

ELOQUA UPDATE 22A

WHAT IS IN FOR YOU?

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Agenda



- 1 Eloqua - Split decision step
- 2 Eloqua - Email auto-opens
- 3 Eloqua - SMS Enhancements
- 4 Eloqua - Other features
- 5 Like Reply App News
- 6 Nurturing Campaign

Status of Features



GA

Generally Available

=

Usable by all customer,
automatically in your
instance



CA

Controlled Availability

=

Access needs to be
requested through SR with
Oracle, often with limited
seating



Roadmap

Subject to Safe Harbour


=





Features that probably or
might come in the future,
often referred to as Safe
Harbour by Oracle

Dream It!



<https://community.oracle.com/community/topliners/dream-it>

 Oracle Communities



Home Discussions Categories Groups Events Developer Tools Support

Users : 3.7M | Discussions : 9.6K | Comments : 14.3K

HOME DREAM IT

Dream It

Discussions

New Idea

Quick Links

Categories

Recent Discussions


Activity

Unanswered 1285

Best Of...

Groups



Dream It

 FOLLOW

Welcome to the Dream It Section! Here you can to submit your ideas on product features with your peers - plus, browse and vote on existing ideas!

« 1 2 3 4 5 6 7 ... 14 »

Sort Hot Filter All Statuses





0

Active

5 views 0 comments

Started by User_NHTAO 11:55AM





10

Active

35 views 1 comment

Most recent by Mike de Wildt November 24



22

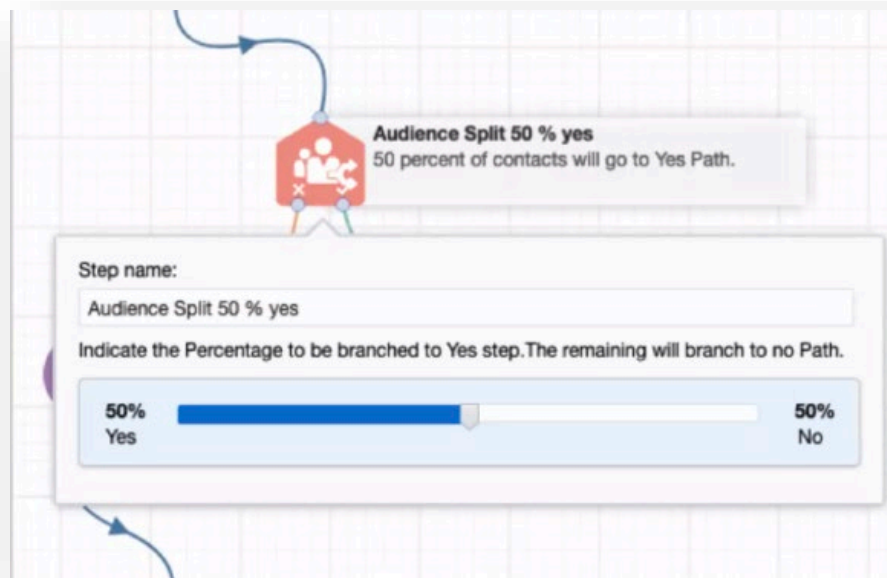


SPLIT DECISION STEP



Split Decision Step on the Campaign Canvas

- Easily split leads on the multi-step campaign
- New decision rule can split the audience into two groups – based on percentage
- The decision rule action is percentage based, routing to either “yes” or “no” path



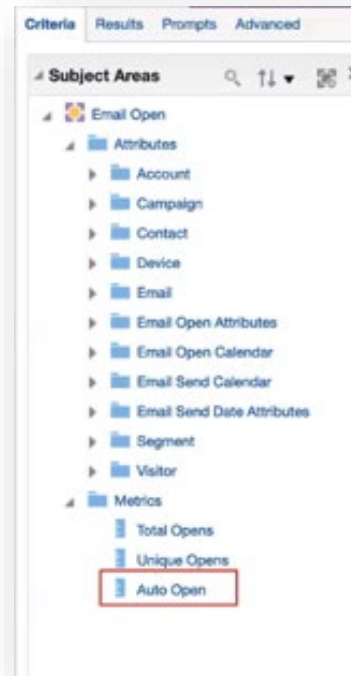
EMAIL AUTO- OPENS



Email Auto-Opens & Clickthroughs (about Apple Privacy Protections Rule)

GA

- Identify auto clickthroughs done by email scanning tools
 - Record separate from actual clickthroughs
 - Prevent event triggering
- Identify auto-opens
 - Record separate from regular email opens
- New metric added to the Email Open Subject area in Insight : **Auto Open**
- Auto opens capture emails detected as being opened by a scanning or privacy tool
- These opens are **not** included in Total Opens or any associated open rates



SMS ENHANCEMENTS



SMS Enhancements

Add-on

- SMS Step now sends messages to valid phone numbers without +prefix
- SMS Delivery Receipts are now available in the Recent Activity and Activity Log sections of a contact card

