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Audience Strategy Framework for Eloqua

How Smart Marketers Use Engagement to Drive Deliverability

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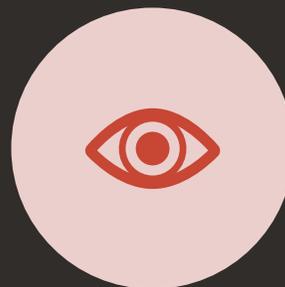


The Blueprint We'll Walk Through Today

A Strategic and Operational Blueprint for Audience-Driven Deliverability



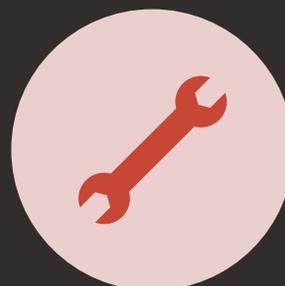
A practical guide for technical marketers



Understanding engagement through three lenses



How audience state shapes inbox placement



How to plan, execute, and troubleshoot in Eloqua



Why Engagement Matters

The Real Engine Behind Inbox Placement



Engagement drives
inbox placement



Audience state
influences outcomes



Most issues come
from audience quality



Strategy matters more
than volume



Safe Harbor Statement

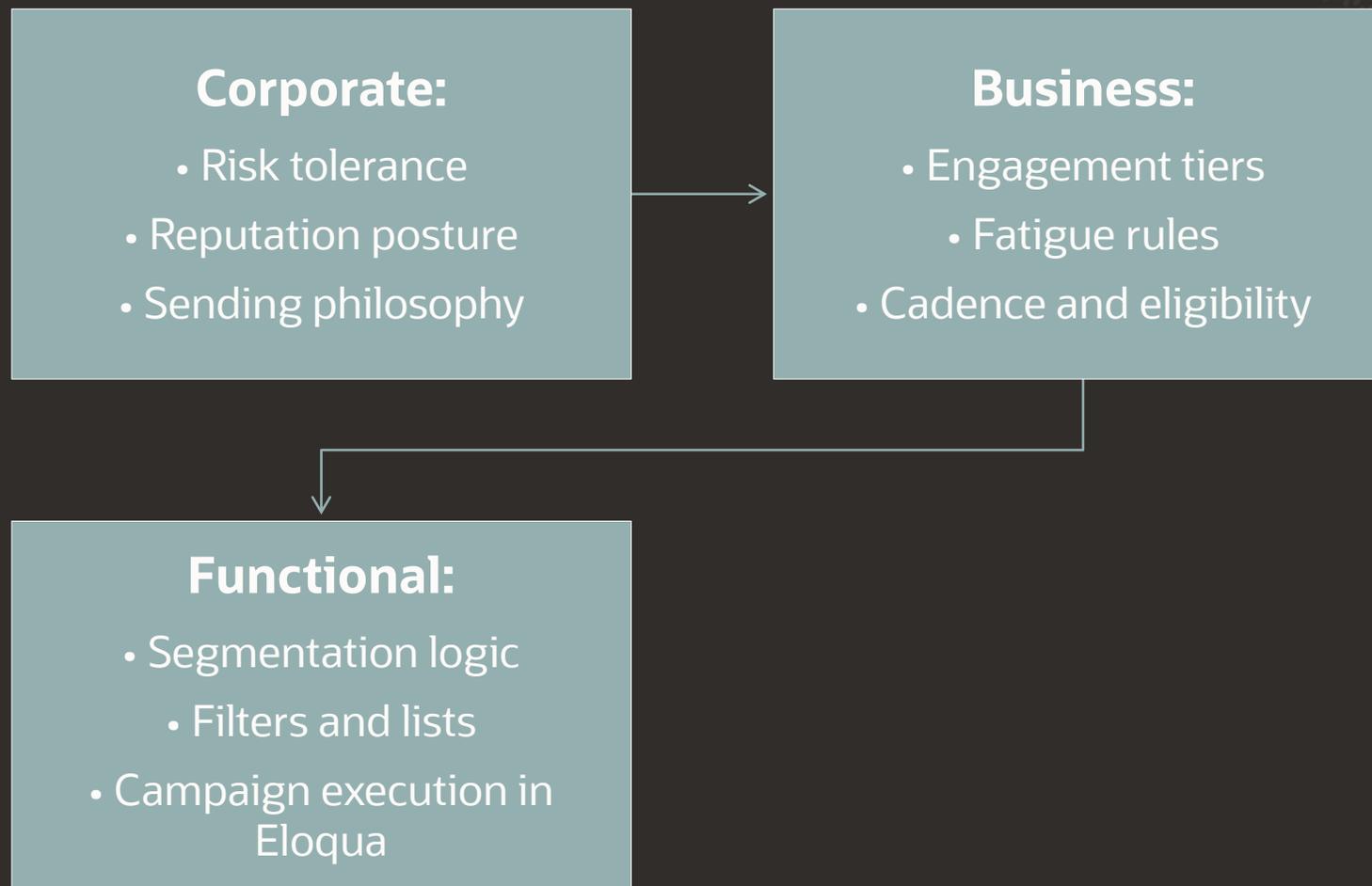
About the examples and guidance in this session

