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6 things your marketing automation system ought to do

Does yours stack up?

Marketing professionals continue to grapple with the acceleration of digital transformation, consumerization, and technology innovation. Increasing regulation of data and consumer privacy is clouding the picture further. Despite this, boards and CEOs place enormous revenue pressure on CMOs[1] and expect them to evolve and capitalize on every trend and shift.

B2B marketers are heeding the advice of experts to harness data more effectively. They know data is the path to creating individualized experiences at scale and orchestrating cross-channel engagements that drive conversion throughout the customer journey. And, they know they need to do this better and faster than competitors, but with the same resources, or even fewer.

Marketing automation is the cornerstone technology B2B marketers depend on to navigate these twists and turns to achieve their goals. It increases productivity by automating the complex processes and repetitive tasks that are the very essence of digital marketing. Marketing automation significantly boosts lead conversion rates, resulting in more cost-effective campaigns. Ultimately, companies invest in marketing automation because it helps to drive sales, retain customers, and optimize revenue. In fact, adoption of marketing automation software in B2B is broad. A report on the State of Marketing Automation from Social Media Today found that 75% of all companies already use at least one kind of marketing automation tool.[2]

Signs your current marketing automation system isn't cutting it

1. **You're using hacks and workarounds.** Are you orchestrating campaigns in one system and segmenting data in another? Are custom objects your solution to archiving data because customer history is only stored for a few months?

2. **Your system can't scale any further.** Performance is taking a hit due to more users, data fields, and campaign channels. Or you're managing an unruly number of separate campaigns because your system limits each campaign to a single workflow.

3. **You need IT to launch and update campaigns**, which slows you down.

4. **You have a major problem with duplicate records** because your CRM is not integrated, or the integration is faulty.

5. **You're exporting data to double check it** because it doesn't make sense, or you simply don't trust what you see.

6. **You can't adapt to customers mid-campaign** because you don't have real-time insight. You can only adjust the next campaign manually based on analysis after the fact.

7. **Your sales team can't find leads or doesn't know what to do with leads they have.** Your CRM is not passing leads to sales fast enough or doesn't give sellers insights to make follow up successful.

Sound familiar? It might be time to see what other marketing automation solutions can do.

6 things a marketing automation system should help you do

Chances are, you are already using at least one marketing automation system. You are probably using several solutions to accomplish everything on your to-do list. But if you are hacking these solutions together and suffering the consequences, it might be time to look at what else is out there.

Here are six things your marketing automation system should help you do and how Oracle Eloqua Marketing Automation stacks up.

1. Define precise segments and target audiences within the same system

Marketers crave efficiency. Jumping in and out of different systems to complete essential activities is a frustrating waste of time. Marketers also lose precious time (not to mention money) when campaigns perform poorly because targeting was off the mark. That's why a marketing automation system should be so much more than a contact database and include capabilities that:

- ☐ **Automate segmentation and targeting**

- ☐ **Segment based on behavior, first- and third-party data**

- ☐ **Automate retargeting actions**

How Oracle Eloqua stacks up

Automate smart segmentation and targeting in one system: Oracle Eloqua. It unifies all customer data and unlocks the door to precise segmentation and targeting, retargeting, and audience expansion.

- ☑ **Build granular segments from profiles** that combine first-, second-, and third-party data.

- ☑ **Define and automate behavior-based triggers** to improve retargeting results.

- ☑ **Create dynamic lists that update automatically** based on any value, behavior, or set of actions.

2. Deploy personalized, cross-channel campaigns without IT support

Your buyers could be anywhere at any time, and they still expect the experience to be perfectly personalized. And, the journey can be long, with many steps that require fresh, personalized content. You'll need a marketing automation system that can help you:

- ☐ **Launch advanced cross-channel campaigns quickly**

- ☐ **Build mobile-responsive campaigns** without IT, coding, or a separate tool

- ☐ **Dynamically personalize content**

- ☐ **Reuse content easily**

How Oracle Eloqua stacks up

Oracle Eloqua makes it easy for marketers to build and launch sophisticated, cross-channel campaigns without IT support. Save time and deliver consistent experiences across email, display, search, web, video, and mobile.

- ☑ **Drag, drop, and connect** campaign building blocks onto the Campaign Canvas.

- ☑ **Design attractive, mobile-friendly emails, landing pages, and progressive lead capture forms.**

- ☑ **Create reusable content blocks** to ensure message consistency and accuracy.

- ☑ **Trigger dynamic personalization** based on viewer location, preferences, or other characteristics.

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3. Adapt to customer behavior in real-time

Data drives digital experiences that appeal to customers in the moment. Managing, maintaining, and unifying this data is challenging even for veteran marketers. Adapting experiences in real time starts with the underlying data and an understanding of the customer and account across its lifecycle. Your marketing automation should:

- ☐ **Connect data** without expensive integrations

- ☐ **Perform fast and reliably** at scale, handling large quantities of data

- ☐ **Maintain clean and complete data**

How Oracle Eloqua stacks up

Eloqua is an extensible platform that analysts have noted for its best-in-class support for the needs of large enterprises.

