ELOQUA UPDATE 22A WHAT IS IN FOR YOU?

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REPLY
LIKE

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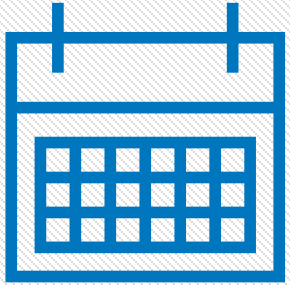
Agenda



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

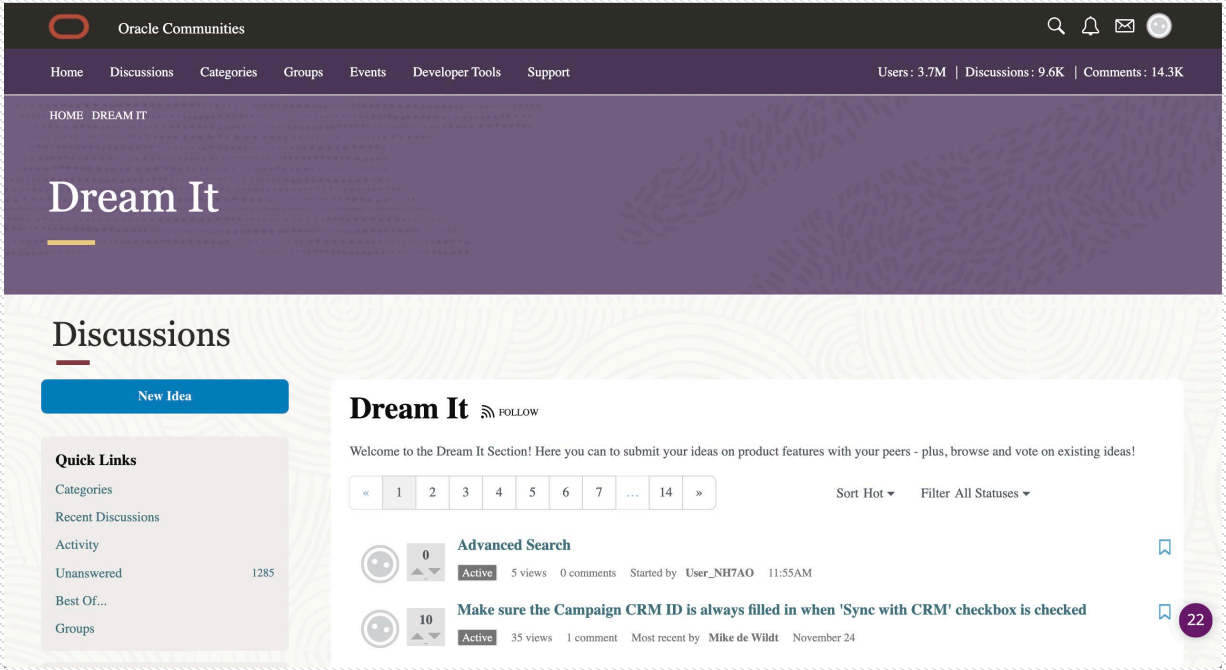
Subject to Safe Harbour

=

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

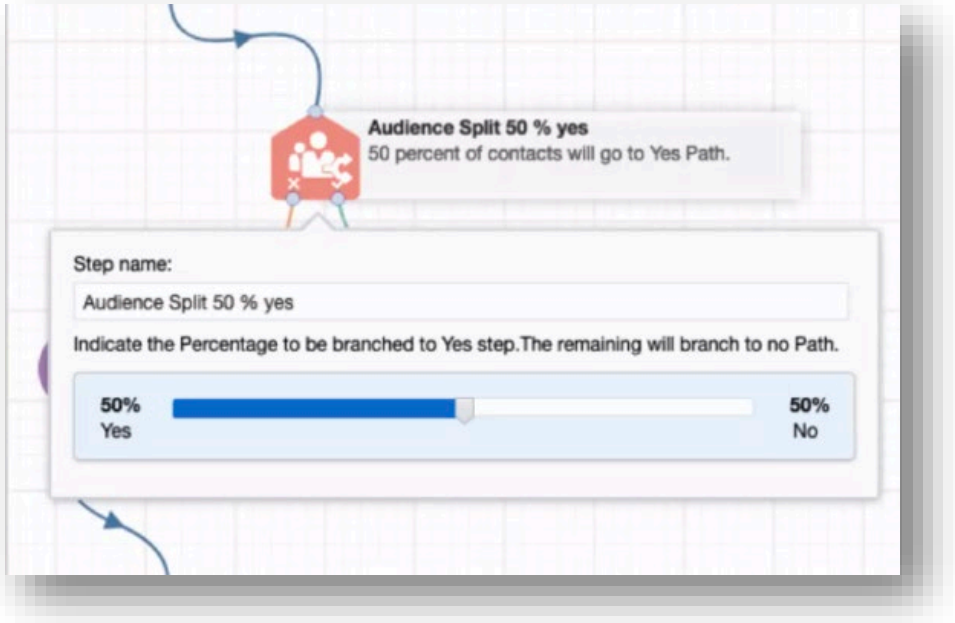


SPLIT DECISION STEP

Split Decision Step on the Campaign Canvas

GA

