

Oracle Marketing Cloud Academy

Course Overview

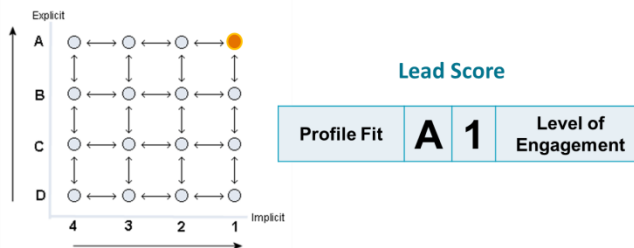
The new Eloqua 10 Lead Scoring Engine uses cutting edge technology and a user friendly interface to bring automated lead scoring to everyday Eloqua users. Eloqua 10 also introduces the concept of a Lead Scoring Model, which allows companies to manage multiple lead scoring requirements simultaneously; for example, lead scoring configuration based on various business units or geographies. This class covers everything you need to know to set up a lead scoring model, segment based on lead scores, and integrate the lead scores with your CRM system.

Objectives

- Define lead scoring
- Describe a lead scoring model
- Define profile- and engagement-level scoring
- Activate and deactivate a lead scoring model
- Segment using lead scoring data
- Review required CRM integration modifications
- Report on lead scores

Prerequisite

Eloqua 10 Fundamentals Series



Profile Fit	Level of Engagement
A = Target fit	1 = Showing buyer interest
B = Potential fit	2 = Showing some interest
C = Not enough information	3 = Low engagement
D = Not a fit	4 = Inadequate

B2B

B2C

CM

DMP