ELOQUA CLOUD CONNECTOR

Math Functions

Not many marketers entered the profession to do math calculations, but sometimes it's necessary. Take your high performance lead scoring system for example. You may just find that having the ability to do basic math in Eloqua to compare values, find an average or calculate the number of contacts per account is critical to the success of your efforts.

Eloqua's Math Functions Cloud Connector is the first third-party application that gives you access to a generic set of common math functions. Consider these scenarios:

- You can calculate the maximum score across a few sub criteria to optimize your lead scoring program
- You can find the revenue per employee for a business by dividing one number by another
- You can analyze leads based on average score across 5 product lines

Math Functions currently supports both basic and advanced mathematical operations including

- Simple math such as +, -, *, /, and ^ for
- Any type of parenthesis for grouping
- Boolean operations <, >, =, &, |, !
- Trigonometry functions like SIN, COS, and TAN,
- Logarithmic functions and many more.

The Match Function configuration tool allows you to create up to 5 variables, map fields and test your results.

Add it up with Eloqua Math Functions

It is fast and easy to add a little math to your marketing program with Eloqua Math Functions. For more information and a complete list of all available connectors and apps, please visit Eloqua AppCloud, the first online marketplace for integrating marketing and sales applications with Eloqua's Revenue Performance Management Platform. Check it out today at http://appcloud.eloqua.com.

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