ELOQUA RELEASE 23A WHAT NEW FOR YOU?

JOEL Puznava | PARTNER

RAPHAEL Rettenbacher | SENIOR MANAGER

JEAN-NOEL Dollé | SENIOR MANAGER

Jean-Noël Dollé
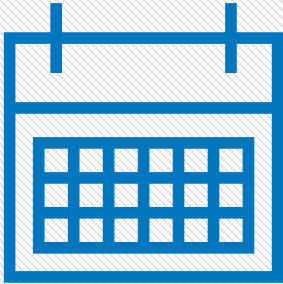
Senior Manager
j.dolle@reply.com

Joël Puznava

Partner
j.puznava@reply.de

Raphael Rettenbacher

Senior Manager
r.rettenbacher@reply.de

REPLY
LIKE

AGENDA

1   Release 23A: General Features

2   Multichannel: Whatsapp for Eloqua

ELOQUA 23A RELEASE

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!
PUT YOUR IDEAS FORWARD

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

RELEASE DATES

Oracle Eloqua 23A Release Dates

POD	Update Starts	Update Ends
POD 1	Fri, Feb 3, 2023 – 10:00 pm EDT	Sat, Feb 4, 2023 – 7:00 am EDT
POD 2	Fri, Feb 3, 2023 – 10:00 pm EDT	Sat, Feb 4, 2023 – 7:00 am EDT
POD 7	Fri, Feb 3, 2023 – 12:00 am AEDT	Sat, Feb 4, 2023 – 9:00 am AEDT
POD 8	Thurs, Feb 16, 2023 – 8:00 pm AST	Fri, Feb 17, 2023 – 5:00 am AST
POD 3	Fri, Feb 17, 2023 – 10:00 pm EST	Sat, Feb18, 2023 – 7:00 am EST
POD 4	Fri, Feb 17, 2023 – 10:00 pm EST	Sat, Feb 18, 2023 – 7:00 am EST
POD 6	Fri, Feb 17, 2023 - 9:00 pm UTC	Sat, Feb 18, 2023 - 6:00 am UTC

Oracle CX Apps Release Dates

Apps Release	Date
23.01	Friday, Jan 20, 2023
23.02	Friday, Feb 17, 2023
23.03	Friday, Mar 17, 2023
23.04	Friday, Apr 21, 2023
23.05	Friday, May 19, 2023
23.06	Friday, Jun 16, 2023

Find this info on the
Topliners Page
(bit.ly/EloquaRelease)

ELOQUA'S MOVE TO OCI

The move will be complete for POD 3 and 4 as of 23A release.

- **Possible Action required for those PODs**: Branded Domains - Customers whose branded landing page, application, or tracking subdomains currently use a record may be asked to work with their IT to update their **DNS configuration before Mar 10, 2023.**

Eloqua will send out reminder emails for the affected PODs over the coming weeks.

23A UPDATES

ELOQUA MOVES TO ORACLE CLOUD PORTAL FOR ORDER PROVISIONING

Oracle Cloud Portal: Central access point for Oracle services

All Eloqua customers will receive access to the Cloud Portal to review their Oracle services.

- New customers who ordered after November 21, 2022

No further action is required here

- Existing customers can to provide details on their Oracle Cloud Account (by going to *Settings > Security > Cloud Account*).

Deadline is April 12, 2023, after that Oracle will auto-create new Cloud Accounts

HTML MARKUP FOR INSIGHT - DREAM IT IDEA

Add styling and personalisation to reports and dashboards

- Create custom visualisations
- Accessibility options

Available to use in:

- Analysis editor
- Calculated Measure dialog

- Analysis Properties dialog
- Dashboard Properties dialog

- Column Properties dialog

AUTOMATED CERTIFICATE MANAGEMENT

New DNS tab in Certificate Management

- Display details on DNS configuration and any required updates

Availability

- General Availability for PODs 6&7

- Controlled Availability program extended to PODs 3 & 4

- TBD for PODs 1&2

ELOQUA FORM CONCURRENT UPDATE ERROR

When a form is updated/saved by two users simultaneously a "Save Incomplete" warning will appear

- ⑩Clicking open will load the modified form in a new tab

- ⑩Closing the dialog box will allow you to save the form again

Also applies to concurrent updates using the Application API 1.0 and 2.0 endpoints to update a form which will receive a "409 conflict" response

⚠ Warning - Save incomplete

Your save was not completed due to a recent modification of this form by another user.
Please click open to review the modified form in a new tab.
Please click close to attempt to save again. This will overwrite the recently modified form.

