

ELOQUA UPDATE 22C

WHAT IS IN FOR YOU?

JOEL Puznava | PARTNER

RAPHAEL Rettenbacher | SENIOR MANAGER

JEAN-NOEL Dollé | SENIOR MANAGER



Jean-Noël Dollé

Senior Manager
j.dolle@reply.com



Joël Puznava

Partner
j.puznava@reply.de



Raphael Rettenbacher

Senior Manager
r.rettentbacher@reply.de

Agenda








- 1 Auto Open and Auto Click Reporting
- 2 SMS Enhancements
- 3 Integration Enhancements
- 4 Eloqua Forms in Emails
- 5 Deletion Concept

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

Make sure the Campaign CRM ID is always filled in when 'Sync with CRM' checkbox is checked

22



Dream It!

Manage Exclusions directly from Lead Scoring Models



Cyrielle Posts: 13 Red Ribbon
Mar 8, 2022 3:55PM edited Mar 8, 2022 4:02PM

Hello,
I dream that one day we will be able to manage exclusions directly from the Lead Scoring Model builder.

Let's say I want to score all my contacts but students.

I can attribute % to all contacts whose Job Role is not = Student.

I'm also attributing % to all contacts whose Industry = Food & Beverages.

If my contact is a student in the Food & Beverage industry, then they get 0% from the Job Role attribute but they still get some % of my profile scoring from the Industry.



If contact field **Job Title**...

☒ not exactly Student give 100% of the available score.

Add Rule

If contact field **Industry**...

☐ not exactly Food give 100% of the available score.

Under
review

Send Insight reports over sFTP, REST or other more secure method, rather than email.



RichardGar Posts: 16 Blue Ribbon
Jan 25, 2017 6:19AM edited Jan 25, 2017 6:19AM

Summary:

I would like the ability to send reports from Insight (OBIEE) via sFTP, REST API or similar method. Currently sending via email is not considered secure enough by the business.

Situation:

We are currently scheduling weekly reports that contains sensitive data. We send excel files secured with password. We would like to send more securely due to pressures from IT and Legal teams. Currently this is treated as acceptable and a temporary measure until a more permanent and secure solution can be found.

The users that receive the reports often do not have access to Eloqua. This means that dashboards and reports that could normally be accessed securely from within the system are not available.

Requirement:

We would like to see functionality that can export both standard and custom reports and dashboards more securely via sFTP rather than just via an email attached. Also API access or similar method would also be acceptable. I understand that OBIEE has a publisher tool that appears to support this technology. Similar functionality would be useful.

Impact of implementing

- More secure data transfer.
- Improve the file size of reports so we can use more advanced capabilities.
- Drive adoption of Eloqua reporting as more reporting can be provided.

In
progress



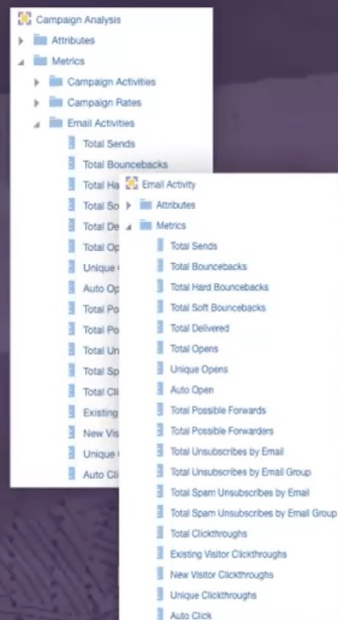
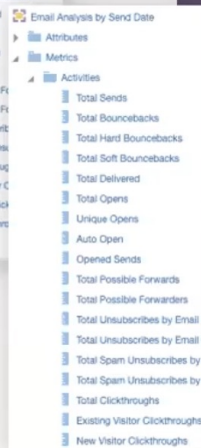
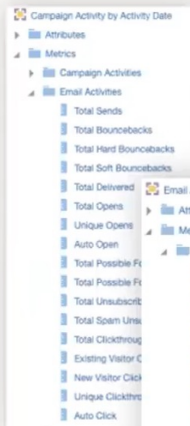
AUTO OPEN & AUTO CLICK REPORTING



