



ELOQUA INNOVATIVE REPORTING

CASE STUDY

ELOQUA AGENCY SERVICES

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Eloqua Innovative Reporting

Case Study



SUMMARY

Implementing effective reporting and analytics systems enables our customers to **increase transparency, productivity, accuracy, and timeliness** for all marketing automation activities. It enables **real-time, strategic decision-making** on the grounds of valuable information delivered despite the most complex business requirements.

To aid throughout this process, we regularly assist with **custom, innovative reports and visual dashboards** that facilitate this scope well beyond what is already out-of-the-box in Oracle Eloqua to provide useful insights that genuinely make a difference.

In a nutshell, our reporting expertise, validated across multiple industries and over many years, applied to our client's data and specific goals, manages to create a **highly informative decision-making environment**, from where stakeholders can make thought-through choices based on their digital marketing campaigns' performance.

While Eloqua features **comprehensive out-of-the-box reporting solutions** that help process data in great detail, draw relevant conclusions, and come to critical rulings, the **complexity required** for specific decision-making activities depends on high-level expertise in both analytics and reporting alike - where our team at LogDMS masterly excels.

Our business was born as a response to this on-going knowledge sharing.

It all comes down to how we manage to articulate very technical aspects of what we do in a way that clients easily understand. Solutions and best-practice processes often come handy right off the shelf, but when we customize or build from scratch, we feel it really makes a difference.

It's rewarding not just for our clients, but for us, equally.

Catalin

Co-Founder & Marketing Automation Consultant
catalin@logdms.com

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SUMMARY

CUSTOMER STORY

Industry

Information Technology

Location

California, USA

Company size

10,000+ employees

CHALLENGES

- The complexity of report drafting on a significant scale
- Generic and untailored reporting solutions
- Scattered, disorganized data
- Unorganized data sources
- 3rd-party dependencies on information provision
- Poorly visualized data
- Overly-simplified data or irrelevant information

SOLUTIONS

- Fully customizable reporting and analytics solutions
- Holistic, multiple-source database
- Business requirements assessment
- Clear and structured dashboards
- Dynamic updates
- Proper data visualization
- Well-defined, yet flexible rules for data processing

RESULTS

- Clear and structured data
- Solid ground for decision-making
- Reduced data and asset cluttering
- Precise new controlling tools
- Evaluated out-of-scope elements related to business activities

DISCLAIMER

All data provided in this case study serves the sole purpose of exemplifying and has been significantly tampered with to protect our client's privacy.

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CONTACT DETAILS

 www.logdms.com

 office@logdms.com



OVERVIEW

Eloqua reporting and analytics, intelligent data processing, and the strategic assessment of results represent modern digital marketing solutions' primary fields.

Fueling our client with rich data tailored to specific goals or needs enables **value-added decision-making capabilities** that go beyond out-of-the-box reporting solutions provided in Eloqua Insight or its custom dashboards.

CLIENT OVERVIEW

Our client - a Fortune 500 member edge-to-cloud Platform-as-a-Service company, transforms businesses by helping customers connect, protect, analyze, and act on all their data and applications, so insights could be turned into outcomes at the speed required to thrive in today's complex world.

Given our client's need to draw various conclusions regarding **campaigns' performance, deliverability, or organization**, a new business requirement for information processing came through during our ongoing partnership in MarTech expertise.

The range of custom reports provided by our team of experts, achieved through the usage of **singular or bundled reports**, allows us to cater to our client's particular business

requirements and deliver the most relevant and precise results, drafted utilizing our deep expertise and innovative technology.

The dashboard system presented throughout this case study was built for specific client needs, for which data is typically not available through standard Eloqua reporting solutions.

Our high-level Eloqua reporting experience allowed us to create solutions beyond what is out-of-the-box in the platform by finding **workarounds** and **innovative data engineering practices**, applying **new statistical approaches**, making what seemed impossible – possible.

