

ELOQUA RELEASE 23C WHAT IS IN IT FOR YOU?

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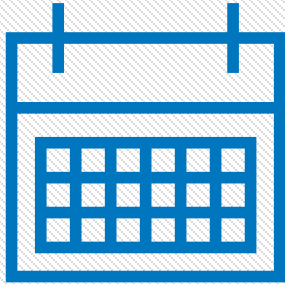
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AGENDA



- 1 Release 23C: General Features
- 2 Eloqua Roadmap Update
- 3 Generative AI Assistant App

ELOQUA 23C 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

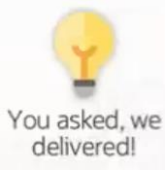


Roadmap

Subject to Safe Harbour

=

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



DREAM IT IS NOW IDEA LAB

PUT YOUR IDEAS FORWARD

<https://community.oracle.com/customerconnect/categories/idealab-cx-marketing>

Cloud Customer Connect

Categories

Ideas

Events

Hall of Fame

Training

Customer Journey

Idea Lab – Marketing

Submit an idea

Start typing

This Idea Lab allows you to contribute to our Eloqua product roadmap that is derived from a variety of influences, such as market changes, compliance and regulatory forces, industry trends, and our best source, our customers. Share, vote, and comment on your favourite ideas, whether big or small, simple or revolutionary. Each idea, once it meets the acceptance criteria, will be reviewed by our product development team, and considered for inclusion in our Eloqua roadmap based on its merits. Before submitting your ideas, it is recommended to search for existing ones to prevent duplicates and increase visibility for top ideas. Don't forget to add relevant tags to your ideas to make them easily discoverable by others.

Search this I

Idea number

Keywords

11

Allow Contacts to Re-Enter Campaigns via Segment

I am surprised that I couldn't find a Dream It for this yet, but given that the Program Canvas cannot be scheduled to run at specific days/times (and does not have the a...

Submitted

Kyle_Murphy

23 views

7 comments

Most recent by Kyle_Murphy

Sep 6, 2023 2:36PM

5

Page Tagging Enhancements - Do not delete uploaded URLs

Hello, The auto-tagging rules are not very helpful in our case because the folder structure from our site map is quite granular and overwhelming, being replicated for di...

Submitted

Ioana Stofor - LogDMS.com

1 view

0 comments

Started by Ioana Stofor - LogDMS.com Sep 5, 2023 4:33PM

18

Ability to Schedule Programs to Activate

The request I have in question is for Programs, requesting the capability to schedule the activation of programs, similar to what is available on Campaigns. For context...

Submitted

Michaela_Patt

2 views

6 comments

Most recent by John Edström

Sep 5, 2023 4:07PM

2

Ability to set runtimes for program canvas in Eloqua

Hi! I am suggesting a quality of life update to the program canvas that would allow users to select a runtime for when a program is supposed to start. As of the time of ...

Submitted

John Edström

11 views

1 comment

Most recent by Kyle_Murphy

Sep 5, 2023 3:45PM


7

Segmentation Enhancements - Dynamic Evaluation for Assets

It would be nice to be able to evaluate email names, forms, or links dynamically, using options similar to the contact fields' evaluations. Adding each email or form nam...

OUR AND YOUR IDEAS

IN “UNDER ORACLE REVIEW” STATUS



14
👍🗨️

Manage Exclusions directly from Lead Scoring Models

🔖

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 ...

Under Oracle Review

Cyrielle 🇵🇸


1 view

3 comments

Most recent by [derek.bell](#)

Jul 27, 2023 10:55AM





6
👍🗨️

Chinese Font Library

🔖

Hello, while working with Chinese customers, we realized that in the email editor, only western specific fonts are available. To be able to really send the appropriate c...