This presentation includes examples, recommendations, and forward-looking guidance that are meant to help you understand the concepts we are discussing today. Your actual results will depend on your audience, your data quality, and your sending practices. The examples I share are illustrative only and should not be interpreted as guarantees of performance or deliverability outcomes. Please use this information as a framework that you can adapt to your own environment.



The Three Lenses of Strategy

Corporate: Business: Functional



The Four Audience States

The Groups That Shape Every Outcome



Tiered:

Engaged and predictable



Fatigued:

Showing signs of saturation



Unengaged:

Silent but not harmful



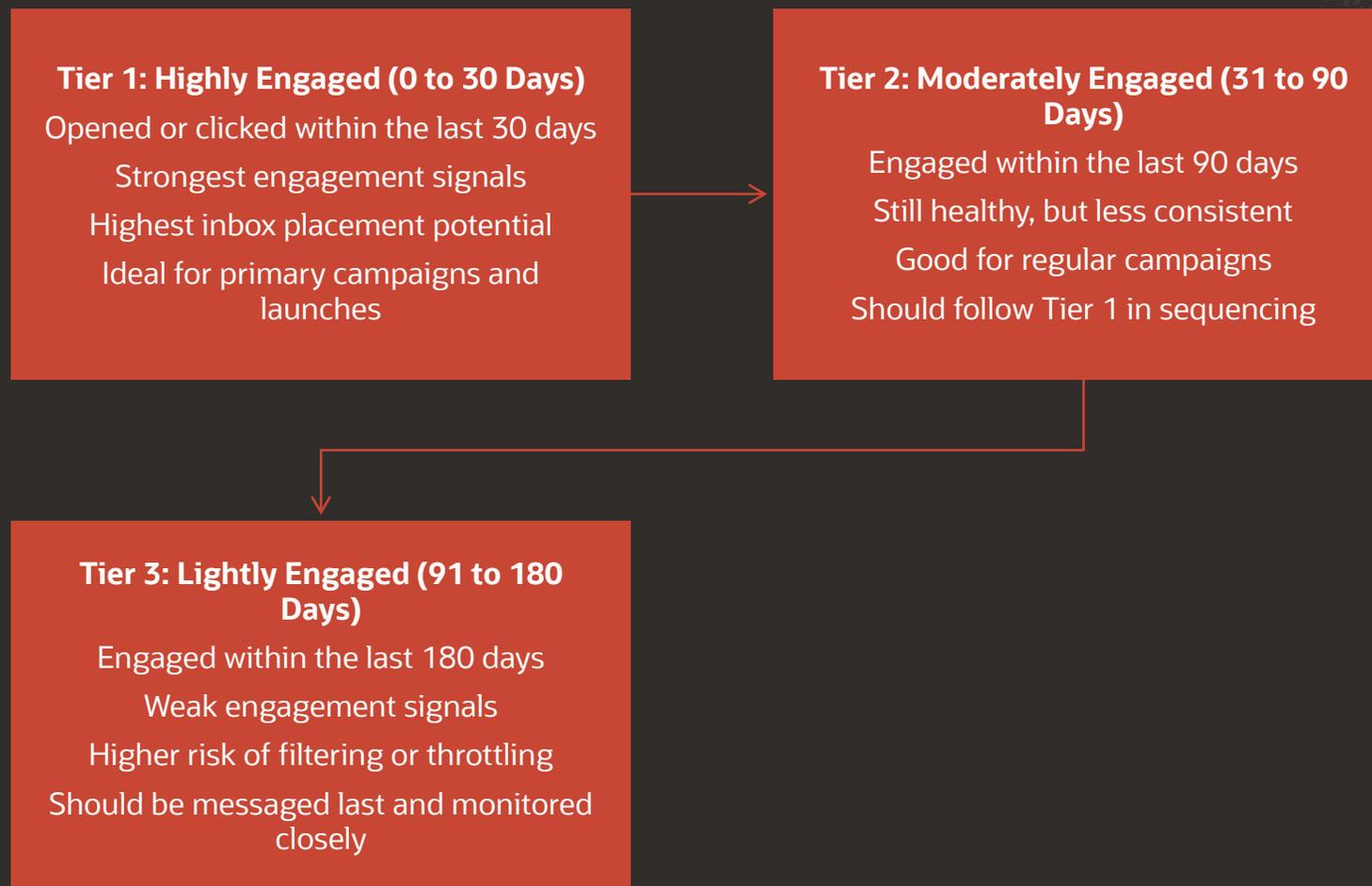
Cold:

High risk and reputation
damaging



Understanding Engagement Tiers

How Engagement Strength and Time Windows Work Together



Tiered Contacts

Your Most Valuable and Reliable Audience



Recently engaged



Strongest
engagement signals



Safest to message

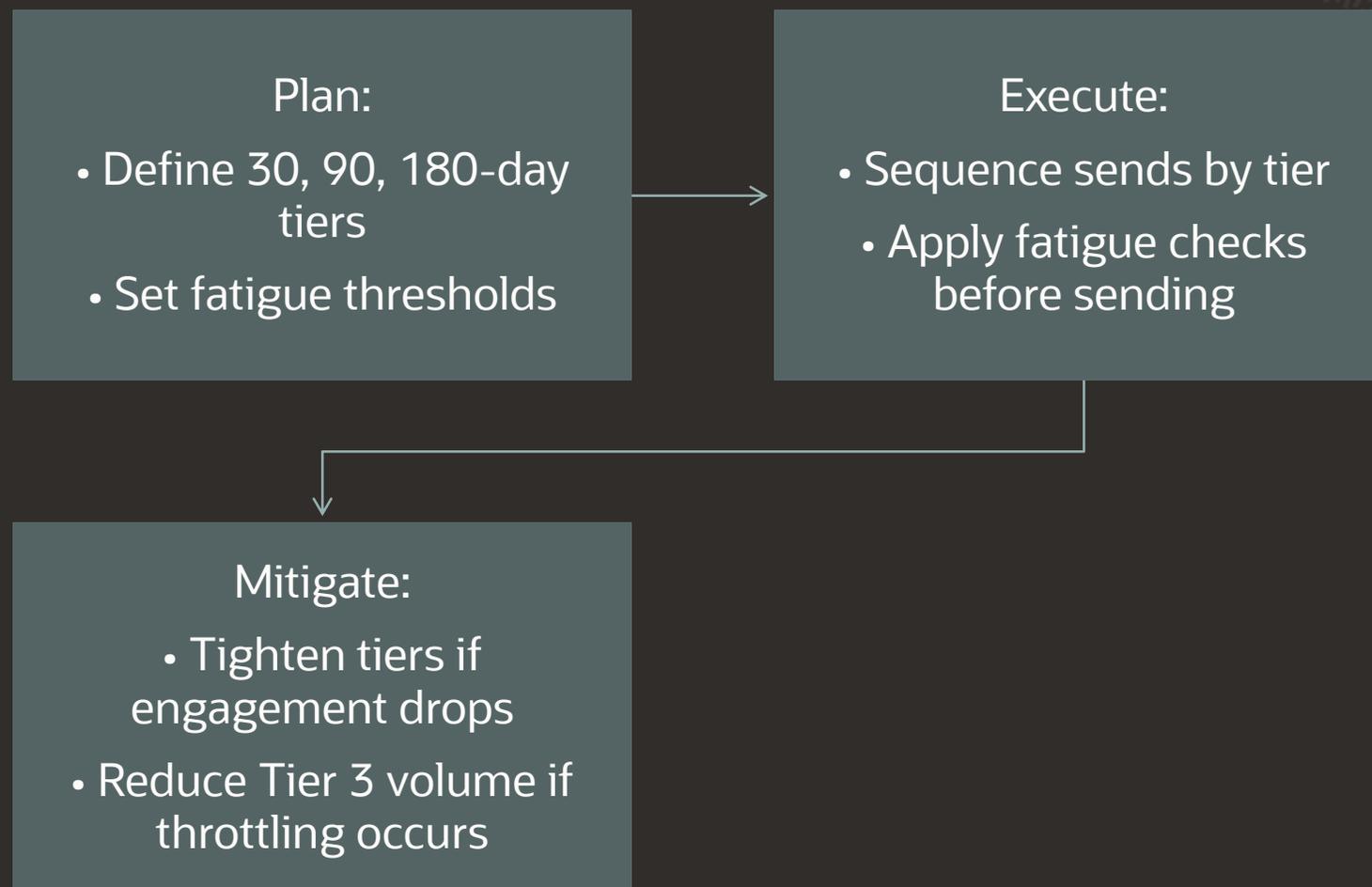


Drive inbox
placement



Working With Tiered Contacts

Plan: Execute: Mitigate



Fatigued Contacts

The Early Warning Signs of Trouble



Slowing
engagement



Higher complaint
risk



Indicator of over
messaging



Need recovery time



Managing Fatigue

Protecting Reputation Through Smart Suppression



Plan:

Define fatigue scoring logic



Execute:

- Route fatigued contacts to holdback lists
- Recheck fatigue after a cooling period



Mitigate:

- Reduce frequency
- Pause fatigued sends if needed



Unengaged Contacts

Silent Contacts Who Need a Different Approach

No
engagement
in 180 days

Low value

Weaken
engagement
signals

Exclude from
weekly sends



Working With Unengaged Contacts

Re Engagement: Throttling: Sunset Logic

Plan:

- Define unengaged criteria

Execute:

- Route to low frequency sends
- Use re engagement campaigns

Mitigate:

- Sunset if no improvement
- Remove from weekly sends



Cold Contacts

The Highest Risk Audience You Have

Long term no engagement

Imported or legacy data

High bounce and complaint risk

Can trigger blocks or throttling

Handling Cold Contacts

Controlled Activation and Strict Monitoring

Plan:

- Define cold contact types

Execute:

