



THE WORLD'S MOST POWERFUL MARKETING AUTOMATION PLATFORM IS AT YOUR FINGERTIPS

But are you really getting the ROA you expect?

Driving Return on Automation (ROA)

How confident are you that you're getting the most from your marketing investment in automation? Are your marketing systems talking to each other? Do you have the right people and processes in place? And are you delivering the quick wins expected?

MarketOne has exactly what it takes to help marketing teams deliver return on automation.

- **Expertise** – as a Premier Certified Eloqua Partner, we've delivered both Basic and Advanced SmartStarts on Eloqua 9 and 10 and we're one of the few partners with full API certification
- **Flexibility** – offering marketing automation consulting, technical development and campaign management, we can act as an extension of your team or provide you with a fully managed service
- **Global reach** – with one of the largest dedicated Eloqua teams, we can support you across the globe

Consulting Services

With over 100 Eloqua implementations and integrations delivered, MarketOne has a wealth of knowledge that can be applied to your business. This often begins with getting the right team structures in place and internal resources aligned to get more from the platform. Just as importantly, we ensure you have the reporting in place to measure and then maximize the revenue attributable to marketing. We advise on initial data capture and ongoing optimization, including the implementation of opt-ins, progressive profiling, and preference management. We consult on the creation of lead scoring programs and the routing of leads to your telemarketing providers, direct sales team and channel partners. And we help get the lead management processes in place to ensure they are promptly accepted and followed up.

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Technical Services

Our marketing technologists can help you build and tune your marketing operations infrastructure. We manage the integration with CRM systems like Salesforce.com, Oracle CRM OnDemand and Microsoft Dynamics and then help optimize them to meet your exact needs. We've also delivered custom integrations with SQL and MySQL databases, as well as other external systems. We've used Eloqua's Cloud Connector to integrate webinar platforms tools like Webex, On24 and Adobe Connect. We have built our own telecloud connector to allow seamless integration with our multi-lingual teleservices team. And we implement Sales enablement tools like Prospect Profiler, Eloqua Discover and the Eloqua for Microsoft Outlook plugin to help increase sales adoption rates.

Managed Services

Eloqua skills are scarce and it's not unusual for companies to find themselves relying on one or two power-users who can't cope with the demands of an entire organization. MarketOne frequently acts as an extension of our clients' marketing teams. We can handle campaign deployment, delivery and measurement, leaving you free to focus on campaign planning and strategy. Alternatively, you may choose to outsource completely to us. No more worries about finding suitably left-brained staff, hiring them, training them and holding on to them. With a global team available on-demand, we can help you cope with the peaks in campaign activity.

Data Services

The results you see from marketing automation are only as good as the data you put in. Don't be paralyzed by fear over the quality of your database. MarketOne has a highly experienced Microsoft Certified team that specializes in custom SQL database development, assembly and hosting. We can audit and then enhance your data using proprietary, customizable matching software. Our data planners can then work with you to uncover actionable insight and recommend segmentation strategies. Data is transformed from a liability to a valuable corporate asset.

Digital Marketing and Teleservices

MarketOne's full service offering enables us to plan and execute integrated demand generation programs. Our digital marketing team creates content and communications that stimulate sales conversations with our multi-lingual business development consultants. This may be a timely call triggered by an email or website response, or a more complex program designed to guide and accelerate a prospect through the entire decision making process. We provide fully managed services including lead nurturing and end-to-end event audience generation and follow-up.



MARKETONE ENSURES YOU GET A RETURN ON YOUR TECHNOLOGY INFRASTRUCTURE INVESTMENTS.

INTERESTED?

To discuss your marketing technology requirements call one of our offices below, email info@marketone.com or visit www.marketone.com

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