API

1. What APIs technologies are being used? REST / SOAP?

Eloqua has REST and SOAP APIs available.  Documentation and code samples for the REST API is available at http://topliners.eloqua.com/docs/DOC-3084.

2. Are you able to consume our API to gather the content?

Integration options include your calls to Eloqua’s API, or SFTP integration.  Eloqua does not consume external APIs.

3. What format(s) are supported for sending and receiving data?

Delimited files are supported for SFTP integration.  CSV is recommended.

4. How is the content stored that is dynamically inserted into the email?

Content is stored as data within Eloqua’s SQL Server database.

5. How is the content consumed that is sent out in the emails?

Content is delivered in multipart format and can be consumed as text or HTML.

6. How do you handle subscriptions, data consumption, template/content updates, etc? Do you have documentation for each? Is the documentation regularly updated?

Subscriptions are typically managed in user preference centers (e.g., online “subscription management” pages), although subscriptions can also be modified within the Eloqua UI or through Eloqua’s APIs.  Updates to content are typically executed through Eloqua’s web-based UI.  Documentation is regularly updated, and can be found at http://topliners.eloqua.com/groups/eloqua-product-documentation.

7. Do you have a staging environment?

A staging environment is provided as part of Eloqua’s Enterprise product trim, or available as an add-on to the Marketer or Team product trims.

Delivery/Scheduling

8. How is email scheduling generally handled consideration to both individual users or a group of users? Can individual users have various email frequencies (instant/realtime, daily, weekly, monthly, etc).

Eloqua allows you to specify wait times, and those wait times can be dynamically determined by profile or behavior-based triggers.  Those triggers may be used to dynamically send communications according to your audience members’ preferences.  Additionally, each email component can be manually configured to send according to your time / date preferences.

9. Do you support tailored email subscriptions by user?

Yes.

10. Are triggered (or transactional) emails supported? Can they be sent in real-time? If no, what is the closest available frequency?

Triggered emails are supported within the Eloqua campaign canvas.  When a user encounters a trigger it is sent in real-time.  Campaigns can be set to evaluate your audience on an hourly basis for any new audience members who meet a trigger condition.

Service Administration

11. Is there an administrative interface available? What does it allow us to do? Is this developed in house or third party? If not, what is the change process?

The administrative console within Eloqua provides complete control over user administration, asset design, dynamic content, integration, website management and more.  This is included within the Eloqua UI, and is developed in-house.

12. Do you support custom email templates? If so, what is the process? If not, can dynamic data be passed in emails? How many email templates can we setup?

Eloqua supports the creation and reuse of custom email templates through a drag-and-drop,

browser-based email editor.  Dynamic data is easily passed within emails, and there is no limit on the number of email templates.

Support/Systems

13. Is there an outbound email limit per day? If so, what is the limit? How are overages handled? How is blacklisting handled (from larger providers, such as Google, Yahoo, MSN, AOL, etc).

Email sends are limited on an hourly and monthly basis, as determined by product trim.  Limits are 50K per hour / 2,000,000 per month for Eloqua Marketer, 250K per hour / 10,000,000 per month for Eloqua Team and unlimited for Eloqua Enterprise.  Overages are typically handled as points of discussion during account review and renewal for trim upgrade purposes.  Eloqua also provides deliverability incident assistance for blacklist situations as part of the Team and Enterprise trims, or as an add-on with the Marketer trim.

14. What are the SLAs for?

 A. System Uptime (Email Server, APIs, Web Interfaces, etc).

 B. Client Support (Phone/Email Response and Resolution)

Both SLAs are outlined in our User Terms of Service at http://www.eloqua.com/about/site\_map/contract\_20100812.html.

Releases/Feature Roadmap

15. How are your releases and/or maintenance periods handled, communicated, and scheduled?

Releases occur on a quarterly basis, with up to 3 incremental service packs between releases.  Maintenance periods are handled off-hours, communicated in advance by email, through our User Community (topliners.eloqua.com) and/or through the Eloqua UI.  Releases are initially distributed to a small number of beta users prior to General Availability, with release to the general public about six weeks after the beta rollout.

16. What new features will be released in the upcoming 2013 Roadmap?

Our Winter 2013 release will include enhancements to Eloqua segmentation, the inclusion of Eloqua AdFocus (targeted ads), email templates for mobile devices, enhancements to Eloqua’s sales-facing email system (Eloqua Engage), Reporting and Analytics improvements, Contact Groups (visibility based on role) and Sandbox replication.

17. Can you provide a brief description on any metrics or reporting that will be provided?

Eloqua provides more than 60 reports and 13 dashboards to support database / operational metrics, campaign performance, asset performance (emails, landing pages, forms and website) and Closed Loop Reporting (connect Revenue Performance to Marketing results).  Additionally, Eloqua is the only Marketing Automation solution to embed a best-in-class Business Intelligence platform (Microstrategy) directly within the application.  This enables you to drill-down into detailed information and create or edit your own reports and dashboards.