

"The shortest path to improved marketing effectiveness, improved lead volume, increased conversion rate and low attrition is via marketing and sales data management." - Glenn Coward / Founder CS

Get Net New Contacts

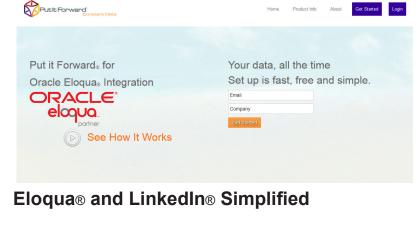
Identifying net new contacts is the lifeblood of any outbound marketing strategic plan.

What every marketer needs to know is there's more to LinkedIn® and Eloqua than just driving an incredible amount of business traffic from social media channels.

Put it Forward's LinkedIn® connector provide turnkey integration directly into Eloqua's engine to identify and collect net new leads.

Common Scenarios:

- Growing the lead target database
- Use LinkedIn® to enrich lead information in Eloqua® for better campaigns.
- Connect directly with new leads and prospects.
- Improve segmentation and profiling options
- Identify new contact from existing contacts



Put it Forward® enables the rapid connection and collaboration of business systems through on demand technology.

Designed for the marketing analyst, evangelist or operations specialist, Put it Forward's® "No Code" graphical experience accelerates and simplifies the ability to work with data.

Extend beyond connecting into operations governance, data quality and customer life cycle management. All within the same application.

Pre-Built Connections from Put it Forward® enable Oracle Eloqua® users to rapidly connect to other systems such as Twitter®, Salesforce®, SAP®, Microsoft Dynamics®, Netsuite® and many more. Helping improve operations, increase data quality and minimize IT costs while enabling their goal of having a deeper more meaningful customer experience.



Get Started Today

www.putitforward.com/eloqua
No download or Installation Software

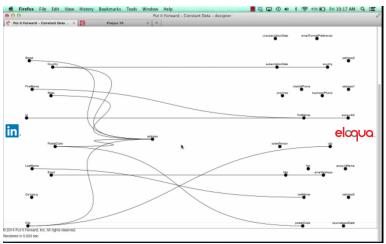


Point, Click, Get Net New Contacts

Shortcuts to working with your data: if you want to do a data load, synchronize across systems, export, add data quality checks or activity govern your data there are three easy steps to start with.

- 1. **Point the pre-built connectors** from Put it Forward® or use your own connector to automatically integrate the source and destination.
- 2. **Click on the data services** or add any business rules, transformations to the integration.
- 3. **Get the data flowing** between the source and destination by selecting the integration interval and activating it.

Done!



Tech Specs

Operating Systems: Put it Forward® is cloud based and is independent of operating systems.

App Server: Put it Forward® is cloud based and does not require an app server to run

Dev Tools: Put it Forward® has a rich integrated cloud based development environment which does not require installation. **Transports:** HTTP/S, Web Services (SOAP, REST), ODBC, JDBC, ETP. SETP. SS. File Sharing, Email (SMTP/POP3), Message based.

Key Deployment Benefits

- Built for the cloud Put it Forward® is a purpose built pure cloud based data service tool. No open source, no fat clients, no legacy
- Pure cloud based on premise to cloud integration with no installation for you to deploy and manage
- Best Price On demand per connection pricing and low maintenance costs
- Complete suite of out of the box connectors plus data services
- Superior support model dedicated resources for each of our customers

Tech Features

- Multi-frequency Integration: real time, just in time or in batch cycles
- **Great for data loading** and long running processes like customer research to inquiry
- Integrated data quality and management
- **Stay synchronized** with other organization units, legacy systems, other cloud offerings or on-premise applications
- More Connectors to marketing automation, financials or other contacts and order/invoice systems
- **Pure cloud based** no installation of hardware or software for you to deploy and manage
- On demand per connection pricing and low maintenance costs
- Supported Trials