Eloqua to Eggplant Salesforce
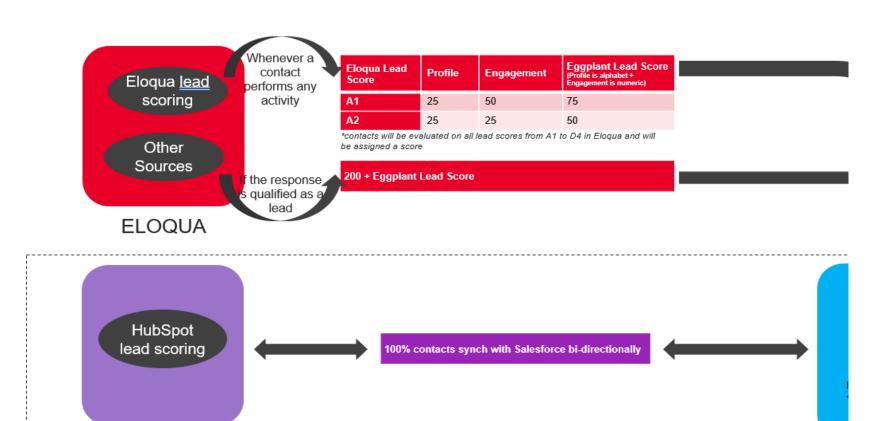
Data synch based on contact activity

ELOQUA

Eloqua lead scoring

Other Sources

Whenever a contact performs any activity

If the response is qualified as a lead

Eloqua Lead Score	Profile	Engagement	Eggplant Lead Score (Profile is alphabet + Engagement is numeric)
A1	25	50	75
A2	25	25	50

*contacts will be evaluated on all lead scores from A1 to D4 in Eloqua and will be assigned a score

200 + Eggplant Lead Score

HUBSPOT

HubSpot lead scoring

100% contacts synch with Salesforce bi-directionally

EG

Lead

Fields to be updated:
- TBD New scoring field

GPLANT SF