

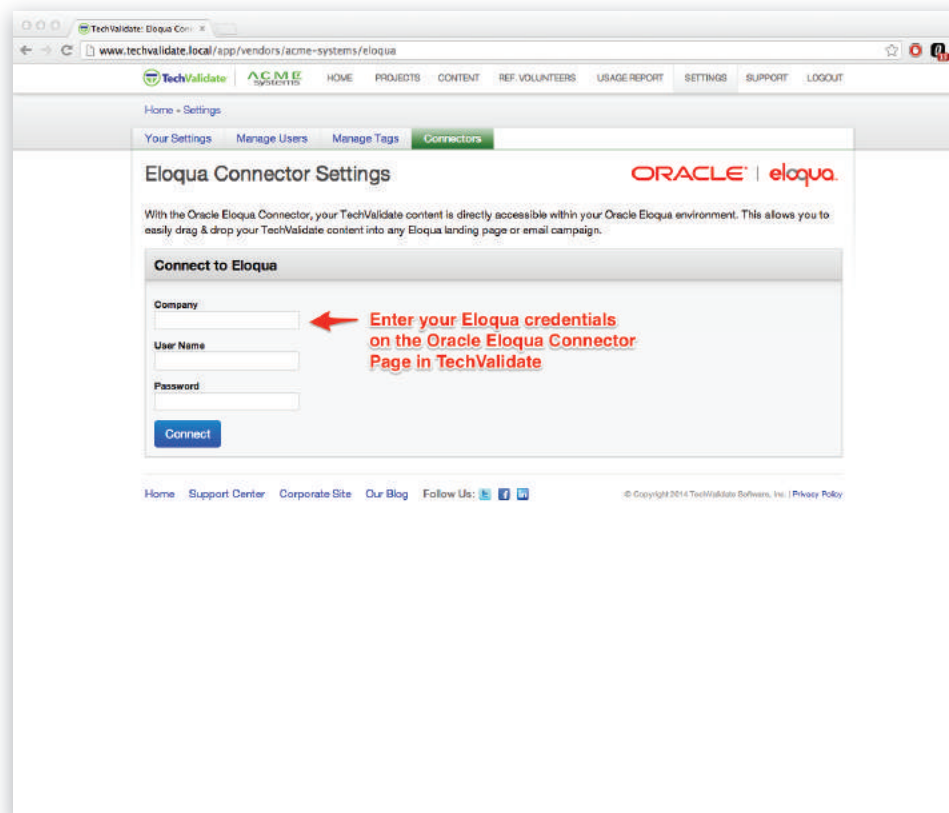
The TechValidate Connector for Eloqua allows you to easily embed your TechValidate content in Eloqua email campaigns and landing pages. Here's how it works:

### 1) Contact TechValidate to Enable the Connector

Contact us at [support@techvalidate.com](mailto:support@techvalidate.com) to enable the Eloqua Connector in your TechValidate environment. The Connector is available free of charge to TechValidate Professional Edition and Enterprise Edition customers, and works with E10.

### 2) Enter your Eloqua Credentials

Log into TechValidate, then go to Settings > Connectors > Eloqua. Enter your Eloqua login credentials here. They are stored on our server using industry-standard encryption practices.



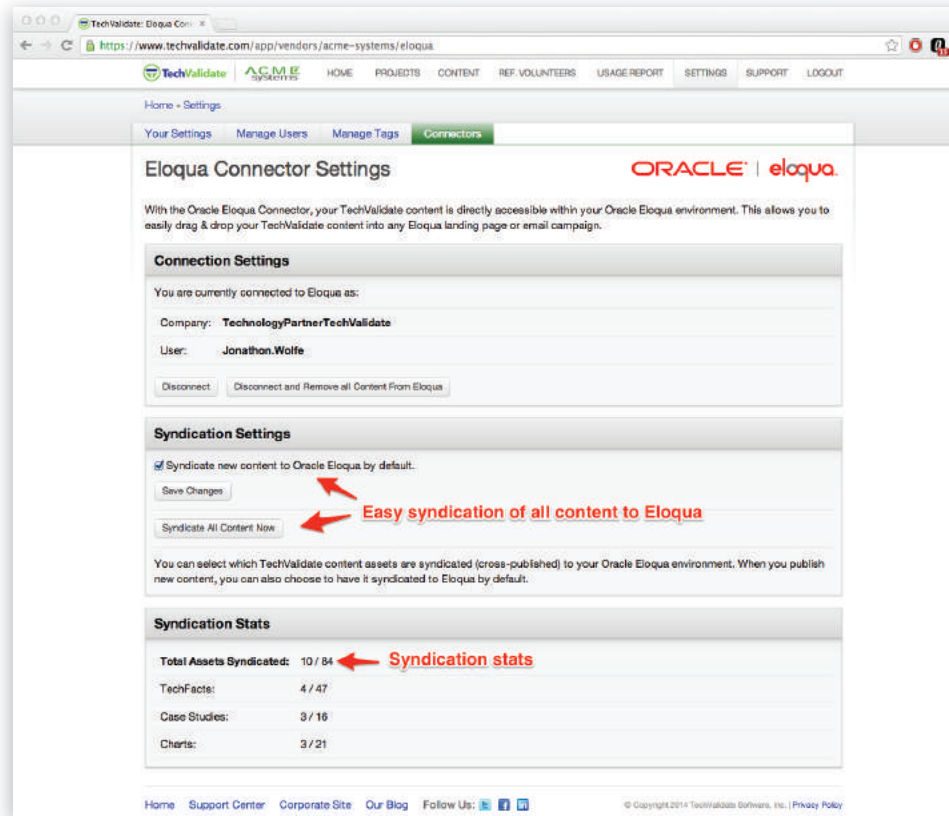
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### 3) Choose Your Syndication Settings

Once the Connector is set up, you can choose to automatically syndicate all of your existing TechValidate content to Eloqua, or syndicate content assets individually.

