

Eloqua Announces Fifth Annual Markie Award Finalists

Revenue Focused Marketers Highlighted Throughout 20 Award Categories

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[Eloqua](#), the leading provider of on-demand [Revenue Performance Management](#) solutions, today announced the finalists for the fifth annual [Markie Awards](#) which honor companies for sales and marketing leadership, and achievement of exceptional Revenue Performance Management results. Winners in each of the twenty categories will be recognized during the Markie Award Ceremony at [Eloqua Experience 2011](#), Eloqua's user conference held in San Francisco on October 20th.

The finalists for each category were selected from a highly competitive pool of nearly 200 submissions representing a diverse range of organizations and industries. Notable Markie winners from years past include the Golden State Warriors, Dun & Bradstreet, SolarWinds Inc and Polycom Inc.

"The companies represented on this list of finalists are all shining examples of organizations that recognize the unbreakable relationship between sales and marketing innovation and revenue performance," said Joe Payne, CEO, Eloqua. "Markie finalists are increasing the sales and marketing funnel, driving thousands of qualified leads to sales, and more importantly contributing millions of dollars in revenue growth. I'm always impressed by the significant business impact our Markie finalists are achieving each and every day."

The 2011 Markie finalists listed alphabetically in their respective categories are:

Best Customer Lifecycle Program: D&B, Forrester Research, LexisNexis Risk Solutions, mindSHIFT Technologies, Inc.

Best International Campaign: National Instruments, OpenText Corporation, Perceptive Software, Cisco TelePresence

Best Lead Nurturing Program: Avid, GSMA Limited, McAfee, Rally Software

Best Lead Scoring Program: GAIN Capital, JDSU, STEMCELL Technologies, Inc., Taleo

Clean House: Autotask Corporation, McAfee, National Instruments, New Hope Natural Media, a division of Penton Media, Inc.

Connecting in the AppCloud Award: Actiance, LexisNexis Risk Solutions, Progress Software, Vertafore

Event Nirvana: Domo Technologies, Isilon Systems, NIIT Enterprise Learning Solutions, Sonic Foundry, Inc.

Extraordinary Email: Cleveland Cavaliers, Eaton, ShoreTel, STRATFOR

Fastest Time to Value: Terapeak, Blackbaud, Inc., Covidien Energy-Based Devices, Trend Micro Incorporated

Getting to Know You Award: Box, Citrix Online, Cleveland Cavaliers, KPA

Integration Innovation: Avid, Concur Technologies, InterfaceFLOR, Singtel Optus

Marketing and Sales BFF (RPM): Citrix Online, ECI Telecom, J.D. Power and Associates, Kronos, Incorporated

Marketing Center of Excellence: Motorola Solutions, National Instruments, NetApp, Platts

Marketing Visionary: Meagen Eisenberg, ArcSight (an HP Company), Heather Loisel, JDA Software
Kimberly Prescott, Intermecc Technologies Corporation, Niraj Sharma, Arrow ECS

Most Creative Marketing Campaign: American Express Small Business Services, ArcSight (an HP Company), Reed Business Information, Unisource Worldwide, Inc.

One View of the Truth (RPM): Concur Technologies, D&B, uptime software

Revenue Growth (RPM): ADP, Cross Telecom, Cvent, Inc.

Rookie of the Year: CHEP USA, ion interactive, TELUS, Tenzing Managed IT Services

Sales Impact (RPM): Cross Telecom, Kronos Incorporated, ReadyTalk, STEMCELL Technologies, Inc.

Social Media Innovation: Cvent, Inc., Ericsson, OpenText Corporation, Sage

For more background on the Markies and Eloqua Experience, please visit the [Eloqua Experience](#) event page or join the conversation online with the hashtag #EE11SF.