



Lingotek + Oracle Eloqua

What is Oracle Eloqua?

Oracle Eloqua is Oracle's B2B cross-channel marketing solution, which enables marketers to plan and execute marketing automation campaigns while delivering a personalized customer experience for their prospects. This includes the ability to create automated "drip" or "nurturing" campaigns that feed customers and prospects information over time. Lingotek translates Oracle Eloqua's campaign assets: emails, landing pages, and forms.

Oracle Eloqua Strengths

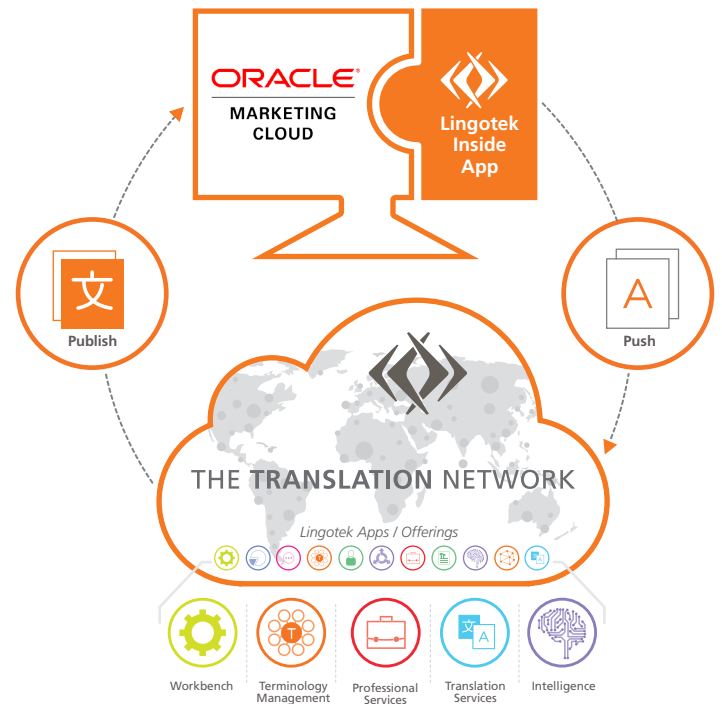
Oracle Eloqua is an easy to learn, easy to publish, marketing automation tool.

What can our connector do?

The Lingotek Inside Oracle Eloqua connector allows users to recreate multilingual versions of these things in a central translation management system and to create automatic translation workflows, projects, and assignments.

How It Works

The connector **extracts text from Oracle Eloqua**, and sends the translated content to Lingotek for translation. Once the linguist completes the translation in Lingotek, the connector pushes it back into Oracle Eloqua, **automatically rebuilding the multilingual version** of the asset. No knowledge of Oracle Eloqua or coding is required!



Use Cases



Emails



Landing pages



Forms

Features

- Nurture customers with follow up emails in their own language so they don't run to the competition if they hit a snag
 - Send contact information and language-specific documentation to new customers
 - Follow up on interested (but reluctant) buyers with targeted, country-specific messages
 - Keep current customers engaged with relevant product recommendations, specific to their region and culture
 - Retain hard-won customers with effective renewal campaigns
- Provide more information on multilingual landing pages so global customers can learn more at their own pace and can find contact information for people that speak their language.
- Expand your prospect pool across international borders with multilingual contact forms.

Benefits



- **Save training and licensing fees.** Translators can rebuild emails, landing pages and forms simply by completing a translation. Lingotek rebuilds each translated asset behind the scenes - as soon as it is complete.
- **Reduce administrative costs.** Oracle Eloqua users can manage translation for many languages within a single Oracle Eloqua application.
- **Reach a wide client base.** Display content in users' native language with a built-in language switcher.
- **Translate more content.** Professionally translate field sets and field set labels to keep forms standardized and fully translated.

