock support five days a week.

- *Best practice modules.* Eloqua offers an online library of best practice templates (e.g. newsletters, lead scoring, data cleansing programs) that enable users to get up and running in specific areas. In addition, customizable templates for emails, landing pages, microsites and lead scoring frameworks enable marketers to more quickly leverage a wide range of Eloqua functionality. In conjunction with the launch of Eloqua10, the company introduced the concept of Revenue Performance Management, a systematic approach to combining predictive analytics with a single view of the sales funnel to improve sales efficiency.
- *Skills.* Eloqua has a wide range of consulting services and curriculum to help boost marketing skills. Its online customer community and user groups are effective channels for users to solicit and offer best practice advice to their peers. It also has developed a marketing methodology called The Revenue Lifecycle, which assesses where a business is on a marketing maturity curve, and makes key recommendations on how to advance to the next level.

DEPLOYMENT: GLOBAL

Given the differences between companies by requirements, size of their marketing departments and process maturity, the ability for a vendor to drive utilization across all layers of the demand creation technology stack is a key differentiator. Eloqua is appropriate for global organizations; many customers have used its solution for a number of years with both centralized and decentralized marketing departments around the world; some of these implementations have required support for multiple CRM systems. Eloqua was founded in 1999; it is a privately held company, but has stated its intention to go public in the future.

THE SIRIUS DECISION

Few vendors can match Eloqua's critical mass of customers leveraging MAP technology and services or its experience. With the release of Eloqua10, it has addressed concerns some may have had about the tool's usability and analytics functionality. Based on our evaluation of technology, services and deployment options, Eloqua is clearly a leader in the MAP market and should be considered by organizations looking to adopt marketing automation. However, companies should be sure to get a firm commitment on implementation timeframes, as SiriusDecisions has learned that there can be a wait for customers on Eloqua9 desiring to upgrade to Eloqua10.