Insight: Auto Open and Auto Click Reporting

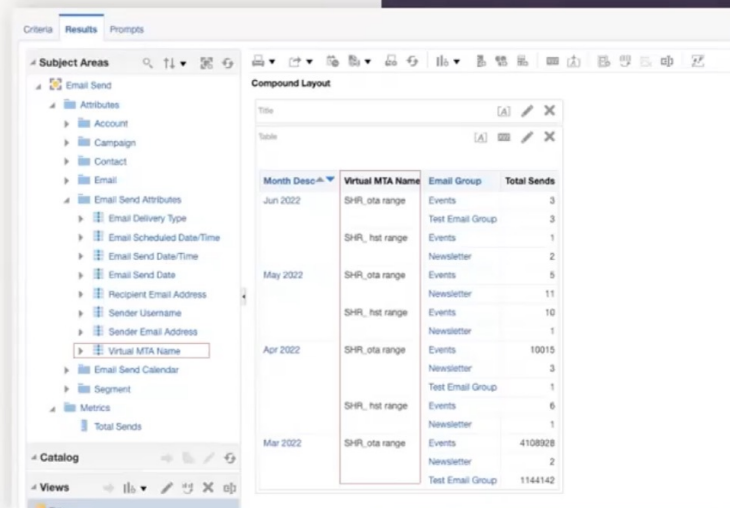
- Auto Open and Auto Click metrics now expanded to more subject areas:
 - Campaign Activity by Activity Date
 - Campaign Analysis
 - Email Activity
 - Email Analysis by Send Date
- Provides more flexibility to combine Auto Clicks and Auto Opens with campaign metrics.

Email Name	Total Opens	Unique Opens	Auto Open 	Total Clickthroughs	Auto Click
OT_Welcome Fan Sign up	3	4	3	0	0
CR_Context Notification	5	1	2	0	0
BR_New Product	5	1	2	0	0



Insight: Virtual MTA Name Attribute

- Virtual MTA Name is now available as a reporting attribute in the Email Send subject area
- Effectively aggregate results by Virtual MTA Name, to better understand performance for each record.



The screenshot displays a reporting tool interface. On the left, the 'Subject Areas' pane shows the 'Email Send' subject area expanded, with 'Virtual MTA Name' highlighted under 'Email Send Attributes'. On the right, the 'Compound Layout' shows a table with the following data:

Month Desc	Virtual MTA Name	Email Group	Total Sends
Jun 2022	SHR_ota range	Events	3
		Test Email Group	3
	SHR_hst range	Events	1
May 2022		Newsletter	2
	SHR_ota range	Events	5
		Newsletter	11
Apr 2022	SHR_hst range	Events	10
		Newsletter	1
	SHR_ota range	Events	10015
Mar 2022		Newsletter	3
		Test Email Group	1
	SHR_hst range	Events	6
		Newsletter	1
	SHR_ota range	Events	4108928
		Newsletter	2
		Test Email Group	1144142

*Customers will only see [Virtual MTA Name](#) results if they have this functionality configured

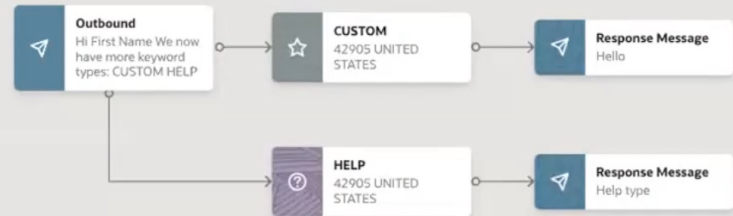


SMS ENHANCEMENT



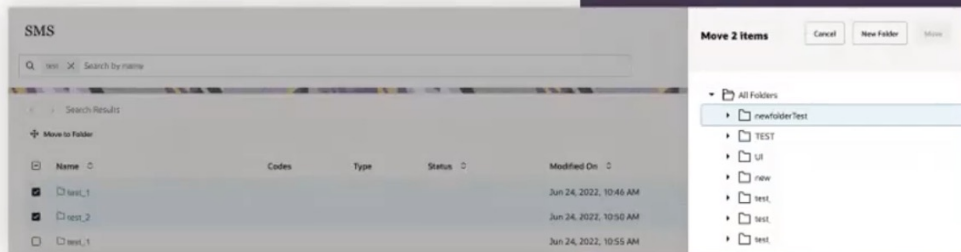
SMS Enhancement: 'Custom' and 'Help' Keyword Types