Close   Open...

SALESFORCE APP ENHANCEMENTS

SALESFORCE APP ENHANCEMENTS

- Account billing Address Splitting

- Report Pagination

- Upsert Action > Sync Campaign Members

- Set attribution of Salesforce Campaigns Member status changes

- Create advanced SOQL queries for imports

- Ability to update Security Groups

SMS ENHANCEMENTS

SEGMENT FILTERS

SMS - Phone Number Opt-In/Out

- Filter contacts based on consent status (Opted In/Opted Out) of their mobile phone and/or business phone numbers in a defined time window

Replied to Any SMS

- Filter contacts based on the number of times SMS from a specific purpose were replied to by them in a defined time window and with the selected keyword types
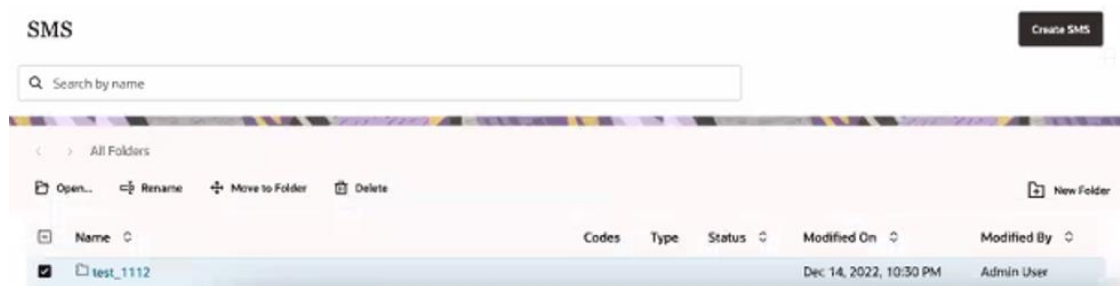
FOLDER MANAGEMENT

New folder management options in the SMS Launchpad:

- Create, Rename, Delete, Move Folder

UI SNEAK PEAK

NEW USER EXPERIENCE

FULL REDWOOD DESIGN

- New UX using Oracle's award-winning Redwood Design System

- Aligns Eloqua with Oracle Cloud Applications

- Users can choose between existing or Redwood theme

- Controlled roll-out beginning in 23B

Sandbox

My Eloqua

Overview	Campaigns	Approvals
24,000	**12/3**	**6**
Contacts	Active/Scheduled campaigns	Need review

Activity

Active   Scheduled   Completed   **Ending**

Next 7 days ▾

Campaign Name ⇕	Start Date ⇕	End Date ⇕	Contatcs	Actions
Biffco Enterprises Ltd Campaign	07/05/2020 9:54PM	20/05/2020 9:54PM	18	•••
Johnson & Johnson Campaign	07/05/2020 9:54PM	15/05/2020 9:54PM	45	•••
Louis Vuitton Campaign	07/05/2020 9:54PM	12/05/2020 9:54PM	67	•••

Contacts

Press Esc to exit full screen

Upload Contact

Add Contact

Search by email address, email domain, name, or title

Contact Views ▼

Eloqua contact ID ↑↓	Email address ↑↓	PURL Name ↑↓	First Name ↑↓	Last Name ↑↓	Title ↑↓	Company ↑↓	Business name ↑↓	Actions

Start with a search term to view contacts.

Tanya Hill

VP of Sales

Contact View
ABS - View

Security Labels
HIPPA Kipps | HIP:Hip801 | HIP:Hip101 | Россия, | +179

Business Phone
+1 (202) 123-2234

Email Address
tanya.hill@example.com

Eloqua Contact ID
EQ89767675

Account ID
129098

Lead Stage
2 - Prospect

Company
Soylent Corp

Address 1
2118 Thornridge Cir. Syracuse, Connecticut 35...

