

GLOBAL MARKETING WITH ORACLE ELOQUA

Localizing Eloqua campaigns at the speed of NOW!

WHO

Customers investing in the Oracle Eloqua platform are among the most forward-thinking, and technologically savvy companies in the world. They're led by executives who see the growth-building value of marketing automation and have been able to leverage their marketing technology investments to achieve significant levels of demand and market dominance in their respective industries. But they still face a big challenge: doing the same on the world stage.

They understand that their prospective global customers are far more likely to buy their company's products when approached with marketing campaigns in their own native languages. Yet many Oracle Eloqua customers still struggle to roll out a unified global presence capable of driving demand in target markets and deepening loyalty with existing customers around the world. The seemingly insurmountable challenge of delivering multilingual campaigns has prevented marketers from executing effectively, and therefore, from fully capturing global revenue and market share opportunities.



Progressive Oracle Eloqua fans have learned there is a solution, and it's easier to implement than they realized.

OVERCOMING THE GROWTH-STUNTING CHALLENGES OF GLOBAL MARKETING

Whether based in their company's headquarters, or in field locations around the world, Oracle Eloqua marketers work hard to meet their global demand generation targets and customer engagement objectives. The reality is, they often feel they have to make trade-offs or compromises that prohibit them from tapping all market opportunities. For example, some companies deliver only a small percent of campaigns globally, effectively ignoring key target markets and rendering their potentially valuable revenue opportunities moot. Others choose to run global campaigns

only in English, justifying it as the "lingua franca." Similarly, successful in-country campaigns developed by field marketers don't always get shared with other markets for extended impact. As a result, lead generation goals for key international markets are either set too low, or ambitious ones aren't met. Neither is an acceptable outcome, but in the absence of tools that can help them succeed, many marketers have had to short-circuit their efforts and tolerate sub-optimal results.

Here are some of the biggest challenges they've encountered prior to adding marketing globalization software to their marketing technology "stack":

Building multilingual campaigns is too time-consuming and tedious.

Marketers who are forced to manage complex translation projects with inadequate tools rightfully say it's a hassle to localize their Oracle Eloqua content. They spend their days copying and pasting, chasing down resources, and relying on email and spreadsheets to manage the process. For these marketers, getting campaigns into local languages involves coordinating with a lot of people (campaign owners, translators, reviewers, deployers) and moving a lot of content back and forth across a variety of systems (email, ftp, marketing automation, document and digital asset management). A single campaign can take weeks or longer to complete, and the effort is very tedious and way out of proportion with the end result. Content for emails, landing pages, and other campaign assets is typically cut-and-pasted from person to person and system to system. This is by no means an optimal use of marketers' time and it's understandably frustrating.

It's impossible to achieve the required level of global coordination.

Global marketing organizations can easily be hampered by the proverbial left hand not knowing what the right is doing, even under the best of circumstances. In the case of multilingual marketing, it is even tougher, and communication breakdowns typically manifest themselves in two ways: either marketers aren't communicating with each other very much across geographical boundaries (if at all), with each region or country operating in its own silo; OR they're trying their very best to do so, but are finding it hard and messy, and details are falling through the cracks. In either scenario, these companies lose: great campaigns aren't crossing oceans, work is being duplicated at every turn, costs are higher than they need to be, productivity is lower than it needs to be, and campaigns are getting to market too slowly.

Budgets are insufficient to translate campaigns into every language that's important to the business.

Companies spend an average of 1% of their global revenue on the translation of all types of content across all departments. Marketing budgets often get hit with the lion's share of this expense. Typically, the regional/field budgets must cover translation expenses for their respective markets, which usually represents a large percentage of their budget allocation. Without a means of creating global economies of scale in campaign development and translation, or continuously identifying the translation agencies that offer the best value, or leveraging what's known as Translation Memory across departments, markets, and agencies, marketing is significantly overspending on the localization of Oracle Eloqua campaigns, landing pages and other critical content.

WHY

ORACLE ELOQUA CUSTOMERS CHOOSE CLOUDWORDS

Oracle Eloqua customers are increasingly turning to Cloudwords to better execute against their global marketing and demand generation plans. They've realized that Cloudwords offers a faster, easier approach to taking their programs and content to multilingual audiences and enables them to optimize their demand generation like never before. In fact, these companies are leading the charge to transform a long-broken business process into a massive revenue generator and a huge competitive advantage.

With Cloudwords for Oracle Eloqua, marketers can roll out their campaigns and landing pages in hundreds of different languages with just a couple of clicks, taking mere minutes of their time as opposed to days and weeks. These marketers can get back to marketing – driving global demand for their company's products – instead of being paper pushers. They no longer spend their days copying and pasting translated content into and out of Oracle Eloqua landing pages, email campaigns and other assets built or stored in Oracle Eloqua. And the value of their investment in Oracle Eloqua increases.

HERE'S THE KEY:

Once Oracle Eloqua assets are localized using Cloudwords, global marketing organizations benefit from the growth and storage of their own Translation Memory, multilingual marketing glossaries and style guides within Cloudwords for future use. This multilingual housekeeping not only saves companies millions of dollars, euros, and yen, but it also maintains a high degree of global message consistency and accuracy, avoiding dangerous faux pas and social media nightmares while delivering valuable marketing campaigns to new customers and partners in 80% less time!