The reports comprised by this case study are a product of **non-standard means to approach data processing**, facilitating the creation of detailed dashboards that are not readily available in Oracle Eloqua.

Innovative Reporting Solutions

- Quarterly Business Review
- Audience Overlap Report
- Subscribers by Source Overview
- Page Tag Breakdown
- Clean-Up Report
- Differentiate Form Submissions Workaround
- Deliverability Dashboard
- Unsubscribe Reason Report

Reporting Innovation Solutions

Quarterly Business Review

The **Quarterly Business Review**, also referred to as **QBR**, covers the critical part of the CSM (Certified Scrum Master) role, providing substantial value to our client. QBRs allow us to demonstrate to the client the **overall performance** achieved through all marketing automation activities and align on ways to drive more value.

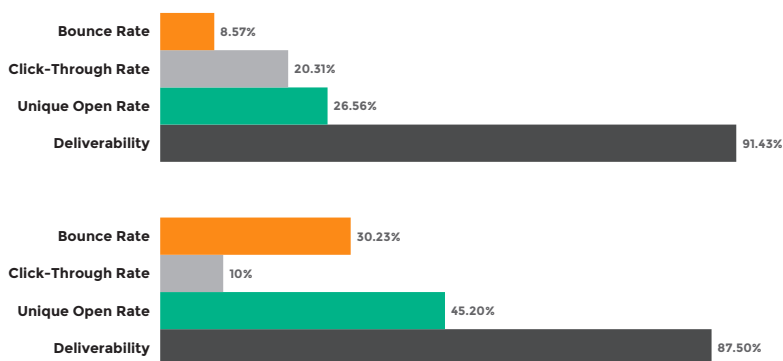
It is a widely extensive set of dashboards and reports that reflect upon all digital marketing activities, performance, and results to confer a clear overview. Naturally, unique businesses require differentiated, custom-tailored approach. The key to catering to customers' needs is flexibility.

Eloqua enables creating highly customizable reports. Grounded in our certified team's expertise, the formation of detailed reports is thus facilitated. Considering that such reports depend on client-specific setups and are widely comprehensive in terms of information provided, they cannot be easily standardized in Eloqua.

Creating a comprehensive QBR that can provide the needed answers to all client requirements requires the attention of well-trained, experienced Eloqua reporting specialists. As such, we manage to deliver detailed, well-visualized data and a new perspective on ongoing business processes, creating significant value for our customer.

Email A vs Email B

PERFORMANCE METRICS



Technologies

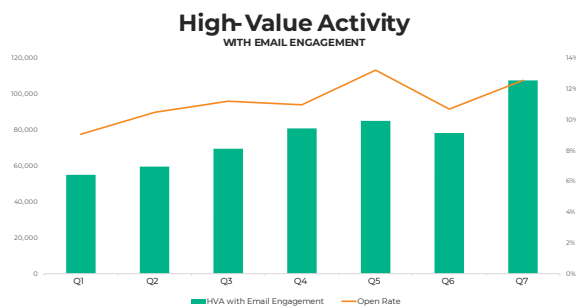
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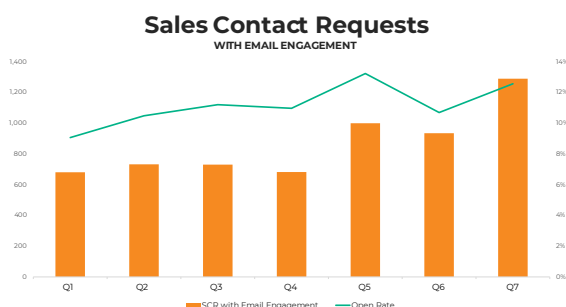
In detail, the QBR provides an in-depth overview of all email campaign metrics. Despite the extraordinary complexity of data gathering and processing, contents are delivered in a well-structured manner, complemented by easy-to-grasp visuals.