- Use small batches
- Add long waits
- Monitor SMTP codes

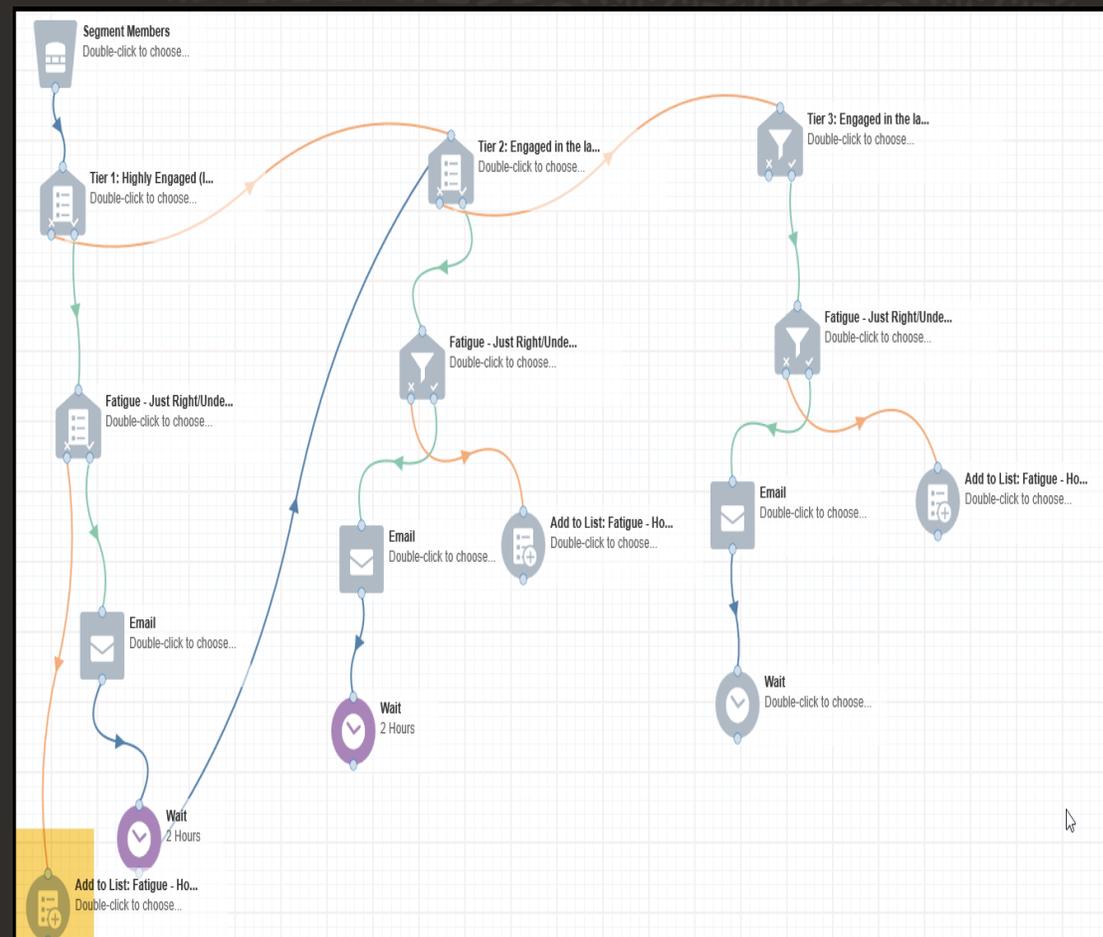
Mitigate:

- Stop sends immediately if negative signals appear
- Suppress permanently if needed

