

# RINGLEAD FOR ELOQUA

Fuel your marketing operations  
with clean, campaign-ready data.

RingLead gives Eloqua users the tools to clean, protect, and enhance their data with an end-to-end data quality platform.

## FEATURES SUPPORTED

### ENRICHMENT

Append existing Eloqua contacts or set up real-time enrichment to fill in missing pieces with fresh, accurate data.

### SEGMENTATION **COMING SOON**

Transform data into segments (e.g NAICS code to industry, zip code to territory, job title to persona. etc.)

### NORMALIZATION

Standardize your data in batch and real-time with centralized naming conventions to improve reporting, analytics, and accessibility.

### DEDUPLICATION/ DUPLICATE PREVENTION

Take advantage of powerful fuzzy matching technology to quickly and easily merge duplicates. Stop duplicates in real-time on Eloqua forms and from other sources with the Eloqua app.

### INTELLIGENT WEBFORMS **COMING SOON**

Standardize incoming company names in your web forms to improve enrichment match rates.

### Improve database health

Reduce the negative effects of bad data on your campaigns

### Fill in the gaps in your data

Gain more relevant insights and analytics.

### Uncover lost opportunities

Duplicate data dilutes lead scores, wastes sales time, and causes improper communications.