The data itself provides an essential perspective on campaign execution, including data regarding the number of emails sent, delivered, the number of unique opens or clicks, the bounce rate, and unsubscribe rate, as well as more detailed data on:

■ **High-Value Activity (HVA)**, which is represented by contacts that have at least 2 website visits or submitted at least one form via email engagement generated by clicks



■ **Sales Contact Requests (SCR)**, namely audience members who requested to be contacted by our client through engagement with email campaigns



■ **Alert Data**, which incorporates information on emails that are not related to digital campaign content (subscription confirmation emails, transactional emails, or notifications)

Email Alerts PERFORMANCE METRICS



Additionally, the QBR provides valuable insights into **specific campaigns' performance**. Regarding our client's case, in particular, considering the large number of campaigns executed simultaneously, we provide reports on campaigns grouped by content offers, forming so-called campaign "pillars".

These pillars include data on campaigns that share **distinctive characteristics**. An example is the Events pillar, which emphasizes marketing automation campaigns related to events.

Campaign A PERFORMANCE METRICS



Furthermore, the report provides a **complex structure of performance data** segmented by a particular location (i.e., UK).

Accordingly, any geographic area where email campaigns take place can be inspected in detail through **geo-specific metrics**. Similar data reporting is done for a worldwide level of control, providing a general image of **digital campaign performance** across the globe.



Audience Overlap Report

Structure and clarity are essential when managing multiple digital campaigns worldwide, as each business activity relies on effective and rich communication.

Our custom-made **Audience Overlap Report**, in its essence, covers the intersection between audience members subscribed to various newsletter campaigns on multiple topics. The most valuable takeaway from this report is the potential to **optimize communication efforts** and connect with audiences more effectively.

As a result, our client can optimize information delivery by **reaching a more desirable email frequency**, enhance their email deliverability, and adjust communication.

	Total Audience	Campaign D	Campaign C	Campaign B	Engagement in Any Campaign	Engagement in Any Campaign + Campaign C
Campaign A	100	55	78	43	72	33
Campaign B	125	63	23		78	
Campaign C	90	13			32	44
Campaign D	112				51	48

The Audience Overlap Report's data is organized as a detailed **dashboard matrix** that compares various **campaign audiences** against each other, allowing our client to

establish which newsletters create **duplicates between receivers** and determine the size of these audience members' **overlap**.

In this simplified example, we see the matrix of 4 campaigns on the X and Y-axis. The figures represent the **amount of overlap** in newsletter audience members for receivers who are subscribed to multiple campaigns.

In this sense, the report indicates that from 100 subscribers of campaign A and 125 of Campaign B, **43 members** are subscribed to **both newsletters**. Similarly, only 23 audience members are subscribed to both Campaign B and Campaign C. In contrast, **78 contacts** are subscribed to both Campaign A and C.

Considering the last example, it appears that there is a **significant overlap** between audiences for Campaigns A (100) and C (90), meaning that it may be more fruitful and rewarding to **combine the two campaigns** into one, therefore **reducing the number of emails sent**, all the while providing the exact same value for customers.

This report also provides additional metrics such as **engagement in campaigns** by incorporating engagement metrics into the matrix. The two columns outline receivers deemed engaged in any campaign and those engaged in any campaign **AND** a chosen one.

Thus, stakeholders can determine the overall **value of a specific newsletter**, benchmarking engagement metrics against one another. For instance, the number of receivers engaged in Campaign D is 51, while the size of audience members engaged in Campaign D **AND** Campaign B is 48.

Gathering and processing this data facilitates a clear understanding of our client's customers' preferences by **overlapping audiences and their interest levels**. These metrics complement the overlap report as a more detailed revision of specific campaign content, allowing our clients to provide value for their customers in the most efficient and relevant way.

Subscribers by Source Overview

Understanding which sources best bring new contacts to your campaigns represents important information when allocating efforts for various communication channels.

Our custom-tailored Eloqua **Subscribers by Source Overview** provides a comprehensive overview of each source that generates contacts across a selected timespan. The dashboard presents subscription sources based on online platforms and newsletters alike, thus incorporating all potential sources from where contacts may be generated into a holistic singular dashboard.

