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Integrate Partners with Oracle Eloqua, Connecting Media Programs and Prospect Data with Oracle Marketing Cloud

Partnership empowers marketers to more efficiently acquire new prospects and customers

Scottsdale, AZ – July 17 – [Integrate](#), the leading provider of cloud-based, closed-loop marketing software, today announced a partnership with Oracle Eloqua (NASDAQ: ORCL), enabling marketers to more efficiently acquire prospects and more successfully capitalize on prospect data to create new customers. This comes on the heels of Integrate’s recent [announcement](#) that it has joined the Marketo LaunchPoint™ Ecosystem.

Investment in Eloqua’s automation technology enables marketers to more effectively leverage prospect information to create, nurture, score and converse with prospective buyers throughout their customer journey. However, the prospect data generated from media partners and offline data sources (leads, clicks, inbound calls, live call transfers, etc.) cannot be rapidly consolidated, qualified or analyzed and requires tedious, manual processing. The partnership between Integrate and Oracle Eloqua addresses this prevalent pain point for modern marketers and provides a simple, automated way to measure performance and ROI.

“We’re in stealth mode and busy building the marketing technology infrastructure to deliver more timely and relevant engagement to our prospects and customers,” said Devlyn Coelho, director of corporate marketing at DataGravity. “Working with Oracle Eloqua and Integrate software to automate, manage and deliver prospect information from third party media partners and offline sources into our marketing and sales systems is a key part of our marketing foundation.”

Integrated with Eloqua’s system via APIs and using Cloud Connector, Integrate’s closed-loop marketing software enables marketers to more efficiently acquire new customers by connecting media programs and prospect data with marketing systems. Key benefits of the cloud-based platform include:

- **Workflow and Process Automation**—Saves time and resources by automating campaign and media partner management, allowing marketing staff to focus on planning and optimization.
- **Data Governance**—Increases data and engagement quality by up to 40 percent, while reducing the time and costs associated with bad or incomplete data being passed into marketing automation and sales systems.
- **Closed-Loop Analytics and Integrations**—Reduces marketing costs by 35 percent by eliminating manual data processing and easily integrates with Oracle Eloqua to capitalize on insights and measure ROI in real time.

- Media Marketplace—Provides access to thousands of vetted media partners as a primary or supplemental source to scale media programs and reach new audiences.

To learn more, please visit: <http://topliners.eloqua.com/docs/DOC-7311>. The Integrate app will be available in the Eloqua AppCloud in fall 2014.

About Integrate

Integrate's cloud-based marketing platform empowers marketers to more effectively acquire prospects and customers by integrating media programs and prospect data with existing marketing and sales systems. The closed-loop platform provides tools including workflow automation, data governance, analytics and a high-quality media partner marketplace, all accessed from a single, intuitive dashboard. Integrate's solution efficiently fuels marketing systems with prospects and actionable data and closes the loop to increase performance and measure ROI. Serving more than 2,500 customers and thousands of media partners, Integrate is backed by Comcast Ventures, Liberty Global Ventures and Foundry Group. For more information, visit www.integrate.com or follow [@Integrate](https://twitter.com/Integrate).