

Marketing Investment Planning & Budgeting for Eloqua Customers

Allocadia Software connects Eloqua marketing campaigns and metrics to marketing budgets and strategic plan data, giving you a full picture of your marketing ROI.

Marketing Plan vs. Actuals

Plan

\$15,832,663

Actual

\$6,998,874

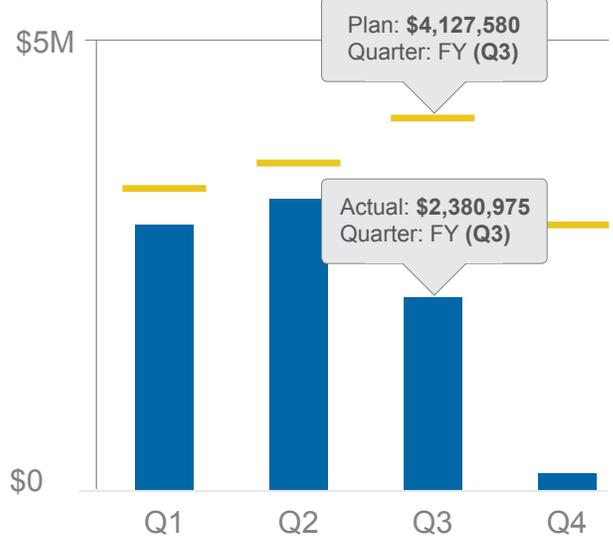
Left to Spend

\$8,833,789

Plan vs Actual by Budget Name

Budget Name	Plan	Actual	Plan vs Actual
Channel Marketing	\$475,000	\$627,497	-\$152,497
Alliance Marketing	\$200,000	\$88,000	\$112,000
Americas Events	\$1,180,000	\$1,059,894	\$120,106
Americas Program	\$1,414,500	\$1,097,531	\$316,969
APAC Marketing	\$1,019,000	\$436,473	\$582,527
Americas Operations	\$1,799,664	\$832,554	\$967,110
Benelux	\$1,180,000	\$0	\$1,180,000
EMEA Marketing	\$2,703,557	\$904,055	\$1,799,502
PR and AR	\$2,912,392	\$1,051,505	\$1,860,887
Office of the CMO	\$2,948,550	\$901,365	\$2,047,185
Sum	\$15,832,663	\$6,998,874	\$8,833,789

Plan vs Actual



This partnership gives us a solution that the market is demanding today. We will be meeting the needs of our customers by offering a key MRM pillar as part of our Eloqua AppCloud ecosystem. This allows us to better compete with traditional MRM vendors who lack the agility and capabilities required by today's modern marketer.



– Eric Andrews, VP Global Marketing Operations at Juniper Networks

Marketing ROI

YEAR (FY)

All

CAMPAIGN NAME

All

BUDGET NAME

All

Wins

\$27,520,440

Marketing Investment

\$7,721,012

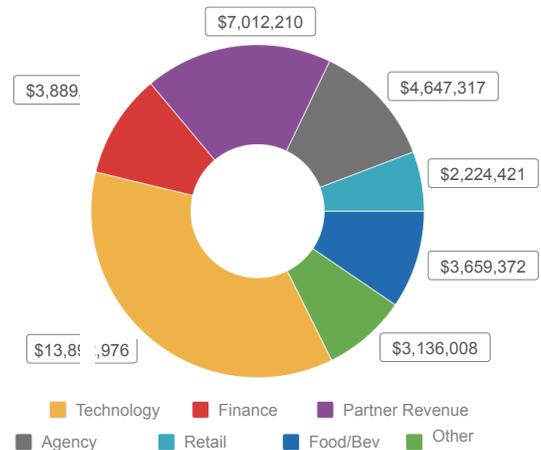
Marketing ROI

256%

Opps Won by Campaign

Campaign Name	Opps Won	Investment	ROI
Americas: New Product Launches	\$5,685,358	\$5,534	102633%
Customer Engagement Program	\$4,056,190	\$51,002	7853%
Tradeshows & Events	\$2,344,112	\$30,000	7714%
Partner Campaign: Salesforce	\$3,456,555	\$56,500	6018%
Prospecting: Outbound	\$1,545,394	\$58,000	2564%
AdWords: Marketing Analytics	\$3,155,422	\$494,496	538%
AdWords: Marketing ROI	\$696,905	\$116,509	498%
PR & AR: Referral - Customer	\$1,260,016	\$224,822	460%
LinkedIn: Influencer Program	\$234,444	\$58,050	304%
Advertising & Billboards: Americas	\$566,555	\$797,061	-29%
Youtube Program	\$1,344,444	\$488,666	175%
Rollup	\$38,463,810	\$3,384,974	1036%

Opps Won by Target Audience



Improve your Marketing ROI

Allocadia helps Eloqua users manage and report on their operational marketing data, including marketing budgeting, planning and ROI. Allocadia connects your Eloqua marketing campaigns to your marketing budgets. You can track marketing spend for each campaign, so you know where and what you're spending.

You can also connect your marketing and sales results in Allocadia, so you can see your return on marketing investment. With visual dashboards and reports in your fingertips, Eloqua users can measure and monitor their campaign effectiveness in real-time to create more meaningful business results.

About Allocadia

Allocadia Software is a cloud marketing management solution for Marketing Operations. Our mission is to help CMOs and marketing teams gain full visibility into their marketing budgeting, planning and marketing ROI—across all channels, industries and audiences. No matter how big or small your team, Allocadia is fully flexible and scalable, making it a perfect fit to suit your organizational needs as you grow.

Today, Allocadia has enterprise customers like F5 Networks, Juniper Networks, StepStone and Trimble that use it to manage all of their global marketing planning and budgeting processes.

Get in touch

Watch the webinar to see how it works.