- Custom and Help type keywords now available
 - Custom and Help types of keywords are now available, in addition to Opt-In and Opt-Out types already available
 - Use keywords of Custom and Help types on editor, and manage them in setup space
 - Unlike Opt-In keywords that opt a phone number in and Opt-Out keywords that opt a phone number out, Custom and Help types do not perform any system action and can be used for pure MO setup



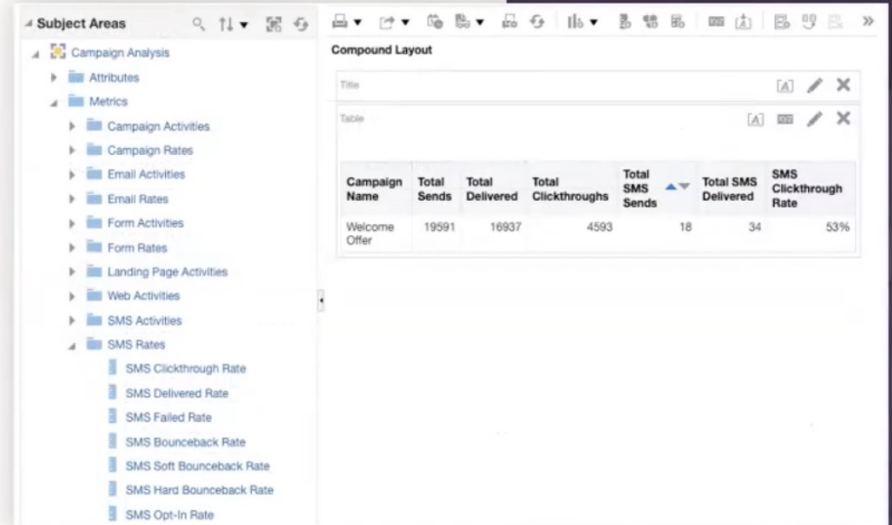
SMS Enhancement: Folder Management

- Folders are now available in the SMS asset area
- Organize SMS assets into folders
- Select one or more files or folders to 'Move' to the appropriate location



Insight: SMS Activities and Rates

- SMS activities and rates added to the following subject areas:
 - Campaign Activity by Activity Date
 - Campaign Analysis
- Gain better insight into campaigns that include email and SMS activities, in one report



The screenshot shows a software interface with a 'Subject Areas' sidebar on the left and a 'Compound Layout' table on the right. The sidebar lists various metrics under 'Campaign Analysis' and 'SMS Rates'. The table displays data for a 'Welcome Offer' campaign, including total sends, delivered counts, and rates.

Campaign Name	Total Sends	Total Delivered	Total Clickthroughs	Total SMS Sends	Total SMS Delivered	SMS Clickthrough Rate
Welcome Offer	19591	16937	4593	18	34	53%



INTEGRATION ENHANCEMENTS



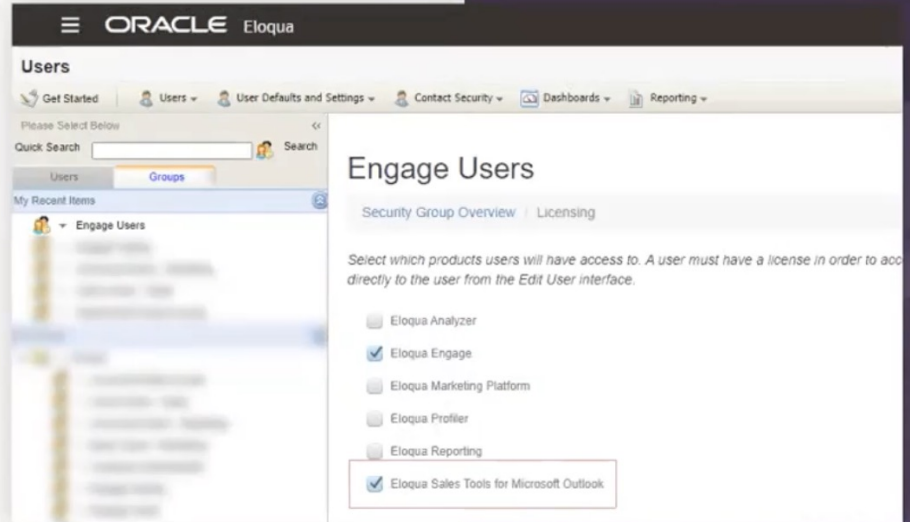
Oracle Fusion Analytics Warehouse for Eloqua*