Summary Field Details Preferences Campaigns Activity Log Scoring Linked Records		
All Activities		
11/21/2021 to 11/23/2021		
Activity Type	Activity Details	Date and Time
Campaign Entry	EMCS-134324-EMCS-134325_AmitAg_2	11/22/2021 4:02 AM
Campaign Entry	EMCS-134324-EMCS-134325_AmitAg_2	11/22/2021 4:02 AM
SMS Delivery	AKC-EMCS-134324-134325 Code: 42905	11/22/2021 3:37 AM
SMS Delivery	AKC-EMCS-134324-134325 Code: 42905	11/22/2021 3:37 AM
SMS Send	AKC-EMCS-134324-134325 Code: 42905	11/22/2021 3:35 AM
Campaign Entry	EMCS-134324-EMCS-134325_AmitAg	11/22/2021 3:34 AM
Campaign Entry	EMCS-134324-EMCS-134325_AmitAg	11/22/2021 3:34 AM

- Two-way message orchestration on the editor canvas
 - Choose to create response messages for keywords you intend to listen to
 - Response can be created for keywords used in the outbound message



SMS Enhancements

Add-on

- Manage keywords in SMS setup space
- Create opt-in and opt-out type of keywords
- View Campaign usage for keywords

SMS Setup

Keywords View Codes India DLT Settings

An SMS keyword is a word or phrase that someone can use to interact with your business, and can trigger an action.

186 items

Keyword	Type
43328_LIVE_OPTIN1	Opt-In
43328_LIVE_OPTIN3	Opt-In
43328_LIVE_OPTIN4	Opt-In
43328_LIVE_OPTIN5	Opt-In
9051182021_1	Opt-Out
CALL_BACK	Custom
CUSTOM	Custom
CUSTOM	Custom

Add Keyword Cancel Save

Code Details

Code: 43328 United st Code Type Short Sender Name --

Add Keyword

Keyword Type Keyword Position

UNSUBSCRIBE Opt-Out Anywh

Existing Keywords for the Code

Keyword	Type	Position
43328_LIVE_...	Opt-In	--
43328_LIVE_...	Opt-In	--
43328_LIVE_...	Opt-In	--

- CRM system :
 - Import Phone Number Opt-in/Out status
 - Create/update an import on Eloqua Contact object to leverage the phone preference

Import Rules

Data Priority CRM Integration Select the priority of data to resolve conflicts on imports

Deduplication Type Import everything Specify how to handle duplicate import records

Post Processing

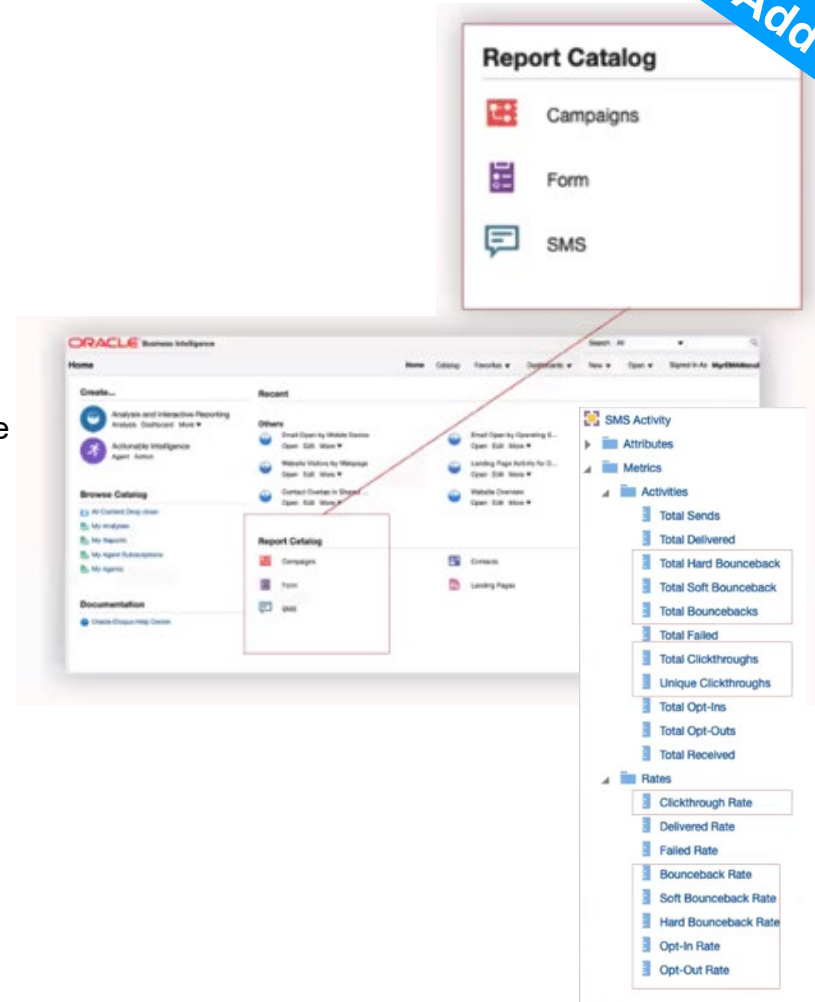
SMS Opt-in Phone Number Mobile Phone Add Action

