Case Study

Platform Maturity Assessment (PMA)

PROJECT RECOMMENDATIONS & BUSINESS IMPACT

Custom-tailored marketing automation strategies and action plans designed to enhance **platform functionality**.

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Case Study | **Platform Maturity Assessment**

Focus Areas

DATABASE HEALTH

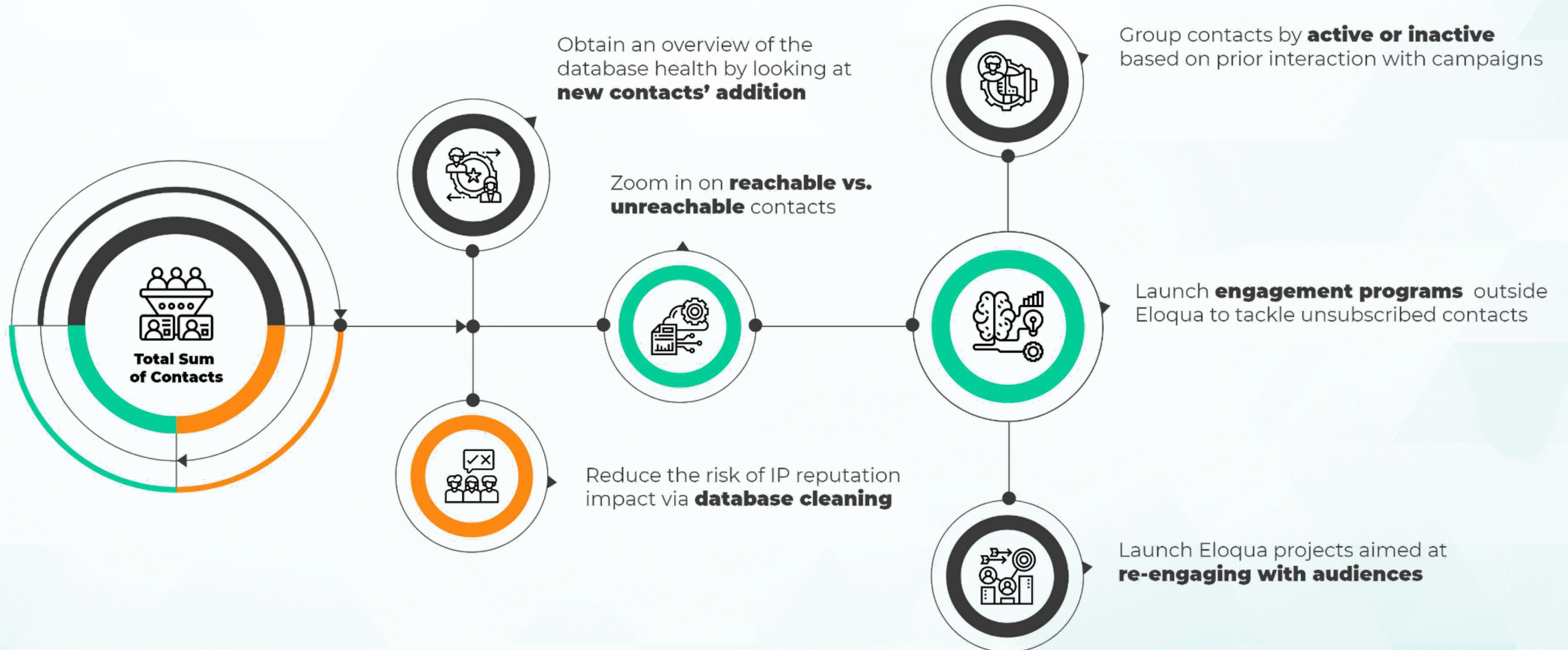**EMAIL PERFORMANCE**

FORM/WEB ENGAGEMENT

PLATFORM ADMIN

FEATURE ADOPTION

Database Health
ANALYSIS CONTENTS

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Total Sum of Contacts

Obtain an overview of the database health by looking at **new contacts' addition**

Zoom in on **reachable vs. unreachable** contacts

Reduce the risk of IP reputation impact via **database cleaning**

Group contacts by **active or inactive** based on prior interaction with campaigns

Launch **engagement programs** outside Eloqua to tackle unsubscribed contacts

Launch Eloqua projects aimed at **re-engaging with audiences**

Database Health
PROJECT RECOMMENDATIONS

Addressing a high number of unreachable contacts
Multiple considerations: **Contractual** (database size), **Engagement** (with unsubscribed contacts), **Data Quality** (hard bounce deletion)