- Fusion Analytics Warehouse provides analytics for Oracle Cloud Applications
- Native integration extracts and loads campaign data directly from the Eloqua Insight data warehouse
- Offers prebuilt KPIs, metrics, reports for Eloqua campaign analysis
- Build custom visualizations using Oracle Analytics
- Analyze across Oracle applications or extend with your own external data sources



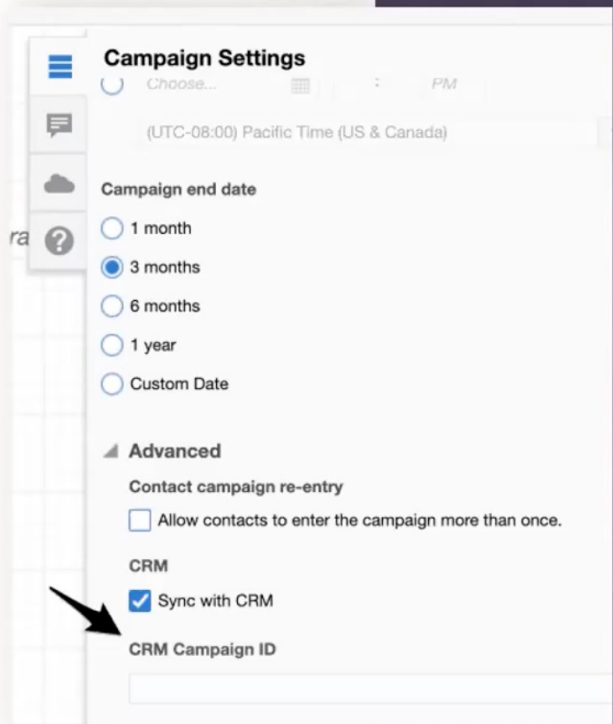
Manage Access to Add-in for Microsoft Outlook

- Ahead of an upcoming Microsoft Outlook add-in release, new license introduced in Eloqua
 - Add-in users will be required to have both the Engage license and add-in license
 - No additional purchase necessary to use add-in license
- In 22D, all security groups that have Engage license will be updated to enable the add-in license
- After the release, to prevent use of the Outlook plugin, disable the license
 - Review your security groups and turn off the license where applicable



Campaign Canvas: CRM Campaign Id Change Detection

- Campaign Canvas will now detect if there has been a change to CRM Campaign Id, and if not, no value will be sent for CRM Campaign ID
- This will prevent overwriting the CRM Campaign ID value set by the CRM integration



The screenshot displays the 'Campaign Settings' window. On the left is a sidebar with icons for a menu, messages, a cloud, and a help/question mark. The main content area is titled 'Campaign Settings' and includes a time zone dropdown set to '(UTC-08:00) Pacific Time (US & Canada)'. Below this is the 'Campaign end date' section with radio button options: '1 month', '3 months' (selected), '6 months', '1 year', and 'Custom Date'. An 'Advanced' section is expanded, showing a checkbox for 'Contact campaign re-entry' (unchecked) and a 'CRM' section with a checked checkbox for 'Sync with CRM'. An arrow points to the 'CRM Campaign ID' label, which is positioned above an empty text input field.



Application API: New “isUpdatingCrmlD” property

- New property *isUpdatingCrmlD* is being added to the Application API Update a campaign endpoint
- If there is a need for *crmlD* to not be updated in the request, *isUpdatingCrmlD* can now be included and set to “false” to not modify *crmlD*

```
PUT /api/REST/2.0/assets/campaign/8663
```

```
{  
  "type": "Campaign",  
  "id": "8663",  
  "name": "Do not update crmlD",  
  "isUpdatingCrmlD": "false"  
}
```