- ☑ **Includes campaign orchestration, segmentation and targeting, lead management, asset management, and more** in one solution.

- ☑ **Prebuilt flows simplify integration** while still offering the power developers want.

- ☑ **Built on Oracle Generation 2 Cloud platform,** Eloqua secures user identity and access, with enterprise-grade data encryption and governance.

- ☑ **Accommodates enterprise volumes** (more than 30 billion transactions/month) without sacrificing speed or accuracy.

- ☑ **Only Oracle delivers a 360-degree view** by integrating marketing and sales applications with finance, HR, and supply chain.

4. Generate higher quality leads faster

Some things never change: sellers want better leads and more quickly, while marketers want sellers to follow up on the qualified leads they already have. Robust marketing automation solutions align sales and marketing to drive performance. Look for these must-have capabilities in the same system:

- ☐ **Simple UI** for building and automating lead scoring models

- ☐ **Allow multiple lead scoring models**

- ☐ **Give sellers real-time intelligence** on leads

- ☐ **Enable sellers** with marketing-approved content

- ☐ **Identify the best candidates** for Account-Based Marketing (ABM) programs and map leads to opportunities

How Oracle Eloqua stacks up

Eloqua helps you capitalize on a buyer's true intent, sending only the most qualified leads to sales and guiding sellers' next steps. Eloqua provides this flexibility and sophistication without the manual work required in most other platforms.

- ☑ **Scores leads based on any combination of profile and engagement criteria**, and then evaluates fit to your ideal.

- ☑ **Supports multiple scoring models** and evaluates the same lead against those models.

- ☑ **Automatically updates lead scores** and combines them with intent signals to trigger actions like sending leads to sales.

- ☑ **Surfaces real-time engagement insights** so sellers can interact with prospects more effectively.

- ☑ **Provides marketing-approved emails** that are personalized, mobile responsive, and tracked.

- ☑ **Identifies high-value accounts** and builds custom audiences to drive ABM success.
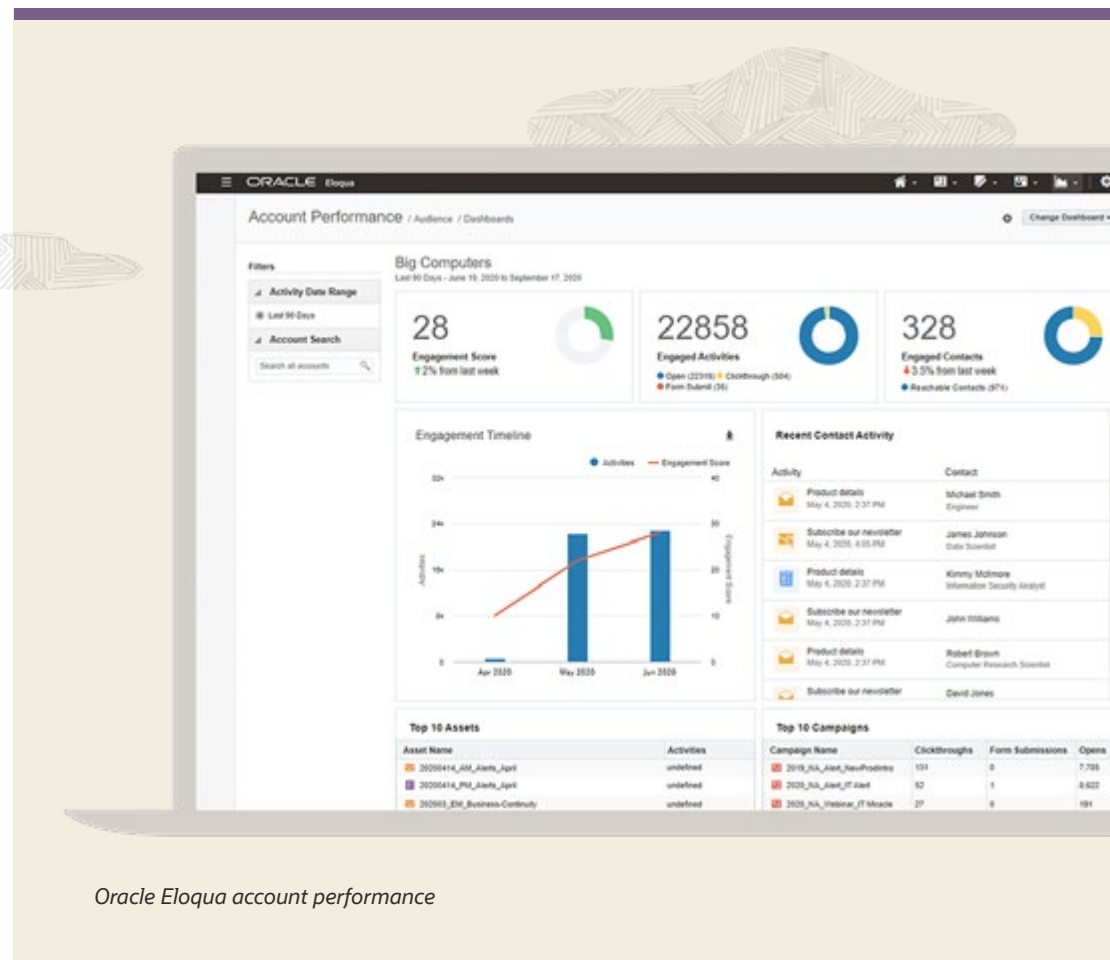
Oracle Eloqua account performance

