



Fuel your MAP with the right contacts

OneSource® connector for Oracle® Eloqua

Increase the value of the data in your Oracle Marketing Cloud with deep B2B insights and predictive indicators from Avention OneSource Solutions.

Use data as a strategic asset to market more effectively

Avention OneSource Solutions combines a strong foundation of data with world-class applications to help marketers make sense of their customer and prospect information. We can help you understand key customer segments, evaluate market opportunities and identify the most relevant prospects for your business.

High quality leads are powerful currency for your sales and marketing department

You don't just need leads. You need qualified leads that will help both Sales and Marketing meet their goals. Our OneSource connector leverages our market-leading applications and global data to deliver the most relevant targets directly to your marketing automation platform.

Avention OneSource Solutions and global data can help marketers:

Identify Prospects and Feed Pipelines

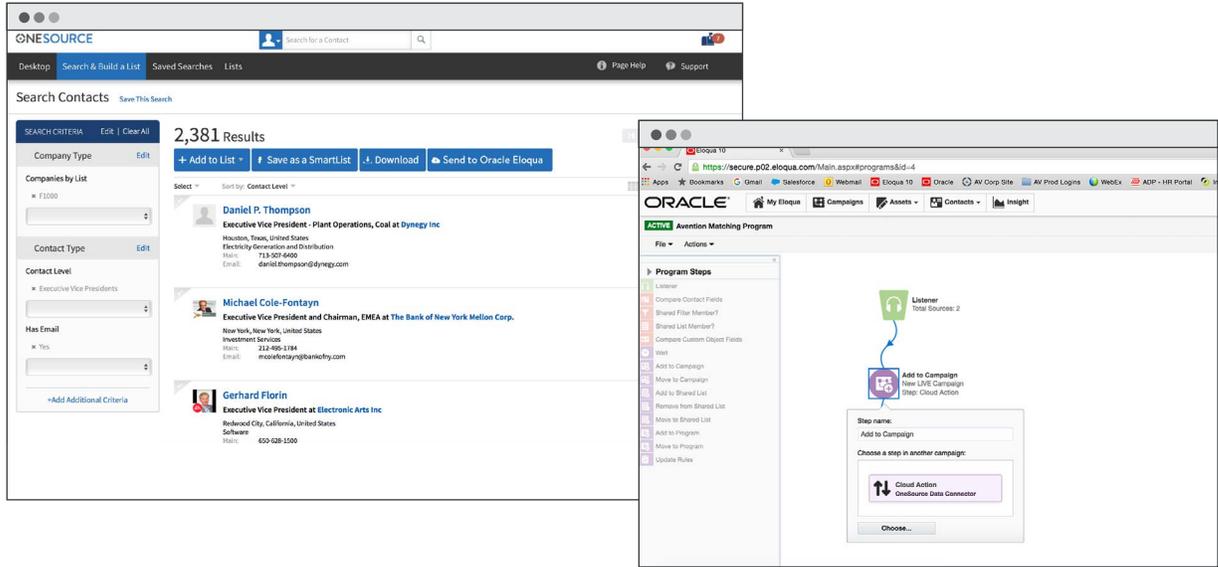
Use the powerful prospecting tools in our OneSource platform to build highly-targeted lists and then send them directly to Oracle Eloqua. The OneSource platform includes deep-dive company profiles, news and predictive indicators such as Business Signals® and Triggers to help you identify the best opportunities.

Update and Enrich Records for Deeper Insight

The value of the records in your MAP is tied to the accuracy and completeness of the information. Update and populate existing records with Avention's global data within your MAP. Additionally, you can upload existing campaign lists to the OneSource platform to enrich records with deep company insights, then send directly to Oracle Eloqua.

Enrich Web Form Leads for Better Conversions

Our web form enrichment option offers more than 200 Avention company data attributes to provide you with deeper insight and richer scoring criteria while dramatically reducing the number of form fields. We leverage our global data set to match your leads on a minimal set of company fields so you get a complete, accurate record without sacrificing conversion rates to lengthy web forms.



Prospect in the OneSource platform and send directly to Oracle Eloqua

Our OneSource platform provides unique searching and scoring capabilities to help you build the most targeted and relevant list. You can also use Oracle Eloqua’s App Cloud Action Service to enrich existing leads within a campaign.

Avention OneSource Solutions powers all of your sales and marketing needs

Our portfolio of business information applications and data services feed current and actionable data to your MAP and CRM, supporting:

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|-------------------------|-------------------------------|
| Lead Generation | Account-Based Marketing |
| Targeted Campaign Lists | Business Information Research |
| Customer Segmentation | Strategic Planning |
| Go-to-Market Planning | Data Hygiene and Enrichment |

Avention’s Data Advantage: Providing the right data to accelerate your business

Avention OneSource Solutions combines a strong foundation of data with world-class analytics-based applications to help marketers identify the best opportunities for their business. We aggregate business information from more than 70 global data partners, web and social sites, selecting the best data from each to provide the most timely and powerful information available. At Avention, we are focused on data quality, depth and breadth, delivering marketable B2B companies, contacts, and associated insights – including predictive indicators - that lead to real business opportunities.

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