How It Works in Eloqua

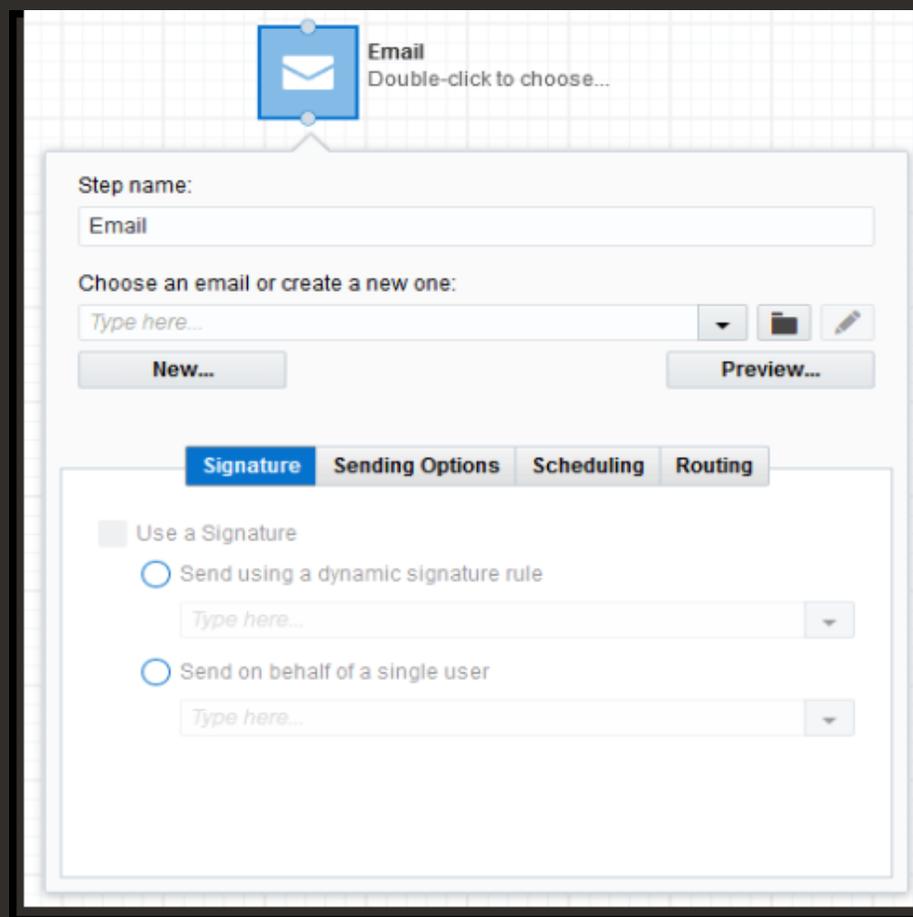
The Canvas Flow That Brings It All Together

- Tier 1: Fatigue: Send: Wait
- Tier 2: Fatigue: Send: Wait
- Tier 3: Fatigue: Send: Wait
- Fatigued: Holdback List
- Unengaged: Low Frequency or Re Engagement



How the Email Step Operationalizes Strategy

Corporate • Business • Functional



Pacing	Pacing, batching, STO
Routing	Routing for cold/fatigued/unengaged
Timing	Timing aligned to readiness



