

MediaPlatform Eloqua Cloud Connector

MediaPlatform and Eloqua

Lead Creation and Lead Nurturing

Event webcasting and live webinars are a core part of an effective marketing strategy in many successful organizations, and it is critical that leads generated by these activities be nurtured and sales follow up enabled after these events. It is also important to continue to derive ROI by generating leads through archives of your webcasts and webinars.

With the integration of MediaPlatform® and Eloqua's marketing automation, this process is now seamless and easy to configure. The new Cloud Connector for Eloqua from MediaPlatform allows users of both Eloqua and MediaPlatform WebCaster - the industry's most feature complete and scalable webcast publishing platform - to pass analytics data from WebCaster's event reporting system directly to Eloqua, and from Eloqua to WebCaster.

The Cloud Connector

Eloqua users can set up Eloqua registration pages to capture leads into Eloqua and the MediaPlatform Cloud Connector will pass those leads into the WebCaster event registration system automatically. WebCaster can then pass live event analytics for each registered attendee back into Eloqua. Things like who attended and who did not, how long they stayed in the event, what questions they asked, and their responses to polls and surveys - delivering actionable intelligence for lead qualification, nurturing and sales follow up.

Set up and configuration is easy. There is a one time set up for the Eloqua Cloud Connector within the Eloqua platform and a per event set up for MediaPlatform WebCaster integration. This allows the seamless transfer of registration and attendee analytics between Eloqua and WebCaster.



Key Benefits

- Use Eloqua Marketing Automation to Drive Event Registration
- WebCaster Event Analytics Enrich Eloqua Lead Data for Lead Nurturing and Sales Follow Up
- Passed from WebCaster to Eloqua Include Attendance, Viewer Duration, Q&A, Polls, and Surveys



WebCaster Key Benefits

- Support for Audio and Video Webcasting
- Total Template Customization and Branding
- 100% Cloud Based Solution
- Full Social Media Integration for Twitter, Facebook, LinkedIn and Yammer
- The Industry's Most Powerful Analytics and Reporting
- WebCaster's Easy archiving drives reuse of webcasts for continued lead generation and campaign ROI

WebCaster Eloqua Integration Close-Up

Once the Cloud Connector is installed in the Eloqua platform there are only a few pieces of information from WebCaster that are required to pass data for specific events.

- Your Webcaster User Name
- Your WebCaster Password
- Your WebCaster Event ID (GUID)

Then you simply select what you want the connector to do. If you want it to transfer registration information from Eloqua to WebCaster, or to transfer analytic data from WebCaster to Eloqua. If you are transferring data from WebCaster to Eloqua you simply enter the name of the Data Card and select the data you want to transfer i.e., viewed, duration, questions asked, etc. That's it you're ready to go!

About MediaPlatform

MediaPlatform, Inc. is the best-in-class enterprise video platform that delivers webcasting, streaming and media management technology to global enterprises and media producers. MediaPlatform clients include Abbott Laboratories, Dow Chemical, General Mills, Motorola Mobility, Raytheon and UL. MediaPlatform's software enables high-impact presentations for lead generation, corporate communications and training. www.mediaplatform.com

About Eloqua

Eloqua is the category-defining marketing automation leader and provider of best practices expertise for marketers around the world. The company's mission is to make its customers the best marketers on earth. Thousands of customers from leading companies such as American Express, AON, Apple, Cognos, Dow Jones, Fidelity, Seagate and Sybase rely on the power of Eloqua to execute, automate and measure programs that generate revenue.

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