- 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

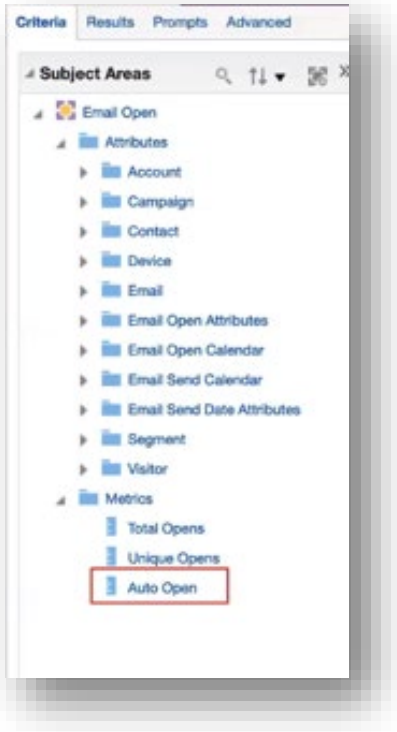


EMAIL AUTO-OPENS

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

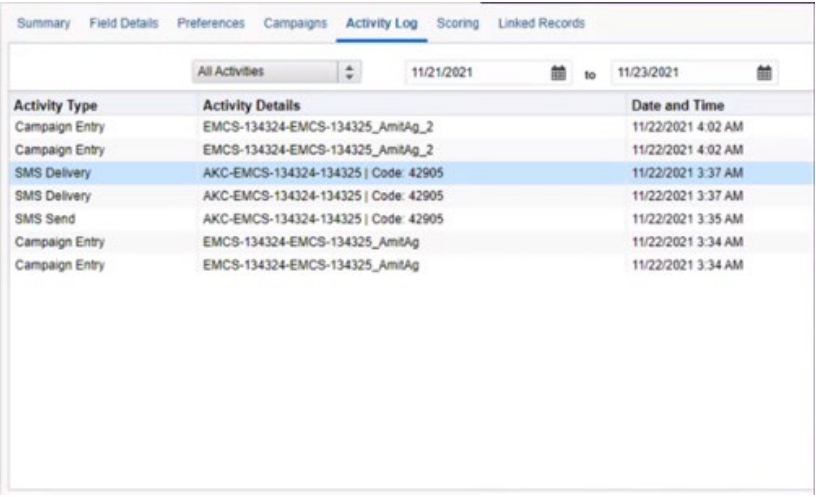


SMS ENHANCEMENTS

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

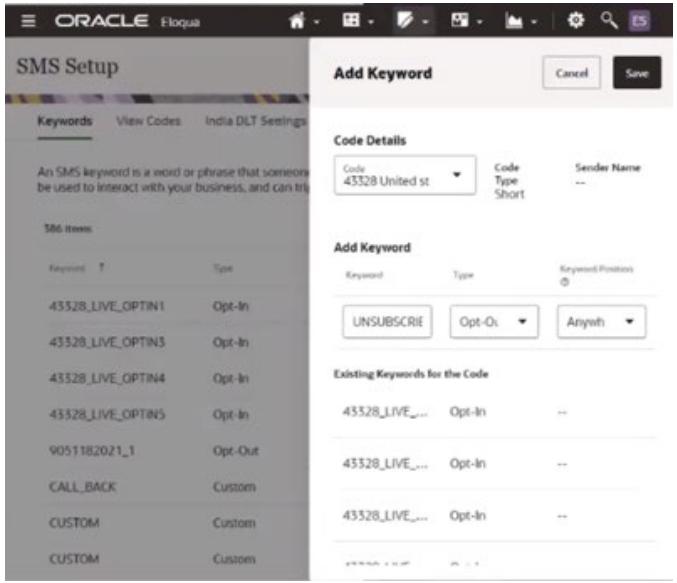


- Two-way message orchestration on the editor canvas
  - Choose to create response messages for keywords you intend to listen to
  - Response can be created for keywords used in the outbound message

