

Marketing Automation Evaluation: Salesforce Marketing Cloud Engagement vs. Oracle Eloqua

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Marketing teams face growing pressure to deliver personalized experiences while managing tight budgets and limited resources. As customer expectations grow, businesses must find efficient ways to create relevant, engaging interactions without overextending their teams.

Many marketing automation platforms promise to help by integrating data and artificial intelligence (AI) to improve personalization, messaging, and customer lifetime value (CLV). However, few platforms scale as effectively as Salesforce Marketing Cloud. Marketing Cloud Engagement, a set of tools within the Marketing Cloud suite, enables teams to tailor messages, better understand customer attributes and behaviors, and turn those insights into engaging, automated campaigns.

In this guide, we'll explore how AI is accelerating the importance of marketing automation platforms, the differences between two leading platforms, Salesforce Marketing Cloud Engagement and Oracle Eloqua, key considerations for selecting the right platform, and partnering with a digital consultancy to ensure scalable success.



AI Reshapes Personalization and Data-Driven Marketing

AI is transforming how marketers personalize customer experiences and optimize efficiency. With AI-driven automation, marketing teams can scale operations like never before by automating interactions, generating content with a single prompt, analyzing performance without deep analytics expertise, and seamlessly integrating data to drive real-time decision making. These advancements remove longstanding friction in the customer research and buying journey.

However, AI's potential remains unrealized in many organizations due to fragmented and siloed data. According to Salesforce's "Ninth Edition State of Marketing Report," only 31% of marketers are fully satisfied with their ability to unify customer data sources. Even when data is accessible, concerns over security and accuracy create additional hurdles that prevent businesses from maximizing AI's impact.

For AI to truly transform marketing, personalization must evolve beyond isolated tactics into a strategic, full-lifecycle approach. While 43% of marketers still struggle with fragmented personalization efforts, over half now recognize its value across the entire customer journey. This shift makes marketing automation platforms more critical than ever.

These platforms unify customer data and leverage AI-driven automation to empower marketers to craft hyper-personalized experiences at scale. They enable real-time segmentation, predictive analytics, and dynamic content delivery—ensuring the right message reaches the right audience at the right moment. More than just efficiency tools, marketing automation platforms are the key to unlocking AI's full potential, driving deeper customer connections, and fueling long-term business growth.

Salesforce Marketing Cloud Engagement vs. Oracle Eloqua

AI is reshaping how businesses engage with their audiences, which makes it critical to select the right marketing automation platform. Among the many options in the market, Salesforce Marketing Cloud Engagement and Oracle Eloqua are two of the most well known. Both were named Leaders in the 2024 Gartner® Magic Quadrant™ for B2B Marketing Automation Platforms.



While the marketing principles behind both platforms may seem similar at first glance, their capabilities, scalability, and ease of use differ across four key areas:

Personalization & AI Capabilities

- Salesforce Marketing Cloud Engagement uses Einstein and Agentforce to provide predictive recommendations, customer insights, and automated personalization across multiple channels.
- Oracle Eloqua has native AI capabilities and Oracle Unity CDP integration but is not as deeply embedded into campaign automation and real-time personalization.

Integration & Ecosystem

- Salesforce Marketing Cloud Engagement seamlessly integrates with Salesforce CRM, Commerce Cloud, Service Cloud, Data Cloud, and Agentforce to create a connected ecosystem for unified engagement.
- Oracle Eloqua integrates well within Oracle's ecosystem but presents challenges when connecting to third-party applications, leading to potential data silos.

Customer Journey Orchestration

- Salesforce Marketing Cloud Engagement features Journey Builder, which allows marketers to create dynamic, AI-powered workflows tailored to customer behaviors.
- Oracle Eloqua offers journey mapping through its Campaign Canvas feature. While it offers tools for orchestrating multi-channel campaigns, the platform has been noted for requiring manual configurations, making it less adaptive to real-time customer interactions.

Scalability & Flexibility

- Salesforce Marketing Cloud Engagement is built for both B2B and B2C businesses, offering multichannel scalability across industries.
- Oracle Eloqua is primarily designed for B2B marketing, making it less flexible for businesses requiring seamless B2C engagement.

