SPECIAL ELOQUA RELEASE 22D WHAT NEW FOR YOU?

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Agenda

1. SICK AG : Lead Management Project
2. Oracle Cloud World Event Feedback
3. Eloqua 22D Release

SICK AG: LEAD MANAGEMENT PROJECT

SICK at a glance

Key figures (fiscal year 2021)

SICK
Sensor Intelligence.

11,022
EMPLOYEES

1,964
SALES
(IN EUR MILLION)

1,406
EMPLOYEES IN R&D

202
EBIT
(IN EUR MILLION)

3,749
PATENTS

2,321
ORDERS RECEIVED
(IN EUR MILLION)

210
R&D EXPENDITURE
(IN EUR MILLION)

40,000
PRODUCT SOLUTIONS

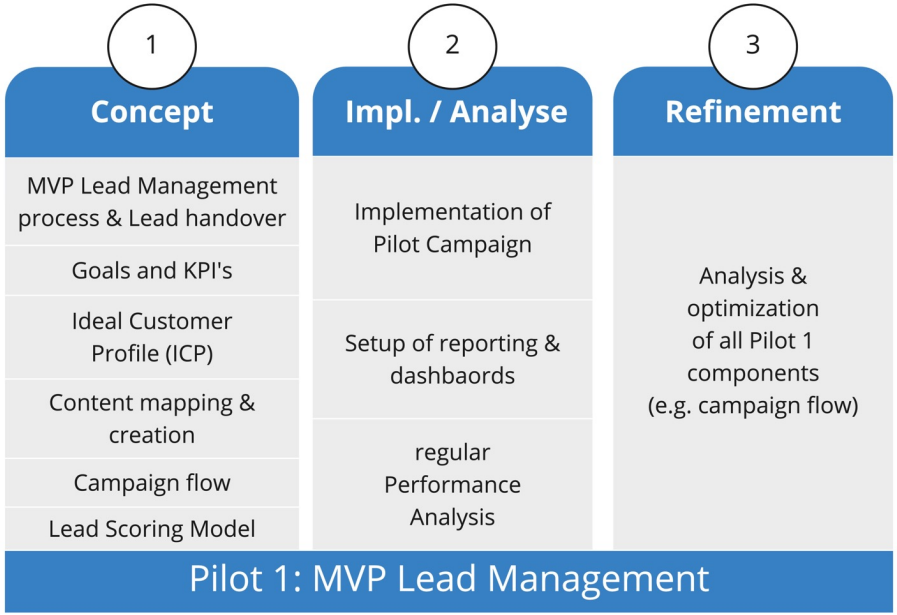
Something to start with

A long time ago in a galaxy far, far away....

How can we effectively and efficiently convert leads into buyers?

Lead Management Project at SICK – The approach

Goal: build a first modern lead management approach which is scalable for future and more pilot campaigns to come
focus: **start small, more sophisticated later**



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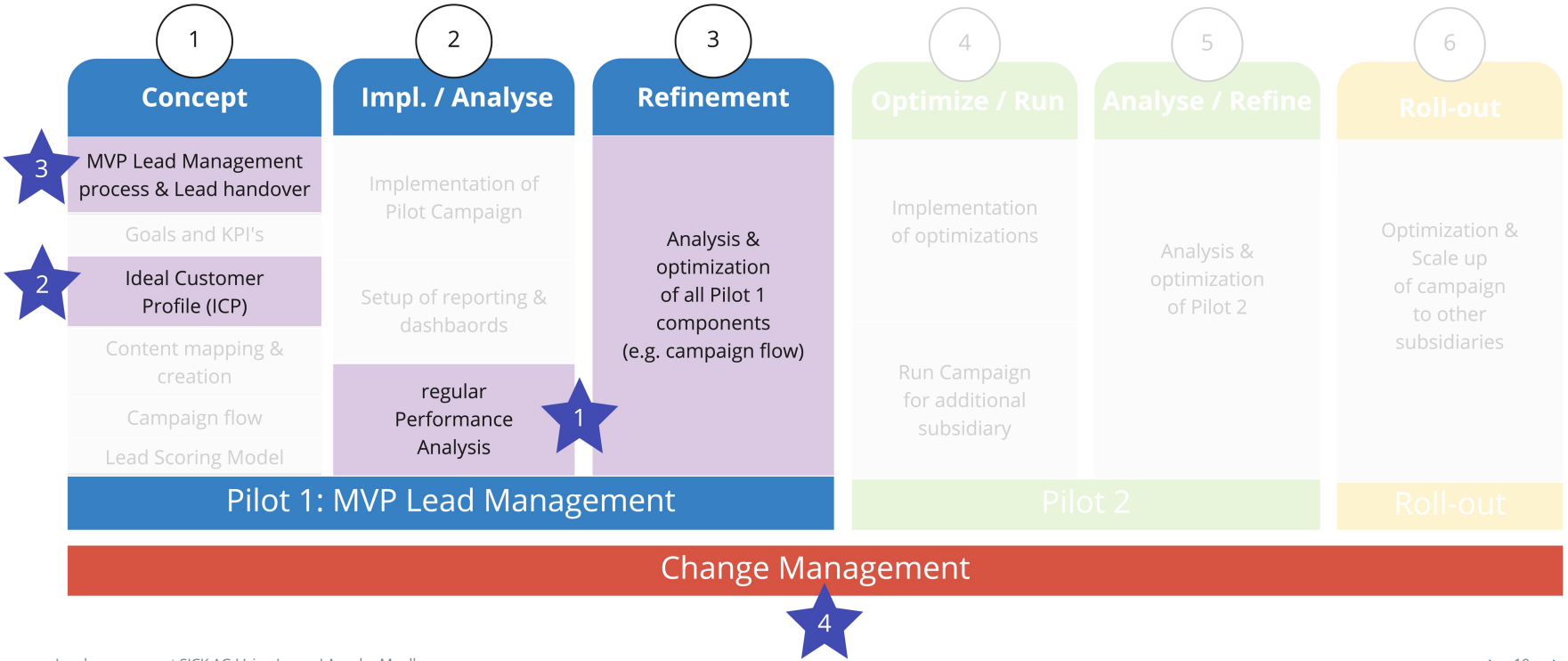
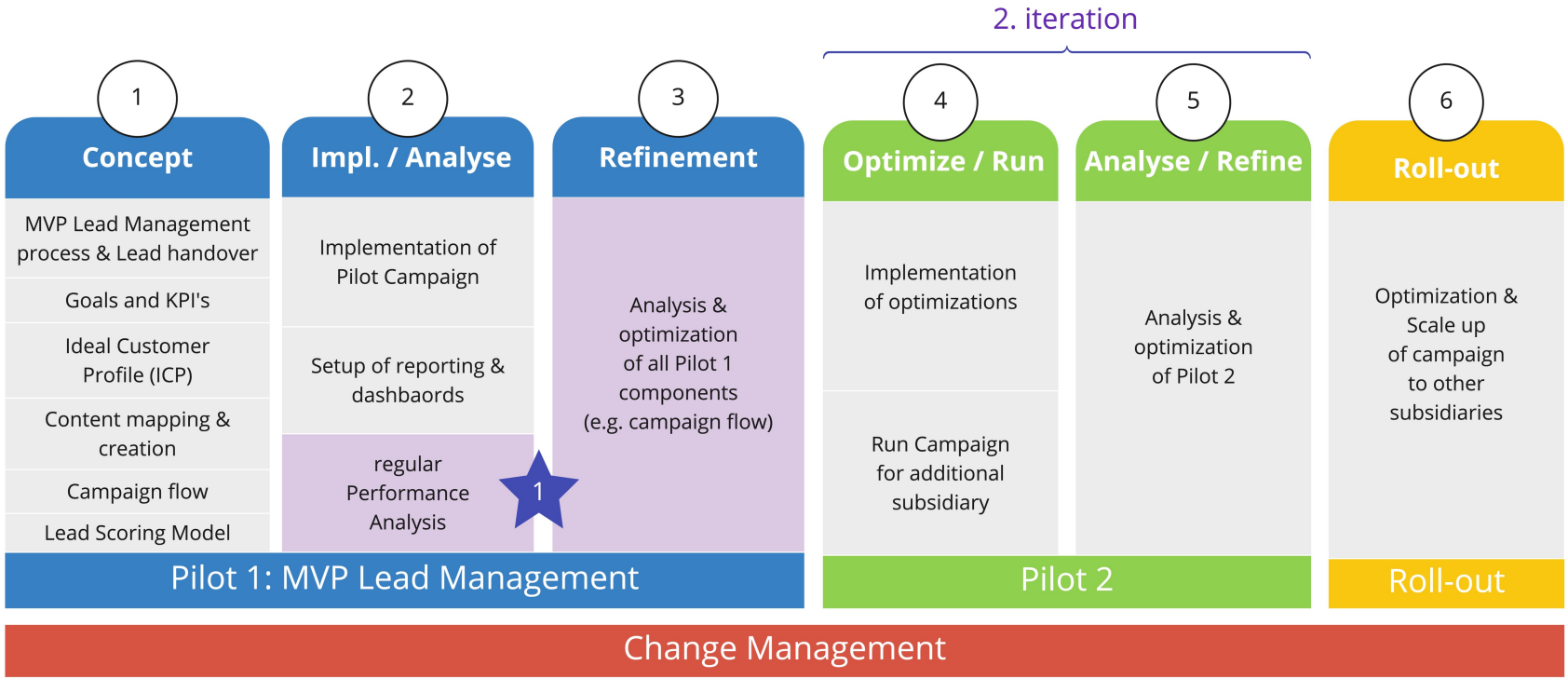


