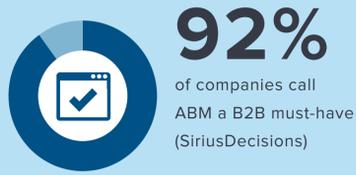


Account-Based Marketing Automation



Demandbase and Oracle Eloqua introduce the next generation of B2B marketing by delivering Account-Based Marketing (ABM) directly into your MAS.

ABM adoption is accelerating across industries and changing the way B2B marketers drive revenue



The B2B Marketer's Dilemma

B2B marketers rely heavily on Marketing Automation Systems (MAS) to drive a significant portion of their results. However, there are challenges with traditional MAS:



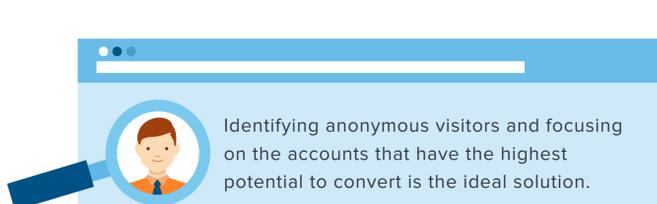
Most of the B2B buying cycle happens before the hand raise, but MAS focuses on known individuals.



B2B marketers are moving towards ABM and targeting accounts, but MAS is built to focus on individuals.



The Solution is an Account-Based Marketing Approach



Account-Based Marketing Automation for Oracle Eloqua



Data Append
Cleans and organizes all your data within Oracle Eloqua.



Shorter Forms
Adds in any missing B2B data, such as geography, industry, revenue size and name of company.



Organizes Contacts by Account
Expands the Account functionality within Oracle Eloqua and organizes your individual contacts into account sets.



Account Score
Determines the best accounts to target based on their identified engagement.



Account-Based Nurturing
Allows you to start nurturing multiple decision makers at accounts rather than just individuals.

Account-Based Marketing + Marketing Automation = B2B Success!

- Connect ABM data directly into Oracle Eloqua to target decision makers at key accounts.
- Identify and target by account so you can nurture your most valuable prospects.
- Align Sales and Marketing by focusing your marketing programs on key accounts rather than individuals and personas.



Demandbase Account-Based Marketing Automation

Provides B2B Marketers the ability to focus their efforts on accounts that matter – from anonymous visitors to known database contacts. At every phase of the buying cycle, B2B marketers can drive results by accelerating conversions, supplementing contact records with account data, grouping contacts by account and enriching their database.

Demandbase Account-Based Marketing Automation is available on The Oracle Marketplace.

Find out more at:
www.demandbase.com and www.oracle.com/marketingcloud

