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Marketing and Sales Gain Powerful Understanding of Buyer's Interest with New Version of Eloqua Conversion Suite™

Latest Release of Award-Winning Product Lets Marketing and Sales Read the Buyer's 'Digital Body Language'

TORONTO – January 15, 2008 – Eloqua Corporation, the leading supplier of automated demand generation applications and expertise for business-to-business (B2B) marketers, today announced the immediate availability of the latest release of the Eloqua Conversion Suite™. The Eloqua Conversion Suite is a family of integrated demand generation applications for marketers tasked with generating leads for their sales force and who demand measurable results from their marketing efforts. This newest release provides businesses with technology that delivers enhanced campaign measurement capabilities and insight into the interests of prospects, aligning sales needs and processes with marketing activities.

As the B2B buying process moves online, marketing and sales teams need to be even more tightly aligned than ever to capture, read and respond to prospects' digital body language, such as their response to online campaigns and Web-based activity. These activities can direct sales teams to the best leads and even provide insight into the prospect's role and stage in the buying process. Eloqua's Essential Sales Tool Kit arms salespeople with critical understanding of their prospects' interests – without having to change existing processes or learn new software. New dashboards in Eloqua Conversion Suite™ enable marketers to quickly discern how campaigns are driving activity, so that they can direct marketing resources to those efforts that show the greatest return on investment.

- **The Essential Sales Tool Kit** – gives sales reps visibility into prospects' level and areas of interests with real-time emails that provide a detailed report of prospects' website activity. The ability to get instant notification that an important prospect is on the website downloading

product documentation can significantly improve a salesperson's ability to close a deal. Sales reps can also initiate micro-campaigns with brand-consistent templates developed by Marketing. The Microsoft Outlook® integration allows sales to send marketing-approved, branded email communications direct from Microsoft Outlook® that is then tracked, logged and added to a prospect's activity history in the CRM system.

- **Dashboards** - enables marketers to quickly and easily show the impact and effectiveness of marketing programs without the laborious process of data mining. Eloqua dashboards help marketing and sales teams quickly analyze a diverse array of metrics, from form submission data to the geographic distribution of leads generated.

“The new dashboard features in the Eloqua Conversion Suite™ give my team an instant, at-a-glance view of how effective our marketing programs are,” said Greg Morton, vice president of marketing, TriNet. “The HR outsourcing industry moves at a rapid pace, and as a high-growth company it is important for TriNet to be able to react immediately to buyer behavior and campaign performance. With the Eloqua dashboards, we are able to reallocate resources to activities that give us the best performance and easily share this information with stakeholders throughout the organization.”

The new capabilities in the Eloqua Conversion Suite™ help sales and marketing meet the challenge of gaining critical insight into buyer behavior in the new online buying environment. By providing visibility into prospects' activities, marketers improve the sales team's ability to influence a sale.

“All too often, sales and marketing departments in an organization are at odds with each other and don't agree on the definition of a lead, how to follow up on a lead, and more – leading to wasted resources and opportunities,” said Jim Dickie, managing partner, CSO Insights. “Aligning sales and marketing departments is critical to the success of a company. Companies are able to drive more revenue when marketing supports sales with content and partners in the creation and development of leads.”

“With Eloqua, marketers have the opportunity to not only give sales greater visibility into the needs of prospects, but also to provide more visibility into how they're driving sales in their organizations, elevating the role of marketing within organizations,” said Joe Payne, president and CEO of Eloqua.

About the Eloqua Conversion Suite

Eloqua Conversion Suite, which is available in Enterprise, Team and Express versions, meets the needs of a wide range of businesses, from small companies to global enterprises. It is the industry's leading family of [integrated demand generation](#) applications for businesses that expect measurable results from their marketing efforts. An on-demand solution, Eloqua automates and integrates the key marketing and sales functions of email, [direct mail](#), [prospect profiling](#), website analytics, campaign analytics and sales force automation to improve the quality and quantity of sales leads, eliminate waste and accelerate the entire selling process.

About Eloqua Corporation

Eloqua provides the leading integrated demand generation applications and expertise for executing, automating and measuring highly effective B2B marketing programs. Eloqua drives the entire marketing process from contact to close, while making prospect interest and intent visible at every step. With leading technology backed by expert professional services, Eloqua automates best practices in demand generation for marketers who need to produce a continuous flow of qualified leads for a professional sales force. Eloqua's customers include Sybase, Seagate, Nokia, MySQL, Administaff, Nuance and many other leading B2B marketers. Eloqua Corporation is headquartered in Toronto with offices throughout North America and in the UK and Singapore. For more information, please visit www.eloqua.com or call 866-327-8764.

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