

Did you know
you can...



Increase lead response
rates and conversion
rates...



Without adding
additional resources?

You can with Oracle Eloqua Lead Scoring! Use this feature to:



Efficiently deliver better qualified leads and sales for your business



Drive targeted communications for increased ROI and conversions



Boost customer engagement by providing timely, relevant follow-up



Maximize every touchpoint by scoring and routing leads appropriately

Lead Scoring enables your marketing team to:

- Rank one lead against the other, based on their profile, interests, buying intentions, and engagement
- Use lead scores to identify where a prospect is in the buying cycle so you can follow up with the right action for that prospect
- Systematically send sales-ready leads to sales, while nurturing those who are not ready with automated marketing campaigns
- Automatically re-score thousands of leads based on their current actions

Marketers can leverage Oracle Eloqua Lead Scoring to increase marketing effectiveness and improve sales efficiency by generating purchase ready leads.

For more information, see [How to get started with Eloqua Lead Scoring](#).

Try out lead scoring for your business and let us know what you think!

More Kit Components: [Video](#), [Best Practices for Setting Up Lead Scoring](#)