Setting up contact cleaning processes
To **maintain the database in order** – create a process for attempting to engage with unsubscribed contacts, or delete them after inactivity

Sending more emails: Targeting a 70% one-time email reach
Find "**lookalike**" contacts and feed them | **Adjust**, every 3 months | Process for **engaging** with unreachable contacts (outside Eloqua)

Segmentation on inactive contacts
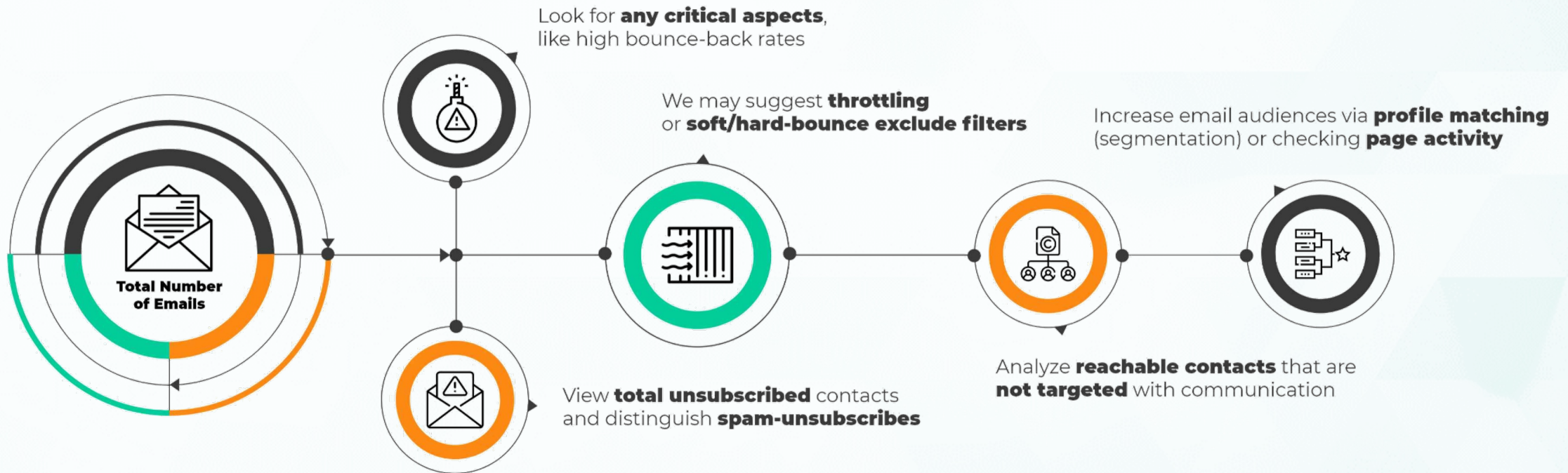Segment by **inactivity for a specific known interest** and add accordingly to specific campaigns

Reporting
Monitoring **new contacts** addition & source | Zoom in on **active contacts** (best/worst-performing campaigns)

Email Performance
ANALYSIS CONTENTS

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Look for **any critical aspects**, like high bounce-back rates

We may suggest **throttling** or **soft/hard-bounce exclude filters**

Increase email audiences via **profile matching** (segmentation) or checking **page activity**

Total Number of Emails

View **total unsubscribed** contacts and distinguish **spam-unsubscribes**

Analyze **reachable contacts** that are **not targeted** with communication

Email Performance
PROJECT RECOMMENDATIONS

Touch Governance
Control how many emails contacts receive | Set up **exclusions** (soft/hard bounces) | Set up **throttling** (batches over multiple days/times)

Sending practices & reporting
Build an **identify-exclude-wait-cleanse-export-delete process** around bounce rates | Monitor the **open rate** | Monitor (spam) unsubscribes