Analysis and Refinement – an iterative process



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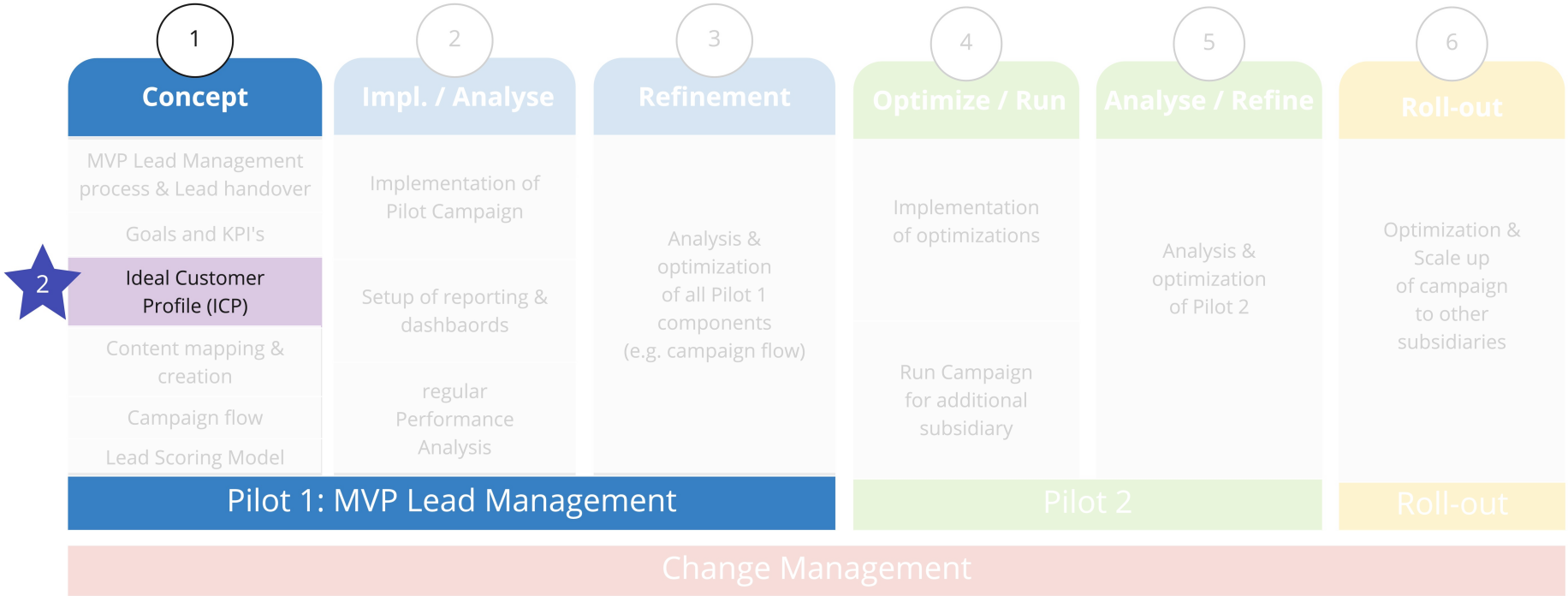
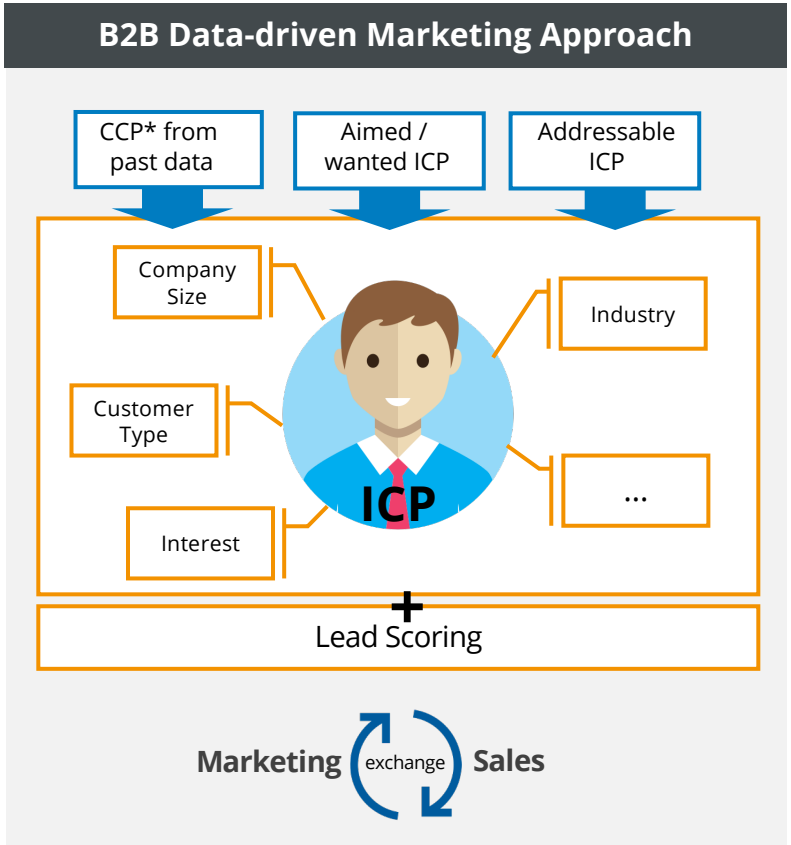


Definition of the Ideal Customer Profile (ICP)

Focus: Start small, more sophisticated later

- **Step 1:** Selection of a specific criteria and review of Lead Scoring Profile to combine for most wanted Leads
- **Step 2:** Refinement of ICP through data-driven Marketing approach



