The Bridge
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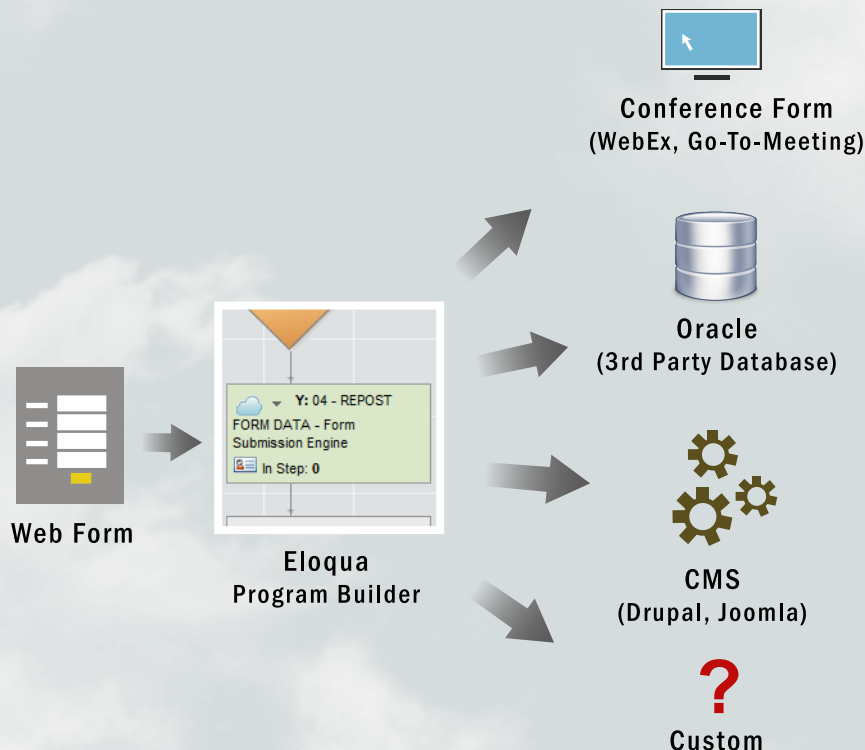
Form Submission Engine

DO YOU... ?

- Want a quick way to send data to a third party system?
- Want to see historical lead scores over time for a particular lead?
- Want to streamline two or more instances of Eloqua?

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

By leveraging our best practices and our in-house built technology, you can automatically post data to a third party system or another instance of Eloqua.

Conference Form
(WebEx, Go-To-Meeting)

Oracle
(3rd Party Database)

Web Form

Y: 04 - REPOST
FORM DATA - Form
Submission Engine
In Step: 0

**Eloqua
Program Builder**

CMS
(Drupal, Joomla)

?
Custom

Our Form Submission Engine can:

- Be easily configured to send data to a 3rd party system

- Send data at high volumes, so that it can be used in your lead management process

- Send data back to another Eloqua instance to ensure data consistency across the Enterprise

http://thebridge.couch-associates.com

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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!

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