

Case Study

Eloqua Privacy Workflow Redesign in Under 2 Months

Designing our client's Eloqua Privacy Flow as to diminish **system outages**, perfectly **align** with the entire Privacy team and successfully **honor subscription values**





Client Testimonial

“A true extension of my team and a very valued partner.

I’ve worked with LogDMS for a few years on many projects. I could not be more impressed with their professionalism, teamwork, communication and results. Their attention to detail, cost and project management is outstanding. Their team is knowledgeable, responsive and committed to supporting our initiatives. They not only make my job easier, but they make me look good.”

- Anonymous, **Head of B2B MarTech**



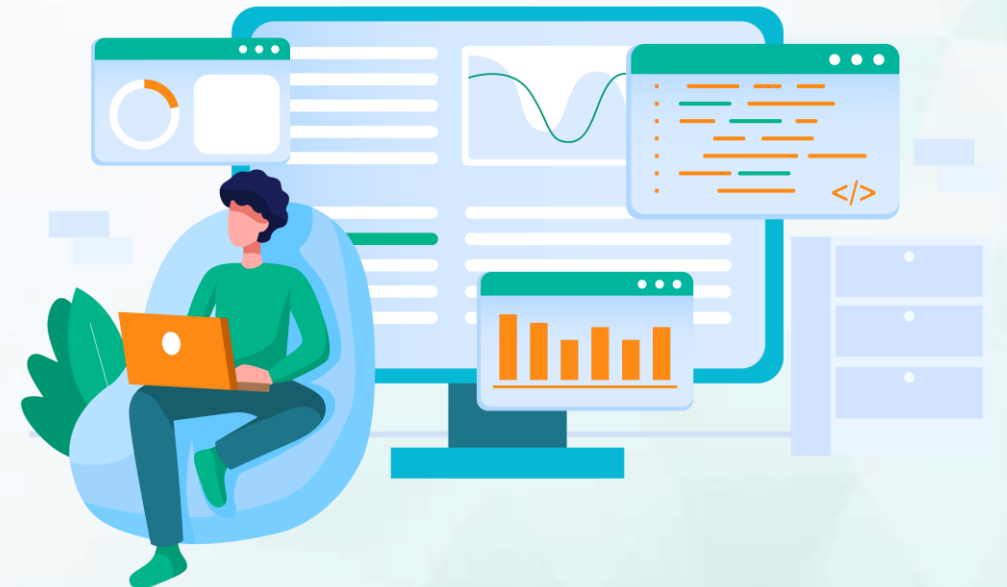
Challenges

- Rebuilding the flow as to successfully **honor subscription statuses**.
- Collecting and distributing downstream **accurate, complete data** ONLY.
- Building solid **debugging and troubleshooting** processes.
- Aligning the Eloqua workflow with the **entire Privacy team**.
- Diminishing potential system outages.
- Designing **change log** tracking.



Results

- Fixed all existing privacy backlog issues. Zero system outages, zero failures.
- Achieved a cleaner and more **accurate database** by correcting, normalizing, and standardizing consent information for **10M records**.
- Set up a **long-term vision** and new systems for **maintenance**.
- Significantly reduced the chance of data loss.
- Aligned **multiple stakeholders** on privacy.
- Aligned Eloqua to the surrounding system.



Solutions

Built a new Privacy Flow design based on **5** pillars:



Timeless

Without depreciating features such as Program Builders.



Measurable

Enables performance measurement.



Scalable

Ensures performance regardless of records number.



Trackable

Monitoring changes to contacts' privacy characteristics.



Compliant

Within legal boundaries, aligned with the team's expectations.