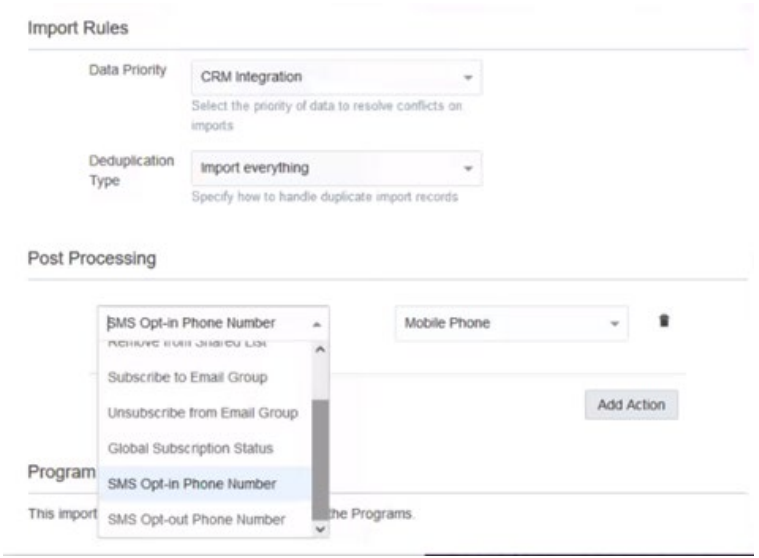
SMS Enhancements

Add-on

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

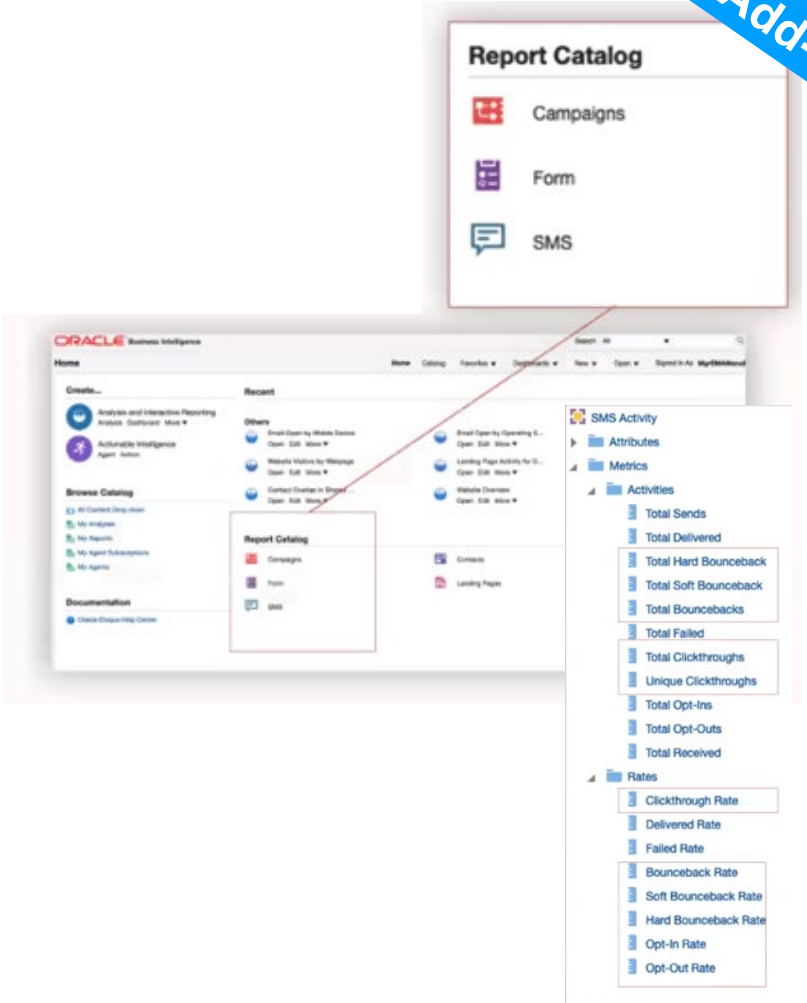


- CRM system :
  - Import Phone Number Opt-in/Out status
  - Create/update an import on Eloqua Contact object to leverage the phone preference



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



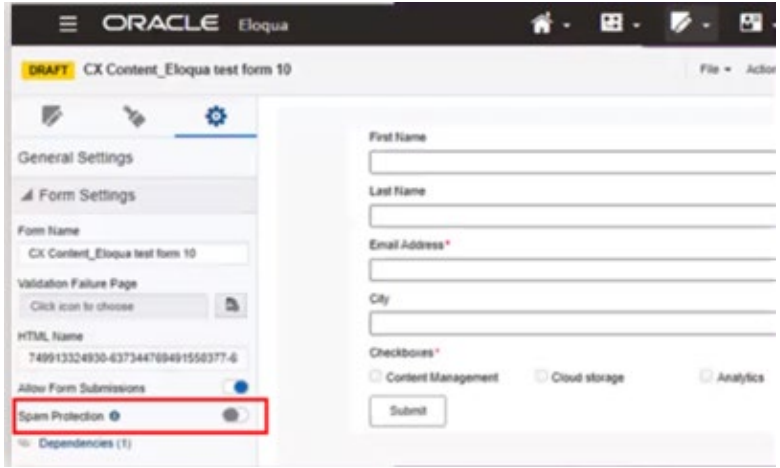
OTHER FEATURES

Form Spam Protection

CA

- 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

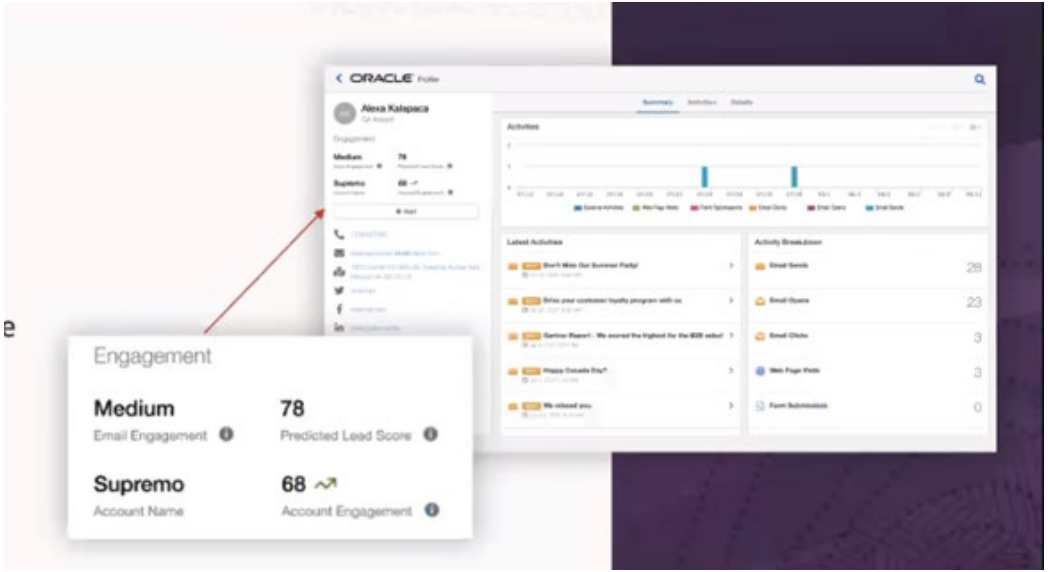
Feature now easily requestable via Service Request.