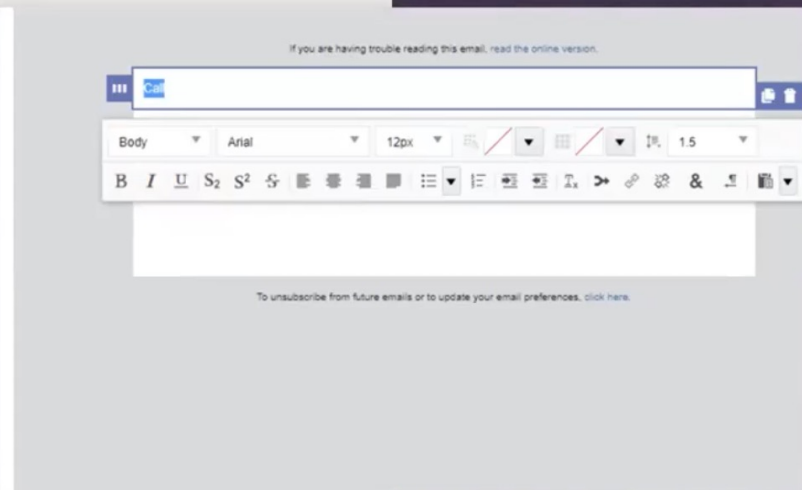


Support for additional Redirect URLs

- Telephone and mailto links can now be tracked
- Supported schemes that can be tracked
 - Tel
 - mailto
 - ftp
 - http
 - https



The screenshot shows the 'Hyperlink Properties' dialog box. It has a title bar with a checkmark icon and the text 'Hyperlink'. Below the title bar is a section 'Hyperlink Properties'. Under 'Link Type', 'Webpage' is selected in a dropdown menu. Under 'Web Address URL', the text 'tel:111.222.3333?elqTrackId=5A3F26C834AAF4CCA5FEF44DB2B64FD3&elqTrack=true' is entered. There is an 'Insert' button to the right of the URL field. Below the URL field is a 'Hover Text' section with a text input field containing 'Enter text to show on hover'. Below that is a 'Link Opens In:' section with a dropdown menu showing 'New Window'. At the bottom is a 'Tracking' section with a checked checkbox labeled 'Add tracking for untracked external pages'.



FORMS IN EMAIL

SUPPORT

Email Client	Forms supported?	Notes
Apple Mail	Yes	"GET" works as expected. "POST" opens up a landing page with a form instead of submitting from the email
iPhone Mail App	Somewhat	"GET" works as expected. "POST" does not submit.
Gmail Desktop Webmail	Yes	Submits with a popup alert.
Gmail (iOS)	Somewhat	Does not submit in iOS GANGA. "POST" input is also disabled.
Gmail Android	Somewhat	Only "GET" works, but opens up a landing page with a form instead of submitting from the email. With "POST", the form visually appears, but does not allow user input.
Gmail Mobile Webmail	Yes	
Outlook on Windows	No	
Windows 10 Mail	No	
Outlook MacOS	No	The form visually appears and allows user input on Microsoft email addresses, but does not allow submission.
Outlook.com	No	Submits only when an email is opened in its own window, rather than submitting from inbox view. Upon submission, input attributes are prefixed with "x_" so it can cause issues with collecting data. Would recommend hiding for this client.
Outlook iOS	Yes	
Outlook Android	Somewhat	The form shows visually, but the keyboard doesn't appear to allow users to input information so users would have to copy and paste text to input. Would recommend hiding for this client when a keyboard input is used but allow forms if using other inputs.
Yahoo! Desktop Webmail	Yes	Submits with a popup alert.
Yahoo! iOS	No	The form visually appears and allows user input, but does not allow submission.
Yahoo! Android	Somewhat	The form shows visually, but the keyboard doesn't appear to allow users to input.
AOL Desktop Webmail	Yes	
AOL iOS	No	The form visually appears and allows user input, but does not allow submission.
AOL Android	Yes	
Samsung Mail App	Somewhat	The form shows visually, but the keyboard doesn't appear to allow users to input information. Would recommend hiding for this client when a keyboard input is used but allow forms if using other inputs.

Source: [Litmus](#)



USE CASES

SATISFACTION SURVEY

We usually use blind form submit for one question satisfaction survey that redirect to a page with additional questions if needed.

What if you ask more within the email?

NEWSLETTER SIGNUP

Ask the first name and/or country of every new registrant to the newsletter to make it even more personalized.

QUICK EVENT REGISTRATION

Ask for name or company directly in the email

OTHER IDEAS?

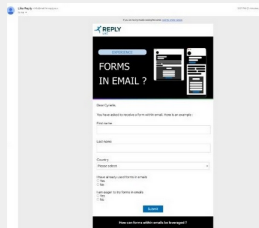


TRY IT FOR YOURSELF



Adding forms within your Eloqua emails

Have you already received an email with a form in it ? Fill out the form directly in your inbox, just like this:



Want to test? Provide your email address and you will receive an email with a form in it as well as:

- more information regarding email clients compatibility and deliverability,
- campaign use cases and performance monitoring

Try now!