To provide an even more solid grasp for our client, we distinguish sources of subscription by regions, facilitating an understanding of which platforms, newsletters, or channels work most efficiently in specific regions. Thus, our client can make well-informed decisions on where to focus on optimizing the number of newly generated Eloqua contacts.

To determine the volume of contacts and allocate credit to a particular platform for bringing them in touch with a campaign, a set of rules is needed. Each channel has a **specific set of rules** that allow us to determine the source with precision and reflect it within the report's specifications of sources.

In this report extract, the data focuses on the **official company webpage** as a potential source, with a form for subscription analyzed over the previous reporting month.



Underneath the name of the source, the set of rules is stated. These provide the **framework** for data to follow, representing the conditions fulfilled by contacts to qualify as “**generated by the company website**”.

In this case, the submission form's name needs to begin with mainsite.com. Since we are looking at contact generated throughout last month, the **submission date** for both the form and contact creation date must situate during the previous month.

Additionally, when the form is submitted, the opt-in status for the specific contact created is updated into Eloqua with a positive value, ensuring that the contact's consent is valid and **generated within the selected timeframe**. After data is filtered through these rules, we can determine numerical results regarding contact generation through the company website across different markets.

	Rules		Target Market	Total Submissions	Unique Submissions
Source: mainsite.com	Form Name Begins with	"mainsite.com"	A	10	9
	Form Submission Date	="previous month"	B	14	12
	Contact Created Date	="previous month"	C	38	34
	Email Opt-In	= Y	D	377	335
	Email Opt-In Change Date	="previous month"	E	16	16

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CONTACT DETAILS

 www.logdms.com

 office@logdms.com

Page Tag Breakdown

Our custom-made **Page Tag Breakdown Report** identifies whether new contacts generated through various sources are **known** for our client (pre-existing users whose contact information or tracking cookie data is already available) or they are **unknown** (altogether new).

The dashboard does so by looking at the **total numbers of visitors**, and **total visits**, broken down into the two groups. This split is achieved through a specific tag created in Eloqua, something seemingly impossible given Eloqua's out-of-the-box reporting solutions alone.

Total Visits	Total Visitors	Visitors Type	Page Tag	Page Tag Group
350	290	Known	Main Page	Campaign A
720	610	Unknown	Main Page	Campaign A
1070	1000			Main Page Total
1260	1120	Known	Case Study	Campaign B
990	880	Unknown	Case Study	Campaign B
2250	2000			Case Study Total

This applied example shows the **Page Tag Breakdown Report** for two campaigns being broken down by known and unknown visits and visitors.

The critical takeaway is that out of **1070 total visits** (via 900 total visitors) for the Main Page tag, known visitors whose contact details (or tracking cookie) are already in the system represent **350 of total visits** (aka 290 known visitors). In contrast, **720 visits** (610 visitors) were derived from unknown users, on whom no information is available.

This helps our client's decision-makers **assess each specific page traffic volume** in terms of which users are entirely new to the client and returning ones. In a nutshell, while this breakdown is impossible to achieve merely using out-of-the-box reporting solutions in Eloqua, the critical information can, in fact, be processed to shed more light on page traffic.



Technologies

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Clean-Up Report

The structure, convenience, and compactness of a marketing automation platform are vital priorities for any large-scale company. All digital campaigns require a **significant number of assets**, as well as their flawless categorization and structure.

Whether in its reactive or proactive form, our custom **Clean-Up Report** focuses on **identifying redundant campaign assets**, material, and data to aid our client with flawless, structured maintenance and organization of their Eloqua install.



Our team can pinpoint elements that fit the redundant materials' rules by **analyzing stored platform data** against specific requirements. These rules depend on our client's needs, conferring **flexibility** for reporting methods.

In essence, the Clean Up Report works as a tool to identify what forms had been out of use for an agreed-upon period, which fields are no longer of interest, which assets had not been utilized within a certain timespan, which templates, workflows, or data points are deemed "unnecessary".