Advanced Intelligence Data in Profiler

Add-on

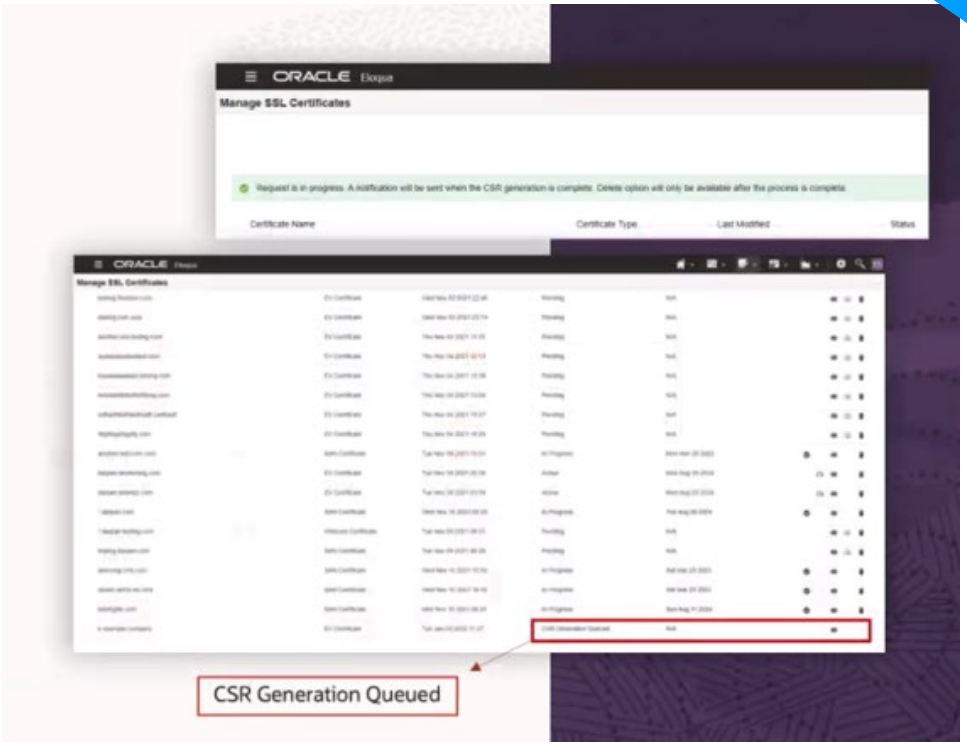
- Allow Advanced Intelligence data points Fatigue Level and Account Score Views in Profiler
- While viewing a contact, sales users can now access:
  - The contact's email engagement level based on a contact's fatigue level
  - The linked account's engagement score



SSL Certificate Management

GA

- New status of ‘CSR Generation Queued’ when generating a CSR (Certificate Signing Request)
- Certificate fields (email & company) are now optional



LIKE REPLY APP NEWS

REPLY
LIKE

ELOQUA HELPER APP

REPLY
LIKE

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

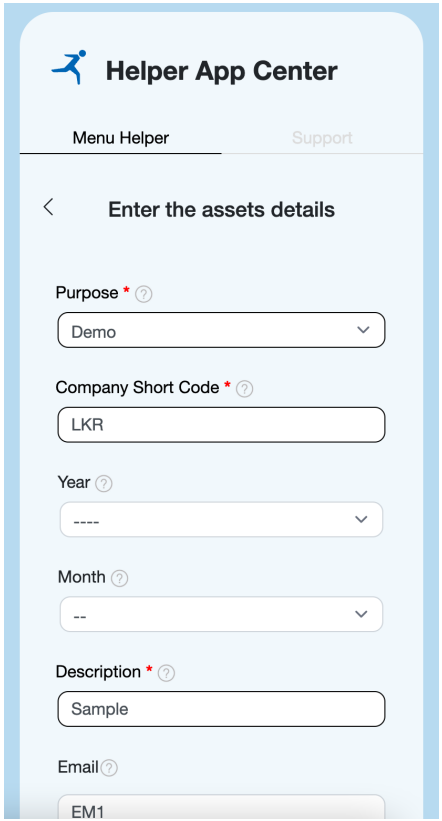
Campaign Link Generator

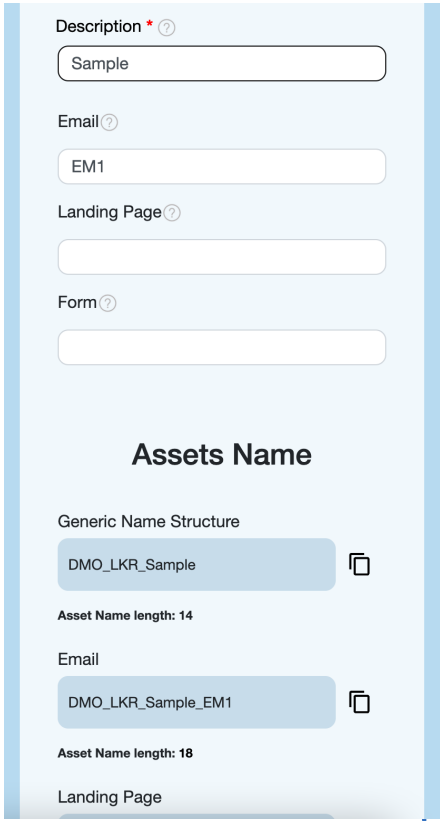
…

ELOQUA HELPER APP

NAMING CONVENTION – END USER SCREEN (SIDE BAR)