Gmail/ Yahoo Email Address*

Please enter a gmail.com or yahoo email address.

Company*

☐ I agree to receive communication from Like Reply. I understand I can unsubscribe at all times.*

By submitting this form I agree to the data processing agreement of Reply.

Submit



<https://lkr.reply.eu/adding-forms-within-your-eloqua-emails>



PERFORMANCE

A/B Testing



POLL

Have you ever dreamed of implementing forms in your emails?


- ☐ Yes
- ☐ I'm too scared
- ☐ No



DELETION CONCEPT

PROJECT OVERVIEW

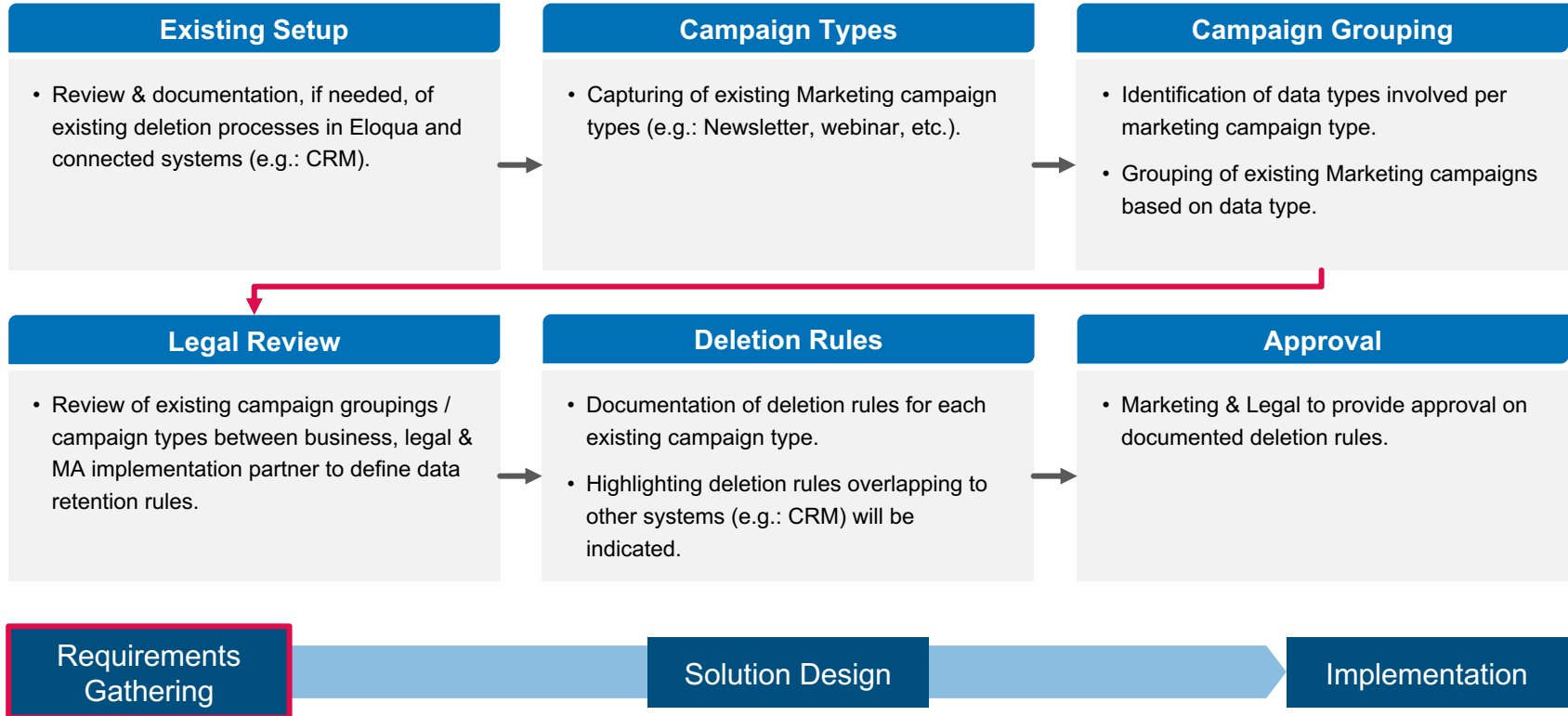
DELETION CONCEPT

Project Name	Project Approach	Next Steps
Deletion Concept for Marketing Automation (Oracle Eloqua)	 <pre>graph TD; A[Requirements Gathering] --> B[Solution Design]; B --> C[Implementation];</pre>	<p>Project Stage: Requirements Gathering</p> <ul style="list-style-type: none">• Approval of preliminary effort estimate• Setup of project plan, typical duration: 2 months• Alignment on activities with stakeholders related to Requirement Gathering stage
Project Description		
<p>GDPR requires companies to implement a deletion concept.</p> <p>The deletion concept outlines for each relevant marketing campaign types (e.g.: non-CRM contact, who unsubscribed from all Marketing communication), when and what data needs to be deleted.</p>		