Program This import



SMS Enhancements

- SMS analysis dashboard now available
- View following metrics :
 - Top SMS sends per code
 - SMS activity per code
 - SMS activity timeline by time and by activity type
 - SMS activity summary for assets
- SMS Activity Subject area now updated to include bounceback, click through and opt-in/out activities and rates
- SMS category now added to the homepage of Oracle Business Intelligence



OTHER FEATURES



Form Spam Protection

- To minimize form submission spam, the Oracle Eloqua Form Spam Protection feature can help identify and limit submissions that are from unverified sources
 - Supported by forms used on Eloqua Landing Pages and externally hosted forms
 - Timestamp validation to validate how quickly a form is submitted
- Hidden Field
- Action permission to control feature access
- Blind form link validation
- Ability to retrieve spam data using the interface

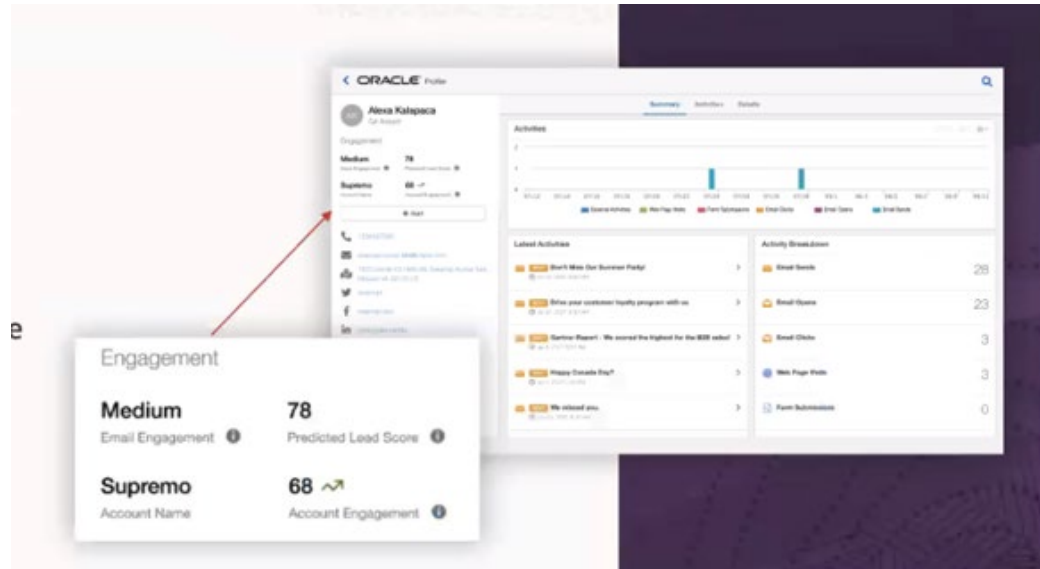
Feature now easily requestable via Service Request.

The screenshot displays the Oracle Eloqua user interface for editing a form. The top navigation bar includes the Oracle logo and 'Eloqua' text. Below it, a breadcrumb trail shows 'DRAFT' and 'CX Content_Eloqua test form 10'. The left sidebar contains a 'General Settings' section with a 'Form Settings' sub-section. Under 'Form Settings', the 'Form Name' is 'CX Content_Eloqua test form 10'. Below that, the 'Validation Failure Page' is set to 'Click icon to choose'. The 'HTML Name' is '749913324930-637344769491556377-6'. The 'Allow Form Submissions' toggle is turned on. The 'Spam Protection' toggle is also turned on and is highlighted with a red rectangular box. Below this, there is a 'Dependencies (0)' section. The main content area on the right shows form fields for 'First Name', 'Last Name', 'Email Address *', and 'City'. At the bottom of this section, there are checkboxes for 'Content Management', 'Cloud storage', and 'Analytics', and a 'Submit' button.



Advanced Intelligence Data in Profiler

- Allow Advanced Intelligence data points Fatigue Level and Account Score Views in Profiler
- While viewing a contact, sales users can now access:
 - The contact's email engagement level based on a contact's fatigue level
 - The linked account's engagement score



GA

- [illegible]

LIKE REPLY APP NEWS

ELOQUA HELPER APP

ELOQUA HELPER APP

WHAT TO EXPECT?

Objective of the Eloqua Helper App:

Our Eloqua helper app is intended to **help** you with **small but important** operations **tasks** within Eloqua. The Helper app serves as a hub for a few different use cases. In this first version you are able to use the naming convention generator.

