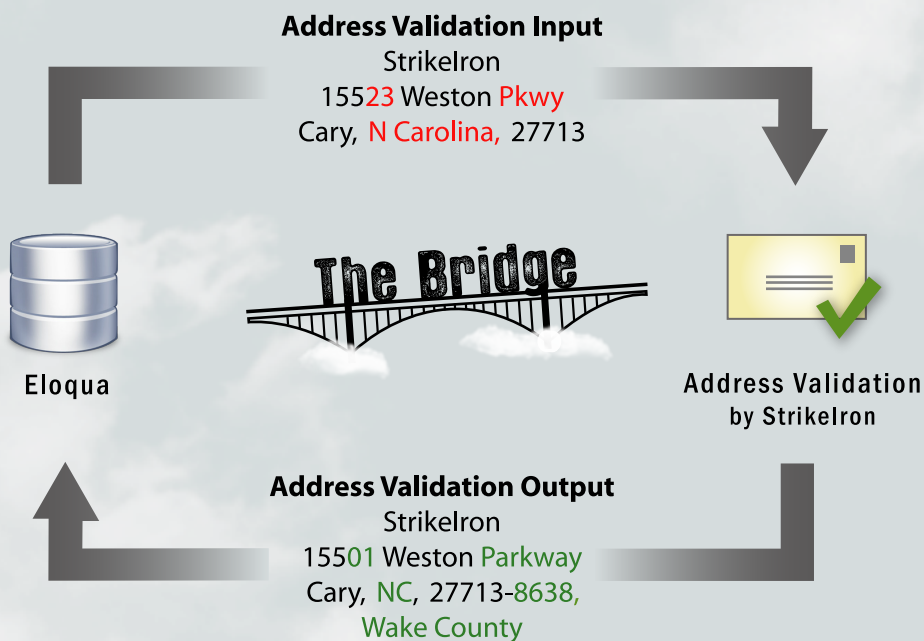


DO YOU... ?

- Send printed pieces to complement your digital marketing strategy?
- Run segmentation or accomplish Lead Assignment in CRM based on territory?
- Feel confident in the data that your sales team has entered into the system or a prospect has entered into a form?

THERE'S A BRIDGE FOR THAT- HERE IS HOW IT WORKS...

By leveraging our best practices and technology from Strikelron, you can clean up or verify the address information in your database in order to reduce the costs and effort around managing returned mail.



Our Address Validation Bridge can:

- Fill in missing pieces of an address in order to make it fully complete
- Verify that the addresses are correct
- Increase your overall return on your print investment



The Bridge connects your Eloqua Marketing Platform to other 3rd party systems in order to achieve maximum ROI for your marketing investment.

Following our best practices, you can:

- 1. INCREASE Lead conversion** by giving sales the data they need.
 - a. Optimize incoming leads for the sales team by enriching the lead with best-in-class data.
- 2. INCREASE response rates** by incorporating other marketing channels at the right time.
 - a. Utilize new marketing channels like SMS, at the right time, in order to achieve higher event attendance.
- 3. INCREASE customer retention** by automating reward distribution.
 - a. Do you send your prospects a thank you gift after receiving a demo? Why spend the time to send that out manually? Automate the process with Eloqua and The Bridge!

Advanced configuration for **Address Validation Bridge**

StrikeIron User Name

StrikeIron Password

Configure Inputs

Address Line 1	<input type="text" value="Address 1"/>
Address Line 2	<input type="text" value="Address 2"/>
City	<input type="text" value="City"/>
State or Province	<input type="text" value="State or Province"/>
Zip or Postal Code	<input type="text" value="Zip or Postal Code"/>
Country	<input type="text" value="Country"/>

Configure Return Data

Overwrite fields above with corrected data ☒

Your Cloud Connectors

Address Validation Bridge
CouchAssociates on step 475

- Overview
- General Settings
- Advanced Setup
- Notifications
- Reporting
- Administration