

## ARE YOU GETTING THE MOST OUT OF YOUR ELOQUA SYSTEM?



A Modern Marketing Health Check identifies your strengths and weaknesses in how you are using Oracle Eloqua Marketing Cloud and uncovers potential next steps in your journey to marketing maturity.

A Modern Marketing Health Check from Tegrta include an analysis of your Eloqua database and recent marketing efforts, proven strategies to improve effectiveness and objective insight into next steps to improve the effectiveness of your Eloqua system.

## QUESTIONS ANSWERED BY A MODERN MARKETING HEALTH CHECK

### Database Health Audit

How many contacts are in your database?  
How complete are your records?  
Are your contacts reachable? How active are they?  
Are you communicating too frequently?  
Not often enough?

### Form Conversion

How is the number of form fields impacting your form conversion?  
Which forms are converting at the highest rate?  
Which are under performing?

### Email and Campaign Performance

Which emails and campaigns are performing well?  
Which aren't?  
How is your content performing overall? By email group?  
What A/B testing opportunities exist?  
What nurture opportunities should be considered?

### Oracle Eloqua Marketing Cloud Proven Practices

Are my current processes aligned  
With Proven Practices?  
What processes can I implement to help  
keep my database healthy?

## IS A MODERN MARKETING HEALTH CHECK RIGHT FOR YOU?

### Have you been using Eloqua for 6 to 18-months?

Now that you have gotten your feet wet this is an opportune time to strengthen your usage of your Eloqua system.

### Are you ready to move to the next stage in the Modern Marketing Journey?

Your marketing team has mastered your current approach, but you likely aren't using Eloqua to its full potential. The Health Check will help you to refine your approach and identify how you can next-level your marketing efforts.

### Have you had recent turnover in your marketing department?

If your organization is changing a Health Check is a great way to understand the way things have been done in the past which allows the new team to keep doing what's working and revamp the approach to improve in the areas that aren't.

## Tegrita 3-STEP Health Check

Quantify · Analyze · Action

### 3-STEP PROCESS OF YOUR MODERN MARKETING HEALTH CHECK

1. **Health Check Survey:** The Tegrita Health Check Survey is a 10-question survey that will give us insight into how you are currently using your Eloqua system.
2. **Health Check Compilation & Analysis:** We will run various Insight reports and analyze the data to compose your Health Check presentation.
3. **Analysis Meeting:** During this 90-minute meeting we will walk you through the Health Check results, share Proven Practices, and help you to develop a plan for the next 6-12 months to help maximize your return on your Eloqua investment.

