

Case Study

Eloqua Data Restructuring for Lead Generation Enhancement

Optimizing our client's **lead generation** processes through enhanced Eloqua platform administration solutions surrounding **data quality, organization and structure**





LogDMS in a nutshell

“Our business was born as a response to this on-going knowledge sharing.”

It all comes down to how we manage to articulate very technical aspects of what we do in a way that clients easily understand. Solutions and best-practice processes often come in handy right off the shelf, but when we customize or build from scratch, we feel it really makes a difference. It's rewarding not just for our clients, but for us too.”

- Catalin, **Co-Founder & MarTech Consultant**



Challenges

- **Inefficient usage** of available fields
- Unconventional **naming procedures**
- System errors (e.g., correctly added details, but leads not created within 1h)
- Lack of data **structure**
- An unoptimized approach for **data gathering**
- Crucial **data missing** for lead generation



Results

-  Real-time lead generation monitoring
-  **Normalization** and **translation** of record data
-  Implementation of **lead evaluation steps** to optimize autonomous lead creation



-  Implementation of **historical data gathering** and analysis of contacts' activities
-  CRM campaign **execution algorithms and methodology** optimization
-  Record evaluation based on data needs

Solutions

The main areas of focus for this project were:

Form Configuration Management

How and which data to collect and structure?

Lead Management

How and which data to translate into leads?

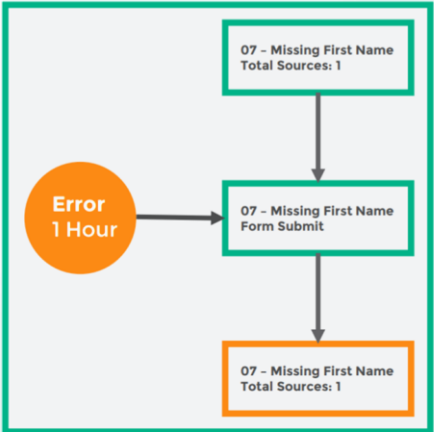
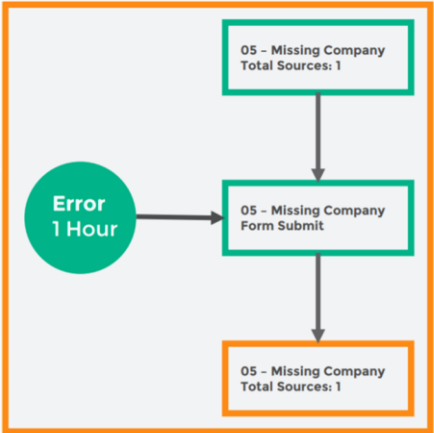
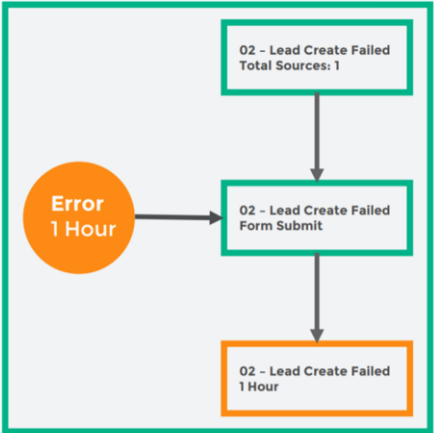
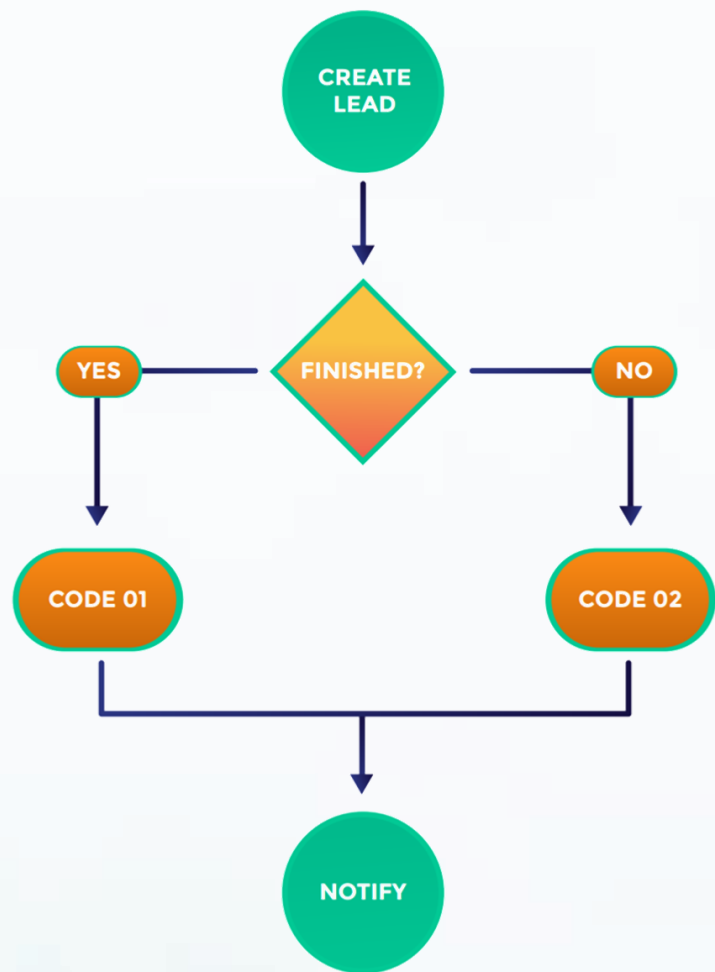
- Eloqua Forms
- Direct Upload
- Eloqua Workflows

Notification System

Failed attempts to create a lead would send a notification to the Prospect Table Notifications program canvas, with different routes for each failure reason.



Notification System





Our client



Location

Massachusetts, USA



Company size

10,000+ employees

Industry

Healthcare & Life Sciences

Want to know more?

Access the **10-page extended Case Study** for all the details behind our technical solutions.



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