5. Prove marketing ROI

Measuring success and how it affects the bottom line is daunting. The size of the buying committee, number of touches and channels, and sales cycle length make attribution tricky. The best marketing automation solutions will make the picture crystal clear with detailed, real-time reports across many variables. Look for:

- ☐ **Easy to understand reports and data**
- ☐ **Real-time campaign responses and engagement**
- ☐ **Ability to measure marketing ROI**

How Oracle Eloqua stacks up

Reporting in Oracle Eloqua is flexible and intuitive, and it's backed by the power of Oracle Business Intelligence.

- ☑ **Prebuilt reports and dashboards** convey results in easy-to-understand visuals.
- ☑ **Real-time insights** into web visits, form downloads, email link clicks and more.
- ☑ **Dig into comprehensive campaign analysis,** grouped by type, product, region, or other factors.
- ☑ **Closed-loop reporting** measures revenue attributed to marketing and calculates ROI.

6. Use AI to improve productivity and customer experiences

Now more than ever, marketers must produce more (and more effective) campaigns in less time. That's where artificial intelligence comes in to guide decisions, automate smarter, and build more satisfying experiences. The best marketing automation solutions use AI to:

- ☐ **Determine optimal communication frequency** for each contact
- ☐ **Quantify and score** a lead's potential to convert
- ☐ **Predict an account's propensity to buy** and identify products of interest

How Oracle Eloqua stacks up

Oracle's Advanced Intelligence for Eloqua applies data science to help marketers achieve superior results on a big scale.

- ☑ **Detailed fatigue analysis** helps you understand when to reduce communication frequency, so you can avoid unsubscribes.
- ☑ **Predicts the best times to send** and the best-performing subject lines to boost open rates.
- ☑ **Calculates account engagement score** to improve audience targeting, personalize content, and determine the best next action.
- ☑ **Provides AI-driven account insights** to optimize ABM strategies.

Your marketing automation shopping list

Does your current marketing automation system stack up?
How about similar solutions you may be evaluating right now?
Compare them to this list of must-have capabilities.

☐ **Campaign orchestration tools** for campaign creation, optimized deployment, and overall simplified campaign management

☐ **Segmentation and targeting tools** that can utilize data from CRMs, web visits, and other sources to build, filter, and segment audiences and dynamically update target lists

☐ **Lead scoring and modeling tools** that work across multiple campaigns and lines of business

☐ **Support for creating re-usable content blocks** that minimize the costly use of email and landing page templates

☐ **Design editors** to build responsive emails, landing pages, and forms without the need for IT or agency support

☐ **Tools to manage process workflows and content**

☐ **Support for dynamic content** that can adapt and personalize the messaging based on a variety of buyer behaviors and attributes

☐ **Subject line optimization toolset**

☐ **Account-based marketing (ABM) program support**

☐ **Integrations** that allow for the sharing of contacts' marketing activities and account and profile data with sales in real time

☐ **Native CRM integrations**

☐ **Analytics and dashboards** that provide insight for campaigns, emails, account analysis, and revenue attribution

Discover Oracle Eloqua Marketing Automation

Read up on all that Oracle Eloqua has to offer or take a quick, self-guided product tour.

Keep up with Oracle Eloqua on the Modern Marketing blog and social media

About Oracle Advertising and CX

Make every customer interaction matter by connecting all your business data across advertising, marketing, sales, commerce, and service. Oracle Advertising and Customer Experience (CX) is a connected suite of applications that goes beyond traditional CRM to help you create and nurture lasting customer relationships. Build a complete view of every interaction and every customer, no matter how and when they engage. Empower your entire business to deliver exceptional customer experiences—from acquisition to retention—and everything in between.

Sources

1. The CMO Survey, Highlights and Insights Report, Deloitte, August 2021

2. The State of Marketing Automation, Social Media Today, 2019