Similarly, the Clean-Up Report can identify assets with **prior naming conventions** or those who may not fulfill newly implemented **folder structure criteria**.

Depending on various requirements, the report can be run on all material comprised by the platform, determining what is no longer worthy or storage and, hence, can be archived.

While there is no fixed limit on the **number of assets stored** in Eloqua, there is a **limit on the fields (250, specifically)**. Yet, this is not the sole reason why regular clean-ups in Eloqua are an actual necessity. Truthfully, removing out-of-use material tremendously helps **reduce configuration efforts**, little by little, creating the effects of a **time and cost economy**.

As mentioned, there are two approaches for drawing up this report: **reactive and proactive**. Reactive reporting happens when carrying out the Clean-Up Report **based on a schedule** that our client requests. This helps clear out materials after the specified time passes, regularly.

On the other hand, proactive reporting focuses on analyzing assets based on particular **campaigns planned** to be carried out, identifying redundant materials and data right away, in the scope of **reducing configuration time** for newly planned projects.

Summed up, utilization of both Clean-Up Reports contributes to **establishing cost economies**, as optimization of the database reduces time spent on configuration activities. In the long run, this allows our client to **optimize time significantly**. Removing redundant assets would save roughly 10 seconds per day for each employee seeking a particular goal, which may not seem substantial.

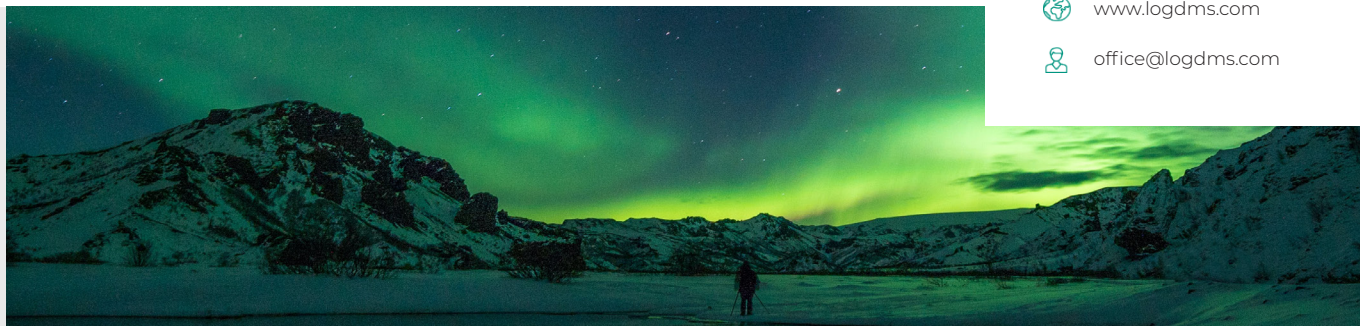
However, over a more extended period, these seconds add up, reducing valuable time spent. Moreover, this report helps **eliminate data cluttering** or better organizes file storage.

The solution also enables sticking to an agreed-upon **folder structure** while recycling old ways of organization and helps identify assets that no longer respect newly updated **naming conventions**.

CONTACT DETAILS

 www.logdms.com

 office@logdms.com

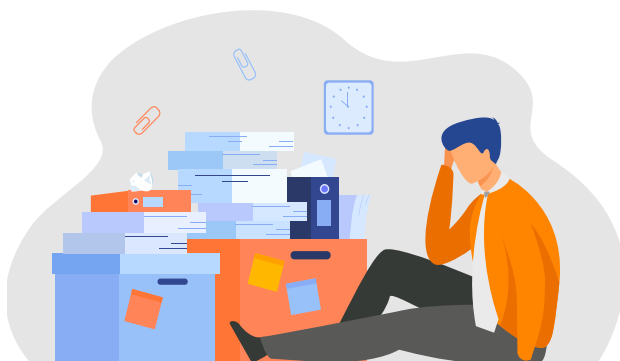


Differentiate Form Submissions Workaround

Our client runs multiple Eloqua campaigns (i.e., email nurture programs, webinars, or regular newsletters) on various topics to engage with customers and delight them throughout the buyer journey stages.