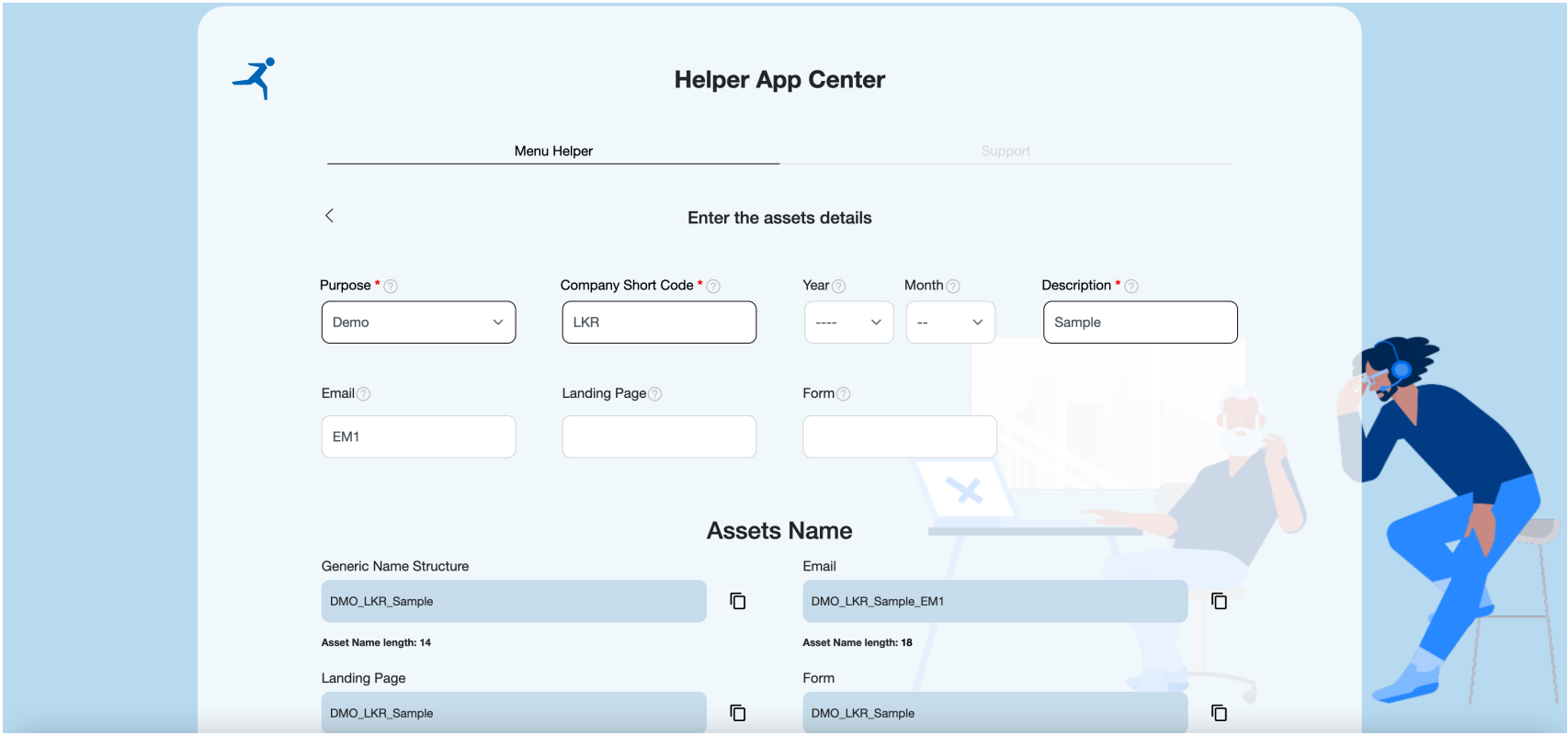
4. Use the picklist and other input fields to define the name of your asset
5. Check the help icons (?) for instructions
6. After you filled at least all mandatory fields the full name will be shown at the bottom of the app, ready to be copied
7. Optional fields for numbers or details on e.g. Emails,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





ELOQUA HELPER APP

NAMING CONVENTION – END USER SCREEN (FULL SCREEN)



App Configurator Template

Element Configuration

Delimiter Configuration: _

Element Name *	Element Type *	Instructions (Max. 250 Characters)	Max.# of Char.* / Date Format *	Mandatory
Purpose	Picklist	Defines Purpose of Asset		☑
Company Short Code	Text	3 letter code for customer or Reply Company	3	☑
Date	Date	Year and Month of Creation	Date Format *: YYYYMM (Example: 2203)	☐
Description	Text	Short Description of the Asset	40	☑

Add Field

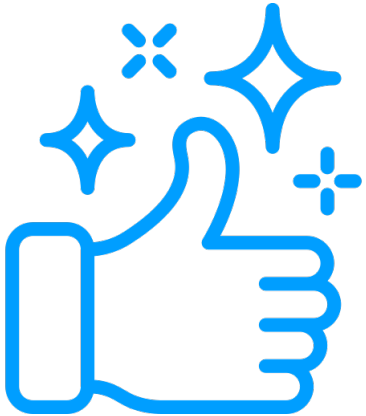
Select Types of Assets

Campaigns	Emails	Landing Pages	Forms	Segments
☐	☑	☑	☑	☐
	Max. Characters*: 5	Max. Characters*: 5	Max. Characters*: 5	
	Instructions (Max. 250 Char.): optional, for numbers or details	Instructions (Max. 250 Char.): optional, for numbers or details	Instructions (Max. 250 Char.): optional, for numbers or details	

