

Certain Launches Oracle Eloqua Edition with EventStream Powering Real-Time Event Marketing from the Eloqua Canvas

San Francisco CA (January 11, 2017) — Certain, the leader in enterprise event automation, today added to its solutions suite, **Certain Oracle® Eloqua Edition with EventStream™**, the first event automation platform allowing complete, bi-directional integration and real-time marketing from an application within Oracle Eloqua. This new solution which runs from within the Oracle Eloqua Program Canvas allows for real-time data syncing throughout the entire lifecycle of an event, enabling marketing teams to instantly engage event attendees and create personalized experiences based off the data captured before, during and after events.

In-person events accounted for nearly 20% of all marketing spend in 2015 according to new research by [Forrester](#)¹, and that year nearly 30% of marketers admitted that they treat events as one-off experiences rather than as part of an integrated digital and physical experience. The inability to capture event based buying signals in real-time to determine prospect and customer intent inhibits marketers from personalizing event experiences and mapping them to the customer buying journey. Furthermore, without this valuable data which indicates key outcomes such as engagement, pipeline acceleration and revenue creation, marketers struggle to demonstrate complete return on investment from events.

The Certain EventStream application addresses this common marketing challenge by capturing complete data streams throughout the entire event lifecycle – from planning and registration through post-event nurturing – and integrating them directly into Oracle Eloqua, giving marketers ultimate configurability and control for important events including user conferences and product roadshows.

“The real value with Certain EventStream is in delivering a better customer experience, as our marketers now have instant access to behavioral insights to have tailored conversations with our prospects straight away, not days after an event has passed when conversion is less likely. It provides us with incredible agility that will further our competitive advantage, and ultimately help us continue to convert more customers,” said Helena Lewis, Senior Group Manager, Marketing Operations and Technology at National Instruments.

With Certain EventStream, marketers can launch pre-built, brand compliant campaigns and programs directly from within marketing automation that are fully configured all the way from the initial invite to the post-event follow-up. This saves marketing teams hours of time in manual data entry across each event, and allows teams to scale their programs globally. Certain EventStream also enables dashboard reporting from within Oracle Eloqua, providing instant analysis of event success.

“This is the first time a fully integrated event application has been built inside Oracle Eloqua, making it easier to create and launch campaigns than ever before,” said David Johnson, Director of Product Marketing at Oracle Marketing Cloud. “With Certain, we’re helping marketers improve speed to lead and delivering the depth of integration marketers demand, ushering a new era for marketing and event automation.”

¹ “Increase The Payoff For B2B Events With Digital Immersion”, Forrester Research, Inc., January 4, 2017

“In the era where marketing is completely digitized, in person interactions matter more than ever, and events represent the few remaining opportunities companies have to interact face to face and genuinely learn intent from their prospects and customers,” said Peter Micciche, CEO at Certain. “CMO’s recognize that fostering relationships is what fuels growth, but marketers often lack the ability to bridge their offline and online efforts. Certain EventStream fills an important gap in marketing technology as it delivers buying signals from in-person engagement to marketers in real-time, improving efficiency while also accelerating revenue.”

Key Features of Certain Oracle Eloqua Edition with EventStream include:

- **Native event automation integrated within Oracle Eloqua**
Certain EventStream allows marketers to launch highly targeted campaigns directly from Oracle Eloqua in real-time. With EventStream’s native integration, marketers never even have to leave the Eloqua Canvas.
- **Launch autonomous event marketing campaigns**
Marketers can easily replicate pre, during, and post-event nurture and lead generation campaigns within Oracle Eloqua using rich campaign templates and best practices. Setup one event in a series and then autonomously replicate all campaign elements for every future event in that series.
- **Leverage rich event and attendee participation data in real-time**
Marketers can access event and participation data at any time in the event marketing lifecycle such as event location, event dates, registration status, session participation and attendee preferences within Oracle Eloqua enabling highly targeted marketing campaigns.

Learn more about Certain [EventStream](#)

Read Certain’s EventStream [blog post](#)

Check out Certain’s [datasheet](#) on EventStream

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.

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