In particular, looking at webinars as a great example, each campaign has a unique ID (webinar key) and comes with its own submission form for subscribing to updates and further newsletters, each with specific unique fields. But multiple webinars perform differently based on topics and audiences.

To differentiate performance for each webinar form against another or compare these by any chosen field within the forms themselves, we developed our custom **Differentiate Form Submissions Workaround**. The scope represents meeting a simple business requirement that seemed altogether impossible to achieve right from Eloqua's toolbelt of reporting solutions.

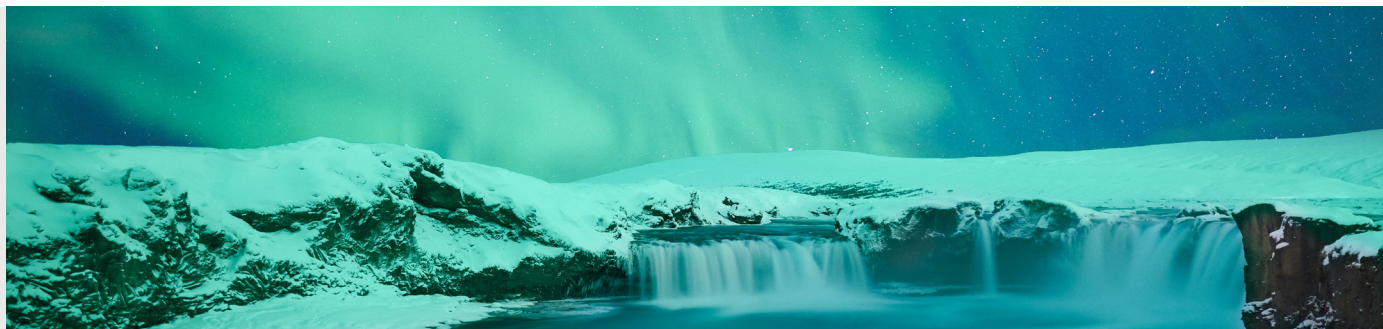


Form reports, of all, are the most inflexible compared to any other type of reports, as each has its unique name for fields and unique fields themselves. These, by nature, create outstanding rigidity and leave minimal possibility for data collection or any approach for custom analysis in the Eloqua standard reporting solutions.

With so little leeway to move columns or modify any rules to reach the required answers, our team was forced to find an innovative workaround that would break down the data by different criteria related to the form or even fields. Given substantial time and great expertise, we made this detailed analysis of what seemed impossible to be feasible by drafting an innovative solution that met client requirements, forming the dashboard based on two standard reports, merged, and optimized to show relevant data.

Based on 2 out-of-the-box Eloqua reports, the Differentiate Form Submissions Report utilizes data from the **Form Submission Data** and **Form Submission Overview** reports. Thus, this report manages to differentiate between various form submissions, IDs, or any form field where the client wants to highlight variances. All in all, through exquisite reporting and analytics creative engineering on our experts' part, we were able to answer our client's needs and shed light on data showing one single field required.

This innovativeness, in turn, enabled our client to assess performance for each campaign by comparing unique fields, reducing configuration efforts substantially, by not creating new Custom Data Objects for each particular campaign.



Deliverability Dashboard

We developed the custom **Deliverability Dashboard** to help our client identify what creates issues in delivering emails and pinpoint assets or campaigns that contribute to high bounce rates or risk incurring damage to the IP reputation.

Besides these applications, the dashboard allows us to dive deeper into details regarding any email campaign, newsletter, or asset, and investigate the reasoning or cause-effect relationship behind high bounce rates, to ensure that these metrics do not exceed the client's baseline.