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

REPLY
LIKE

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

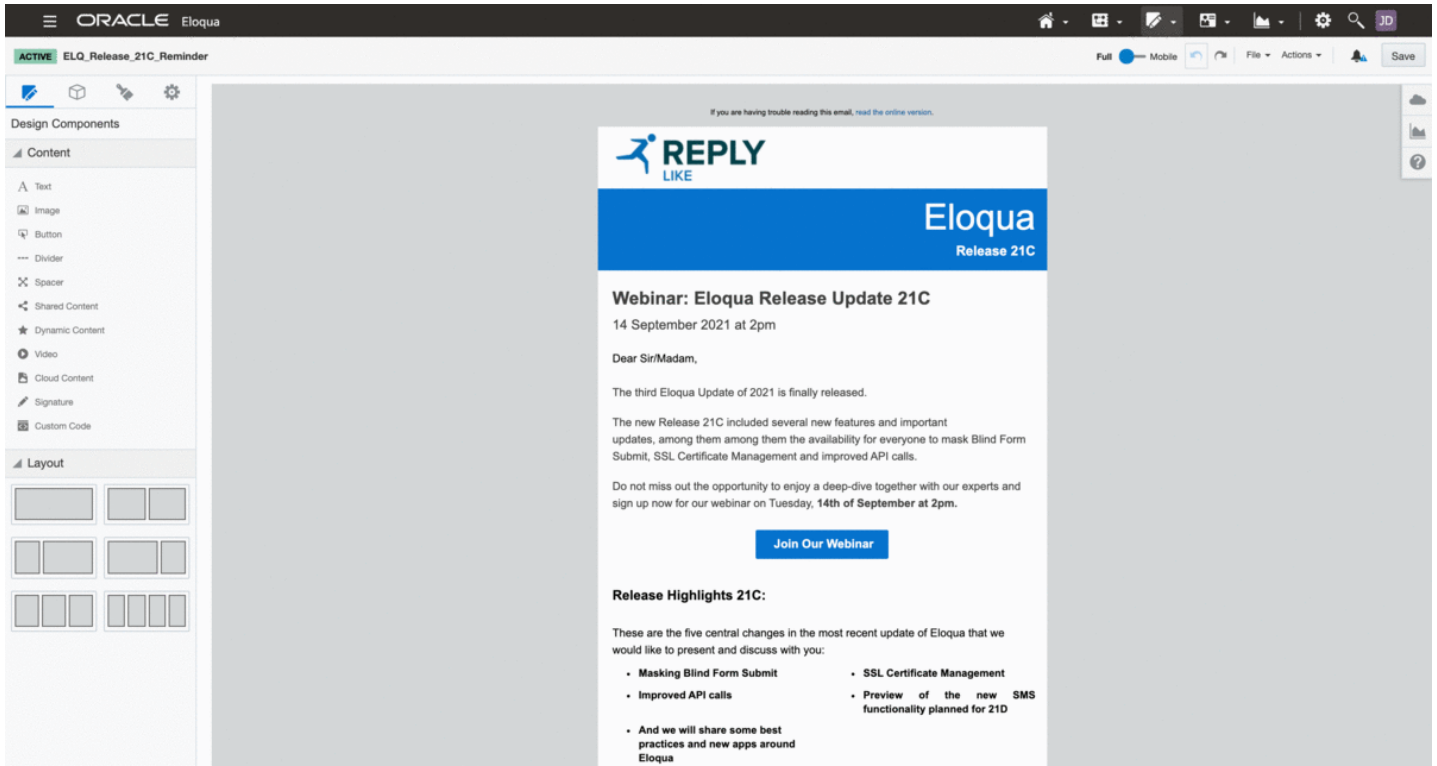
i

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

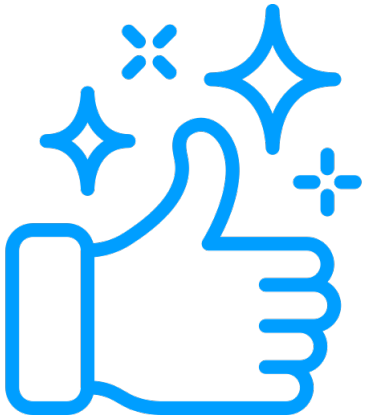
APP



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

DEEPL TRANSLATOR APP

BENEFITS

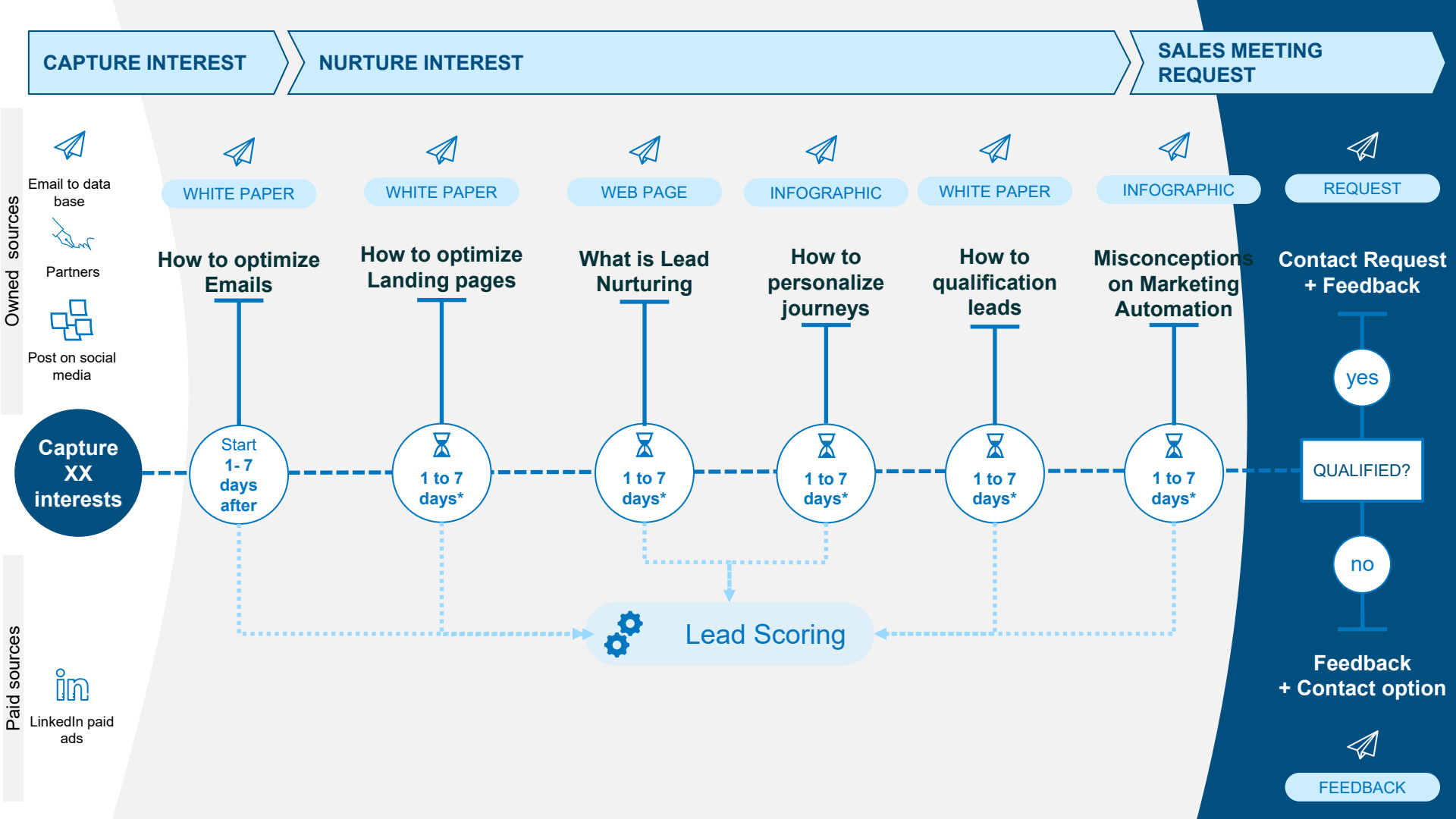


- Right tool for **quick translations** where **little editing** is needed
- No need for cumbersome exchange with translators
- Assets are **created directly inside Eloqua** with all the styling
- Enables **agile working**
- **Easy to use** and can be applied by **all Eloqua users**