View more

Preferences

Contact address subscription and status

Subscribed

Subscribed Globally
Unsubscribe

Invalid Email Address
Reset Status

Receives Rich HTML Email
Send text only

Group subscription

Email   SMS

🔍 Hint Text

Subscribed

AF Email Group

Last updated on Jun 14, 2022 12:43 PM

Unsubscribe

Activities

Activity log for specified date range

Last 7 days
Sep 22 - Sep 28,2022

Today

Campaign Entry
Integrated Supply Campaign
Jun 14, 2020 12:45 PM

Campaign Entry
Web Promotions
Jun 14, 2020 12:45 PM

Yesterday

External calls
EFS Demo Campaign
Jun 14, 2020 12:45 PM

External calls
ADI Email Campaign
Jun 14, 2020 12:45 PM

External calls
Demo 2 Campaign
Jun 14, 2020 12:45 PM

External calls
Amco Campaign
Jun 14, 2020 12:45 PM

External calls
Supply 2 Campaign
Jun 14, 2020 12:45 PM

External calls
Winter Campaign
Jun 14, 2020 12:45 PM

External calls
Q3 Promotions
Jun 14, 2020 12:45 PM

Program entry
Q4 Campaign
Jun 14, 2020 12:45 PM

Sep 27, 2022

External calls
WFS Demo Campaign
Jun 14, 2020 12:45 PM

External calls
Demo Campaign
Jun 14, 2020 12:45 PM

External calls
NBO Dyno Campaign
Jun 14, 2020 12:45 PM

Program builder entry
92
Added to: CLS - HIPPA
Jun 14, 2020 12:45 PM

External calls
Alm Suppy Campaign
Jun 14, 2020 12:45 PM

External calls
Demo Campaign
Jun 14, 2020 12:45 PM

External calls
Demo
Jun 14, 2020 12:45 PM

View more

Campaigns

Campaign response activity for a specified period of time.

Last 7 days
Sep 22 - Sep 28,2022

Email Open
Summer sale
Jun 14, 2020 12:43 PM

Email Open
Flores, Juanita
Jun 14, 2020 12:43 PM

Form Submission
Edwards
Jun 14, 2020 12:43 PM

Form Submission
San Juan
Jun 14, 2020 12:43 PM

Email Click-Through
Summer sale
Jun 14, 2020 12:43 PM

Email Open
Summer sale
Jun 14, 2020 12:43 PM

Form Submission
Summer sale
Jun 14, 2020 12:43 PM

Form Submission
Summer sale
Jun 14, 2020 12:43 PM

Form Submission
Summer sale
Jun 14, 2020 12:43 PM

View more

My Eloqua

Overview	Campaigns	Approvals
24,000	**12/3**	**6**
Contacts	Active/Scheduled campaigns	Need review

Activity

Active   Scheduled   Completed   Ending

| Campaign Name ⇅	Start Date ⇅	End Date ⇅	Contatcs	Actions
Biffco Enterprises Ltd Campaign	07/05/2020 9:54PM	08/05/2020 9:54PM	18	•••
Johnson & Johnson Campaign	07/05/2020 9:54PM	10/05/2020 9:54PM	45	•••
Louis Vuitton Campaign	07/05/2020 9:54PM	16/05/2020 9:54PM	67	•••
Madrigal Electrómotive GmbH	07/05/2020 9:54PM	20/05/2020 9:54PM	100	•••
Olivia Pope & Associates LLC.	07/05/2020 9:54PM	30/05/2020 9:54PM	160	•••
Rich Industries Co.	07/05/2020 9:54PM	07/06/2020 9:54PM	18	•••
SearchBlazer Ltd.	07/05/2020 9:54PM	07/05/2020 9:54PM	150	•••
Satriale Supermercados Ltd.	07/05/2020 9:54PM	07/05/2020 9:54PM	18	•••
Ollivander's LLC.	07/05/2020 9:54PM	07/05/2020 9:54PM	20	•••
Oceanic Airlines Ltd.	07/05/2020 9:54PM	07/05/2020 9:54PM	18	•••

