

Marketing to Shared Email Addresses with Oracle Eloqua



It's not at all uncommon for multiple family members to share a single email address, either for everyday usage or for registering their household for a particular event. Or a business might use accounting@company.com to make communication easier for them since everything goes to a single inbox.

But for marketers using [Eloqua](#), contacts that share an email address can be a bit of a headache. Each stored contact in Eloqua is identified by their email address, and with out-of-the-box functionality, Eloqua does not allow multiple contacts to be connected to the same email. The opposite is also true: one Eloqua contact cannot have multiple connected email addresses. The problem here is obvious. How can you properly communicate with your contacts if Eloqua can't accommodate their email arrangements?

Eloqua Custom Objects for Shared Email Addresses

Luckily, the solution is simple. [Custom Objects \(CO\)](#) dramatically expand Eloqua's capabilities for data storage and usage. To use Custom Objects for multiple users sharing an email address, simply create a CO for each user and input the same email address. Eloqua will now have a many to one relationship for each person associated with the email address. 4Thought Marketing's [Many-to-One Cloud App](#) is designed to work in tandem with these Custom Objects to construct and [send customized emails](#). Each user will receive an email tailored personally to them on their shared email address.

Solving Potential Problems with Shared Email Addresses

Shared email addresses make things slightly more complicated for marketers. Even with Custom Objects and cloud apps set up perfectly, certain functions or customer behaviors can cause problems. Let's look at a few common issues you may face and how to handle them.

Unsubscribing or Opting Out

Here's the situation: you've been sending emails to a single address shared by three people—Jack, Jill, and Jane—for a while now. Jack gets tired of seeing your emails and [unsubscribes](#). Now all three users are unsubscribed, even if Jill and Jane are still interested. You've lost two potential customers. How can you get around this?

The best way to do this is to use Preference Management. Allow each user connected to an email address to choose which emails

they want to receive and which they don't. In this case, that means that Jack can choose to significantly limit the emails tailored to him, while Jill and Jane can still get the messages they want. This allows Jack to manage his preferences without costing you two additional customers.

Complicated Lead Tracking

Continuing the example of Jack, Jill, and Jane, let's look at lead tracking. Imagine that Jill expresses interest in a product one of your emails to her advertised. Jill is now a lead. But since Jane hasn't expressed this interest, and Jack has opted out of most of your messages, only one user on their shared email address is considered a lead.

There is no one-size-fits-all solution for this. In this particular case, it's best to track Jill the individual as a lead, rather than by treating the email address and everyone else on it as a lead. This lets you focus on nurturing a customer without marketing aggressively to users who haven't asked for it.

Segmentation & Email Personalization

Personalizing emails that go to a shared address can be confusing. But fortunately, Eloqua can handle it. To use data from Custom Objects to personalize these types of emails, you should:

- Identify which contacts meet your [campaign segmentation](#) criteria
- Find the Custom Object with the data you need
- Move the data from the Custom Object to the Contact

You can also use the [Many-to-One Email Cloud App](#) to streamline the process.

Email Marketing Like a Pro

Shared email addresses may seem complicated at first, but with the right tools, your marketing team can handle them easily. And we're always ready to help. With several successful Many-to-One integrations under our belt, we can get your marketing team back on track in no time. [Get in touch with us today](#) to learn more or schedule your own integration.

4Thought's Update All Contact CO Cloud App for Eloqua

Need to keep your Eloqua Custom Object records up to date when a field or fields change on the mapped contact record or want to add or update static values to all mapped contact records? You can with the new [Update All COs Eloqua Cloud App](#) from 4Thought Marketing.

Watch the video below for instructions on installing and configuring the app. If you're interested in a demo or free trial, [contact 4Thought Marketing today](#).

[Sign up for a 10-days Free Trial](#)

First Tech Credit Union's

Personalized Email Campaigns



Credit unions earn money in several different ways, but customer loans tend to be their biggest source of revenue. [First Tech Federal Credit Union](#) is no exception. And while they continue to see strong growth, they also saw abandoned applications as an opportunity to increase conversions. Here is their story.

The Problem: Incomplete or Abandoned Applications

The problem the team at First Tech faced was not an uncommon one. Consumers regularly start online processes which they later abandon and never complete, and credit unions see this happen especially frequently. As the First Tech team explained, “loan applications require information that applicants may not have readily available, such as two years’ worth of bank statements.” At that moment, the applicant may decide it’s not worth the trouble to hunt for the documents and just abandon the application. Another customer may go looking for the documents they need, but run into delays or

just never get around to finishing the process. Neither party stops the application because they changed their minds. Rather, they were simply unprepared.

For the First Tech team, each abandoned loan application was a lost source of income. They needed to allow customers to have enough time to find the information they needed and easily pick back up in the application process.

The Solution: Personalized Reminder Emails & New Evergreen Strategies

Using [Oracle Eloqua](#), the First Tech team developed a series of reminder emails for users with abandoned applications. The first email arrives two days later after the user closes the application, with a gentle reminder and a resume application link generated by a custom Eloqua Cloud App developed by [4Thought Marketing](#) to pick up where they'd left off. A similar email arrives five days later. These emails are designed to ensure the loan is not forgotten forever.

But the team also knew that emails that “look automated” are not likely to be opened. To improve their open rates, First Tech team used Eloqua custom objects to [personalize each email](#). Consumers would no longer receive an email that looked like a robot wrote it. Instead, they would receive a personalized, branded email tailored specifically for the type of loan they had applied for and addressing them directly. Better yet, the emails are signed by “Kyle”, an actual human employee of the credit union working in consumer lending. First Tech's care and attention to detail makes their reminder emails feel more like notes from a colleague than automated messages from a computer.

The Results: Significant Improvements in Open Rates and Revenue

The results were evident very quickly. Email open rates increased by 8-10% after the campaign launched. More customers returned to finish their incomplete applications. And most importantly, the credit union's revenue increased along with completed loan applications. A few small changes made all the difference.

First Tech Credit Union's Success Story

Personalized reminder emails demonstrably improved First Tech's customer retention and revenue. By taking the time to [personalize their customer engagement communications](#), the credit union made their customers feel more comfortable continuing the loan application process. The result was a win-win situation. The First Tech team could continue to rely on an automated email system to boost customer retention, and the customers could enjoy personalized reminders to pick up where they'd left off in their application.

Eloqua's remarkable email capabilities are just one of its many features designed to increase customer interest. Want to see what it can do for your company? [Get in touch with us today and find out.](#)

Introducing the Embed CO Records in Email Table Cloud App

The [Embed CO Records in Email Table](#) Cloud App allows you to easily construct a multi-row table in your emails using data from custom object records. Your finalized table will neatly list the specified data from matching custom object records in an easy-to-read format your customers will appreciate.

[Sign up for a 10-day Free Trial](#)

It's easy to use. Watch the 2-Minute Overview