Profile match & Segmentation project
Increase the number of contacts reached by analyzing **known visitor page activity** and by **profile matching** with audience members
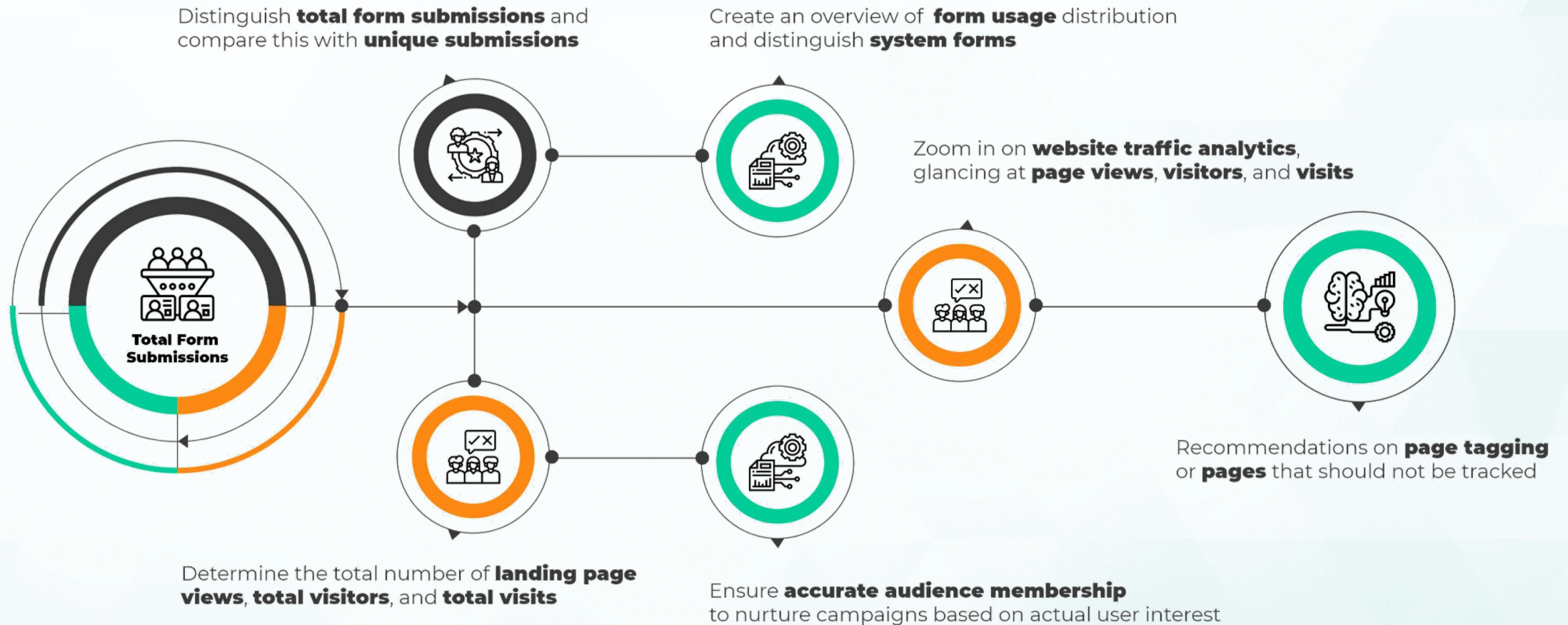
Email engagement project
Aim towards **improving the clickthrough rate** – email design, button placement, email size, image-to-text ratios

Form/Web Engagement
ANALYSIS CONTENTS

Distinguish **total form submissions** and compare this with **unique submissions**

Create an overview of **form usage** distribution and distinguish **system forms**

Zoom in on **website traffic analytics**, glancing at **page views**, **visitors**, and **visits**

Total Form Submissions

Determine the total number of **landing page views**, **total visitors**, and **total visits**

Ensure **accurate audience membership** to nurture campaigns based on actual user interest

Recommendations on **page tagging** or **pages** that should not be tracked

Form/Web Engagement
PROJECT RECOMMENDATIONS

Page Tagging | Audience Analysis

Create **web-based segments** for additional segmentation | Look up contacts' interests and adjust communication

Folder Structure

Develop a clear asset organization (e.g., **Division – Division Year – Business Unit Year – Campaign Name – Final Asset Name**)