Data is gathered and sorted based on timespans and email campaigns, providing useful insights into our client's campaigns' deliverability. The precise summary of these elements' crucial details facilitates establishing effective control over email campaigns and provide a clear overview of key metrics such as types of bounces, unsubscribes, clicks, and open rates by campaign types.

Week	Day	Total Sent	Total Delivered	Bounce Rate	Hard Bounce Rate	Soft Bounce Rate	Total Spam Unsubscribes	Unique Open Rate	Unique CTR	Open Rate
W01	01	1000	988	1.50	0.80	1.42	1	13.56	1.55	21.43
	02	25	25	0.00	0.00	0.00	0	32.77	2.95	54.22
	03	15	15	0.00	0.00	0.00	0	22.00	6.00	3.00
	04	1	1	0.00	0.00	0.00	0	0.00	0.000	0.00
	05	3000	2860	1.12	0.06	1.06	1	22.71	0.41	37.61
Total	4041	3884	1.15	0.07	1.08	2	2	21.80	0.32	32.19

Technologies

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Examining the ongoing deliverability process, we can wind up that it covers reputation management, list management, content optimization, email management, and customer privacy protection. Prevention for losing IP reputation, given the many severe consequences of this matter, has, does, and will continuously occupy the top line on the list of priorities.

Unequivocally, an enterprise's IP reputation cannot be quickly restored but faces many risks to incur damage. By drawing up the deliverability report and consistently monitoring it, our client can ensure a firm grasp of any potential issues that may impact deliverability and the IP reputation. What is then facilitated is always being a step ahead in preventing issue escalation.

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CONTACT DETAILS

 www.logdms.com

 office@logdms.com



Unsubscribe Reason Report

To offer more in-depth insights into customer feedback, we regularly provide our client with an innovative **Unsubscribe Reason Report**.

The dashboard goes beyond the standard logic for evaluating unsubscribing reasons, as it operates through text analysis of written answers provided by respondents within open fields upon unsubscribing.

The feedback, collected through a text field rather than a standard list of potential reasons, allows respondents to provide much more detailed, personalized inputs. This practice, rather unique and not integrated into Eloqua's standard solutions, can be enriching in terms of genuine customer feedback collected.

After such inputs are submitted into Eloqua, our team analyzes keywords and phrases, determining a pattern of reasons for unsubscribing and drafting a formula for grouping unsubscribe reasons.

Such data analysis is done through a word cloud generator, enabling finding patterns and common aspects of submitted inputs. This innovative approach allows processing large volumes of written responses and generates Custom Data Objects order.

Such comprehensive reporting allows our clients to adjust their approach towards email campaigns and newsletter drafting based on feedback gathered directly from customers - the most relevant information available.

Unsubscribes Reason by Month

Month	Year	Unsubscribe Reason	Total Contacts
2	2019	No relevant information	6
2	2019	Too many emails	8
2	2019	No longer interested	12
2	2019	I retired	1
2	2019	Changed my industry	2
2	2019	Changed supplier	3
2	2019	Company closed	1

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CONTACT DETAILS

Soșeaua Bucium, 25
700282

Iași, Romania

+40 752 150 816

www.logdms.com

office@logdms.com



RESULTS

The reports mentioned above carry out a significant role in our clients' business activities, contributing to multiple improvements across a large spectrum of activities.

Reports that emphasize data gathering and analysis prove to be valuable tools for **focused, effective decision-making**, and managing activities. Meanwhile, reports focused on data identification and categorization improve our client's **organizational capabilities**, **identifying redundant assets** or data. Other reports allow for a more **in-depth perspective on activities** and elements, contributing to the flow of business activities. These provide means to **significant adjustments** in key campaigns and the logic that surrounds them.

Finally, reports focusing on data overviews enable our client to **efficiently analyze** and estimate the state of affairs regarding chosen targets, **providing clarity** and a new perspective on key metrics. These results prove the absolute value of our **innovative and custom-tailored** reports for our clients across industries and regions.

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office@logdms.com