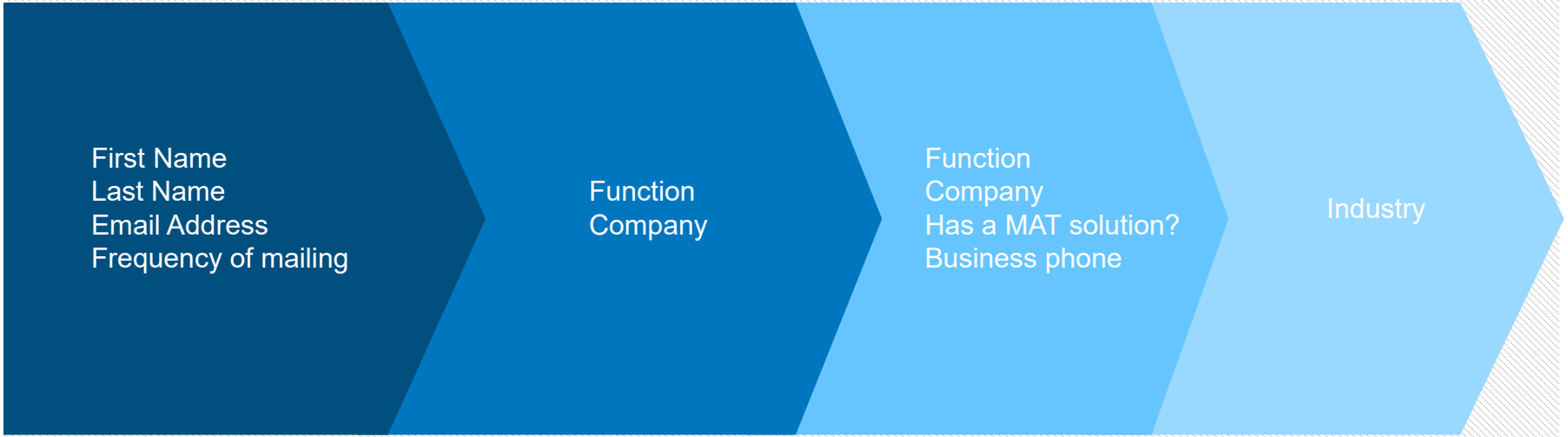
NURTURING CAMPAIGNS

REPLY
LIKE

EDUCATE MARKETERS TO LEAD NURTURING STRATEGIES THROUGH A TRANSPARENT IMMERSIVE EXPERIENCE

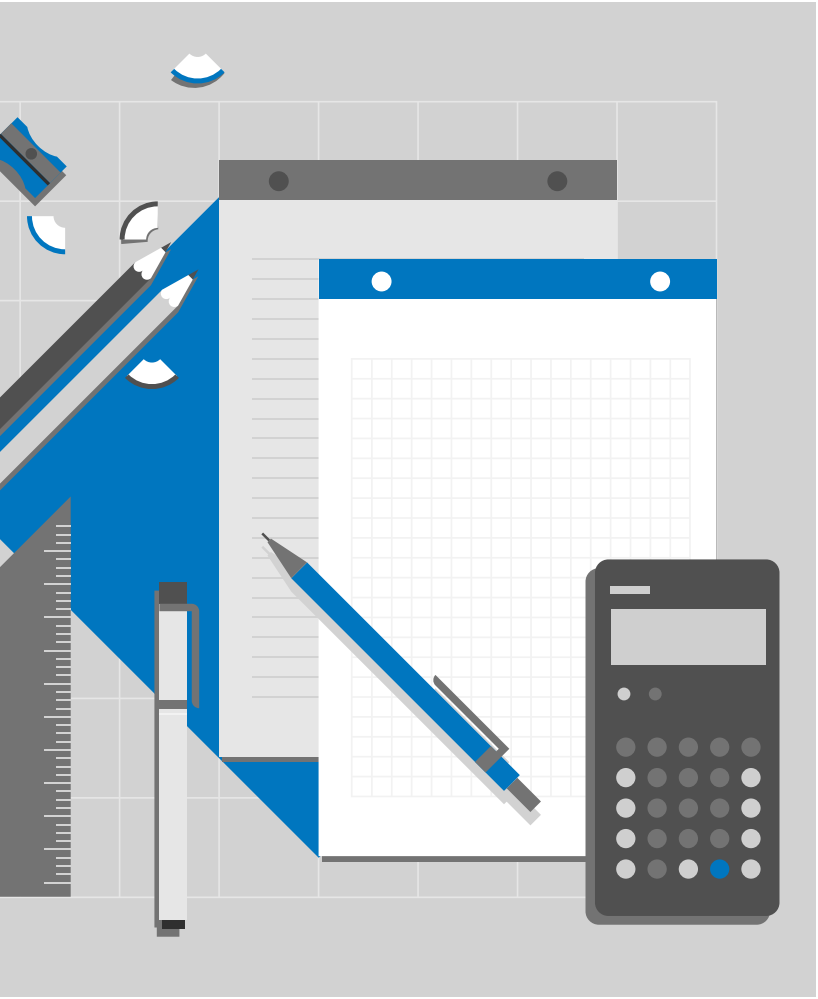

CAPTURE INTEREST
NURTURE INTEREST
SALES MEETING REQUEST
Owned sources
Email to data base
Partners
Post on social media
Paid sources
LinkedIn paid ads
Capture XX interests
WHITE PAPER
How to optimize Emails
Start 1- 7 days after
WHITE PAPER
How to optimize Landing pages
1 to 7 days*
WEB PAGE
What is Lead Nurturing
1 to 7 days*
INFOGRAPHIC
How to personalize journeys
1 to 7 days*
WHITE PAPER
How to qualification leads
