

**“The shortest path to improved marketing effectiveness, improved lead volume, increased conversion rate and low attrition is via marketing and sales data management.”** - Glenn Coward / Founder CS

## Get Net New Contacts

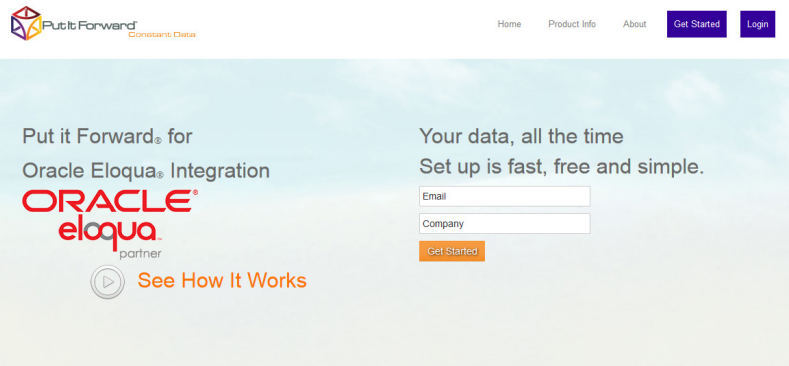
Identifying net new contacts is the lifeblood of any outbound marketing strategic plan.

What every marketer needs to know is there's more to LinkedIn® and Eloqua than just driving an incredible amount of business traffic from social media channels.

Put it Forward's LinkedIn® connector provide turnkey integration directly into Eloqua's engine to identify and collect net new leads.

Common Scenarios:

- Growing the lead target database
- Use LinkedIn® to enrich lead information in Eloqua® for better campaigns.
- Connect directly with new leads and prospects.
- Improve segmentation and profiling options
- Identify new contact from existing contacts



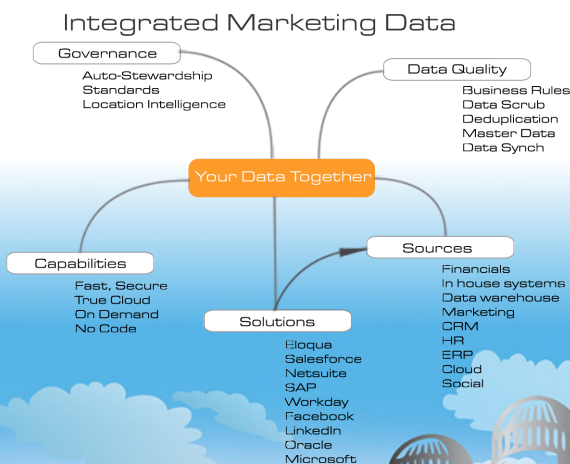
## Eloqua® and LinkedIn® Simplified

Put it Forward® enables the rapid connection and collaboration of business systems through on demand technology.

Designed for the marketing analyst, evangelist or operations specialist, Put it Forward's® “No Code” graphical experience accelerates and simplifies the ability to work with data.

Extend beyond connecting into operations governance, data quality and customer life cycle management. All within the same application.

Pre-Built Connections from Put it Forward® enable Oracle Eloqua® users to rapidly connect to other systems such as Twitter®, Salesforce®, SAP®, Microsoft Dynamics®, Netsuite® and many more. Helping improve operations, increase data quality and minimize IT costs while enabling their goal of having a deeper more meaningful customer experience.



**Get Started Today**  
[www.putitforward.com/eloqua](http://www.putitforward.com/eloqua)  
 No download or Installation Software



Put it Forward  
Constant Data