You can also choose whether each new unit of TechValidate content you publish is automatically syndicated.

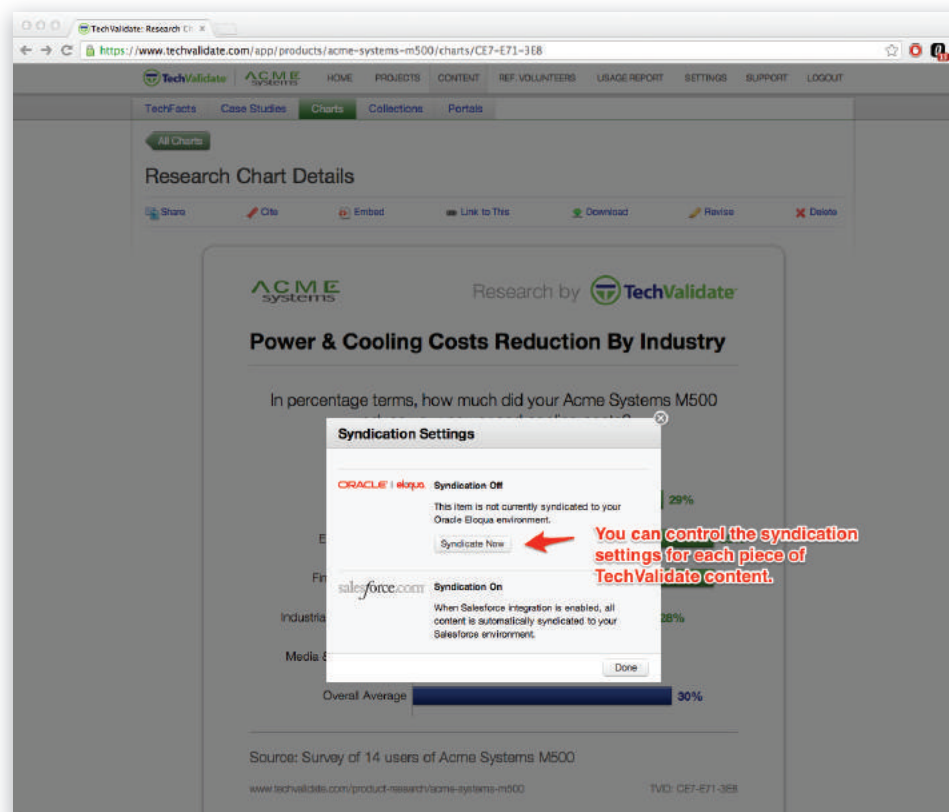
The Connector page also gives you stats on how much content has been syndicated to your Eloqua environment.



### 4) Choose Which Content to Syndicate (Optional)

If you elect to not syndicate content from TechValidate to Eloqua automatically, you can select which assets are syndicated.

Go to your TechValidate content library, click on a validated asset, then click "Manage Syndication". Click the Syndicate Now button in the popup that appears.



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## 5) Adding TechValidate Content to an Eloqua Email Campaign

3 Simple steps to add TechValidate content to an Eloqua email campaign:

- 1) Click Shared Content in the left-hand panel.
- 2) Search for the content you want in the Shared Content popup. For example: "TechValidate chart", "Customer Testimonial", "Case Study", or "ROI".
- 3) Drag the selected content onto your email. The content is resizable like a standard image.

When the email is sent, the image will be automatically linked to the content's public URL in the TechValidate Content Library.

The screenshot shows the Eloqua interface for editing an email campaign. The left-hand panel has 'Shared Content' selected. The main content area displays a TechValidate chart titled 'High ROI for Acme M500'. A search popup is open on the right, showing 'ROI' as a search result. Red arrows and text annotations highlight the steps: 1) Click Shared Content, 2) Search for the type of content you want to embed, and 3) The selected content appears as a resizable image.

ROI Range	Percentage
20-30%	13%
30-40%	40%
40-50%	39%
50-60%	13%
60-70%	3%
70-80%	6%
80-90%	7%
90-100%	3%
greater than 100%	0%

## 6) Adding TechValidate Content to an Eloqua Landing Page

The process is the same as for adding the content to emails -- just search, drag & drop.

The screenshot shows the Eloqua interface for editing a landing page. The left-hand panel has 'Shared Content' selected. The main content area displays a TechValidate chart titled 'High ROI for Acme M500'. A search popup is open on the right, showing 'ROI' as a search result. Red arrows and text annotations highlight the steps: 1) Click Shared Content, 2) Search for the type of content you want to embed, and 3) The selected content appears as a resizable image.

ROI Range	Percentage
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70-80%	6%
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90-100%	3%
greater than 100%	0%