## CONTACT RECORDS

250 fields, multiple field types (text, single select, checkbox, multi-select).

### CONTACT PROFILES

Track "Digital Body Language" history: web page click-stream, form submissions, email interactions (opens, clicks), referring URL source, search engine/search phrase used, and high-value content/asset interactions.

### **TECHNICAL PROFILES**

Understand web visitors technical profile (browser used, IP address, Country/State/ZIP/Longitude and Latitude from IP).

### SEGMENTATION

Contact groups; Filters (field-based, activity-based and inactivity based).

# PREFERENCE MANAGEMENT

Email opt-in subscription management: Email opt-out compliance (global or campaign level); Web tracking consent compliance.

# Manage Contacts

#### DATA INTEGRATION

List upload; Form integration; Open API integration for data import/export (CRM, custom connectors); Automated data import engine (secure FTP).

## DATA QUALITY PROGRAMS

De-duplication; Normalization; Cleansing.

#### **EVENT MANAGEMENT**

Manage event waitlists, session registration and cancellation processes; Automated pre-defined reminders and follow-up action steps; Manage multiple session events from a single registration form, including multiple locations or time slots.

Email development; Template library; HTML and plain text; Activity driven content; Email deliverability optimization; A/B testing; Competitor domain excludes; Bounceback capture and management: List management: Deployment (one-off, batch or campaign/form triggered).

FMAILS

#### PERSONALIZATION

In emails (field merge, activity driven content, sales signature rules); In web pages (field merges, content substitution) and page alternates (URL redirects based on data lookup); In forms (field pre-population).

# Manage Campaigns

activity or inactivity.

# Manage Leads

# **DATABASE HEALTH**

by company

WEB ANALYTICS

Understand web visitor activity on

# of website visitors; Most popular

platform hosted pages and externally

hosted pages. Out-of-the-box reports:

pages and time spent; Page navigations;

Top entry/exit pages: Leading referrers

(i.e. social media, blogs), search engines and keywords used: Unknown visitors

Diagnose the health of your marketing database (i.e. % growth) and understand distribution across key fields and values (i.e. lead source, region, lead stage, role).

**CAMPAIGN ANALYTICS** Report on the performance of campaigns. Drill-down

to explore and compare individual asset performance. like effectiveness by email and groups of emails (opens and CTRs, bouncebacks, unsubscribes), form conversions, high-value content views. Further break down data by other views (i.e. by region, by industry, by role).

# **Measure Impact**

**DASHBOARDS & DRILL-DOWNS** Access guick insight into all of your marketing activities through visual dashboards. Instantly drill down to the details.

#### **REPORT DELIVERY**

Schedule regular delivery of important reports and dashboards right to marketing and sales team's inboxes

## **CRM INTEGRATION**

THE POWER OF

MARKETING

**AUTOMATION** 

Bi-directional synchronization - real-time data push to CRM and scheduled automated data pulls; Real-time push of behavioral activity into CRM system's lead and contact record: CRM Campaign association; Trigger CRM assignment rule routing and notifications.

### SALES ENABLEMENT

Access to full behavioral activity history (from the CRM lead and contact records and from add-on tools like Elogua's Prospect Profiler and Eloqua Discover); Ability to trigger marketing programs from within CRM system; Real-time web activity alerts to assigned salesperson; Outlook plug-ins leverage email templates and tracking capabilities.

# LEAD ASSIGNMENT

Assign leads to salespeople based on geography, industry, product interest, or other business rules. Use lead assignment to further customize marketing communications using sales signature rules.

# Marketing Automation Platform Mind Map

Today, Marketing Automation Platforms are guickly becoming must-haves for marketing success. These platforms offer broad features and deep functionality and, at first glance, can appear complex and overwhelming. In an effort to fast-track your journey of discovery, we've taken our years of Marketing Automation experience and insight and distilled our knowledge into this Mind Map.

There are four main components to a Marketing Automation Platform. They are the ability for marketers to: Manage Contacts, Manage Campaigns, Manage Leads and Measure Impact. Each of these components contains up to three subcomponents, and often each subcomponent groups several related parts.



**STANDARD & CUSTOM REPORTS** 

Choose from pre-built reports and dashboards or

custom build your own with the data you need.



#### WEB PAGES

Platform created/hosted pages; Template library; External website tracking integration; Personal URL (PURLs); Embedded forms; Content substitution: Content hosting.

### MULTI-CHANNEL CAPABILITIES

Integrated, multi-channel marketing: email, web, direct mail, fax, RSS feeds, SMS, trigger outbound calls (live or automated voice messaging).

### **CAMPAIGN AUTOMATION**

Design, build and maintain automated rules-based marketing campaigns. Visualize the campaign workflow, build segments. incorporate campaign assets, define decision rules and trigger resulting actions based on

### FORM PROCESSING

Platform created/hosted forms; Template library; External form integration; Field validation; Automated field processing steps (send email to submitter, send notification email, add to automated campaign/ program, redirect to website, refer-a-friend etc); Progressive profiling; Form field pre-population.

#### NURTURING

Coordinate and automate multi-step, multi-track campaigns that drip out staged communications over time. Common triggers: browsing behavior. form-submission, event attendance, segmentmembership, product/region/role/industry, calendar date, buying-cycle or lead qualification stage, triggered by external system (i.e. CRM).

# LEAD SCORING

Score leads based on 2 factors: 1. Ideal customer fit (explicit contact data) and 2. Engagement level (implicit behavioral data): Assess recency of activity and frequency of activity to inflate or degrade score: Apply lead score thresholds to send sales-ready leads to CRM: Trigger actions based on lead score (i.e. add to program).

### LEAD SOURCE TRACKING

Track multiple lead sources - (i.e. both Original Lead Source and Most Recent Lead Source); Track referring source; Use query strings to track marketing channels.

QUARRY COM

Quarry Integrated Communications is a pioneer in creating meaningful customer experiences that convert branding into buying. Quarry was among the first marketing agencies to become a Certified Agency Partner with Eloqua, the category-defining marketing automation leader. If you want to experience the combination of Eloqua's powerful engine, fueled by Quarry's impactful creative, engaging content, execution know-how and strategic advice, email Richard Hill at rhill@quarry.com

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