

# Marketing Cloud Engagement vs. Oracle Eloqua



## Evaluate Leading Marketing Automation Platforms

Modern marketers face a daunting mandate: to deliver smarter, more personalized campaigns with fewer resources. AI-driven marketing automation platforms help meet this challenge by turning disconnected data into meaningful customer experiences that drive growth and retention.

Choosing the right marketing automation platform depends on your business needs, technology stack, and customer journey requirements. Salesforce Marketing Cloud and Oracle Eloqua are both Leaders in the 2024 Gartner® Magic Quadrant™ for B2B Marketing Automation Platforms, but their strengths, scalability, and usability vary in four key areas.

## Comparing Capabilities

### Personalization & AI

- **Marketing Cloud Engagement:** Uses Einstein and Agentforce to deliver predictive insights and real-time, automated personalization across channels
- **Eloqua:** Includes native AI and Oracle Unity CDP integration but lacks deep automation and real-time personalization capabilities

### Integration & Ecosystem

- **Marketing Cloud Engagement:** Natively connects with Salesforce CRM, Commerce Cloud, Service Cloud, Data Cloud, and Agentforce to create a unified engagement platform
- **Eloqua:** Integrates well within Oracle's suite but can pose challenges with third-party connections, increasing the risk of data silos

### Customer Journey Orchestration

- **Marketing Cloud Engagement:** Journey Builder enables dynamic, AI-powered workflows based on real-time behavior
- **Eloqua:** Campaign Canvas supports multichannel orchestration but often requires manual setup, limiting agility

### Scalability & Flexibility

- **Marketing Cloud Engagement:** Designed for both B2B and B2C with scalable, cross-channel support across industries
- **Eloqua:** Primarily B2B-focused, with limited flexibility for hybrid or B2C use cases

By understanding the differences in these platforms, you can make an informed decision that aligns with your long-term marketing strategy and drives greater customer engagement across all touchpoints.

Ready to evaluate your options? We have a framework, workshops, and accelerators to get you started.

## Why Perficient

We're an Enterprise Salesforce Partner specializing in CRM, data, AI, and personalization. For more than 15 years, we have built industry-specific solutions that help Fortune 1000 organizations enable data-driven decisions and deliver personalization at scale.

- Navigator Expert: Marketing Cloud
- 1600+ certifications
- 595+ projects
- 4.8/5.0 CSAT score



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