POLL

DELIVERABILITY BEST PRACTICES

- Update branding and configuration workbook

- Consistent branding per IP

- Proper domain configuration and email authentication setup

- Move from shared IP do dedicated IP

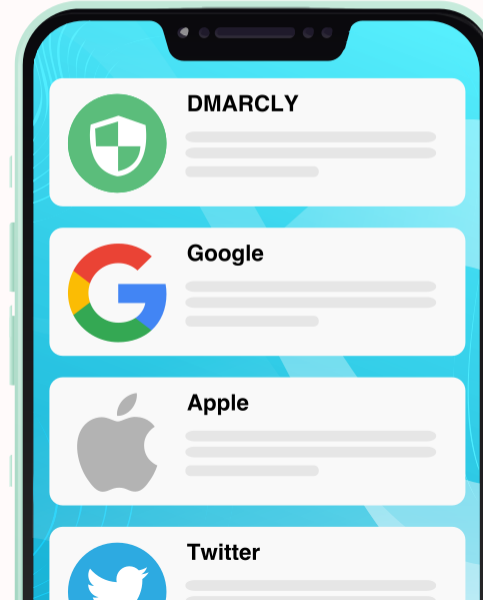- Contact Like Reply for instructions to set up branded domain or dedicated IP and BIMI

WHAT IS BIMI

No BIMI

With BIMI

	No BIMI	With BIMI
DMARCLY	D	🛡
Google	G	G
Apple	A	🍎
Twitter	T	🐦
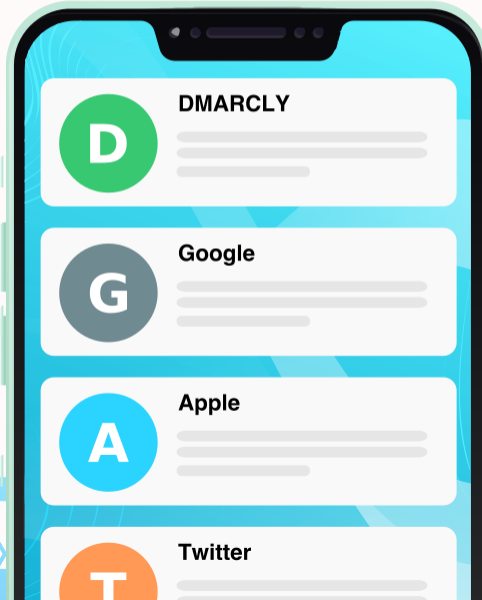
WHY BIMI

It leverages behind-the-scenes security updates

You can't have BIMI without DMARC implementation

It helps subscribers avoid phishing attempts

There's an argument that BIMI better trains your customers to recognize messages from you

It makes your messages stand out

The most obvious advantage for BIMI-compliant mail is the brand's logo in the inbox, which helps your messages stand out and encourage more opens

WHERE DOES IT WORK

BIMI

Location	Mailbox Provider (MBP)	Webmail	Mobile App
An Open Email Message (by the From Name)	Apple		✓
	Fastmail	✓	✓
	Gmail	✓	✓
	La Poste	✓	
	Yahoo	✓	✓
	Zone	✓	N/A
Inbox List (by the Subject Line)	Apple		
	Fastmail		
	Gmail		✓
	La Poste	✓	
	Yahoo		✓
	Zone	✓	N/A

POLL

REACH THE WORLD
PEOPLE ARE ON WHATSAPP AND THEY WILL CONTINUE TO BE THERE.

