



## MARKETING AUTOMATION ASSESSMENT

PREPARED FOR  
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**CREMARC**

# Marketing Automation Assessment

Thank you for taking the time to complete our Marketing Automation Assessment. We hope you found it thought provoking. We have now had time to analyse your answers and are pleased to present your results.

## How did you score?



## What does this mean?

It means that you are in fact a **Marketing Automation Genius**, with a very high degree of usage of Eloqua. However, there are a number of areas where you could still leverage more of the power of Marketing Automation, especially in the areas of Lead Scoring, Forms and Landing Pages.

## Your strengths & weaknesses

We have analysed all of your answers in each category and the graph below shows your relative strengths and weaknesses in each of the key Marketing Automation capabilities.