*Converted customer profile

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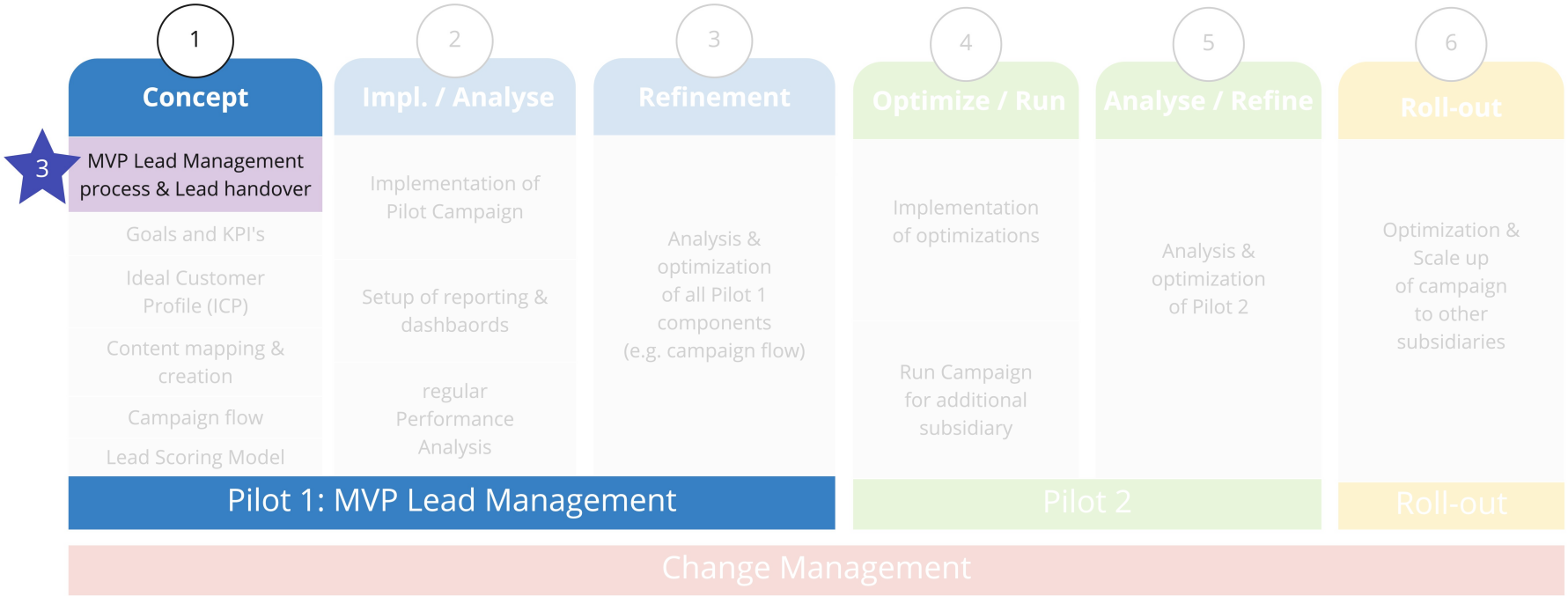


Lead Management Funnel & Lead Status

STAGE	DESCRIPTION	ACTION
MARKETING		
Suspect		› Lead generation
Unqualified Lead	General request or form submission	› First qualification by Marketing › Gather basic required information for Marketing communication › Confirm possible business interest in SICK solutions
Prequalified Lead	Basic qualification successful, suited for nurturing by Marketing	› Further qualification by Marketing › Gather all required information for Sales › Identification of sales readiness › Confirm expressed interest in SICK solutions
Handover		
MQL/Sales Lead	Nurturing by Marketing successful, handed over to Sales	› Handover to Sales › Further qualification by Sales › Identification of an opportunity
SALES		
SQL/Opportunity	Company with a concrete buying interest	› Close the deal
Won Opportunity	A closed deal	

Evolution of data in the data-lake-house

How unsorted data will become business relevant leads

User-profile to handover

Only profiles with highest lead-scoring will be handover to Sales

Taking action to a higher score

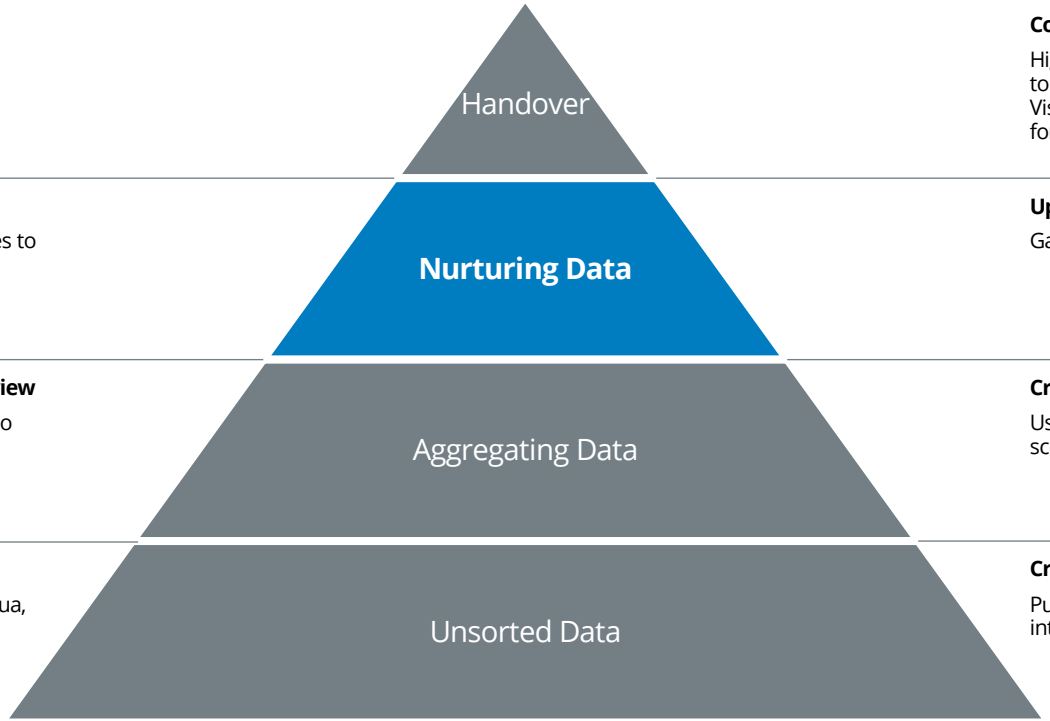
Triggering standardized processes to uplift the scoring

Using aggregation for holistic view

Using standardized aggregation to built lead-profiles based on a scoring-model

Setting-up all the data-source

Bringing together data from Eloqua, Adobe, Hybris, Classy, SAP



Complete profiles

High scored profiles will hand-over to the target system Eloqua. Visualization of information on Leads for Sales

