Lead Origin Decoder

Understanding Commonly Used Salesforce Lead Origins

Email, Website, and DB Marketing Offers

Eloqua-Product Campaign
HTML: Email Campaigns

Eloqua-Product Campaign
Website: Product Pages and Cross Merchandising

Eloqua-Product Campaign
Daily Briefing Marketing Offer Ads

Website Non-Marketing Offers

Eloqua-Direct Web
Demo / Request Info Button

Advisory.com
Request Access / Contact Us

Other Important Lead Origins

Eloqua-Pure Prospect
Outreach in Pure Prospect Territory

Eloqua-Daily Briefing
Daily Briefing Commercial Ads

External Advertising
Paid Digital or Print Advertising