Further Use Cases we envision for the Helper App:



BFS Generator



Campaign Link Generator



...



ELOQUA HELPER APP

NAMING CONVENTION – END USER SCREEN (SIDE BAR)

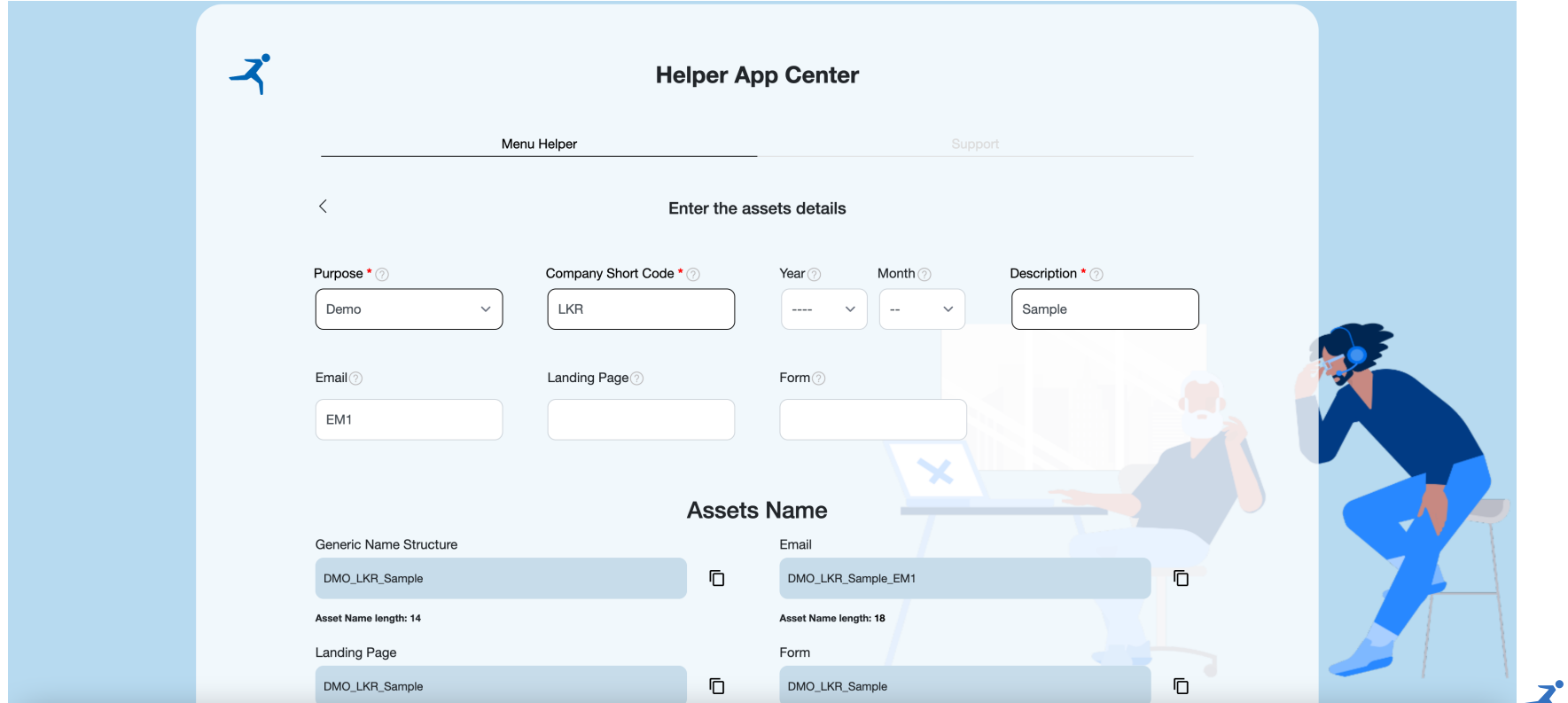
4. Use the picklist and other input fields to define the name of your asset
5. Check the help icons (?) for instructions
6. After you filled at least all mandatory fields the full name will be shown at the bottom of the app, ready to be copied
7. Optional fields for numbers or details on e.g. Emails, Landing Pages and Forms are there as well


The screenshot shows the 'Helper App Center' interface. At the top, there are tabs for 'Menu Helper' and 'Support'. Below the tabs is a header 'Enter the assets details' with a back arrow. The form contains several fields: 'Purpose' (a picklist with 'Demo' selected), 'Company Short Code' (a text field with 'LKR'), 'Year' (a picklist with '----' selected), 'Month' (a picklist with '--' selected), 'Description' (a text field with 'Sample'), and 'Email' (a text field with 'EM1'). Each field has a help icon (?) next to its label.

The screenshot shows the 'Assets Name' section. It displays the 'Generic Name Structure' as 'DMO_LKR_Sample' with a copy icon. Below this, it shows the 'Asset Name length: 14'. The 'Email' field is also shown with the value 'DMO_LKR_Sample_EM1' and a copy icon. At the bottom, it shows the 'Asset Name length: 18' and the 'Landing Page' field.

