

# Greater Content Visibility for Smarter Marketing Decisions

As B2B marketers create larger volumes of content for lead gen, nurture campaigns, and sales enablement efforts, tools are needed to track ROI and report:



Which assets are being used by sales



Which assets are effective at closing deals



Where future content budget should be spent

That's where the Upland RO Innovation integration with Eloqua comes in!

## How does it work?

Let's walk through an example

1

Marketer produces content.



2

Marketer creates email campaign in Eloqua. It produces lead and marketer tracks campaign results there.



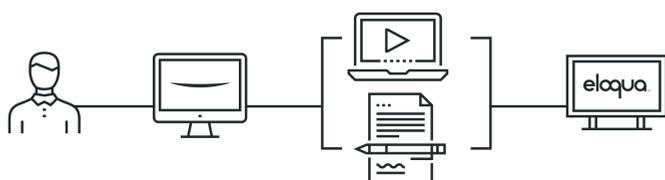
3

Marketer passes qualified lead to Sales.



4

Sales creates campaign in Upland RO Innovation to nurture the lead to close.



*Data from prospect's engagement with assets sent on the Upland RO Innovation microsite gets sent back to Eloqua via scripting code on the microsite.*

5

Prospect becomes closed deal.



6

Happy Marketer reports ROI on effective content in Eloqua.



## Benefits of Integrating Upland RO Innovation + Eloqua

### Maintain greater visibility on the lead-to-revenue story

- + Receive insights on what happens to leads after Sales handoff
- + Compare success of sales-driven content campaigns to marketing-driven content campaigns



### Determine efficacy of marketing content for smarter decisions on marketing spend

- + Track which marketing assets are ACTUALLY used by Sales
- + Track which marketing assets ACTUALLY lead to revenue
- + Greater visibility on content usage data makes it easier to determine what assets to produce and where to spend budget



### Increase Operational Efficiency

- + Generate reports from one central place
- + Increase visibility on important marketing-related data from one platform



Interested in learning more? Contact Upland RO Innovation for a demo.