1 to 7 days*
INFOGRAPHIC
Misconceptions on Marketing Automation
1 to 7 days*
Lead Scoring
REQUEST
Contact Request + Feedback
yes
QUALIFIED?
no
Feedback + Contact option
FEEDBACK

PROGRESSIVE PROFILING



LEAD SCORE

D1
C1
B1
A1
D2
C2
B2
A2
D3
C3
B3
A3
D4
C4
B4
A4
FEEDBACK EMAIL
#EM08B
SALES EMAIL
#EM08A

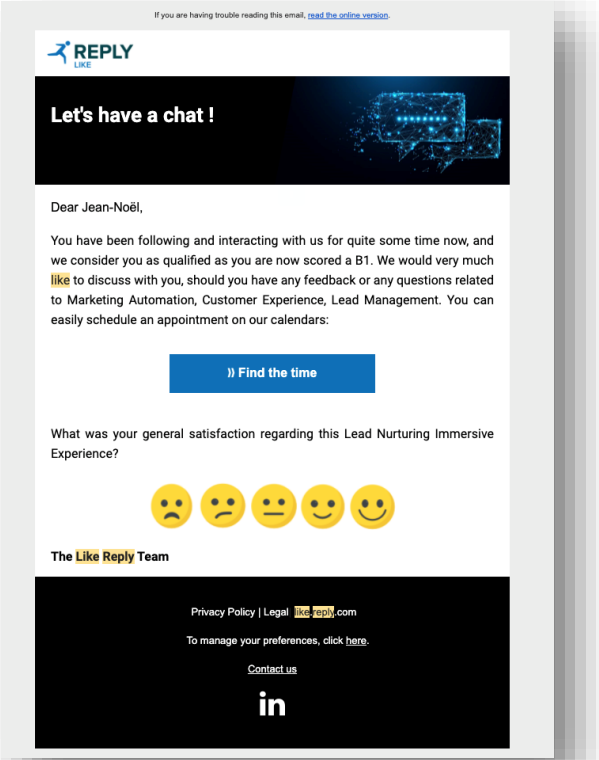


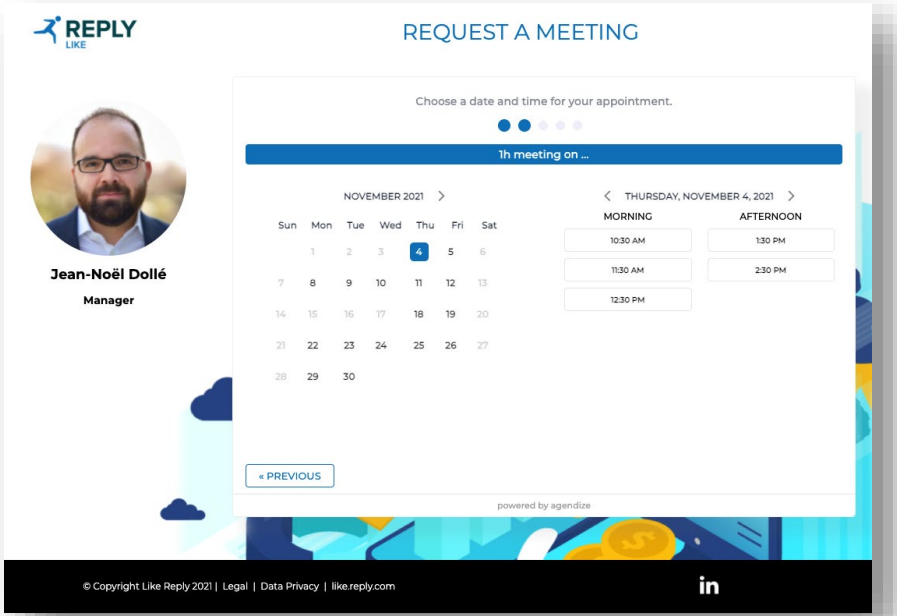
D	C	B	A
	First Name Last Name Email Address	Function Company	Has a Marketing solution? Phone Number

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





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

REPLY
LIKE