

# Optimizely & Eloqua Marketing Cloud

## Connecting digital experiences to your inbound pipeline

Connect your Optimizely forms within Content Management to pass leads to your Eloqua Marketing Cloud instance, accelerating and optimizing your inbound marketing funnel and lead capture process.

### How does it work?

Create and embed Eloqua forms within your experiences in Optimizely's Content Management System, allowing your marketing team to construct the ideal lead capture experience and embed natively within your page builder.

### Capture Key Customer Information for Retargeting

Using mapped fields, our integration allows you to map your custom fields in your Eloqua forms back to your marketing cloud instance.

Create progressive forms, add hidden form values that can collect information from your Optimizely integration to be used for segmentation, automation and personalization, and drive your flow based on key customer decisions and activities captured on your website.

### Work natively in Optimizely to Connect your Experiences

Using Optimizely's native NuGet package within our Content Management System (optimized for our most recent versions), you can provide your marketers the tools they need to build and maintain mappings back to Eloqua without the need of developers and engineers to update and maintain your configurations.

### Additional Optimizely Integrations with Eloqua

In addition to integrating with Optimizely's Content Management System, we also provide the following integrations:

- Integrate [Optimizely's Content Marketing Platform](#) with Eloqua Marketing Cloud to publish structured content directly to your emails to accelerate your content assembly workflow
- Integrate [Optimizely's Product and Content Recommendations](#) with Eloqua Marketing Cloud to publish AI-driven 1:1 recommendations to users