Uplifting profiles

Gathering similar scored profiles

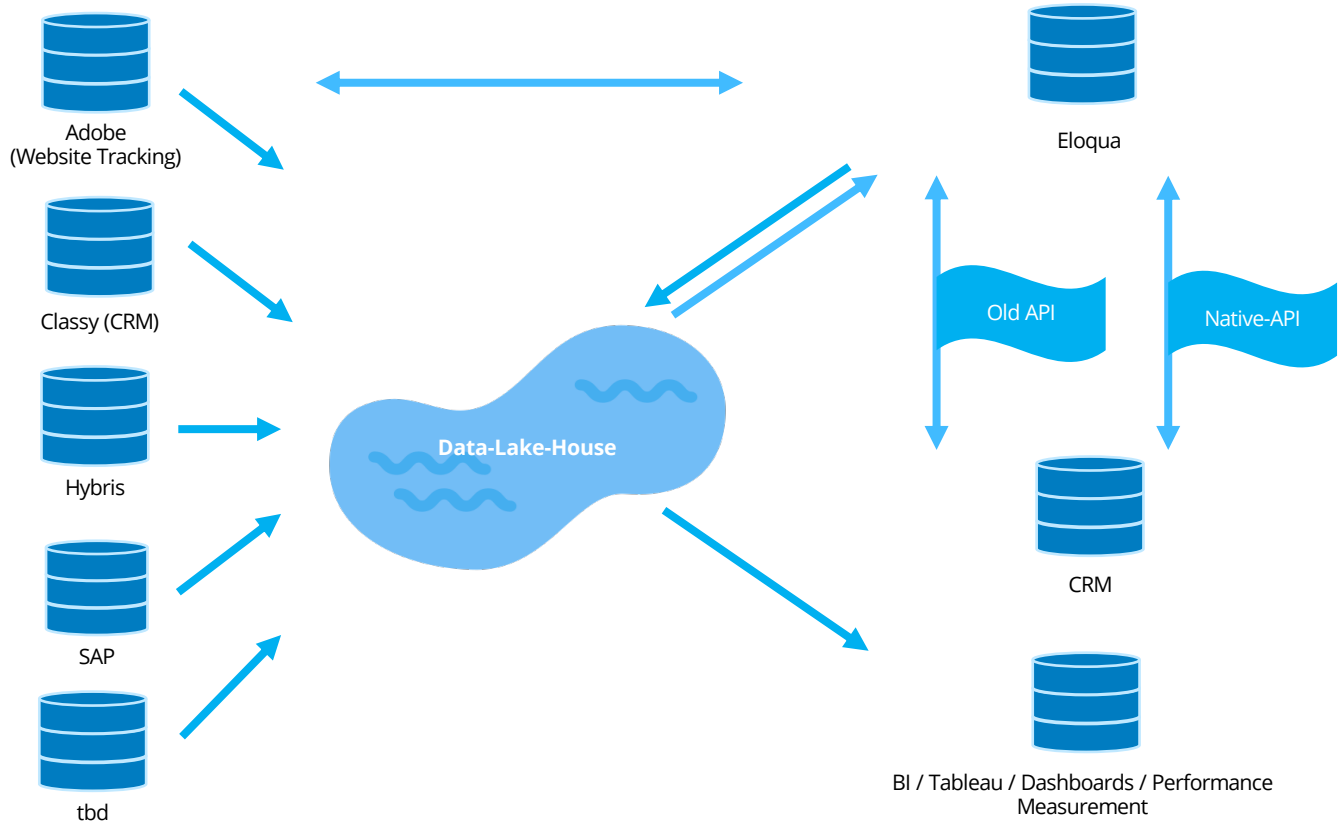
Creating scored profiles

User-profiles will be sorted by a scoring-model

Creating an unsorted profile

Putting all data of one user (email) into one holistic profile

Implementation / Analyse – Data Lake House



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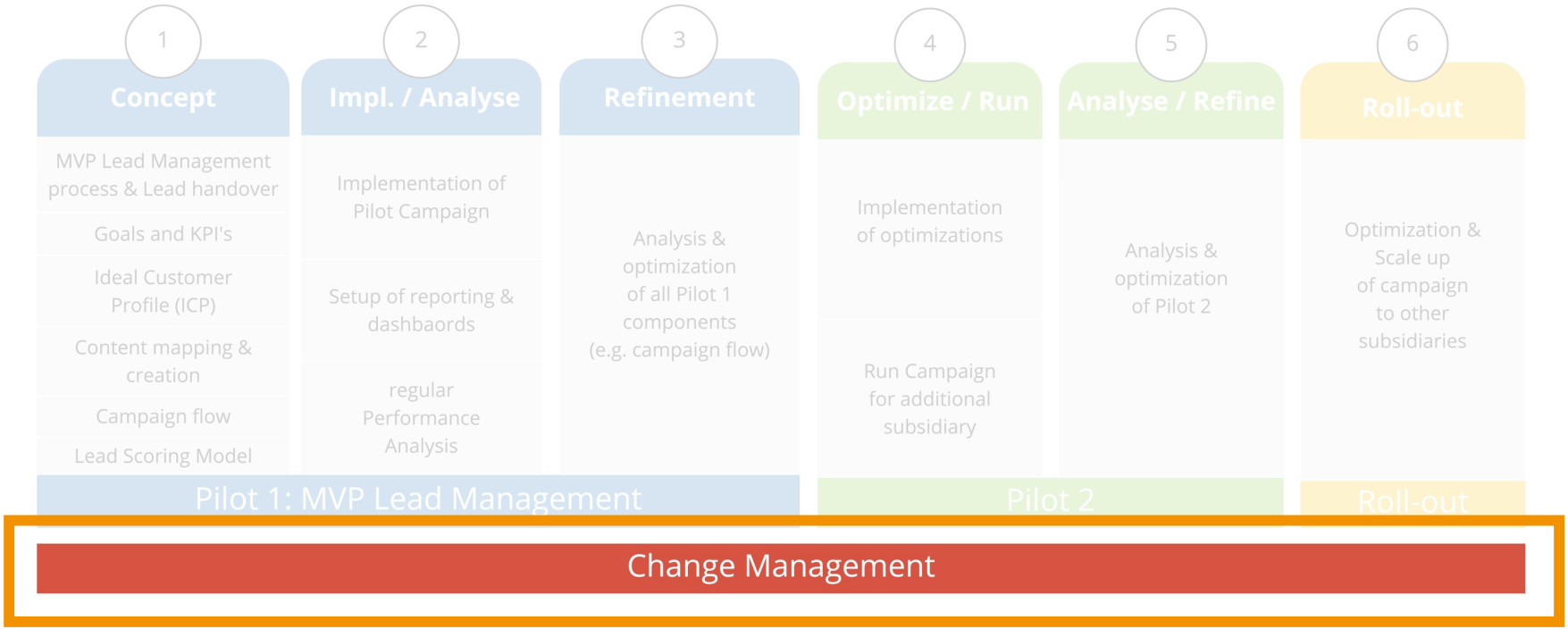
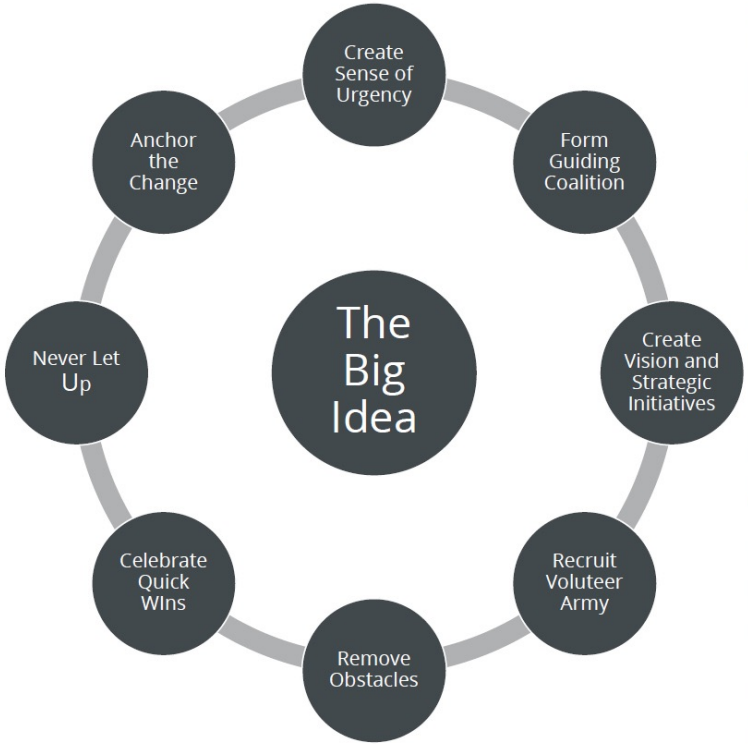
Changemanagement is the fundament

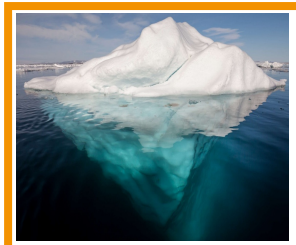


The Kotter Model

Our iceberg is melting



What happened so far



Sense of Urgency

- Why
- Change Story (How/What)
- Feedback for goals (User & Stake-holder)
- Application for being a participant

Forming guiding coalition

- Commitment of board
- Stakeholder-Analysis
- Change-Consultants

Vision and strategic initiatives

- Vision
- Work packages: Enablement, Content, technical Requirements, Processes

Volunteer army

- Early Adopter
- Promoter on Management-Level

Remove obstacles

- Enablement (asynchrony learning-module)
- Iterative project-management

Celebrate quick wins

- Pilot-Campaign
- Standardization of Templates
- Scoring-Modell
- Data-Lake

Results so far

- Management commitment/support is highly needed
- Leadmanagement is NOT a Marketing or a Sales topic, it is an organizational topic
- Participation of target group already during project set-up and active application for project participation (e.g., early adopter, pilot etc.) help to create a flow.
- Focus during the complete project is enabling the different "target groups”
- Iterative approach helps to show results and improvements (e.g., refinement of pilot)

Results

Results overview in our Lead Scoring Model

interim status

GIT

Engagement

Profile	GIT	1	2	3	4	Total Contacts
	A	0	2	4	6	**12**
	B	0	4	4	14	**22**
	C	1	0	2	5	**8**
	D	0	0	0	0	**0**
	Grand Total	**1**	**6**	**10**	**25**	**42**

GUS

Engagement

Profile	GUS	1	2	3	4	Total Contacts
	A	1	6	16	7	**30**
	B	0	3	5	9	**17**
	C	0	3	8	1	**12**
	D	0	0	1	1	**2**
	Grand Total	**1**	**12**	**30**	**18**	**61**

- Scoring must be iterativly improved
- Constant improvement of content-creation is one key of success
- Data Quality of target group have to increase
- Enduser performed better than OEM
- Best Performance at emails: OEM
- Paid Ads: Enduser
- Google Ads were more efficient than LinkedIn

L2S WP Achievements & Current Progress

SICK
Sensor Intelligence.