Selecting the Right Marketing Engagement Platform

Given the aforementioned comparisons, it's important to consider these factors when deciding which marketing engagement platform to adopt:

- **Integration:** Does the platform seamlessly connect with existing data, marketing, commerce, and service systems?
- **Scalability:** Can the solution grow with the business without requiring a platform switch?
- **Sales Alignment:** Does the platform provide consistent lead handoff and shared insights between marketing and sales teams?
- **Lead Quality:** Can it enhance the quality of leads passed from marketing to sales?
- **Customization:** Does the platform enable scalable, personalized templates tailored to business needs?
- **Customer Journey Management:** Will it support real-time, AI-driven personalization across multiple channels?

Carefully evaluating these factors ensures businesses select a platform that meets current needs while supporting long-term growth. As AI and data governance become even more integral to marketing strategy and execution, scalability and seamless integration into a larger digital transformation effort become critical discussion points.

Why Partner With Perficient for Salesforce Marketing Cloud Engagement?

Implementing and optimizing marketing software requires expertise in strategy, technology integration, change management, and ongoing administration. A “set it and forget it” approach won’t drive success. Businesses need a digital consultancy that understands their unique needs and technology ecosystem.

Perficient Brings

- More than 15 years of Salesforce experience, delivering industry-specific solutions for Fortune 1000 organizations in manufacturing, automotive, financial services, and healthcare and life sciences.
- Certified Navigator Experts across Salesforce Marketing Cloud, Data Cloud, Sales Cloud, Service Cloud, Experience Cloud, and Customer 360.
- A proven Marketing Cloud Engagement accelerator that quickens deployment and drives measurable ROI.
- Industry-leading customer satisfaction for Salesforce projects (4.8/5.0 CSAT) and a 95% customer repeat business rate.
- End-to-end digital transformation expertise that aligns strategy, customer experience, product development, platform selection, and data intelligence to maximize business impact.
- A digital transformation platform called Envision Online that provides a suite of proprietary strategy tools, historical industry data, and best practices to quickly deliver actionable insights.
- A platform selection tool that helps identify key organizational requirements and provides insights into how specific vendors will meet those needs.

CUSTOMER SUCCESS STORY

Migrating From Oracle Eloqua to Salesforce Marketing Cloud

A global heavy equipment manufacturer was using Oracle Eloqua and Zift for its marketing automation and customer relationship management needs. However, these solutions required workarounds to achieve basic business objectives and were quickly outpaced by the company's growing needs.

Perficient experts met with key stakeholders to review the company's needs and determined that Salesforce Marketing Cloud and Sales Cloud would best support its core marketing and sales functions. The solution addressed business needs, provided a single source of truth across 30 business units and subsidiaries, and overcame the limitations of their previous marketing technology stack.

The marketing team significantly improved compliance and efficiency, including lead management (capture, scoring, and routing), subscription/consent management, campaign management, and marketing reporting. To ensure long-term success and adoption, we trained 170 global dealers on the new platform.



“ Proud does not adequately describe my feelings for what we have accomplished with this project. Even in those quiet moments when no one was watching, team members chose to go the extra mile, every time. This foundational work opens so many doors for our stakeholders. ”

Client's Marketing and Brand Technology Manager

Building for What's Next in Marketing

Marketing teams must balance performance demands with resource limitations. The AI-powered, data-enriched Salesforce Marketing Cloud Engagement platform enables organizations to scale personalization efforts seamlessly as part of a larger digital transformation strategy.

Further, partnering with an experienced digital consultancy is crucial for optimizing customer experiences and driving long-term growth. Perficient provides expertise, guidance, seamless integration, and strategic insight to maximize the value of the Salesforce marketing technology stack.

Get in touch with Perficient today to unlock the full potential of your marketing automation and accelerate your digital transformation.



Let Perficient help you on your digital transformation journey.

Perficient is the leading global digital consultancy. Our team of strategists, designers, technologists and engineers help the world's largest enterprises and biggest brands boldly advance their business and drive real results through the power of technology. We shatter boundaries, obsess over outcomes, and forge the future for our customers.



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