- **Put your best foot forward.** Keep translations private until you are ready to publish.
 - Check character-based languages for page display issues
 - Preview content for to check for fit and layout
 - Publish in bulk or publish pages one by one
- **Lower translation costs with volunteers.** Significantly reduce costs and time to market by with community-based translation.
 - Ensure translation quality with a peer-based voting system
 - Motivate volunteers with friendly competitions and data boards
 - Increase content accessibility in international markets
- **Save overhead costs.** Automate most of the PM process with a Lingotek workflow; choose default assignees, languages, and more.
 - Get convenient follow up. Automatic email alerts notify the next assignee when a task is ready.
 - Translate into new languages. Easily translate your site into new languages by adding the desired language to your site.
 - Quality. Based on needs and cost, choose the type of content translation you need.
 - **Automatically translate content.** Machine translation is an excellent option if you're on a tight budget, looking for near-instant results, and are okay with less-than-perfect quality. The app allows you to quickly and automatically translate your site (the cost is covered by Lingotek for up to 100,000 characters).
 - **Request professional translation.** Use your own translation agency or tap into Lingotek's network of more than 5,000+ in-country translators. Content transfer is fully automated between Oracle Eloqua and Lingotek. You'll have full visibility into the translation process every step of the way. And once the translations are completed, they'll automatically download and publish to your website according to the preferences you've set.
 - **Offer Volunteer Translations.** Crowdsourcing translations to community volunteers can save you time and money. By assigning volunteers to handle a translation, you can significantly reduce costs while increasing content accessibility in international markets.





Frequently Asked Questions

Which components can I translate with the Lingotek connector?

The connector allows you to translate emails, landing pages and forms.

Do I need to purchase a CAT tool?

No. The Lingotek module comes with a built in CAT tool, the Lingotek Workbench.

I use the same five translators for all of my Korean translators.

Is there an easy way to automate the assignments?

Yes. You can create control default settings, like automatic assignments, by creating a Lingotek workflow. Simply apply the workflow whenever you have a Korean translation project.

Can my new or existing Language Service Providers utilize Lingotek's Translation Network?

Yes. Many of our clients elect to use our technology coupled with their preferred LSPs. We have extensive experience in implementing new and existing LSPs with our Translation Network.

Can I leverage my existing linguistic assets within Lingotek?

Yes. You can import all of your linguistic assets, including glossaries, terminologies, and translation memory. Additionally, when you create assets with Lingotek you maintain full control of those assets

I need to translate into 34 languages. Can Lingotek handle that?

Lingotek supports translation into as many as 250 languages. Translate into as many (or as few) languages as you like.

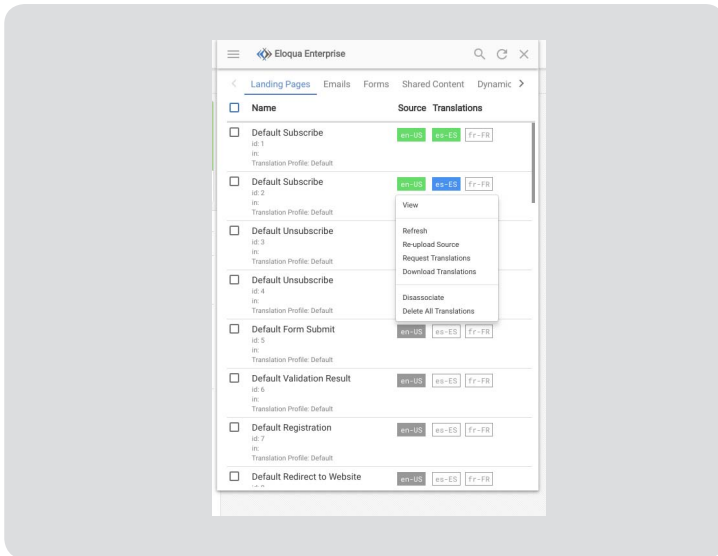
Do I need to learn a new system to manage translations?

Lingotek integrates deeply into Oracle Eloqua, giving you a seamless and familiar experience.