Hello! 😊 ✓✓

- Facebook Messenger
- WhatsApp
- Viber
- Line
- WeChat
- Kakao Talk
- Telegram
- Zalo
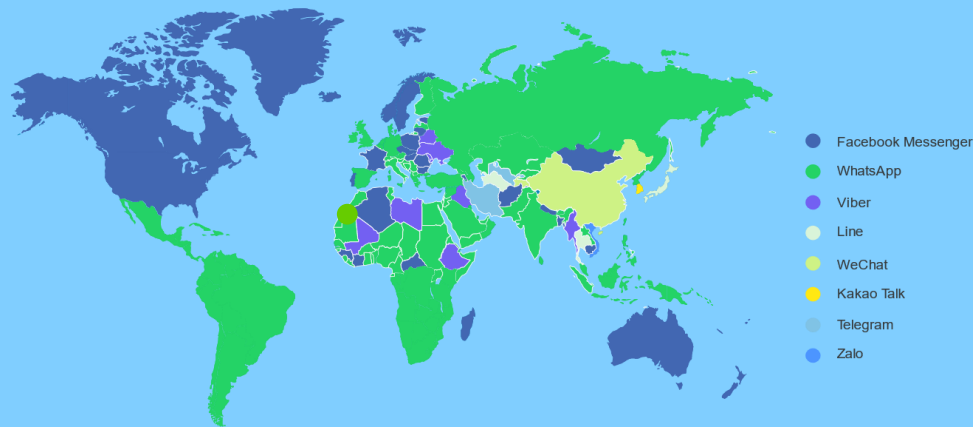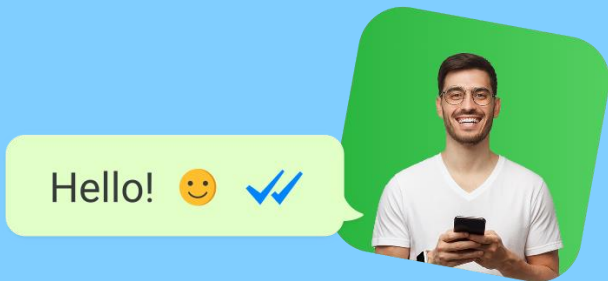
70%
of WhatsApp users check it daily, making it the best channel to reach, connect, and engage with your customers, globally, at every step of the journey.*

#1
messaging app worldwide. **

WhatsApp users

The number of WhatApp users will grow 112% by 2025.***

2025   👤   3,139,492,228

Powered by infobip

WHATSAPP POSSIBILITY

IT CAN BE A POWERFUL SALES AND MARKETING CHANNEL FOR B2B AND B2C

MARKETING

Scale engagement

SALES

Accelerate sales

SERVICE

Deliver exceptional customer service

CRAFT END-TO-END JOURNEYS THAT CONVERT

CUSTOMER ENGAGEMENT

PROMOTIONS	DELIVERY NOTIFICATIONS	
NEW OFFERS	SHIPPING UPDATES	
CART ABANDONMENT REMINDERS / BACK IN STOCK	REFUNDS NOTIFICATIONS	PRODUCT RECOMMENDATIONS
SHARING CATALOGS	DELIVERY LOCATION TRACKING	LOYALTY OFFERS
EVENT NOTIFICATIONS	PAYMENT CONFIRMATIONS	SPECIAL DISCOUNTS
	ALERTS INFORMATION	

ENTRY POINTS*

CUSTOMER SERVICE

PRODUCT INQUIRIES	NURTURING CAMPAIGNS	WELCOME CAMPAIGNS	SATISFACTION SURVEYS
NEWSLETTER DIGEST	FAQ	COMPLAINT MANAGEMENT	
LEAD GENERATION	LIVE AGENTS SUPPORT	ANSWERING SPECIAL DEALS INQUIRIES	

Awareness | Interest | Consideration | Evaluation | Purchase | Onboarding | Engagement | Re-Purchase | Retention | Reactivation