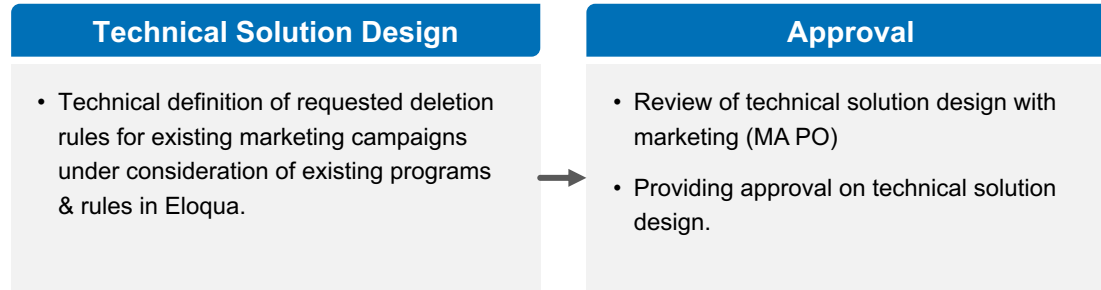
PROJECT APPROACH

REQUIREMENTS GATHERING STAGE



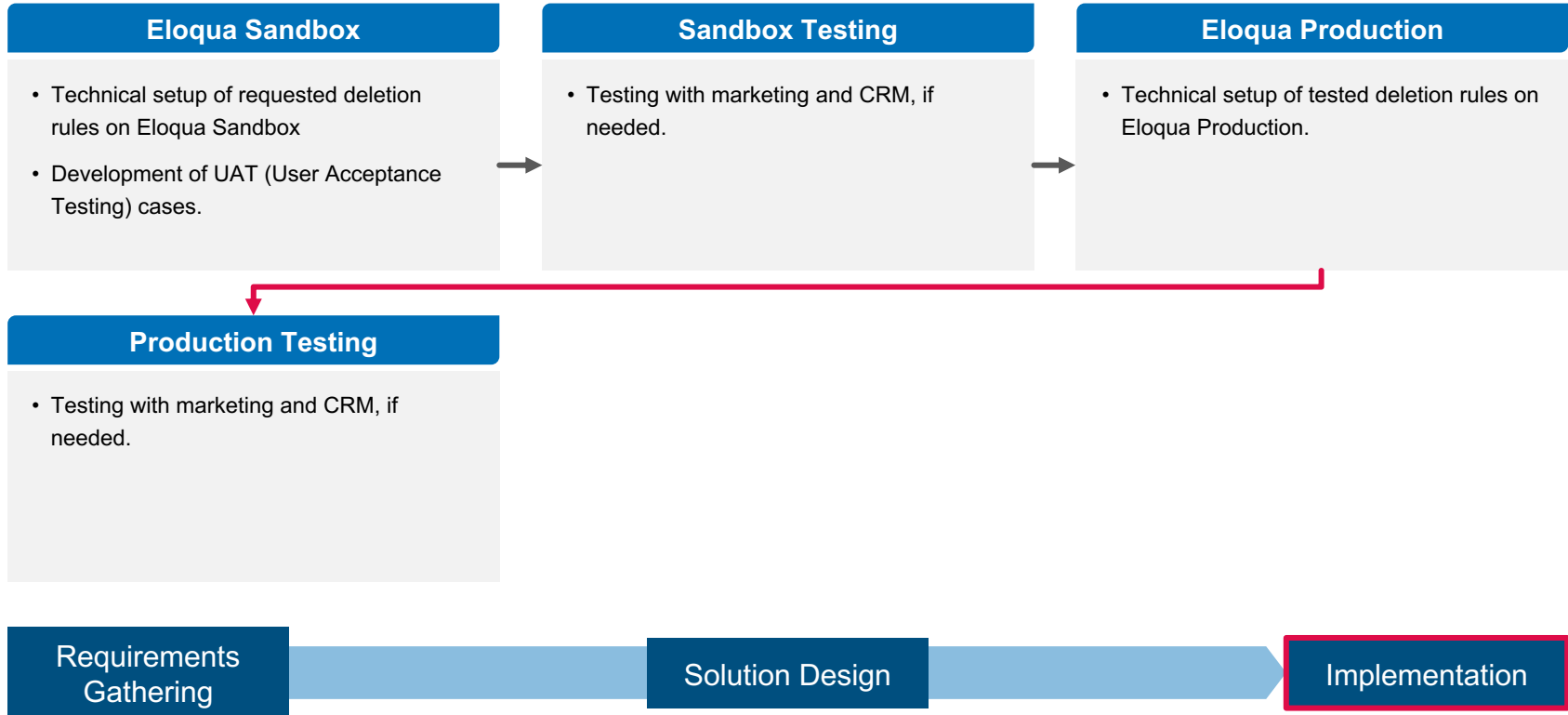
PROJECT APPROACH

SOLUTION DESIGN STAGE



PROJECT APPROACH

IMPLEMENTATION STAGE



POLL

Do you already have a contact deletion process to be compliant with GDPR?

- ☐ Yes, we are GDPR compliant
- ☐ No, but we are working on it
- ☐ Not yet



DISCOVER OUR PUBLISHED APPS



Voucher
App



Pring Mailing Automation
App



Advanced
Dynamic Content
App



DeepL Translator
App



DID YOU TRY OUR NURTURING CAMPAIGN? DO IT NOW!



