



Certain Eloqua Edition with EventStream™ Autonomous Event Marketing

Events are a Critical Driver of Growth

Signals from in-person engagement are an important driver of growth for your business. According to data from Forbes, 95% of business executives believe face-to-face meetings are essential for long-term business relationships.

Due to this importance, marketing organizations, on average, spend 18% of their budget on in-person events. Yet many marketing organizations struggle to capture and convert the buying signals from their events into real-time, targeted attendee engagement.

Many organizations try to solve this problem by investing in multiple point solutions to support specific parts of their event. Unfortunately, these point solutions aren't often integrated with marketing automation and data is left siloed, requiring significant manual work to launch campaigns. But by the time a campaign is launched, it's already too late to engage with a timely, relevant message and a revenue opportunity has been missed.

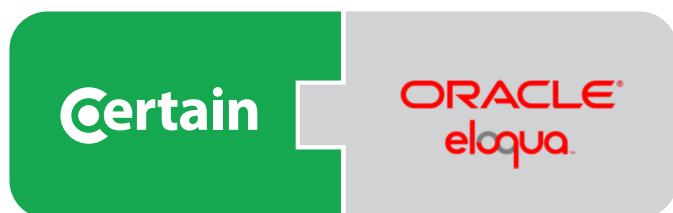
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Events Need to be Seamlessly Integrated into Marketing Automation



Certain is the first Event Automation platform to provide a complete, bi-directional application within Oracle Eloqua

Leading marketing organizations are tackling this challenge by deploying an Event Automation platform that supports their end-to-end event programs with a native, real-time, and bi-directional integration with their marketing automation platform.

Certain EventStream™ allows marketing organizations to launch highly targeted campaigns directly from Oracle Eloqua in real-time. With EventStream's™ native integration, you never even have to leave the Eloqua canvas.

// With Certain EventStream™ the data is loaded in real-time so we've waved goodbye to manual entry. But the real value comes from a customer experience perspective, as our marketers now get access to instant behavioral insights to have tailored conversations with our customers straight away, not days after an event has passed when conversion is less likely. //

-Helena Lewis

Senior Group Manager, Marketing Operations
and Technology

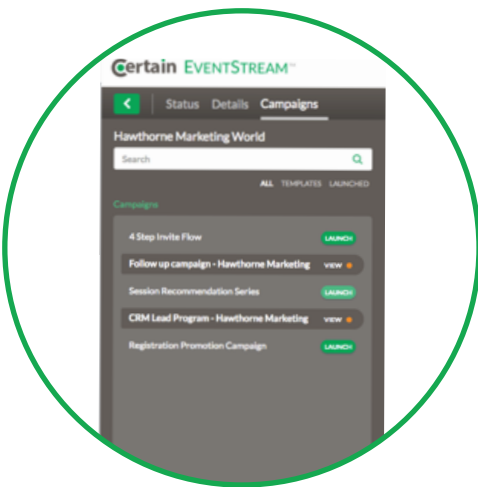
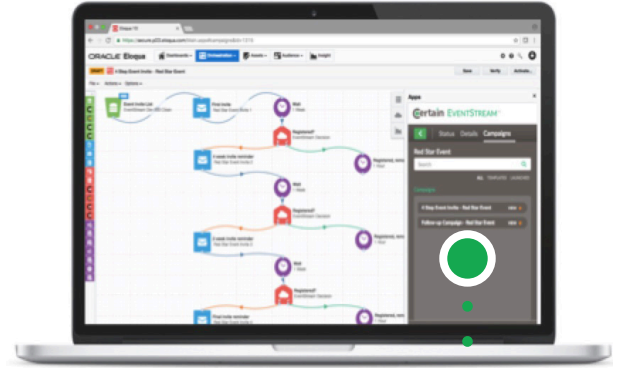


*Source: Forbes Insights, 'Business Meetings: The Case for Face-to-Face'

**Source: Forrester's Q4 2015 North American B2B Marketing Budget and Spending Online Survey

Deep, Native Integration

- › Event Automation built directly within the Oracle Eloqua canvas
- › Bi-directional synchronization of data between your event and marketing automation platforms
- › Single sign on and custom security groups so your team members only have access to the events they are responsible for



Automated Campaign Templates

- › Easily replicate pre, during, and post-event campaigns
- › Manage all registration, session, and agenda changes directly from within Eloqua
- › Set up one event campaign and automatically replicate it with the push of a button

Powerful Insights

- › View critical insights about the status of your events
- › Evaluate and analyze your event program success
- › Track attendee registration status in real-time directly from Eloqua



Benefits



Increased Pipeline



Happier Customers



Improved Operational Efficiencies



Global, Enterprise Scale

Certain Eloqua Edition with EventStream™
unlocks the power
of event marketing at scale.

About Certain

Certain is the leading enterprise Event Automation platform that helps data-driven marketers and event professionals integrate rich buying signals and attendee insights into omni-channel marketing campaigns to improve sales and marketing results and deliver event ROI. Certain partners with hundreds of companies across tens of thousands of events with millions of attendees. Visit www.certain.com for more information.