ELOQUA HELPER APP

NAMING CONVENTION – END USER SCREEN (FULL SCREEN)



 **Helper App Center**

Menu Helper Support

< Enter the assets details

Purpose * ⓘ Company Short Code * ⓘ Year ⓘ Month ⓘ Description * ⓘ

Demo LKR ---- -- Sample

Email ⓘ Landing Page ⓘ Form ⓘ

EM1

Assets Name

Generic Name Structure

DMO_LKR_Sample

Asset Name length: 14

Landing Page

DMO_LKR_Sample

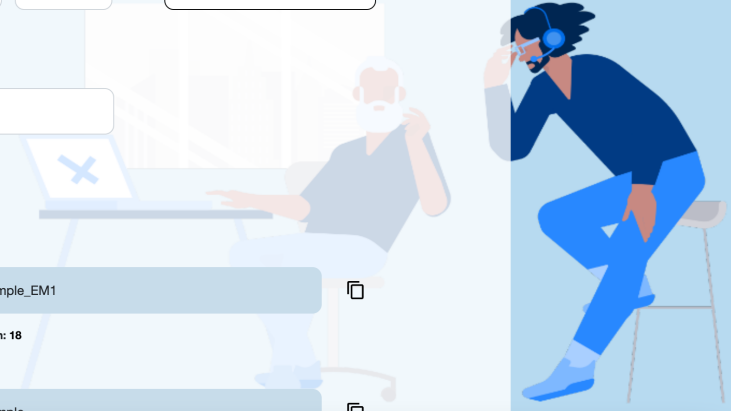
Email

DMO_LKR_Sample_EM1

Asset Name length: 18

Form

DMO_LKR_Sample





App Configurator Template

Element Configuration

Delimiter Configuration:

Element Name *

☒ This is mandatory

Element Type *

Picklist

Instructions

Max. 250 Characters

Defines Purpose of Asset



Element Name *

☒ This is mandatory

Element Type *

Text

Instructions

Max. 250 Characters

3 letter code for customer or Reply Company

Max.# of Char*



Element Name *

☐ This is mandatory

Element Type *

Date

Instructions

Max. 250 Characters

Year and Month of Creation

Date Format *

YYYYMM

Example: 2203



Element Name *

☒ This is mandatory

Element Type *

Text

Instructions

Max. 250 Characters

Short Description of the Asset

Max.# of Char*



Add Field

Select Types of Assets

☐ Campaigns

☒ Emails

Max. Characters*

Instructions Max. 250 Char.

optional, for numbers or details

☒ Landing Pages

Max. Characters*

Instructions Max. 250 Char.

optional, for numbers or details

☒ Forms

Max. Characters*

Instructions Max. 250 Char.

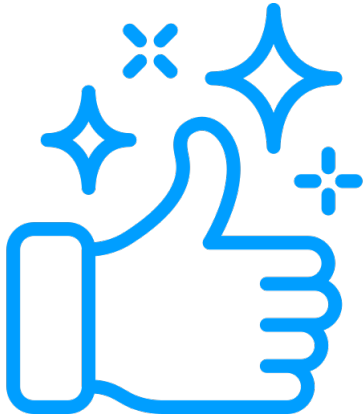
optional, for numbers or details

☐ Segments

Save Configuration

ELOQUA HELPER APP

BENEFITS



- Right tool for **helping** you and your users to **comply with standards**
- Easy and **secure access** to the enabled features
- **Self Service configuration** of settings (e.g. Naming Convention Structure)
- **Easy to use** and can be applied by **all Eloqua users**
- **Free of charge** for our customers



DEEPL TRANSLATOR

DEEPL TRANSLATOR APP

WHAT TO EXPECT?

Objective of the DeepL Translator App:

To be able to **translate emails, forms and landing pages** from a source language to a new target language. The app enables **fast** and **agile** asset translation for all Eloqua users.

Assets, that can be translated with the DeepL Translator App:



Emails



Forms



Landing Pages



DEEPL TRANSLATOR APP

LANGUAGE OPTIONS

- Default supported **source translation** languages:
German, English, French
- Default supported **target translation** languages:
English (BE, AE), German, French, Polish, Italian, Spanish



Additional languages can be added upon request.

