

### Eloqua Consulting Partner

Astadia a certified consulting partner of Eloqua, provides comprehensive demand generation services designed to leverage every facet of Eloqua's Conversion Suite. By engaging Astadia, you benefit from:

- :: Extensive experience in generating demand, managing leads and accelerating sales
- :: Knowledge gained from executing numerous online and offline campaigns over the years
- :: Consultants who understand the roles of marketing technology, websites and CRM in enabling sales
- :: A consulting partner that runs its Demand Center using the Eloqua platform

By thoroughly understanding your value proposition, target audience(s) and marketing objectives, Astadia works with you to maximize Eloqua and automate key demand generation functions of your marketing strategy.

### Services

**Start-up Assistance.** Astadia consults on your initial installation and helps you get acquainted with Eloqua. Our consultants will introduce you to Eloqua's vast features and functionality as well as shadow you through your initial campaigns.

**Outsourced System Management.** Astadia is equipped to create and execute every component of your Eloqua install from complete campaign management and program automation to lead scoring and website integration.

**CRM Integration.** With extensive CRM experience, Astadia provides answers to important integration questions involving Eloqua, your CRM, and your sales and marketing teams.

**Process Development & Auditing.** Astadia creates custom marketing processes and conducts process audits to instill best practices through the sharing of techniques that make other Eloqua users successful.

**Content Development/HTML.** With HTML, layout, design and content development experience, Astadia is prepared to help you create email communications, forms, hypersites, dynamic content and personal URLs (PURLs).

**Marketing Analytics.** Astadia transforms numbers and data into actionable recommendations to improve marketing and sales results.

**Training.** Astadia offers Eloqua training in a variety of ways based on your business needs. Whether in person, in a team setting or on a one-on-one basis, Astadia provides the training you need to maximize your Eloqua system.



**For your Phone Assessment and Consultation, contact Astadia today. US: 877.727.8234, UK: +44 (0) 845 055 9758, APAC: +65 6549 7454**

### About Astadia

Astadia is a global business consulting and SaaS solutions company. We help clients of all sizes improve results by transforming business processes and technologies. With a passion for quality and experience earned from thousands of client initiatives, Astadia consultants positively impact the sales, marketing, customer service and employee performance efforts of clients around the corner and around the globe. Astadia is the largest deployment partner for a number of leading SaaS companies including salesforce.com, Eloqua, and Xactly. Astadia is ranked #83 in the Inc. 500's list of fastest growing private companies.