

LIONBRIDGE APP FOR ORACLE ELOQUA

Streamline Your Multilingual Campaigns

AUTOMATE AND SIMPLIFY MULTILINGUAL CAMPAIGNS

Global marketing just got easier for Oracle Eloqua users. Now, you can publish content in any language quickly and cost-effectively from within the system you use the most.

Lionbridge App for Oracle Eloqua allows marketers to simplify the creation and management of multilingual campaigns and assets and drive greater revenue from global markets.

MANAGE THE TRANSLATION LIFECYCLE FROM WITHIN ORACLE ELOQUA

With the Lionbridge App for Oracle Eloqua, marketers can translate and localize emails, landing pages, and videos right from their working environment. In-context review ensures that brand and design are preserved, and reduces errors and inconsistencies across languages and channels.

The Lionbridge app is a cloud-based plug-in; it requires no special IT support or training. Set-up is fast and easy, and augments the familiar Oracle Eloqua interface with enhancements that enable users to select, send, monitor, and retrieve content for translation into any platform-supported language. Once content is translated, it is automatically reimported, where it can be reviewed, revised, rejected, or published.

Choose the speed, quality, and ease of the Lionbridge App for Oracle Eloqua to:

- Streamline localization process and reduce time-to-market and costs
- Increase campaign effectiveness for higher lead conversion rates
- Enable content reuse between corporate and regional marketing teams
- Eliminate manual, error-prone processes and increase quality
- Achieve consistent global brand experiences, regardless of language or market
- Increase global market revenue

LIONBRIDGE DELIVERS:

- Best-in-class technology with language at the core
- 20 years of experience, covering 387 languages
- 1.5 million managed web pages
- 95% client retention
- 100,000+ global network of experts
- #1 LSP ranked by Common Sense Advisory
- Forbes 2015 America's Most Trustworthy Companies

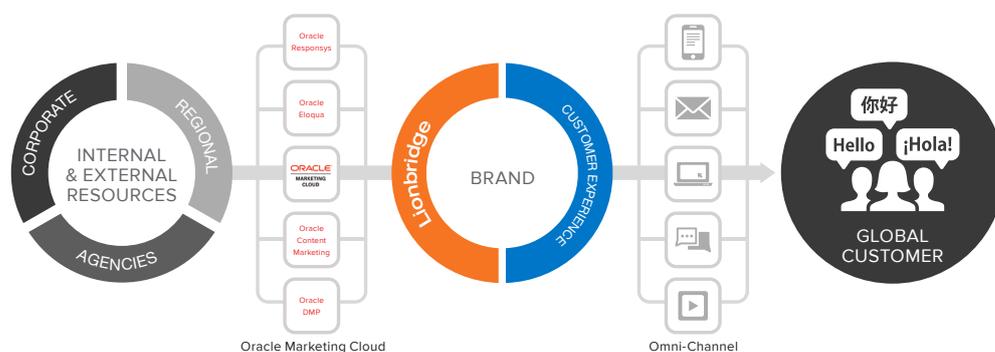


SOLUTION HIGHLIGHTS

- Cloud based integration ensuring ease of use
- Compatibility with translation technology
- Optimized workflow automation for quality and speed
- Improved brand and message consistency
- 250+ languages supported

LIONBRIDGE APP FOR ORACLE ELOQUA

Dramatically reduce the effort required to create, maintain, and publish multilingual campaign content with the Lionbridge App for Oracle Eloqua.



Reach more markets, increase speed and efficiency, and convert more global customers with the Lionbridge App for Oracle Eloqua.



FEATURES

In-context review process

Optimized workflows

Increased quality

Increased speed to market

Decoupled brand, creative, and strategy

Dashboard tracking, forecasting, and alerts



BENEFITS

Save time and ensure higher quality campaigns with WYSIWYG previews

Eliminate manual processes, reduce errors, and increase content reuse across markets

Maintain brand integrity and messaging consistency across markets

Reduce export and re-import processes and publish faster in more markets

Increase agility and reduce costs and delays

Monitor current progress, avoid bottlenecks, and mitigate risk

About Lionbridge

Lionbridge enables more than 800 world-leading brands to increase market share, speed product adoption and effectively engage customers in local markets worldwide. Using innovative cloud technology platforms, we help overcome global communication challenges with translation solutions specifically designed for crucial customer touch points.

Contact us today to learn more about how Lionbridge can extend the impact of your cloud-based marketing activities: info@lionbridge.com

ORACLE Gold Partner