DeepL generally supports the following languages: Bulgarian, Chinese (simplified), Czech, Danish, Dutch, English (American), English (British), Estonian, Finnish, French, German, Greek, Hungarian, Italian, Japanese, Latvian, Lithuanian, Polish, Portuguese, Portuguese (Brazilian), Romanian, Russian, Slovak, Slovenian, Spanish, Swedish



DEEPL INTEGRATION APP

The screenshot displays the Oracle Eloqua Design Studio interface. The top navigation bar includes the Oracle logo and 'Eloqua' text. Below this, a toolbar shows various design tools like text, image, button, divider, spacer, shared content, dynamic content, video, cloud content, signature, and custom code. The main workspace shows a preview of an email template titled 'Webinar: Eloqua Release Update 21C' scheduled for 14 September 2021 at 2pm. The template content includes a 'REPLY LIKE' logo, a blue header with 'Eloqua Release 21C', and a body with a personalized greeting, a paragraph about the release, a call to action to join a webinar, and a section for release highlights. The left sidebar shows the 'Design Components' panel with 'Content' and 'Layout' sections. The 'Content' section lists various content types like Text, Image, Button, Divider, Spacer, Shared Content, Dynamic Content, Video, Cloud Content, Signature, and Custom Code. The 'Layout' section shows a grid of layout options.

ORACLE Eloqua

ACTIVE ELQ_Release_21C_Reminder

Full Mobile File Actions Save

Design Components

Content

- Text
- Image
- Button
- Divider
- Spacer
- Shared Content
- Dynamic Content
- Video
- Cloud Content
- Signature
- Custom Code

Layout

If you are having trouble reading this email, [read the online version.](#)

REPLY LIKE

Eloqua
Release 21C

Webinar: Eloqua Release Update 21C
14 September 2021 at 2pm

Dear Sir/Madam,

The third Eloqua Update of 2021 is finally released.

The new Release 21C included several new features and important updates, among them the availability for everyone to mask Blind Form Submit, SSL Certificate Management and improved API calls.

Do not miss out the opportunity to enjoy a deep-dive together with our experts and sign up now for our webinar on Tuesday, 14th of September at 2pm.

[Join Our Webinar](#)

Release Highlights 21C:

These are the five central changes in the most recent update of Eloqua that we would like to present and discuss with you:

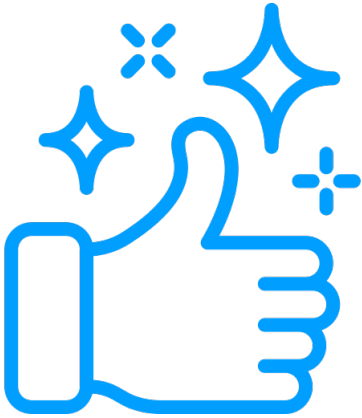
- Masking Blind Form Submit
- Improved API calls
- And we will share some best practices and new apps around Eloqua
- SSL Certificate Management
- Preview of the new SMS functionality planned for 21D

https://cloudmarketplace.oracle.com/marketplace/en_US/listing/109999752



DEEPL TRANSLATOR APP

BENEFITS



- Right tool for **quick translations** where **little editing** is needed
- No need for cumbersome exchange with translators
- Assets are **created directly inside Eloqua** with all the styling
- Enables **agile working**
- **Easy to use** and can be applied by **all Eloqua users**