1st Party Cookies & Strict Mode Tracking

Browsers will **renounce 3rd party cookies** | Enabling Strict Mode allows for **restricting tracking** for web pages (cookie laws compliance)
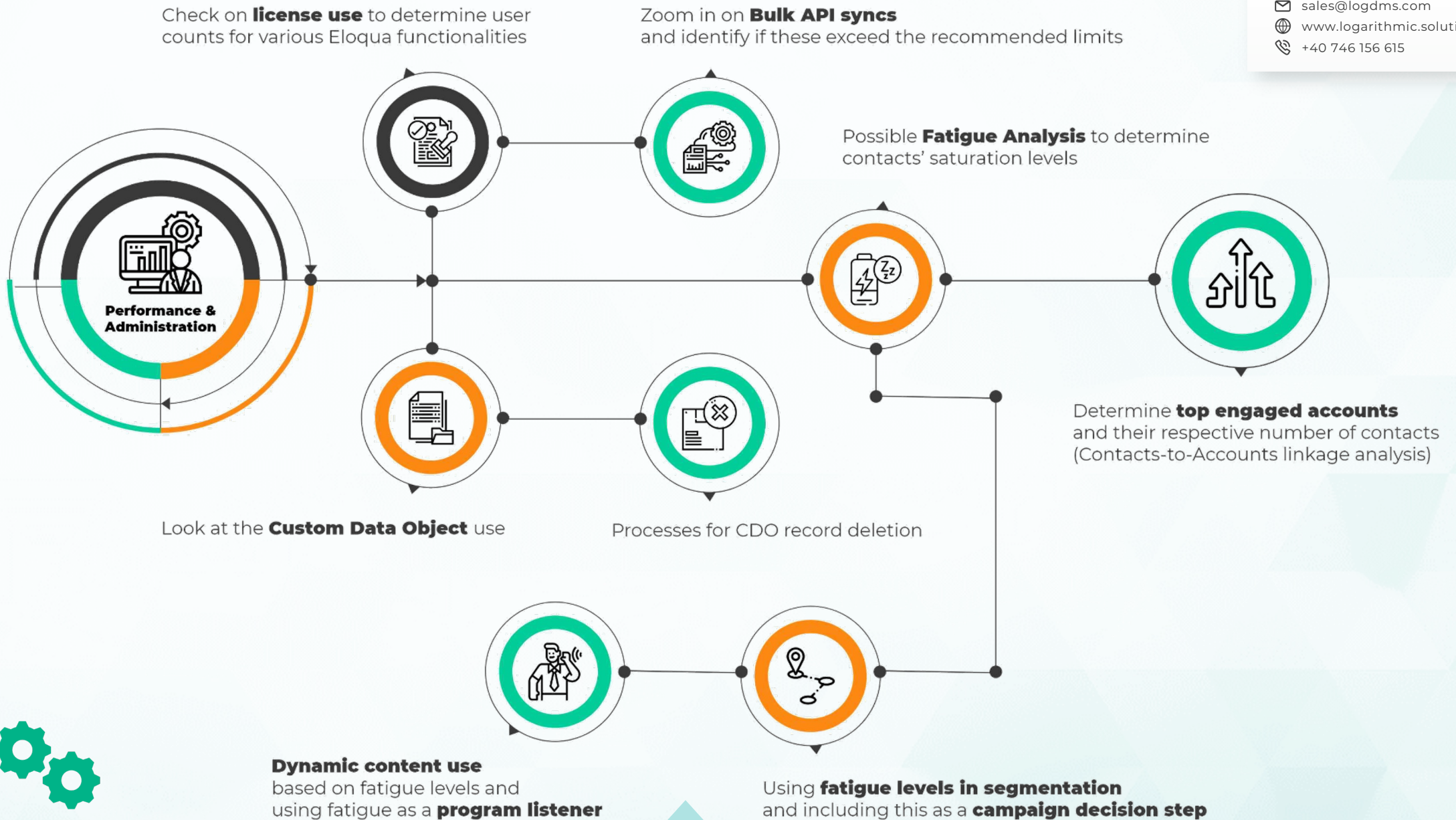
Web/Landing Pages Engagement Reporting

Engagement **data analysis for segmentation** | Remove tracking for search pages, that generate a unique URL and the root URL

Performance/Administration
PROJECT RECOMMENDATIONS

Check on **license use** to determine user counts for various Eloqua functionalities

Zoom in on **Bulk API syncs** and identify if these exceed the recommended limits

Possible **Fatigue Analysis** to determine contacts' saturation levels

Performance & Administration

Determine **top engaged accounts** and their respective number of contacts (Contacts-to-Accounts linkage analysis)

Look at the **Custom Data Object** use

Processes for CDO record deletion

Dynamic content use based on fatigue levels and using fatigue as a **program listener**

Using **fatigue levels in segmentation** and including this as a **campaign decision step**

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Performance/Administration
PROJECT RECOMMENDATIONS

Contact Fatigue Levels
Using Fatigue in segmentation | Campaign **decision-step** rerouting contacts to a certain touch | Program listener | **Dynamic Content**

Custom Data Object Monitorization & Clean up
Develop an **automated CDO deletion & cleanup** process (rules, timeline, program) | Monitor to not exceed 25 million records (5-6M / object)

Bulk Sync Programs
Run as rarely as acceptable to **avoid running bulk syncs often** & for few contacts | Schedule large syncs outside office hours