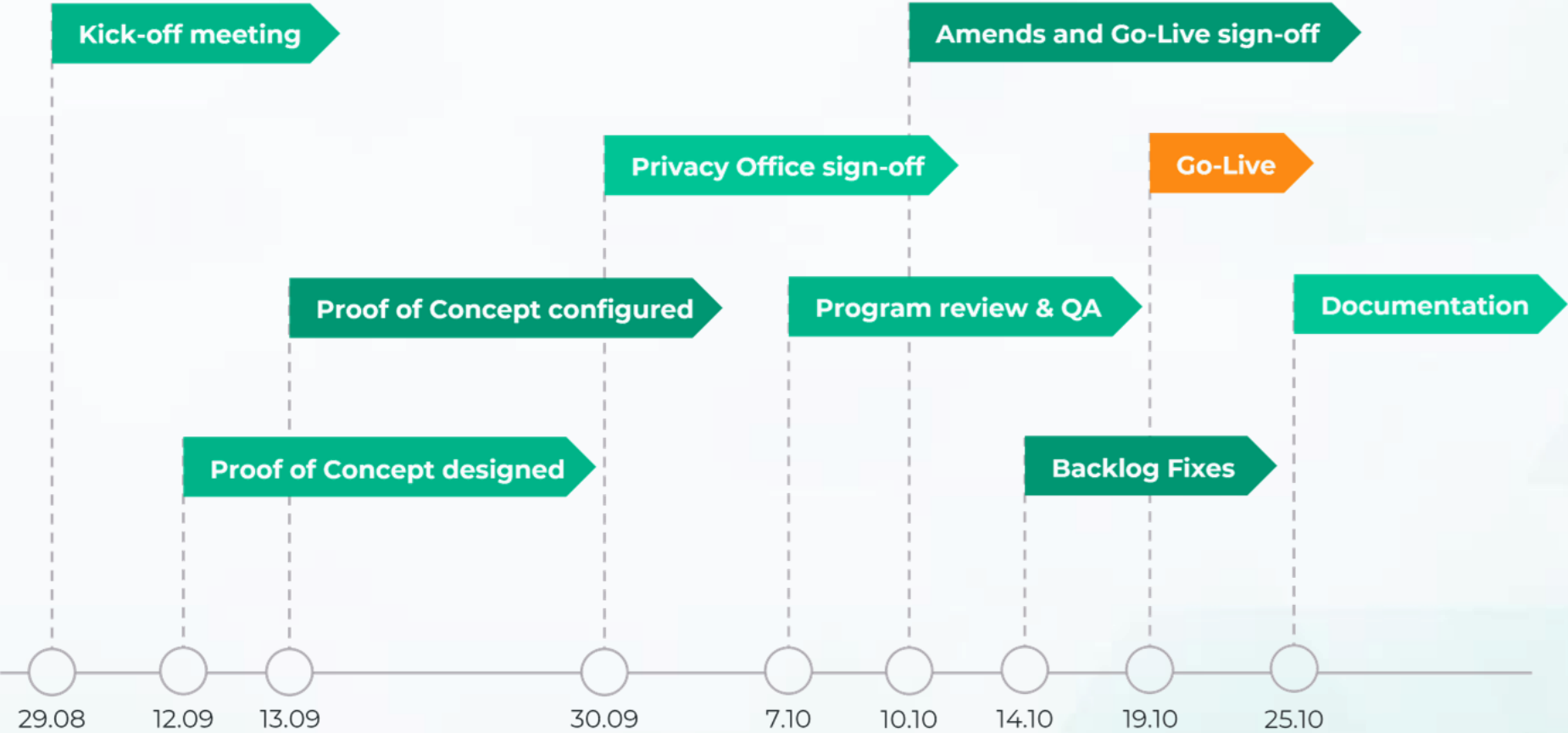


Solutions

- Project Management best-practice **success road mapping**.
- Thorough **initial situation assessment** (subscription and consent setup).
- Designed new workflows for **critical backlog fixes**.
- Built the new privacy proof of concept in a virtual **testing environment** (Eloqua Sandbox).
- Tested and validated through **UAT** sessions.
- Documented and deployed the new privacy flow.



Timeline





Our client



Location

California, USA



Company size

10,000+ employees

Industry

Information Technology



Want to know more?

Access the **8-page extended Case Study** for all the details behind our technical solutions.



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