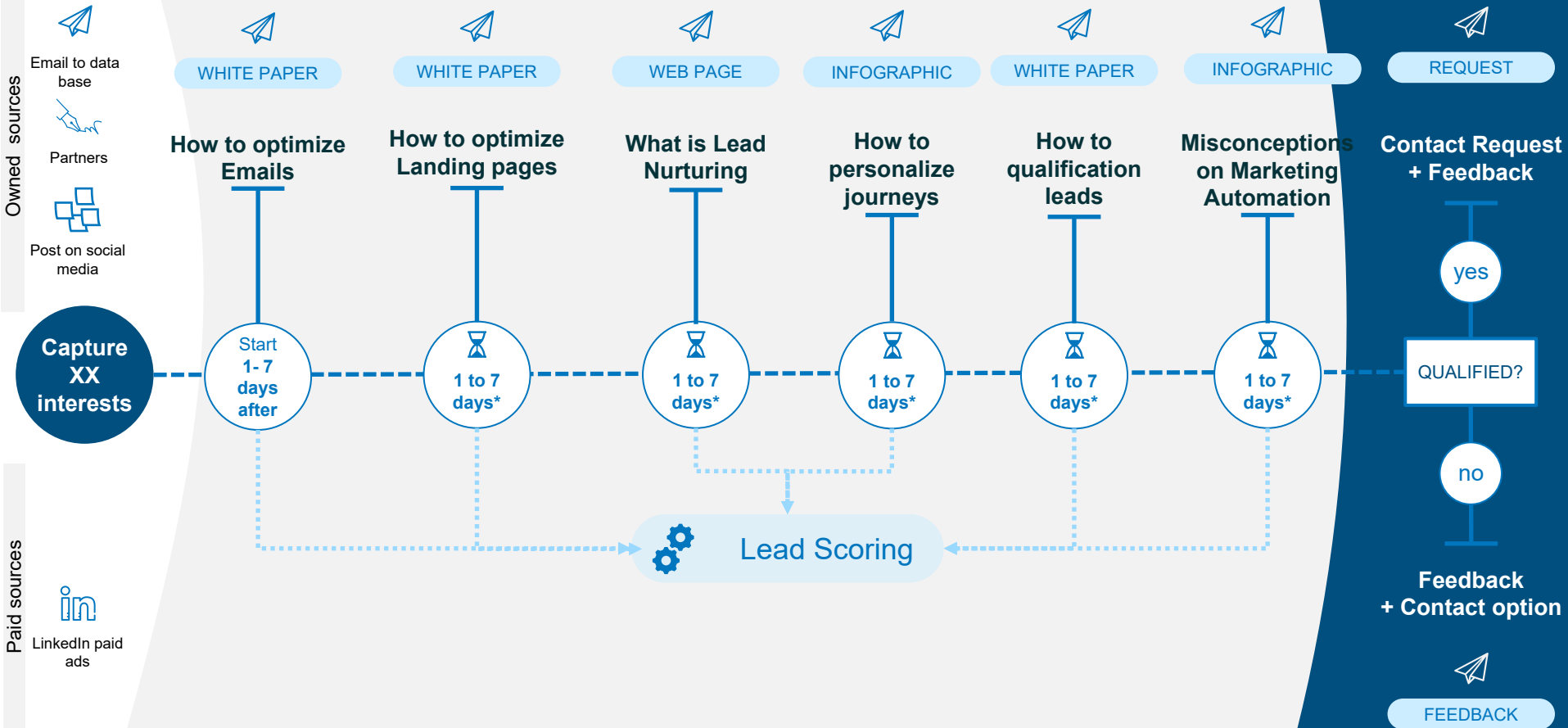
NURTURING CAMPAIGNS

**EDUCATE MARKETERS TO
LEAD NURTURING
STRATEGIES THROUGH A
TRANSPARENT IMMERSIVE
EXPERIENCE**

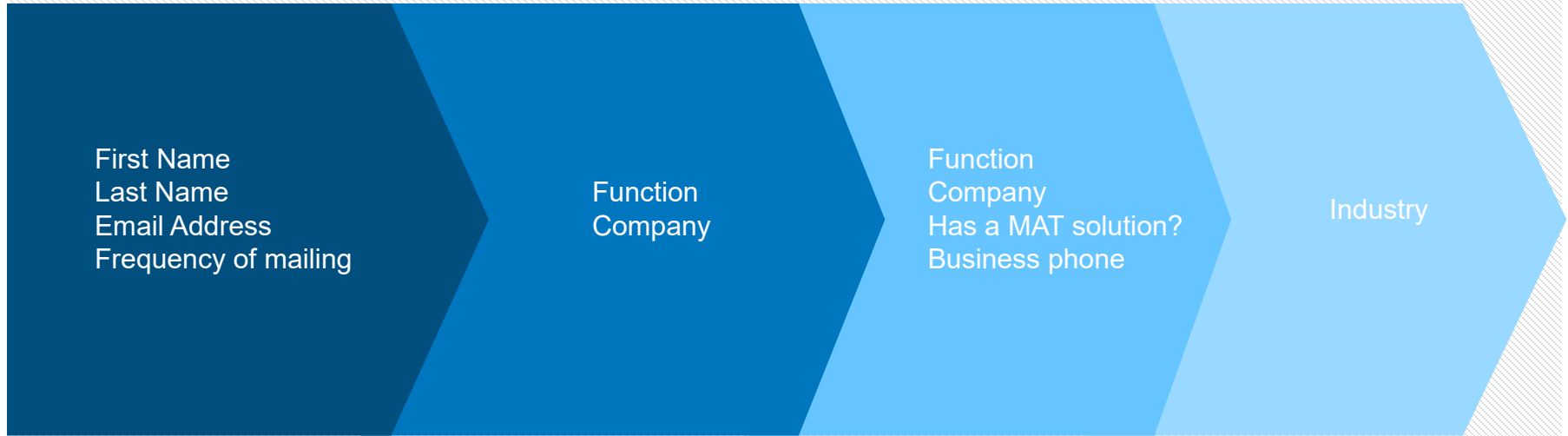
CAPTURE INTEREST

NURTURE INTEREST

SALES MEETING REQUEST



PROGRESSIVE PROFILING



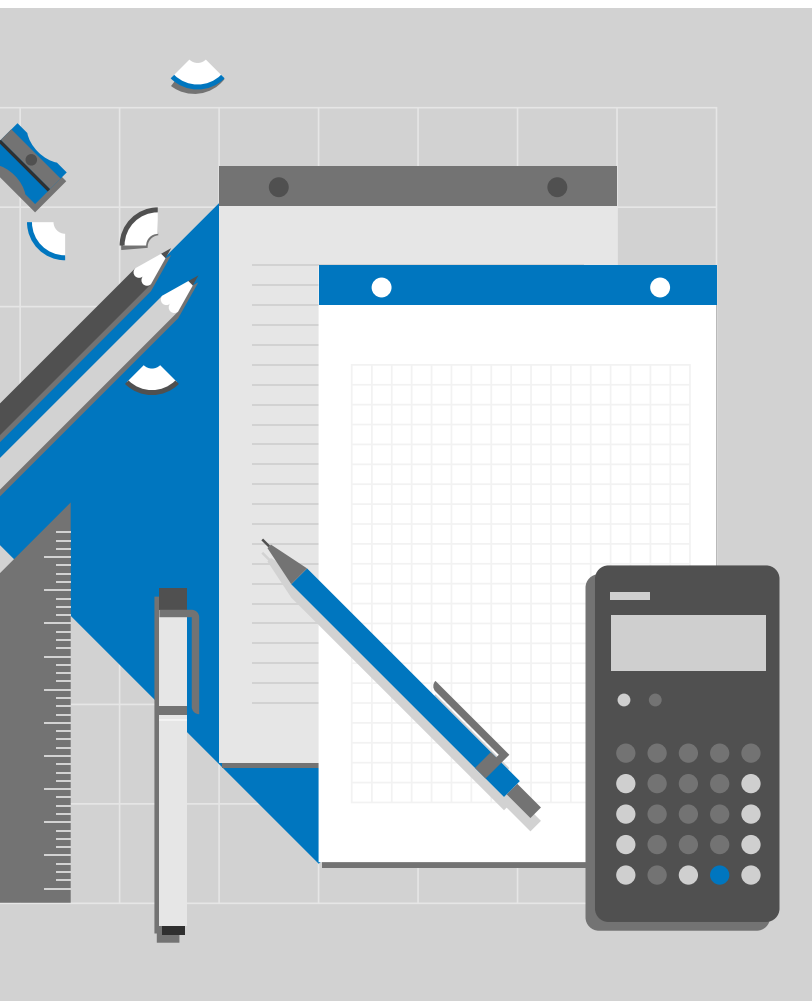
LEAD SCORE

FEEDBACK EMAIL
#EM08B

D1	C1	B1	A1 🥰
D2	C2	B2	A2
D3	C3	B3	A3
🤔 D4	C4	B4	A4

SALES EMAIL
#EM08A





D

C

B

A

First Name
Last Name
Email Address

Function
Company

Has a
Marketing
solution?
Phone Number



4

3

2

1

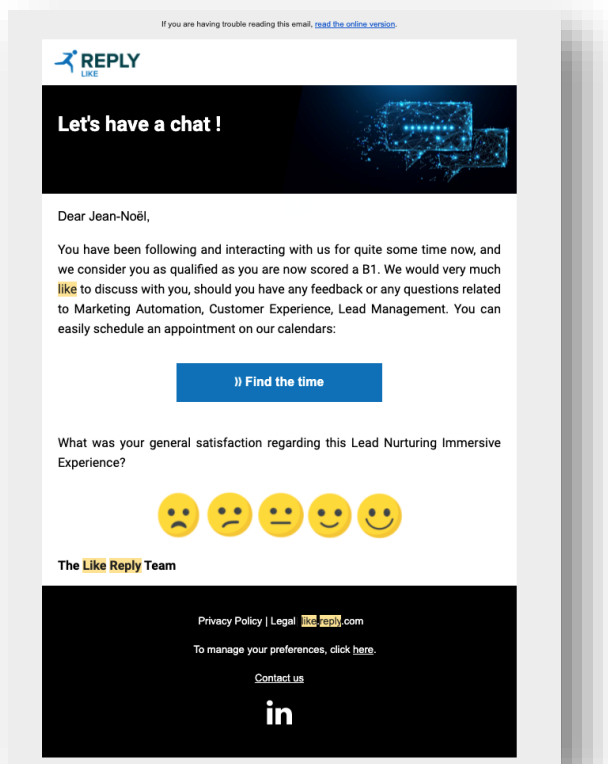
Downloaded/
visited 0
content

Downloaded/ visited 1
or 2 contents

Downloaded/visited
3-4 contents
or downloaded/ visited
2-4 contents and
clicked in 3emails

Downloaded/ visited 5+
contents
or downloaded/ visited
3+ contents and clicked
in 5emails

SALES MEETING REQUEST



REPLY LIKE

REQUEST A MEETING

Choose a date and time for your appointment.

1h meeting on ...

NOVEMBER 2021

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

THURSDAY, NOVEMBER 4, 2021

MORNING	AFTERNOON
10:30 AM	1:30 PM
11:30 AM	2:30 PM
12:30 PM	

[PREVIOUS](#)

powered by agenda

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in

All tracked in Eloqua



TEST IT NOW



English campaign:

https://lkr.reply.eu/lead-nurturing-start-the-journey?utm_campaign=nurturing_campaign&utm_source=webinar&utm_medium=qrcode



French campaign:

https://lkr.reply.eu/lead-nurturing-commencez-lexperience?utm_campaign=nurturing_campaign&utm_source=webinar&utm_medium=qrcode



THANK YOU

www.reply.com