ABM Enrichment | Field Clean up & Enhancement
Contact-to-Account Linkage | Company from Domain | Known Accounts Activity | Company from IP | Account Segmentation
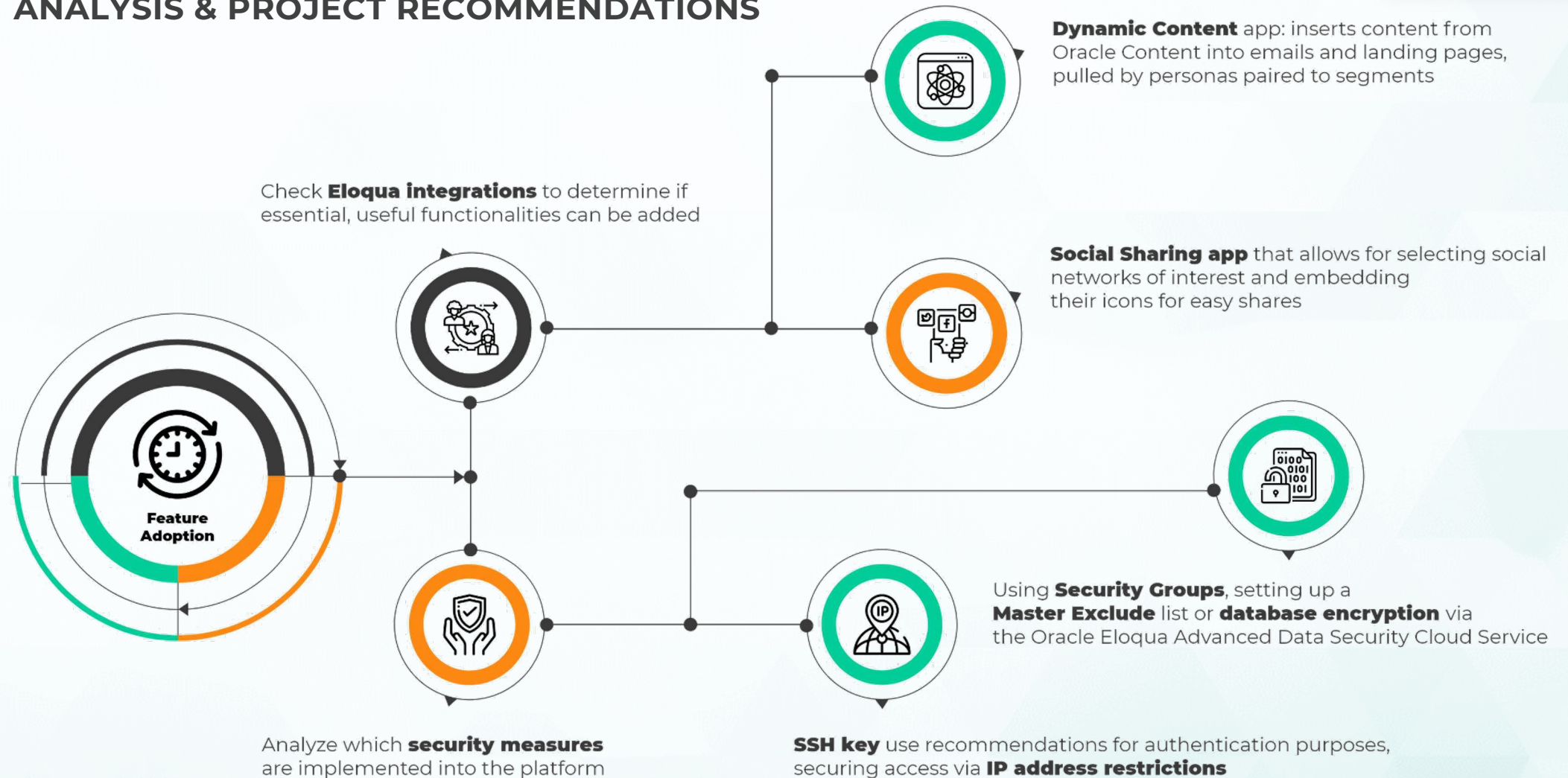
Feature Adoption
ANALYSIS & PROJECT RECOMMENDATIONS

Dynamic Content app: inserts content from Oracle Content into emails and landing pages, pulled by personas paired to segments

Check **Eloqua integrations** to determine if essential, useful functionalities can be added

Social Sharing app that allows for selecting social networks of interest and embedding their icons for easy shares

Feature Adoption

Using **Security Groups**, setting up a **Master Exclude** list or **database encryption** via the Oracle Eloqua Advanced Data Security Cloud Service

Analyze which **security measures** are implemented into the platform

SSH key use recommendations for authentication purposes, securing access via **IP address restrictions**

Want to know more?

Ask us anything or schedule your **Platform Maturity Assessment** with our MarTech consultants.

CONTACT US

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