

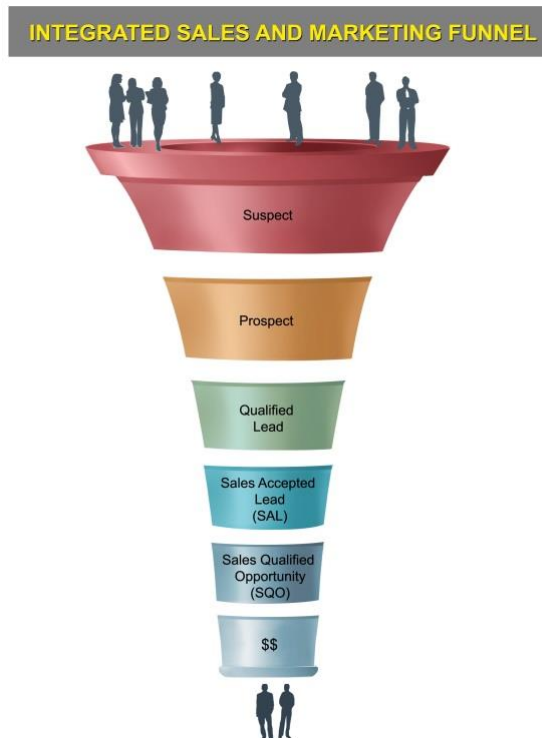
Oracle Marketing Cloud Academy

Course Overview

The Integrated Sales and Marketing Funnel helps you to track a lead's journey from Inquiry to Purchase. However, to fully leverage the funnel, you need to align campaign metrics to various phases of the funnel. This enables you to measure, track, and evaluate the effectiveness of your Marketing campaigns. This course explains how to use the funnel to measure the right metrics, track leads, improve Marketing effectiveness, and substantiate Marketing's value to leadership with the right data. In addition, the course demonstrates how you can build Segments in Eloqua to track leads through the three key stages of the funnel: Prospects, Inquiries, and Marketing Qualified Leads (MQLs). It also demonstrates how to date stamp MQLs in order to maintain lead quality.

Objectives

- Define the Integrated Sales and Marketing funnel
- Use funnel metrics to achieve revenue targets
- Measure, track, and evaluate relevant Marketing metrics
- Build segments to track the marketing phases of the funnel
- Date stamp MQLs to maintain lead quality



B2B

B2C

CM

DMP