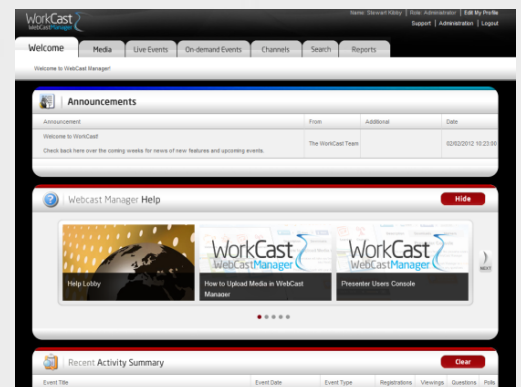


ABOUT

WorkCast's integration with Eloqua enables clients to integrate the activity of the participants of your WorkCast events with your Eloqua marketing automation platform. If you have Eloqua and use WorkCast's award winning Platform, WebCast Manager you will be able to:-

- See the behaviour of your participants of your online events (including webinars, webcasts, virtual events, online training, channels) including:-
 - Who has registered
 - Registration date
 - Who has attended
 - Date of last attendance
 - Recent online chat conversations
 - Recent answers they submitted for Poll questions
 - Referrer information/code



The WorkCast Integration solution integrates the two systems at two points in the event lifecycle:-

- **Client Registration**
An Eloqua Registration Form can be used to push client's registration details from Eloqua to the WorkCast platform. Minimal setup on the Eloqua form is required to achieve this.





WorkCast
Professional Online Events

- **Post Event**
Registration and Attendance details are automatically pushed from the WorkCast platform to Eloqua on a daily basis.

This is setup and controlled entirely by WorkCast. No App to download and configure. Simply pass your Eloqua details to your WorkCast representative.





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The post event service ensures that all relevant data types and fields are setup and created within your Eloqua account.

DATA PASSED OVER

The following data items are then passed to Eloqua:-

Contact Details

Email Address
First Name
Last Name
Title
Job Title
Company
Phone Number
Address Line 1
Address Line 2
Address Line 3
City
County or State
Post Code / Zip



Event Details

Email Address
Event Id
Event Title
Event Date
Date Registered
Date Attended
Referrer
Poll Questions and Answers
(Predefined Questions)
Chat
(Viewer Questions & Answers)

A new record will be created in the Eloqua database on a contact per event basis, so you can see all the events that a contact has registered / attended.

All contacts pushed to Eloqua are automatically added to a new WorkCast contact list, which will help you filter your event contacts and leads from others in your database.

To find out more, please speak to your WorkCast representative today.

ABOUT WORKCAST



Professional Online Events

WorkCast is Europe's largest provider of cloud-based webinar, webcasting and virtual event solutions serving over 250 Global Organisations. WorkCast's Award Winning Platform can help deliver lead generation, employee communications, virtual events, stakeholder relations, training and product launches and user conferences.

For more information visit: <http://www.workcast.co.uk>



Webinars



Webcasts



Virtual
Events



CPD/
Learning



Media
Channels