HOW

CLOUDWORDS POWERS BETTER GLOBAL MARKETING VIA ORACLE ELOQUA

Oracle Eloqua provides the leading cloud-based marketing automation software platform for companies of all sizes to build and sustain engaging, profitable customer relationships. Pairing this technology with Cloudwords' campaign localization automation, demand generation professionals report a number of substantial benefits:

1.

Vastly increased speed and productivity (and happier marketers)

Cloudwords automates both the workflow across all stakeholders in a company's localization process and the content flow from, and back into, Oracle Eloqua. Even Oracle Eloqua's dynamic content and segmentation features are fully supported. All the right content gets translated for the right audience. Combined with the automation that Oracle Eloqua already delivers, marketers become significantly more efficient.

Cloudwords also streamlines the translation process itself, and simplifies translation vendor management. All of this means marketers spend a lot less time babysitting campaigns, and critical content goes to market much faster. Task reminders keep everyone on the same page and everything on track, from launching the project to comparing vendor bids to translation to review and finally approval. Most significantly, the translated campaign content is automatically returned to the appropriate templates chosen by the marketers – whether emails, landing pages, forms, snippets or other assets. Teams have bid a long-overdue adieu to FTP sites, Excel, and email.

How quickly are marketing teams able to start reaping these gains? Because Cloudwords is a cloud-based platform, it connects to any Oracle Eloqua instance in less than 5 minutes, and its highly intuitive user interface means teams are usually up and running in less than a day! With all of these efficiency gains, marketing management is better able to make the best use of everyone's time, thus increasing the productivity and performance – and quite possibly the retention – of staff.

2.

Greater visibility into ROI

Cloudwords also provides marketing leaders, marketing operations professionals, demand generation wizards, and field marketers with real-time access to the status and performance of all campaign localization projects. A variety of built-in standard reports highlight cost and time savings as well as demonstrate the strategic alignment of ongoing localization activities with the marketing organization's goals and the company's larger business objectives. These analytics also clarify the company's overall localization spend as well as the way that spend breaks down by language, content type, target market, and more.

Ultimately, marketing management gains greater visibility into how the marketing organization is supporting key growth markets and their productivity in doing so.

3.

More global campaigns mean more leads and more global revenues

By being able to deliver more localized campaigns to more international markets, marketing organizations have engaged wider global audiences with content that's more likely to resonate with them. And getting that content produced and translated faster than ever before means there are fewer competing messages in the marketplace. More easily creating local-language campaigns using Cloudwords for Oracle Eloqua affords more opportunities for A/B testing and ongoing campaign refinement, a luxury that many marketers had to forego when contending with sub-par tools to manage their campaign translations. With Cloudwords for Oracle Eloqua, marketing teams now produce continuously improving campaigns, generate more leads faster, and ultimately capture more revenue and market share.

4.

Significant cost savings

Cloudwords dramatically reduces costs for Oracle Eloqua customers. In fact, enterprise customers have saved nearly 40% of their direct translation spend by leveraging Cloudwords' centrally hosted One™ Translation Memory. A company's Translation Memory typically contains millions of words and phrases representing its brand, key messages, and industry terminology necessary to educate prospects and drive demand. As a company builds out its own Translation Memory, there is no longer a need to pay or wait to have those same words translated again. Moreover, Cloudwords also helps reduce costs by bringing greater transparency and bid benchmarking to the translation vendor selection process. Cloudwords for Oracle Eloqua integrates with Eloqua Financial Management, so the results are easily tracked.

5.

Competitive advantage

Getting to a marketplace ahead of the competition is a huge advantage in any scenario, but beating rivals to international markets with localized marketing programs significantly amplifies that advantage. In addition to ensuring greater accuracy and consistency of key messages and making global audiences feel valued, localized content also performs better from an SEO perspective, with higher search rankings in local searches, making Cloudwords customers' products easier to find.

Cloudwords for Oracle Eloqua is Oracle Eloqua on global steroids. This ground-breaking technology has improved customers' lead generation efforts, accelerated their global go-to-market capability, and helped contribute to greater global revenue. This is global marketing at the speed of NOW.

**ABOUT ORACLE ELOQUA**

Oracle Eloqua, a wholly-owned subsidiary of Oracle, is the leading provider of modern marketing automation and revenue performance management software that helps ensure every component of marketing works harder and more efficiently to drive revenue. Oracle Eloqua's software is now the centerpiece of the Oracle Marketing Cloud. Companies across a wide range of industries rely on Oracle Eloqua's cloud-based software, professional services and education programs to help them automate marketing processes across multiple channels, target and nurture prospects and deliver highly qualified leads at a lower cost to sales teams. For more information, visit www.eloqua.com.

ABOUT CLOUDWORDS

Cloudwords accelerates marketing globalization at scale, dramatically reducing the cost, complexity and turnaround time required for the localization of all marketing content. Cloudwords' enterprise-ready cloud-based software enables organizations to go global faster, engage multilingual audiences more efficiently, and generate increased demand and revenue in less time. Delivering strategic integration capabilities for all leading marketing automation and content management systems, Cloudwords is integral to the globalization process for Fortune 500 and Global 2000 companies worldwide, including Honeywell, Marketo, McDonald's, SAP, Shazam and Verisign. Visit www.cloudwords.com for more information and join the global conversation on Twitter @CloudwordsInc.

