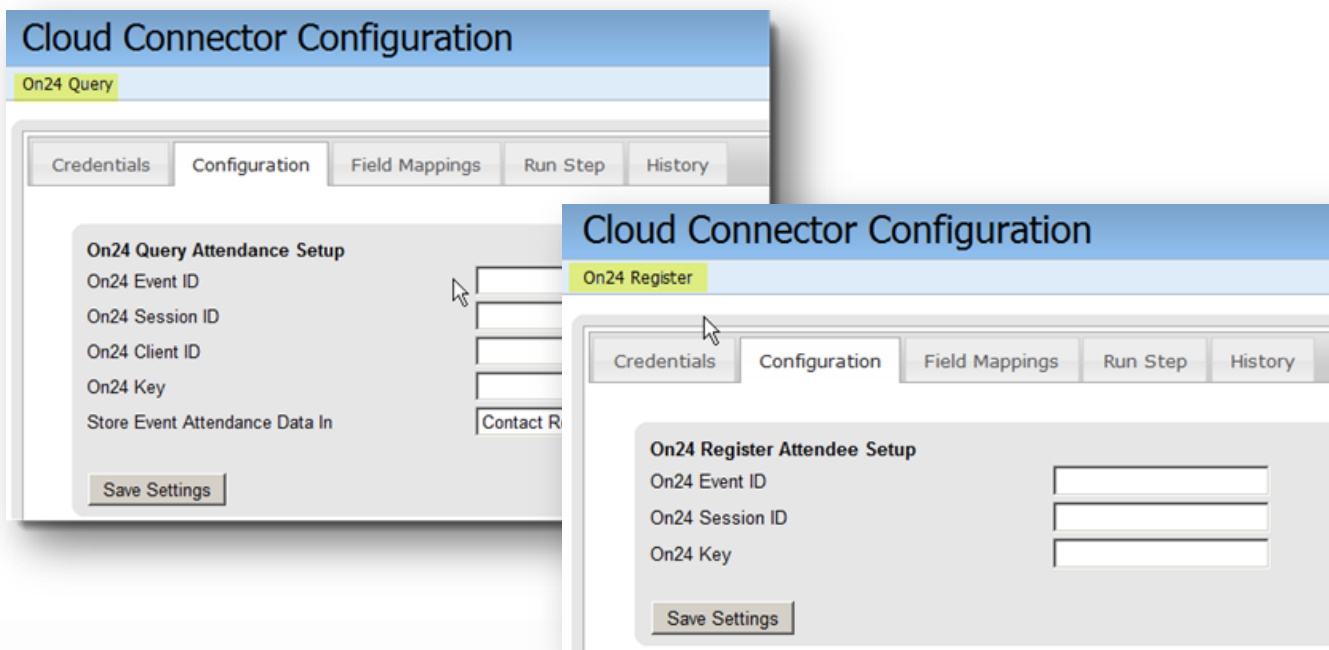


ON24 and Eloqua

A Seamless Link between Lead Creation and Lead Nurturing



The Benefits of Integration

- Combine ON24's world-class lead generation platforms with Eloqua marketing automation to create a powerful, integrated lead-nurturing solution
- Use an Eloqua registration page to immediately enter registrant data into Eloqua, then seamlessly pass to ON24
- ON24 event data now becomes a key part of the lead-nurturing process within Eloqua
- Easy-to-use screens make passing data between both systems simple
- Post-event, seamlessly pass ON24 data from the live event (such as attendance, poll responses and questions asked) into Eloqua to enhance lead-nurturing efforts
- Develop a tighter, technology-based methodology for not only capturing leads, but also for nurturing and qualifying them so sales utilizes only the most valuable leads
- setup from both ON24 and EloquaSimple

If creating leads is at the top of the priority list for most organizations in the world, then developing and nurturing those leads is likely a close second. Now, with the integration of ON24's market-leading virtual events platform and Eloqua's marketing automation platform, combining lead creation with nurturing is as simple as a click.

Within the Eloqua platform, the "Cloud Connector" now allows users of both ON24 and Eloqua to seamlessly pass data from ON24's reporting system directly into Eloqua and vice versa. Users can set up Eloqua registration pages that capture registrant data for an event immediately into Eloqua, while seamlessly passing that data to ON24's reporting system. In addition, key live event data from ON24, such as time spent in the environment, poll responses and Q&A participation, also can be passed to Eloqua with the click of a button—enhancing your marketing system's ability to qualify and develop better leads for sales teams. And all of this can be done with minimal setup from ON24. Both self- and full-service clients can easily take advantage of the integration.

ON24-Eloqua Integration Close-Up

The Cloud Connector

The integration process is quick and simple. There's a one-time setup for the Eloqua Cloud Connector program within the Eloqua platform, then per-event setups for ON24 integration that allow clients to handle seamless registration, as well as the passing of registrant reporting data back into Eloqua. These data transfers are initiated by the client, as opposed to being done in real time.

