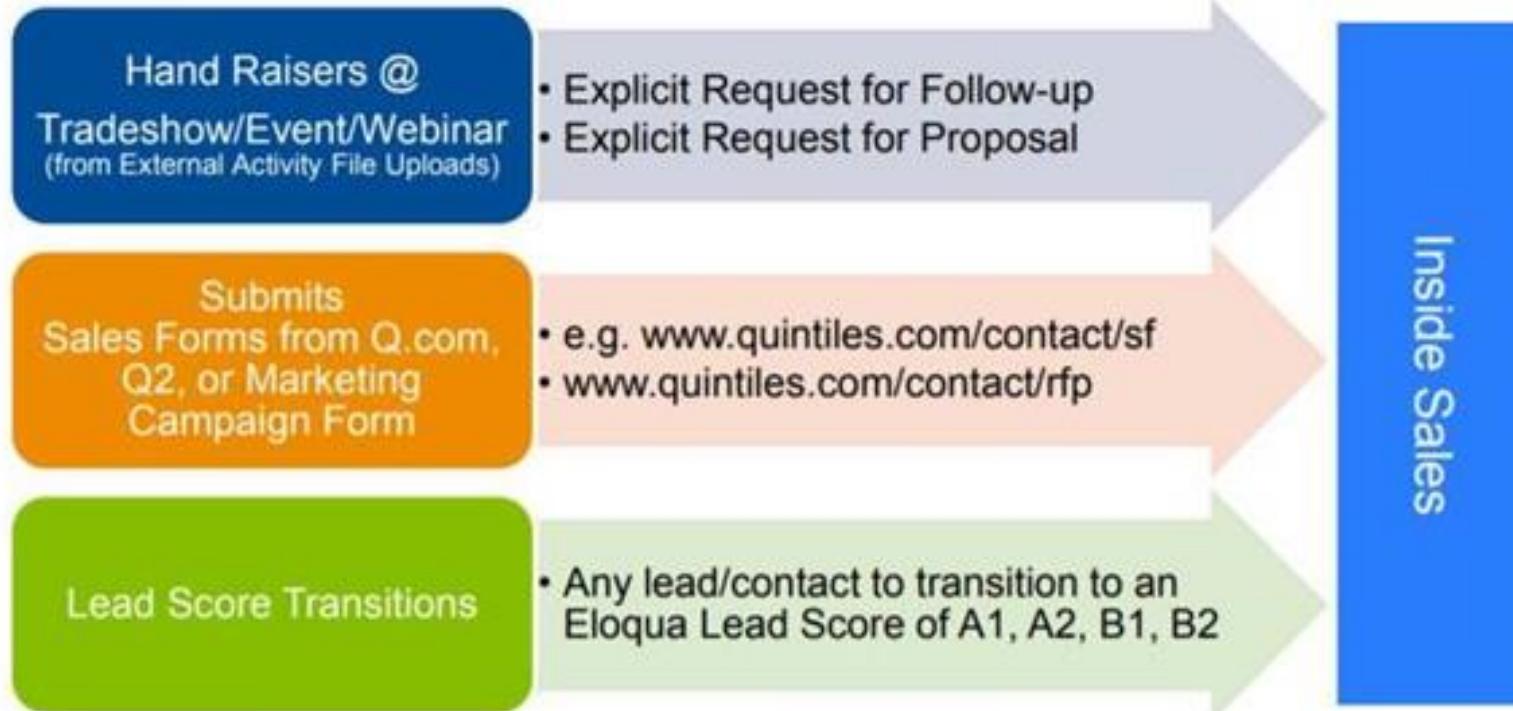


How MQLs Work?

What Triggers a Marketing Qualified Lead in Salesforce?

Three types of MQLs are generated based on incoming data to Eloqua.



All three types of marketing qualified leads (MQLs) will be sent directly to Inside Sales as Salesforce Tasks Records.

MQL tasks can be generated on a Salesforce Lead or Contact Record.