

case study

Smart Cleanup. Real Results:

How PortQii's ADM Removed 68,000 Stagnant Assets in Eloqua in weeks.

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PortQii vs. Manual Cleanup:

Eloqua Asset Clean Up is Only Achievable using PortQii

Executive Summary

A global S&P 100 technology company sought to modernize its Eloqua marketing automation platform after years of accumulated, inactive assets began slowing performance and complicating campaign management. With thousands of emails, forms, campaigns, and landing pages no longer in use, the system had become cumbersome, prone to dependency errors, and difficult to scale.

To address this, the organization partnered with PortQii to deploy the Asset Dependency Manager (ADM) – an intelligent, dependency-aware automation platform designed specifically for Eloqua. ADM enabled the customer to identify and safely delete over 68,000 legacy assets without impacting live campaigns or data integrity.

The result was a more agile and efficient marketing environment that reduced clutter, improved campaign load times, and simplified ongoing operations — demonstrating how structured automation can transform enterprise marketing systems.

- Over 68,000 assets deleted safely
- 94%+ completion ratio achieved across six major asset types.
- 3-month completion, exceeding target cleanup ratio
- Dependency-aware automation prevented system disruption

Key Takeaways

- Manual cleanup in Eloqua is unachievable. ADM's automation capability ensures safety, speed, and accuracy.
- Focus on structured, dependency-aware cleanups for safe, fast and automated asset deletion.
- Customer-approved qualification criteria ensured no disruption to live campaigns.
- Capability for parallel processing of cleanup packages inside ADM allows for accelerated completion of clean-up time.

Cleanup Overview

The cleanup initiative was designed to systematically identify, qualify, and remove inactive Eloqua assets. For this customer, ADM's automation enabled dependency-aware deletion through 124 structured cleanup packages, categorized by asset type and dependency level.

Cleanup Results

Asset Type	Planned	Qualified	Deleted	Completion %
Campaigns	12,000	10,060	9,536	94.8%
Emails	20,000	19,969	17,591	81.6%
Landing Pages	22,000	18,842	16,160	74.5%
Segments	15,000	10,954	9,707	88.6%
Forms	6,000	6,643	5,851	88.1%
Picklists	1,000	4,053	4,050	99.9%
CDO	50	50	50	100%
Contact Fields	24	24	24	100%

In total, the cleanup exceeded expectations across every category, removing redundant dependencies and freeing up Eloqua Contact Fields. By the end of the project, more than 68,000 assets had been safely deleted, reducing operational drag and simplifying maintenance.

Dependency Cleanup Highlights

- 138,000 segments unlinked from old campaigns.
- 2,576 emails and 1,478 landing pages detached from completed campaigns.
- 1,868 forms and 2,902 landing pages cleaned of embedded references.

Conclusion

PortQii's Asset Dependency Manager transformed a complex, manual cleanup challenge into an automated, repeatable, and transparent process. By integrating dependency awareness, customer validation, and batch execution, ADM helped the enterprise reclaim platform efficiency, reduce risks, and enhance marketing productivity.

This initiative set a new operational benchmark - proving that systematic asset governance, powered by intelligent automation, is key to maintaining high-performing Eloqua environments at enterprise scale.