The one-time setup of the Eloqua Cloud Connector should be addressed with the client's Eloqua support representative, as it doesn't require any input from ON24.

Once set up, there are only four pieces of information required from ON24 to set up the Cloud Connector to pass data for specific ON24 events. Full-service clients can receive this information from their ON24 webcast manager, then simply enter that data in Cloud Connector. Self-service clients can obtain the majority of this information within ON24 Webcast Center but will also need to send a support request for some details. See the image at the right to help you determine how to obtain the four items required:

ON24 WEBCAST CENTER

Event Manager Home > Manage an Event > Event Overview

EVENT OVERVIEW - Opening Address/ON24 Keynote (EVENT 264505)

Event Title	Opening Address/ON24 Keynote	Event ID
Event ID	264505	
Event Type	SW Simulive Video (ON24-812) (812)	Client ID
Client	ON24 Marketing (3484)	
Abstract	ON24 is excited to welcome you to VUE2010. In this welcome address with Sharat Sharan, CEO of ON24, you will get a guided tour of the virtual events environments, the overview of VUE2010 and introduce his product team to talk more about the the latest trends and solutions.	
Event Time	December 14, 2010 at 08:15 AM Pacific Standard Time	
Archive Expiration	December 15, 2011	
Account Manager	Franck Zamora	
Event Manager	Tania Sarria	Session ID
Sales Contact	Lori Brent	
<input checked="" type="checkbox"/> Audience URL	http://w.on24.com/ir.htm?e=264505&s=1&v=560BBE35442557E87ACF6C579D1F7124	
<input checked="" type="checkbox"/> Upload URL	https://event.on24.com/eventManager/UploadAssetsServlet?cb=on24&eventid=264505&sessionid=1&key=2C4B463123676D35ACDAF3CC04337512	
<input checked="" type="checkbox"/> Presenter URL	http://pm.on24.com/vpm2/index.html?cb=on24&eventid=264505&sessionid=1&key=2C4B463123676D35ACDAF3CC04337512&mode=mode2	
<input checked="" type="checkbox"/> Preview URL	http://event.on24.com/eventRegistration/EventLobbyServlet?target=previewLobby.jsp&eventid=264505&sessionid=1&key=2C4B463123676D35ACDAF3CC04337512	
<input checked="" type="checkbox"/> Report URL	https://event.on24.com/wcc/dashboard?eventid=264505&key=2C4B463123676D35ACDAF3CC04337512&cb=on24&	
<input checked="" type="checkbox"/> Auto Reg URL	https://event.on24.com/interface/registration/autoreg/index.html?eventid=264505&sessionid=1&key=560BBE35442557E87ACF6C579D1F7124&firstname=[First Name]&lastname=[Last Name]&job_title=[Title]&company=[Company]&email=[Email]&work_phone=[Work Phone]&std1=[This event is powered by ON24. Find out more about our virtual events and/or webcasting technologies.]&std2=[Got Questions?]&partnerref=[Partner Ref]	
<input checked="" type="checkbox"/> Manage Reg URL	http://event.on24.com/eventManager/manageRegistrants.jsp?eventid=264505&sessionid=1&type=allreg&ek=137DF97E59B13983D3E83D3FF9A2E416	
<input checked="" type="checkbox"/> Event Details URL	http://event.on24.com/util/App/eventdetails?eventid=264505&sessionid=1&key=560BBE35442557E87ACF6C579D1F7124	

Your Event ID—clearly marked for any event listing in Event Manager.

Your Client ID—found in parentheses after your company name listed for any specific event in Event Manager.

Your Session ID—found in the various URLs for each specific ON24 event listing.

Your Key—Self-service clients will need to send a support request to ON24 to have this information returned. To do so, simply go to the Resource Center in ON24 Webcast Center, then click on “Submit a Ticket” in the Support Center.

About ON24, Inc.

The recognized global virtual events market share leader, ON24 is the world's leading provider of webcasting and virtual environments for corporate communications and demand generation. ON24 offers fully integrated, enterprise-wide solutions for a wide range of applications, including training, conferences, company meetings, partner expos and virtual trade shows. More than 750 organizations in publishing, technology, life sciences, government and financial services, including IBM, Cisco, United Business Media, Credit Suisse, GE Healthcare, Oracle and the National Science Foundation, rely on ON24. The company is headquartered in San Francisco, with offices in New York, London and Singapore. For more information, visit <http://www.on24.com>.

About Eloqua

Eloqua is the category-defining marketing automation leader and provider of best practices expertise for marketers around the world. The company's mission is to make its customers the best marketers on earth. Thousands of customers from leading companies such as American Express, AON, Apple, Cognos, Dow Jones, Fidelity, Seagate and Sybase rely on the power of Eloqua to execute, automate and measure programs that generate revenue. Eloqua helps companies read and decode their buyers' Digital Body Language™, thereby improving the quality and quantity of sales leads, increasing marketing effectiveness, and accelerating the selling process. Eloqua is headquartered in Vienna, Virginia, with offices in Toronto, London, Singapore and throughout North America.