WP: Lead Management Processes & Methods

- Marketing lead management process
- Lead management funnel & lead status incl. Marketing Qualified Lead
- Handover process

WP: Content Management

- Content creation
- Content optimization

WP: Standardization Factory

- Landingpage & form templates
- LinkedIn integration

Tool Landscape

- Data Lake & first aggregation
- Native API (CRM/Eloqua)

WP: Performance Measurement:

- Click & channel tracking
- Lead Management KPI & dashboards

WP: Change & Enablement:

- Change concept
- Early Adopter concept
- Change story

SICK
Sensor Intelligence.

Thank you for your attention

ORACLE CLOUD WORLD EVENT FEEDBACK

ORACLE
CloudWorld

1

WHAT IS IN FOR US

ELOQUA

a new approach to UX

•Consumer Grade+ UX

•Powerful, Deep Search

•State-of-the-Art AI/ML

•Best-in-class Data Visualization

•Guided user actions

Advertisement
The Advertising roadmap includes adding native support for many additional channels with a new integration to Oracle Advertising's Media Bridge

Fusion marketing

•Consumer Grade+ UX

•Powerful, Deep Search

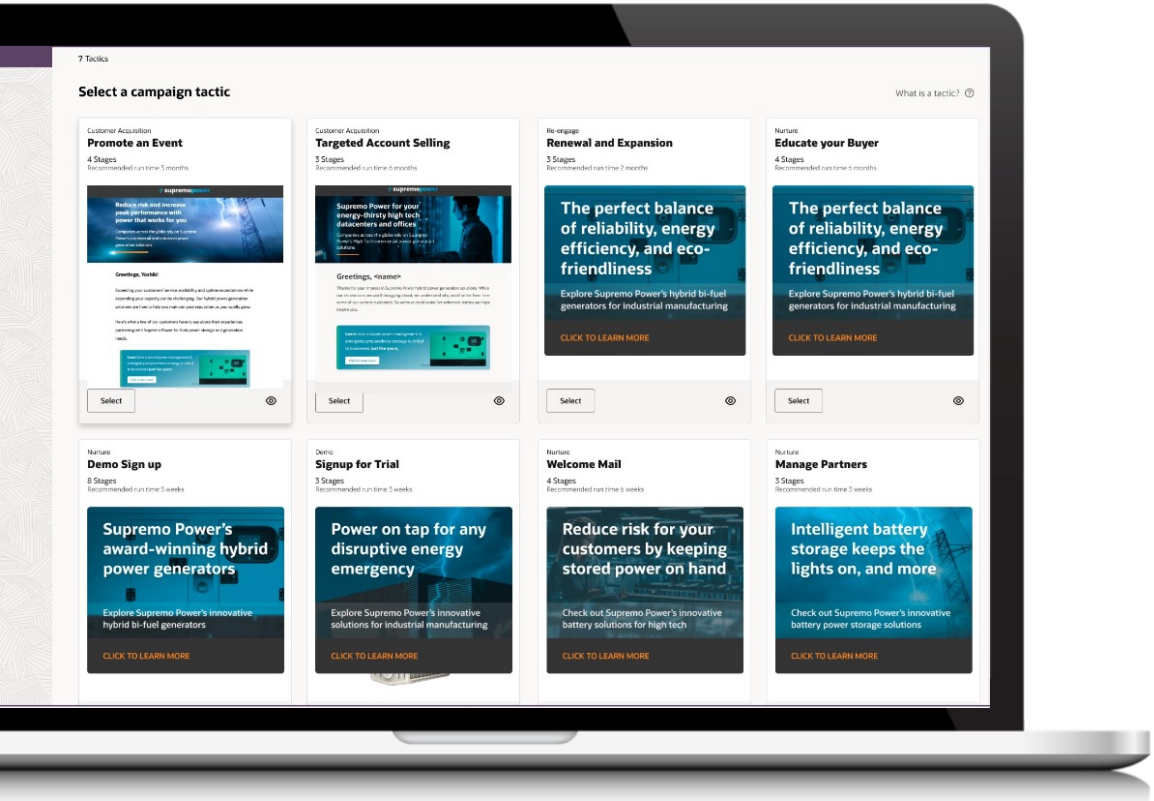
•State-of-the-Art AI/ML

•Best-in-class Data Visualization

•Guided user actions

FUSION MARKETING

ELOQUA



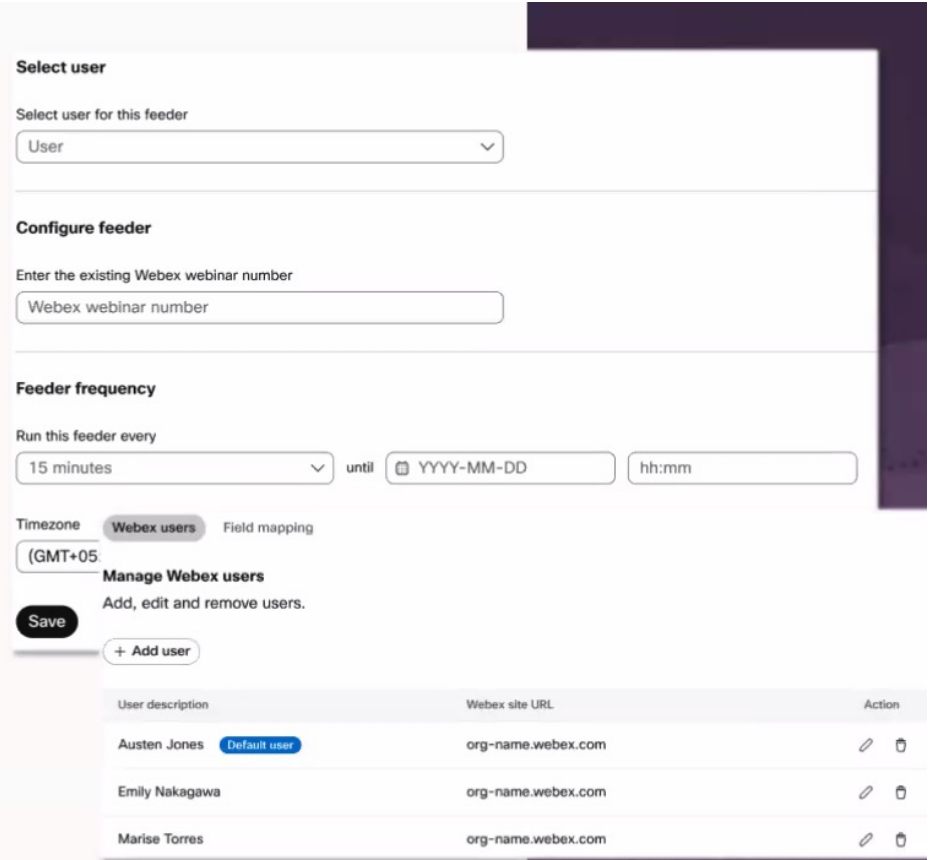
- ✓ Pre-built campaign tactics and workflow to simplify executing on common goals
- ✓ Create a new campaign from predefined campaign templates

ELOQUA 22D RELEASE

OMNICHANNEL

Updated Webex App

- Supports Cisco's new Webex Webinar offering
- Supports all functions of the existing (classic) Webex Meeting and Events app
- Actions for webinar and meeting registration
- Feeder for webinar and meeting registration and attendance
- Decision for webinar and meeting registration and attendance
- See app listing here



