

Is your Marketing Automation platform driving results - or just driving you crazy?

Eloqua's at it again. By deprecating their Salesforce (SFDC) native integration on February 1, 2021, Eloqua will burden their customers with a costly migration expense. How costly? Customers can expect to spend 6-13 weeks and 6-figures. In that same time frame and for the same cost, you could transition to a more user-friendly system: Marketo.

It's time to move your investment to a technology as invested in your success as you are.

eloqua

- Difficult and lengthy implementation process
- Most expensive marketing automation solution out there
- Does not integrate with Google Analytics, resulting in a massive data blind-spot
- Customer-facing quality in decline since being acquired by Oracle
- Requires very mature marketing team accustomed to complex workflows
- Lack of Salesforce integration (which powers 95% of CRM clients)
- Users report a steep drop in support post acquisition
- Mandatory 15-minute wait between workflow actions

vs.

Marketo An Adobe Company

- Intuitive and rapid implementation process
- Process starts at less than half of Eloqua's introductory rates
- Fully integrates with Google Analytics so users are able to easily track data
- Active global community drives continuous UX improvements
- Empowers smaller marketing teams to do big things
- Salesforce is fully integrated with Marketo, making it a more full and robust tool overall
- Marketo is hands on with the user and provides a large community to get assistance
- Campaigns track results immediately upon publishing



WHAT YOU GAIN BY MOVING TO MARKETO

- An intuitive tool amplifying your message
- Excellent data portability & extensibility
- Mission critical reports at your fingertips
- Fantastic community & customer support



HOW LEADMD CAN HELP YOUR TEAM ACCELERATE

- A personalized approach to your unique business needs
- Seamless data integration between systems
- Fully customized, actionable reporting
- A trusted Platinum Adobe partner you can count on

The Bottom Line

86% of marketers said “ease of use” was the most important factor when choosing a marketing automation platform. –Regalix

A Marketo implementation with LeadMD will include:

Assessment

Migrating from one platform to another isn't just about 'lift and shift.' It's an opportunity to assess what's working well, what needs optimization and what's now possible with a new system. Not all of your current Eloqua instance will be migrated 1:1. A comprehensive assessment allows us to create the most efficient migration plan.

Custom Migration Plan

Now it's time to ensure not only that everything from Eloqua is created in Marketo flawlessly, but also that you have the best system configuration to support your business objectives. Our Custom Migration Plans accomplish both.

Implementation

Measure twice, cut once. By the time we configure your new Marketo instance you'll feel confident not only that every process and campaign is transitioned seamlessly, but that a true Center of Excellence has been accomplished to help you achieve return on your MarTech investment.

STARTING @ \$75,000