Normal vs Extended Sending Windows

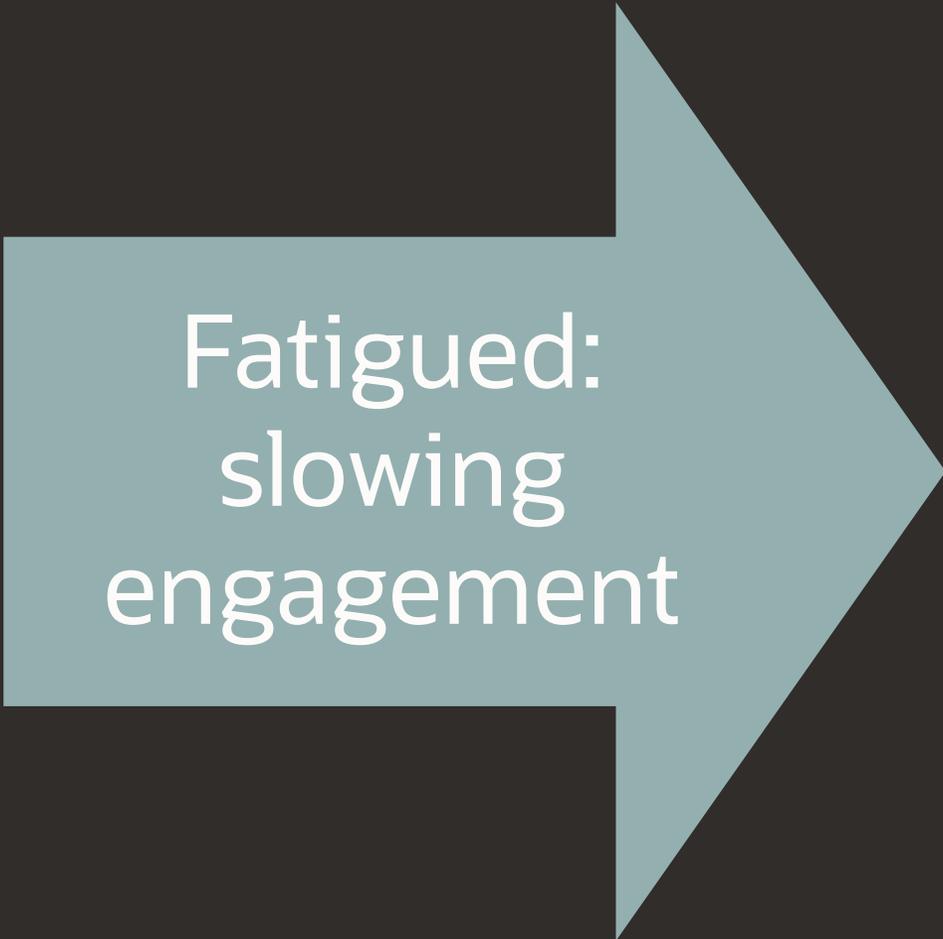
Pacing Model for Safe Sending

Audience State	Normal Window	Extended Window
Highly Engaged	3–5 hours	—
Moderately Engaged	4–6 hours	—
Low Engaged	6–8 hours	8–12 hours
Unengaged	8–12 hours	12–18 hours
Cold	12–18 hours	18–24 hours
Fatigued	12–18 hours	18–24 hours