More Info

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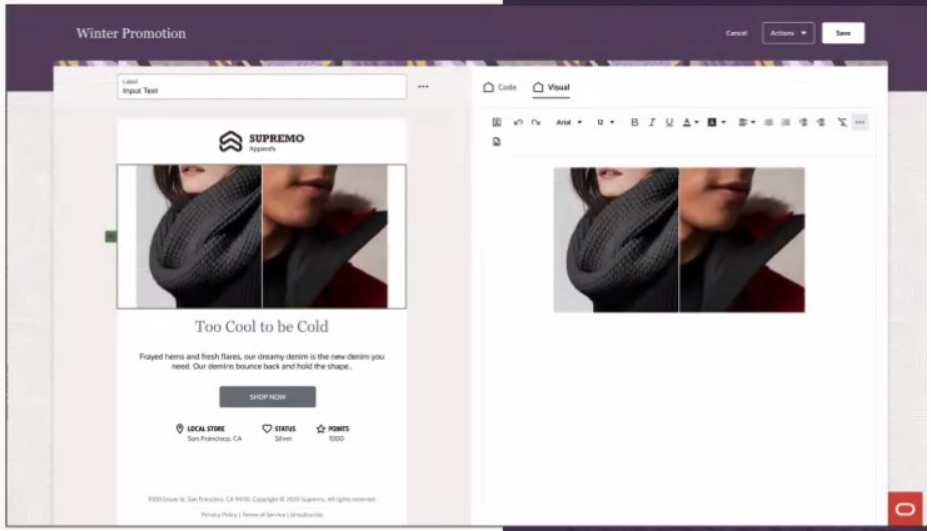
OMNICHANNEL

Recent Fusion Marketing Updates

- Create an Email from Template
  - Select from predefined email templates in Eloqua to create and edit personalized emails directly in Fusion Marketing
  - New visual editor
- Customer Story review in a Campaign
  - Review the customer stories and override recommendations at a Campaign level
- Send Oracle Unity segments into Fusion Marketing
  - Export Oracle Unity segments to create either a new Fusion Marketing Audience or update and existing audience



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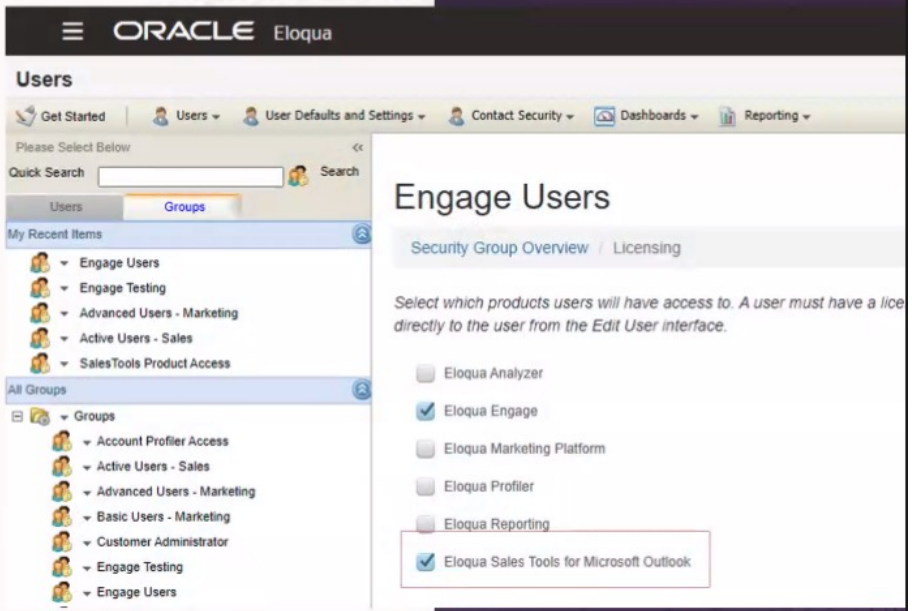
INTEGRATIONS

Access to Microsoft Outlook Add-in Now Managed by License*

- Oracle Eloqua Sales Tools for Microsoft Outlook update coming in the 22.12 release
- After update, users must have both the Engage and Outlook licenses to login to the add-in
  - No additional purchase necessary
  - Licenses managed in Eloqua
- Plugin will update automatically, and users can continue to use Outlook during update
- If your IT department wants to manage the release, a mass deployment is required before the release
  - Contact support for details on mass deployment

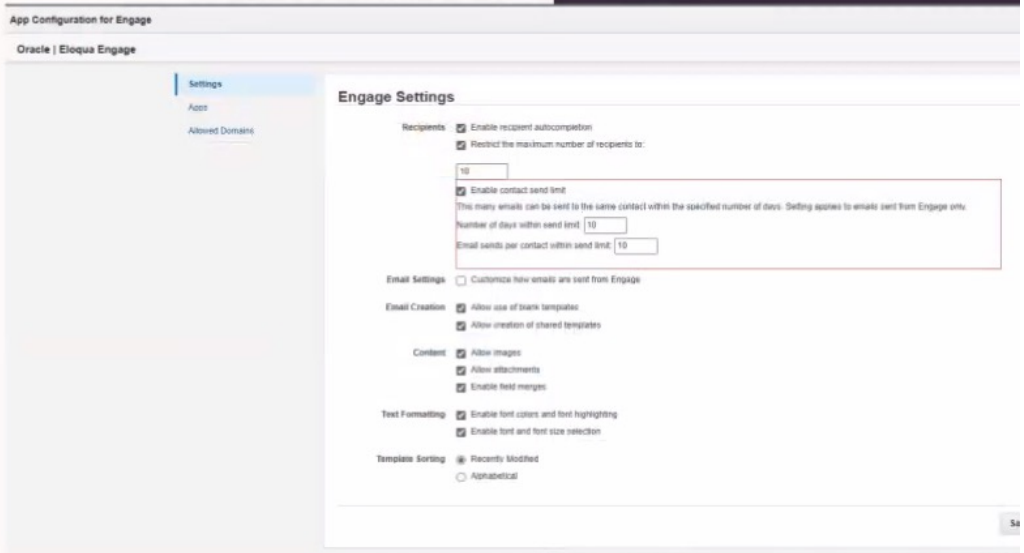


** Oracle Eloqua Sales Tools for Microsoft Outlook add-in release date: Friday December 16, 2022*

INTEGRATIONS

Engage Send Limits – Generally Available*

- Manage the number of emails a sales rep can send to the same contact over a period of days
- Use limits to
  - Prevent contact fatigue and unsubscribes
  - Maintain domain reputation
- Limits apply to both Engage and Oracle Eloqua Sales Tools for Microsoft Outlook
  - Limits do not impact Eloqua marketing sends



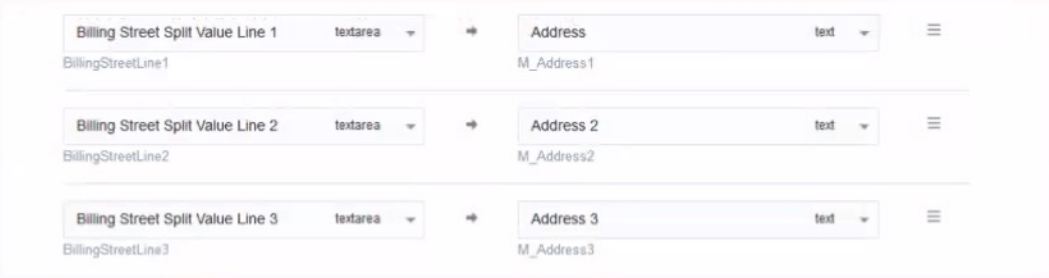
** Eloqua Engage app release date: Friday December 16, 2022*

INTEGRATIONS

Eloqua Salesforce Integration App

Import:

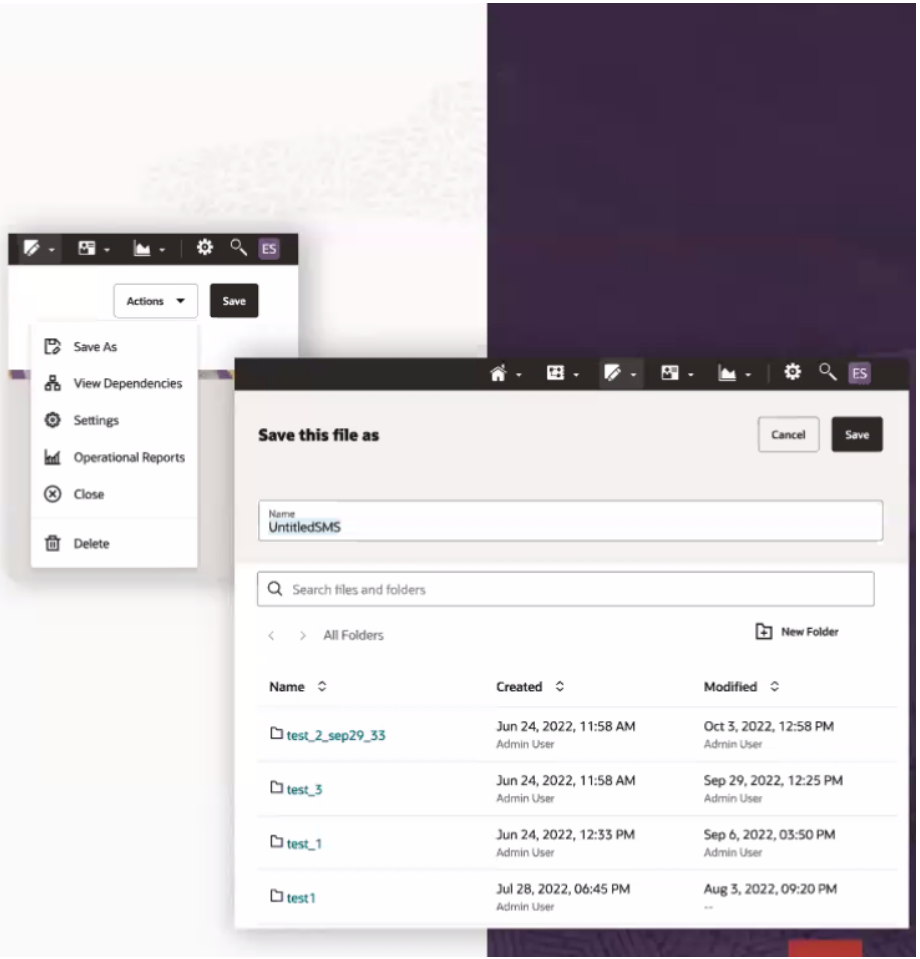
- If the Salesforce Account object Billing address field value exceeds 100 characters, the App will automatically split it into Eloqua Account Address, Address 2 and Address 3 fields
- The newline character can be added to instruct the App how the lengthy Billing address value should be split



OMNICHANNEL

SMS Enhancements: Save As

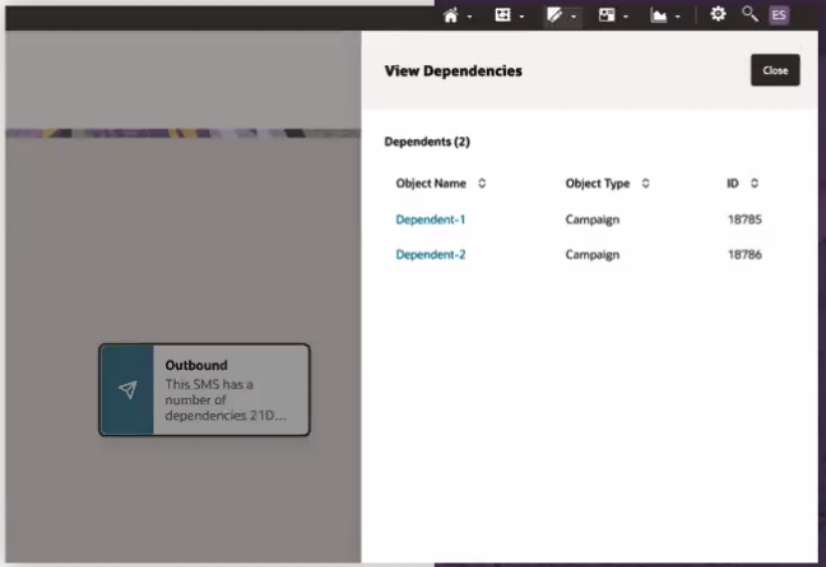
- Save As option is now available in the SMS editor



OMNICHANNEL

SMS Enhancements: View Dependencies

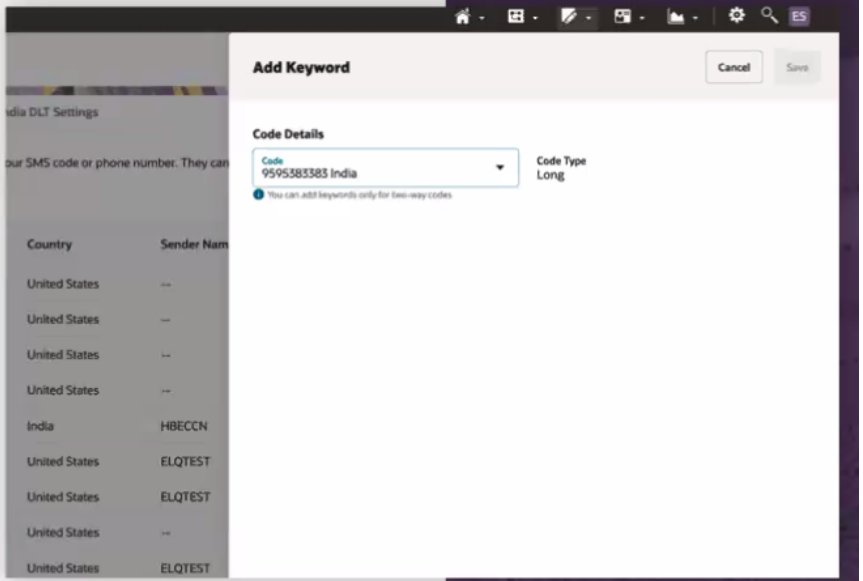
- View dependencies for an SMS
  - SMS assets can be part of multiple Eloqua objects, resulting in dependencies
  - You can now view the list of all dependencies for an asset from the SMS editor



OMNICHANNEL

SMS Enhancements: Keyword addition restricted to two-way codes

- Keyword addition restricted to two-way codes only
  - You will now be able to add keywords only for two-way codes from the SMS setup
  - One-way codes do not support MO traffic and will not listen for keywords in an SMS



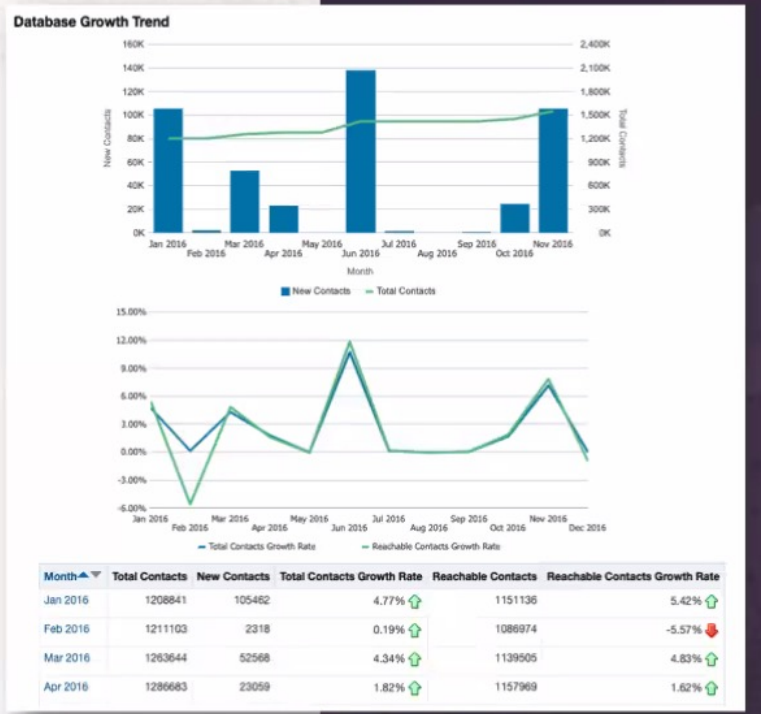
INTELLIGENCE

Insight: Database Growth Trend Report

New standard report: Database Growth Trend

Leverage this new standard report to gain a deeper understanding on database growth trends.