[English campaign:](https://lkr.reply.eu/lead-nurturing-start-the-journey?utm_campaign=nurturing_campaign&utm_source=webinar&utm_medium=qrcode)

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-l'experience?utm_campaign=nurturing_campaign&utm_source=webinar&utm_medium=qrcode)

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

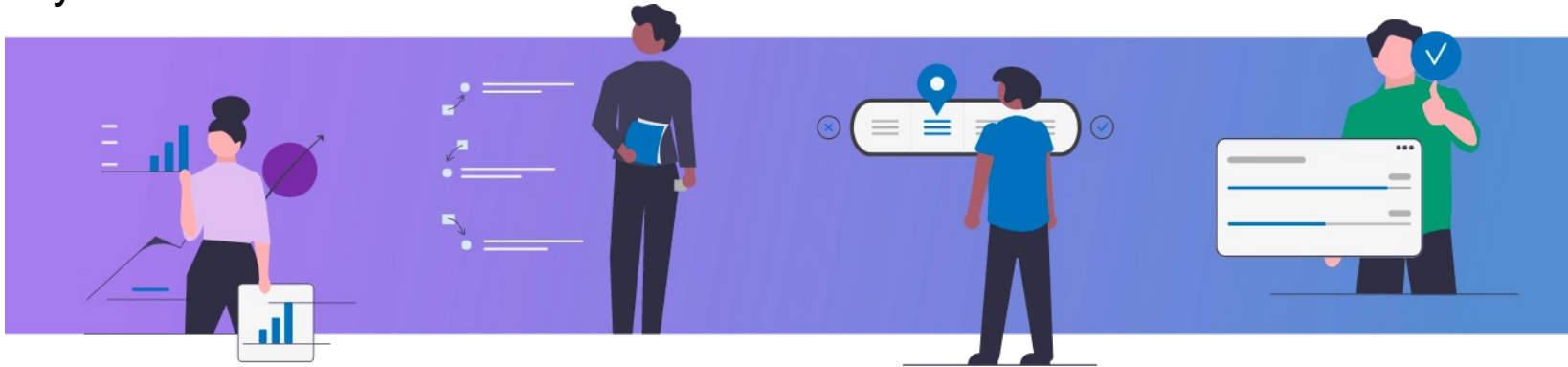


WHAT'S COMING NEXT?

In our next webinar, we will be pleased to have one of our customers as our guest speaker!

This webinar will be exclusive to our customer only, however.

Stay tuned!



THANK YOU

www.reply.com