Fatigue vs Unengaged: How to Tell the Difference

Behavioral Decline vs Behavioral Absence



Fatigued:
slowing
engagement



Unengaged:
no
engagement



Using a Rest Program for Fatigued Contacts

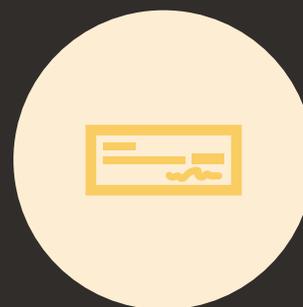
Recovery Path for High-Risk Contacts



REDUCED
FREQUENCY



LIGHTER
CONTENT



RE-CHECKS



CONTROLLED
RE-ENTRY



Baseball Playbook: Operational Metaphors

Making Strategy Intuitive

Pitcher → Email Step

Pitch selection → STO

Defensive shift → Routing

Bullpen → Rest Program



Guiding Principle: Readiness Over Eligibility

The Core Philosophy

**Send based on
readiness, not
eligibility**



Troubleshooting Guide

Diagnosing Issues With Confidence

Low inbox placement: tighten tiers



High complaints: enforce fatigue



Microsoft throttling: reduce Tier 3

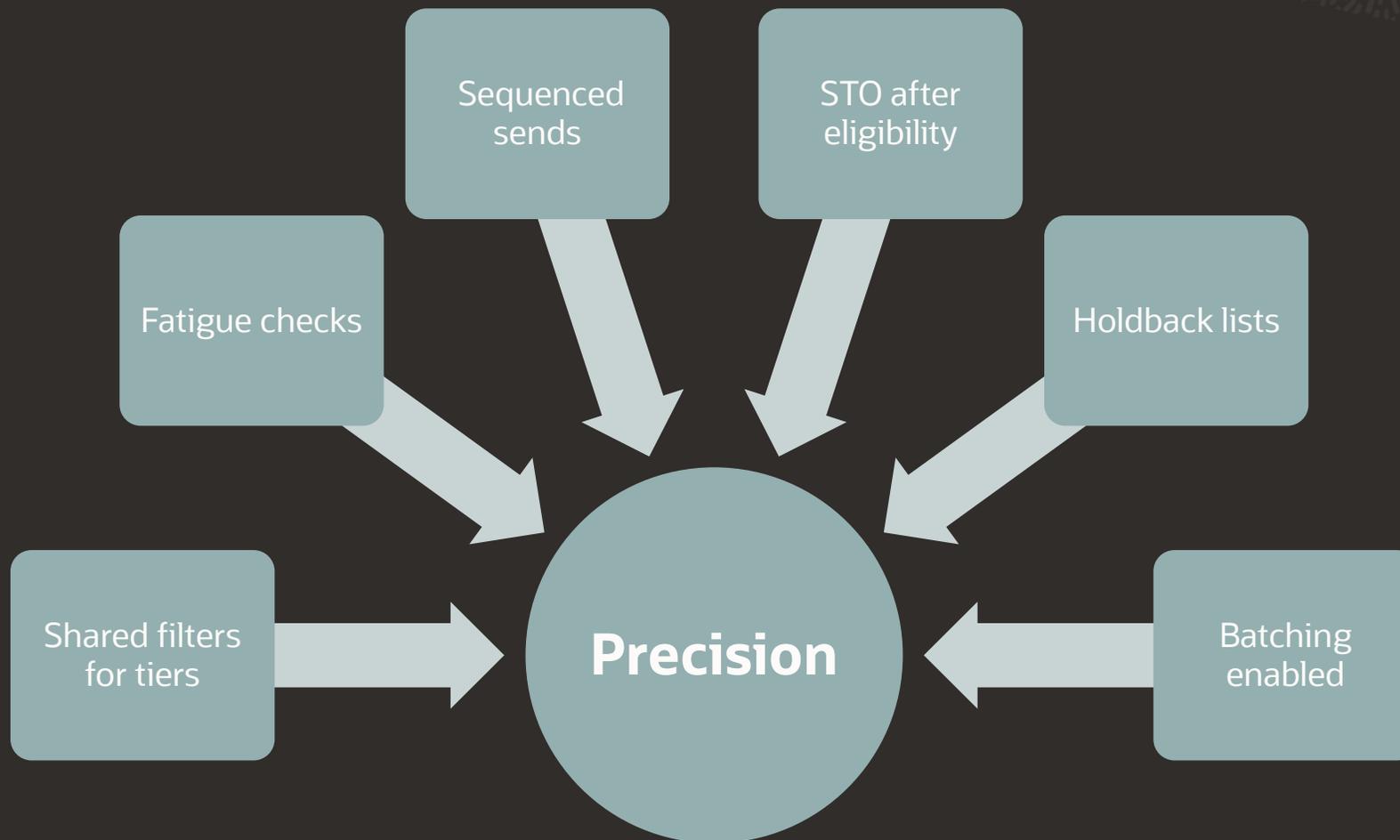


Soft bounces: suppress cold contacts



Execution Checklist

The Habits of High Performing Technical Marketers



Mitigation Playbook

How to Respond When Deliverability Shifts



Gmail spam: send Tier 1 only



Microsoft throttling: reduce Tier 3



Fatigue spike: pause saturated contacts



Cold contact issues: stop immediately

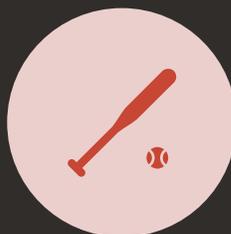


Helpful Resources

Your Deliverability Knowledge Base



[ENGAGEMENT
AND
DELIVERABILITY
SERIES](#)



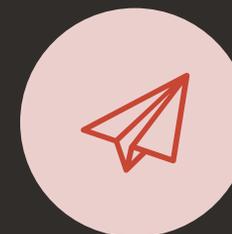
[BASEBALL
PLAYBOOK](#)



[TROUBLESHOOTING
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[SMARTER SEND](#)



Thank you

Efficiency is doing things right; effectiveness is doing the right things." — Peter Drucker

Our mission is to help people see
data in new ways, discover insights,
unlock endless possibilities.



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