- Features new calculated measures to show growth rates for *Total Contacts* and *Reachable Contacts*
  - Includes visual indicators to show upward or downward trends in growth rates
- Prebuilt graphs to visualize growth trends in Total Contacts and Reachable contacts



Month	Total Contacts	New Contacts	Total Contacts Growth Rate	Reachable Contacts	Reachable Contacts Growth Rate
Jan 2016	1208841	105482	4.77%	1151136	5.42%
Feb 2016	1211103	2318	0.19%	1086974	-5.57%
Mar 2016	1263644	52568	4.34%	1139505	4.83%
Apr 2016	1286683	23059	1.82%	1157969	1.62%

This report is located in the Shared Folder > Contacts

INTELLIGENCE

Insight: Contact Field Analysis

New standard report: Contact Field Analysis

The Contact Field Analysis report provides a breakdown on field usage.

This report features:

- New calculated measures
  - Total Values
  - % Populated
  - Missing Values
  - % Missing Values
- Stacked bar chart to visualize the relationship between fields populated vs missing values

This report is located in the Shared Folder > Contacts

Note this report does not contain custom fields; we will continue to expand on this report and custom field reporting.

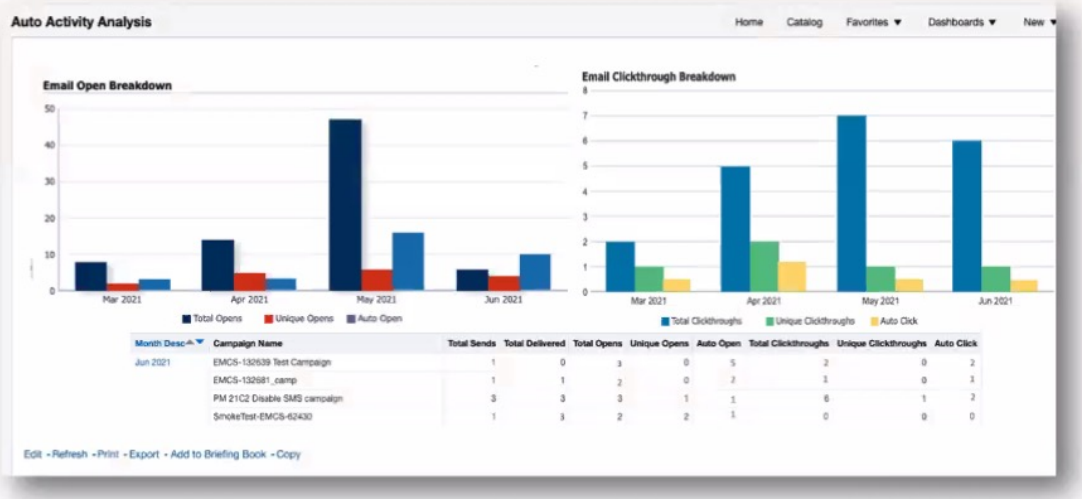
Entity Field Name	Total Values	% Populated	Missing Values	% Missing Values
Address 1	4553182	76.29%	1415379	23.71%
Address 2	113	0.00%	5968448	100.00%
Address 3	54	0.00%	5968507	100.00%
Business Phone	135141	2.26%	5833420	97.74%
City	1788725	29.97%	4179836	70.03%
Company	5968562	100.00%	0	-0.00%
Country	1125150	18.85%	4843411	81.15%
Email Address	5863298	98.24%	105263	1.76%
Email Address Domain	5863298	98.24%	105264	1.76%
Fax	16	0.00%	5968546	100.00%
First Name	5570707	93.33%	397855	6.67%
Last Name	5568499	93.30%	400063	6.70%
Lead Score	2	0.00%	5968560	100.00%
Lead Source - Most Recent	110002	1.84%	5858559	98.16%
Lead Source - Original	109999	1.84%	5858562	98.16%
Mobile Phone	1010284	16.93%	4958278	83.07%
Salesperson	121031	2.03%	5847530	97.97%
State or Province	124661	2.09%	5843901	97.91%
Title	166305	2.79%	5802256	97.21%
Zip or Postal Code	11016	0.18%	5957546	99.82%

INTELLIGENCE

Insight: Auto Activity Analysis

New standard report: Auto Activity Analysis

- This report provides a monthly breakdown of open and click activities, including auto generated activities, by campaign.



This report is located in the Shared Folder > Campaigns

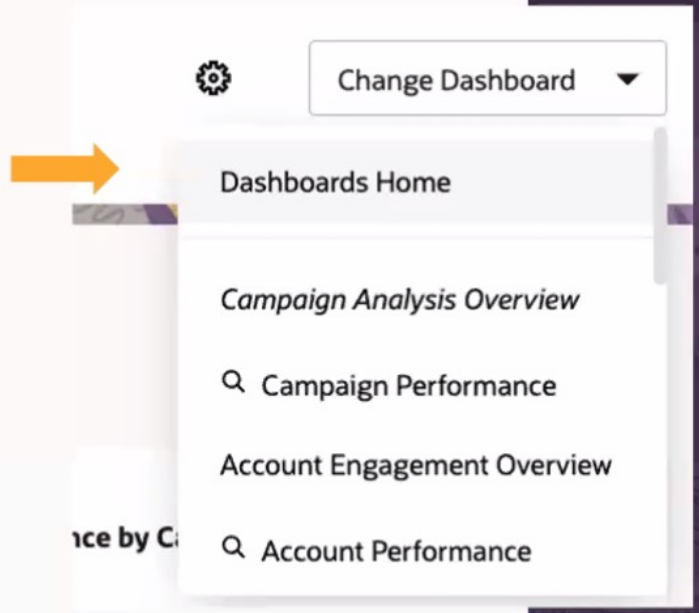
Updated Topliners post: **[NEW] OBIEE Metrics: Auto Opens and Auto Clicks Explained**

https://community.oracle.com/topliners/discussion/4477759/new-insight-obiee-metric-auto-open#:~:text=Auto%20Opens%20and%20Auto%20Clicks%20are%20detected%20by%20the%20user,as%20the%20user%20agent%20string

INTELLIGENCE

Insight: Other Enhancements

- Eloqua Help Center link added to common reports
- Dashboard Home option added to navigation menu

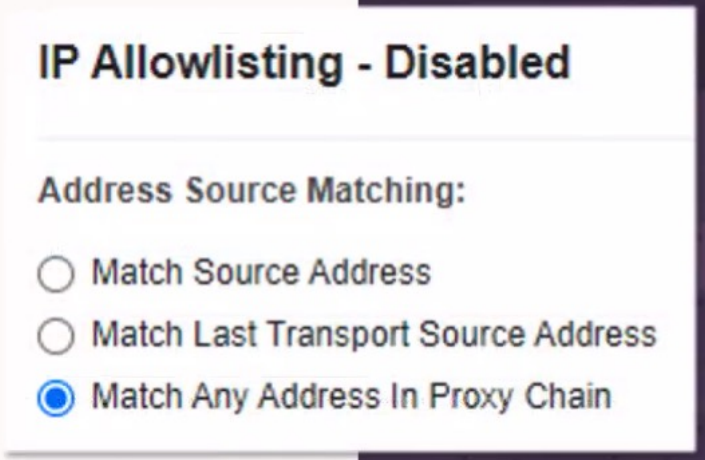


SECURITY

IP Allowlist Options Updated

- With the 22D release, three options introduced to govern IP allowlisting
- **Match Source Address** – default option, maintains same IP source as pre-22D
  - Standard option, works for most situations
- **Match Last Transport Source Address** – uses network transport layer as the IP source
  - If all connections to Eloqua are via a proxy, for example
- **Match Any Address in Proxy Chain** – uses any address in XFF* header as IP source
  - If additional addresses are added to the XFF header by a proxy, for example

* XFF = X-Forwarded-For



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Voucher App

Print Mailing Automation App

Advanced Dynamic Content App

DeepL Translator App

DID YOU TRY OUR NURTURING CAMPAIGN? DO IT NOW!

English campaign:

https://lkr.reply.eu/lead-nurturing-start-the-journey?utm_campaign=nurturing_campaign&utm_source=webinar&utm_medium=qrcode

French campaign:

https://lkr.reply.eu/lead-nurturing-commencez-lexperience?utm_campaign=nurturing_campaign&utm_source=webinar&utm_medium=qrcode

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