

DENVER, Sept. 24, 2013 /PRNewswire/ -- ReadyTalk, a Gold-level member of Oracle PartnerNetwork (OPN), today announced that ReadyTalk is now available in the new Oracle Cloud Marketplace. ReadyTalk offers marketers a solution for promoting, managing, and executing webinars in the Oracle Marketing Cloud.

The Oracle Cloud Marketplace is a global marketplace where partners can publish applications and customers can browse through and discover new solutions that extend Oracle Cloud SaaS applications to address their business needs. The Oracle Cloud Marketplace helps Oracle Cloud customers review granular details of ReadyTalk, including user ratings and reviews.

As a leading technology provider of [webinars](#) and audio, web and video conferencing, ReadyTalk powers thousands of webinars a day for marketers who use webinars for demand generation. ReadyTalk will now be able to leverage the Oracle Cloud Marketplace to reach Oracle's customer base and a larger marketplace, grow their business, and extend their success in the cloud.

By leveraging native integrations with the Oracle Cloud SaaS applications, ReadyTalk can help marketers understand prospects' buying behavior and move leads through the pipeline faster with webinars that integrate directly with Oracle Marketing Cloud.

ReadyTalk provides the features needed to run engaging webinars and web events for an audience of up to 3,000 people. By combining ReadyTalk's robust set of pre-meeting, in-meeting and post-meeting tools with Oracle Marketing Cloud, customers can:

- Increase webinar attendance
- Automatically capture behavioral data
- Extend webinar ROI

"With ReadyTalk, marketers can save time, drive fast, tailored follow-up, and increase webinar conversion rates," said Anita Wehnert, Director of Strategic Partnerships at ReadyTalk.

"ReadyTalk's participation in the Oracle Cloud Marketplace further extends our reach into the Oracle community and enables customers to easily reap the benefits of ReadyTalk. We look forward to leveraging the power of the Oracle Cloud to help us achieve our business goals."

To learn more about ReadyTalk's audio and web conferencing offerings, including professional services and support for webinars, please visit www.readytalk.com , or on [Twitter](#) and [Facebook](#).

About ReadyTalk

Founded in 2000 and headquartered in Denver, Colo., ReadyTalk delivers conferencing services that empower customers to successfully conduct audio and web conferences of all sizes – from ad hoc meetings to large webinars. ReadyTalk combines ease of use with sophisticated marketing tools to increase audience engagement, event ROI and meeting productivity. Unlike other services, ReadyTalk gives customers a full suite of tools for training, collaboration, webinars and more. You'll always have access to the right features when you need them, no need to upgrade to another product. Please call toll free 800.843.9166 or visit www.readytalk.com for more information.

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