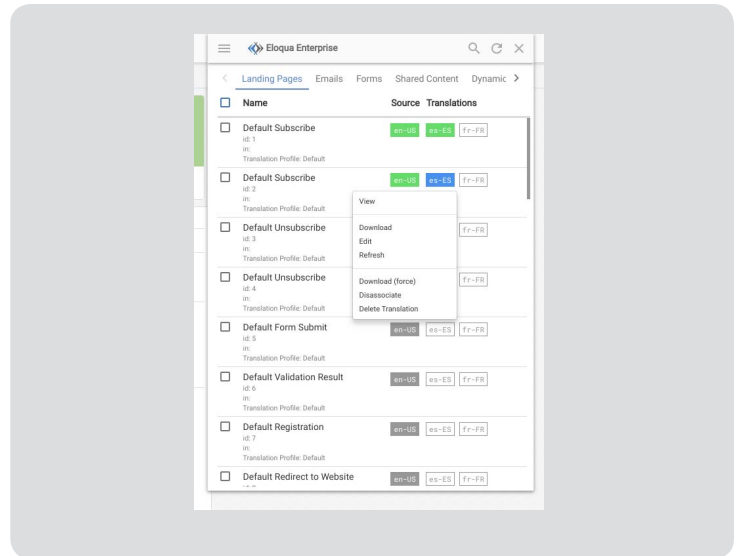
Screenshots

From a marketing campaign item (email, landing page, etc), open the Lingotek app

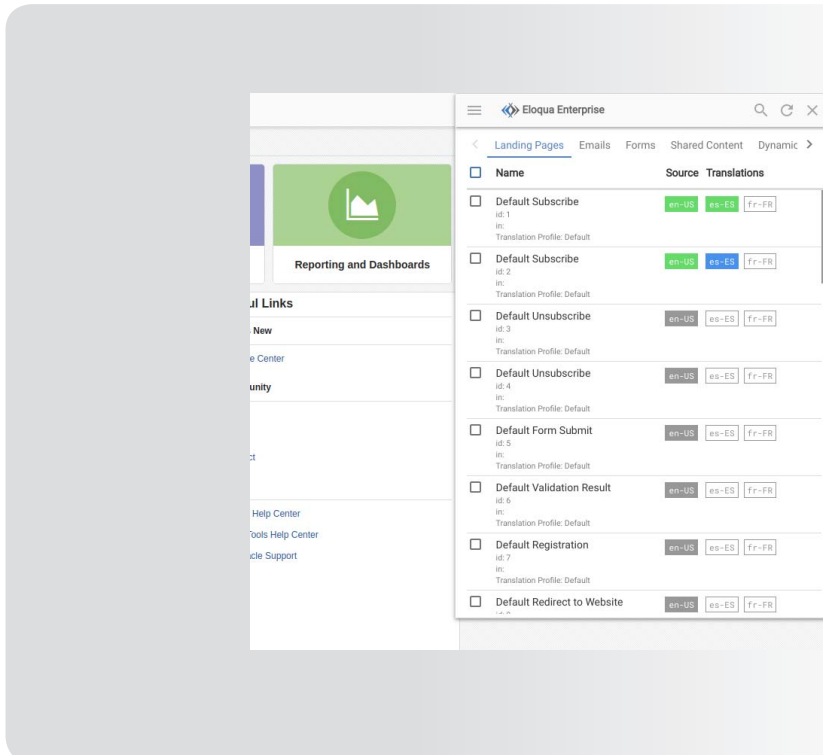
Choose your translation settings



Choose your translation settings



Click a language icon to view its translation





Company

Lingotek | The Translation Network

Finally. Networked Translation.
Connect your company to the world.



Lingotek's Translation Network is the only cloud-based solution to connect all your global content in one place, giving you the power to manage your brand worldwide. Our industry-leading technology pairs with the best enterprise applications to continuously push dynamic multilingual content to all of your global markets. **Finally. Networked translation.**

Our clients effectively manage translation using an intuitive, cloud-based dashboard. Translators use a completely browser-based translation interface that provides access to all the tools needed to produce high quality translations, including glossaries, style guides, and translation memory. Our software tools and translation services can adapt to fit your

content translation needs by matching your timeline and budget to the appropriate workflow—from machine translation post-editing to professional, and everything in between.

Clients can use translators, editors and reviewers who are paid professionals, community volunteers or internal employees. We are agnostic to your choice of translators and translation vendors—so feel free to use our translators or your own. If you need help contracting qualified translators, our translation marketplace can help you find and hire professional freelance translators.

Lingotek has deployed systems for some of the most innovative organizations world wide and has enabled the success of large Fortune 500 corporations, small professional firms, and companies of every size in between.

Lingotek was founded in 2006 and has received broad industry and analyst recognition. Lingotek is privately-held and backed by Signal Peak Ventures and In-Q-Tel.

 **Lingotek** | THE TRANSLATION NETWORK | www.lingotek.com

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