Powered by infobip
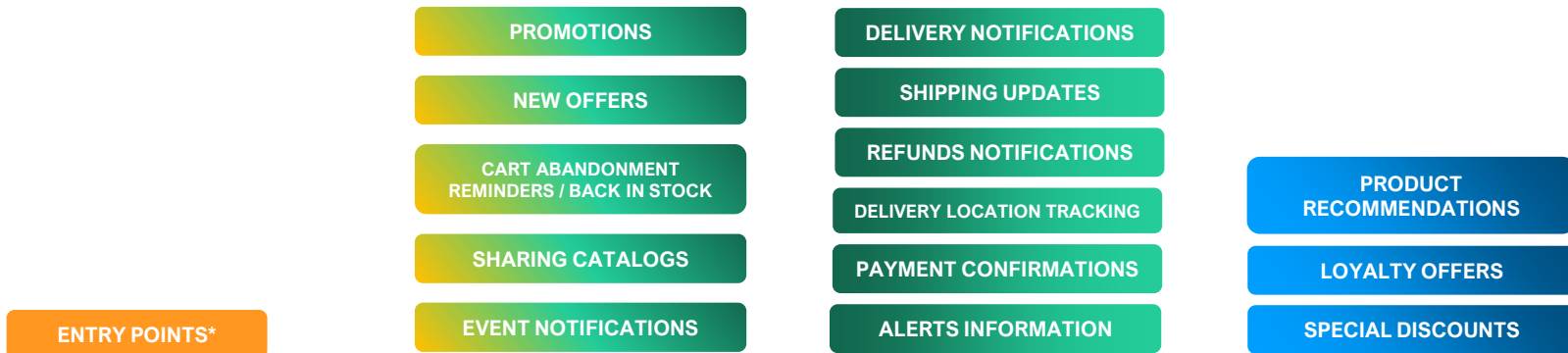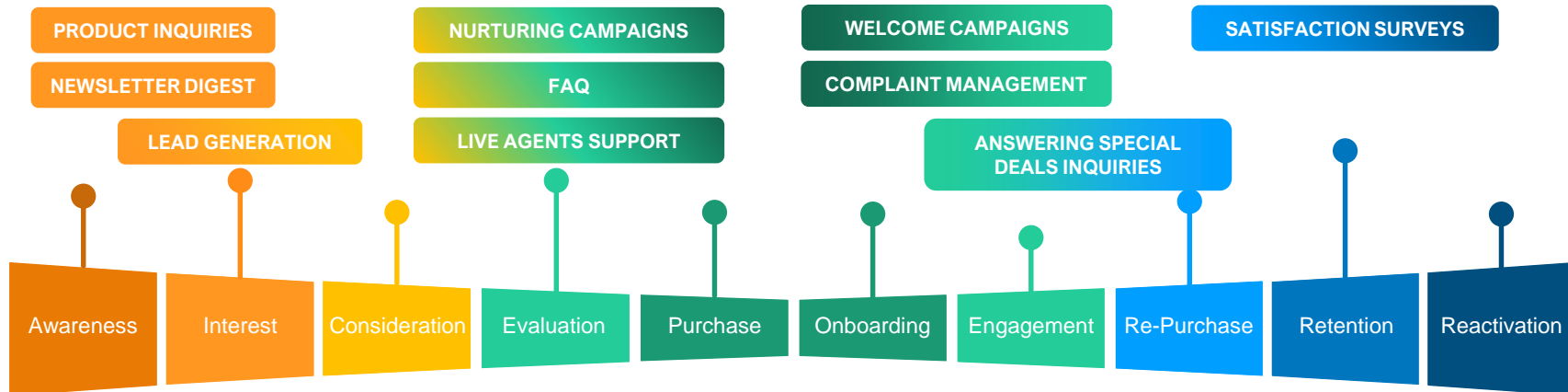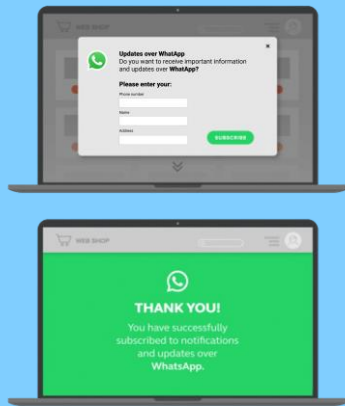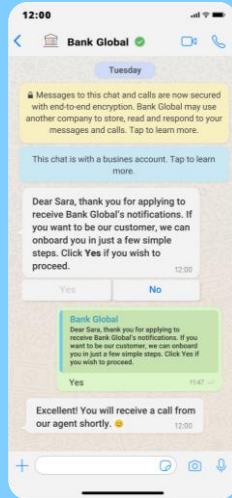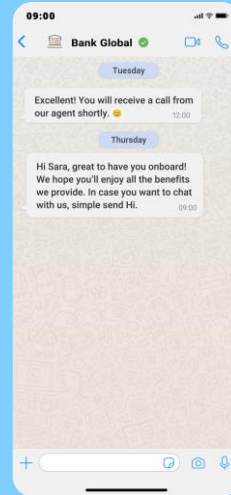
ENTRY POINT

WEBSITE FORM

Add opt-in for WhatsApp notification option on your website, so you can start conversations with prospects easily.

Opted-in

PROMOTION

Create an engagement with welcome offers.

Account created

WELCOME NOTIFICATION

Make your customers familiar with your service and create loyalty.

CUSTOMER SERVICE

Be here for your customers 24/7 with an automated chatbot and OTP solutions.

Powered by infobip

POLL

DISCOVER OUR PUBLISHED APPS

Voucher
App

Print 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

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