Overview of the Kaltura Video Extension for Oracle Eloqua

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The Kaltura Video Extension for Oracle Eloqua is built to allow modern marketers to enhance their marketing campaigns with video as a strong marketing tool.

The extension empowers the marketers with the following abilities:

- Easily add videos to Eloqua landing pages
- Track user video interaction and use it for lead nurturing, scoring, qualification and reports
- Collect leads and additional data in the video player
- Have call to action buttons in the video player to increase user engagement

For more information on Kaltura marketing integrations, please see Kaltura Video Marketing Toolset.