

Creating and sending targeted, personalized emails in one minute

Located in Seattle, WA with 1,940+ employees, Getty Images is a stock photography agency offering the most rich image search photo library for businesses and consumers.

The Challenge

Sellers at Getty Images followed a complicated process to send personalized emails to prospects through Eloqua. They would pull leads down from their CRM into an Excel file to check the data integrity. Next, they would comb through hundreds of uncategorized, static PDFs to find the most appropriate content. Once sellers finally found the right materials, they would have to find the correct Eloqua template, populate content, and upload contacts to send an email. This manual, tedious process was frustrating to sales. They were not sure if they were sending the right materials, even after all of that effort.

The Solution

Getty Images approached Seismic to be the hub that connects Salesforce, Eloqua, Sharepoint, and a variety of other data sources together. All of the data and steps in their previous process can now be accessed directly through Salesforce. Sellers can see Predictive Content served up by Seismic right in Salesforce and send directly through the Eloqua integration.

The Impact

This consolidation has greatly reduced the amount of time and energy it takes for sellers to get the right content to prospects at the right now. Now, it takes just one minute to send materials to prospects using Seismic with Salesforce and Eloqua.



1 minute

To send personalized emails with Predictive Content directly through Eloqua