

Enabling Successful Email Digest Solutions with Eloqua and Jive

HIGHLIGHTS



Successful Eloqua and Jive
Community Integration



Effective Content
Accessibility



Efficient Email
Workflow Set-Up



Increased Customer
Engagement

THE CUSTOMER

The customer is a publishing firm that develops digital education, learning, assessment, and certification solutions to help universities, businesses, and individuals move between education and employment. Their specialties include digital content, talent solutions, digital education, and publishing.

THE CONTEXT

The customer uses Eloqua as its marketing automation platform and had its online community forum built on Jive. Their community subscribers were so active that they used it to publish blog posts, articles, etc. They were struggling to get the content published on their community accessible to their web subscribers. They had difficulty integrating the Jive community with Eloqua to automate the custom email digest for web as well as community users.

THE OBJECTIVES

The customer wanted relevant content published on their Jive community to be delivered to their website subscribers based on their preference via email campaigns. They wanted to partner with an organization with extensive knowledge and expertise of both Eloqua and Jive to make the integration effective. They also wanted to receive training around the entire process so that, going forward, they could carry out their Eloqua and Jive operations in-house.

THE SOLUTION

- To integrate Eloqua and Jive, we created an email digest solution in Eloqua that each time a community or a web user would click on the “Digest Subscribe” link and reach the preference center, they would have the option to select their content preferences like type, frequency, etc. Once they select their content preferences, they would get added to the corresponding list in Eloqua.
- We created custom fields in Eloqua to capture lead data after a user sets preferences in the preference center that would use Tags and Sub-spaces.
- We enabled Eloqua’s custom app solution to use Jive API to generate email content in a way that each time a new post gets added to the community, it gets updated in the email content sent to users as per their subscription preferences. In the same center, they were given the option to unsubscribe partially or completely from all emails.
- We created the initial templates for the email digest solution with content, design, and cadence.
- The preference center was built in a way that users were given the option to receive email digests either weekly or daily and all the content that fits the criteria of the user preferences, would be included in the email. In case there is no content that matches the preference of the user in the time period of the email digest, no email would be sent out to the user.
- After deploying the email digest solution, we provided the customer’s marketing team with training to manage and maintain the email digest solution in-house in the future.

THE OUTCOME

With the Eloqua and Jive integration, the customer was able to manage two separate email preference centers within Eloqua. The new email preference center that we created allowed website and community users to manage global communication preferences. Website users were able to access relevant content published on the community via email campaigns. The customer was able to see a drastic change in customer engagement, which in turn, led to warmer leads with higher conversion potential.