Under Oracle Review


Albert Bowinzki 🇱🇮

1 view

1 comment

Most recent by [KathAUKWM](#)

Jul 27, 2023 10:52AM



3
👍🗨️

Editable "Quick Links" section for external Sources on "My Eloqua" page

🔖

Short Description As a Marketer/Eloqua User, I want to have all relevant tool as well as my company specific project information by hand, so I don't waste time searching...

Under Oracle Review

Spyridon Settos

1 view

0 comments

Started by [Spyridon Settos](#)

Feb 17, 2021 1:21AM



RELEASE DATES



Oracle Eloqua 23C Release Dates

POD 1	Starts: Fri, Aug 4, 2023 - 10:00 pm EDT Ends: Sat, Aug 5, 2023 - 7:00 am EDT
POD 2	Starts: Fri, Aug 4, 2023 - 10:00 pm EDT Ends: Sat, Aug 5, 2023 - 7:00 am EDT
POD 3	Starts: Fri, Aug 18, 2023 - 10:00 pm EDT Ends: Sat, Aug 19, 2023 - 7:00 am EDT
POD 4	Starts: Fri, Aug 18, 2023 - 10:00 pm EDT Ends: Sat, Aug 19, 2023 - 7:00 am EDT
POD 6	Starts: Fri, Aug 18, 2023 - 9:00 pm UTC Ends: Sat, Aug 19, 2023 - 6:00 am UTC
POD 7	Starts: Sat, Aug 5, 2023 - 12:00 am AEST Ends: Sat, Aug 5, 2023 - 9:00 am AEST
POD 8	Starts: Thu, Aug 17, 2023 - 8:00 pm AST Ends: Fri, Aug 18, 2023 - 5:00 am AST

Oracle CX Apps Release Dates

Apps Release	Date
23.07	Friday, July 21, 2023
23.08	Friday, Aug 18, 2023
23.09	Friday, Sep 15, 2023

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



ELOQUA'S MOVE TO OCI

NOTICE FOR ALL PODS

Quick Note Regarding Allowlist and Forms / Activity Endpoints

- While we've been communicating that IP addresses change when we move our legacy data centers to OCI, we've noticed that a few customers have experienced issues with form or activity endpoints after their move to OCI
- Be aware that if you have a „Post data to server“ processing step on an Eloqua form to send the Eloqua form data to a third party site like Certain, Adobe or some other CMS platforms there will likely have IP an allowlist in place that may or may not be aware of.
- If there is an allowlist, you will need to add the IP that stems from Ssiteid.t.eloqua.com to your allowlist as we now have a bucketized IPs from OCI and each customer is assigned one of approximately a dozen per POD.

Where to watch:

- API – secure.p0x.eloqua.com
- F2 endpoint (t.eloqua.com)
- App Domains (redirect links)

How to do the Lookup:

- a) Perform a DNS lookup of Ssiteid.t.eloqua.com via MXtoolbox.com
- b) In CMD prompt, type in "nslookup sSiteid.t.eloqua.com" to obtain the IP, if required to add to allowlist

This is different than how it previously happened in our legacy Eloqua data centers.



23C UPDATES



ELOQUA'S REDWOOD EXPERIENCE NEW AREAS

CA

Controlled Availability:

- Switch back and forth between the Redwood Experience at any time from the Eloqua menu
- Feature areas included in 23C:
 - Settings Pages
 - Fields, Views and Tracked Fields
 - External Activity Asset and Activity setup
 - Email Group Setup

The screenshot shows the Oracle Eloqua 'Fields' configuration interface. On the left, a sidebar lists various field types: Contact Fields, Address 1, Address 2, Address 3, Annual Revenue, Business Phone, City, Company (selected), Company Revenue, Company Size, Country, and Date Created. The main panel is titled 'Company' and contains several sections: 'General' with fields for 'Display Name' (set to 'Company') and 'Field Type' (set to 'Text'); 'Contact field options' with checkboxes for 'Contact field is required', 'Customer forms are sensitive', and 'Field must be linked to contact or email profile'; and 'Privacy & security' with a note about field ownership. At the bottom, there are tabs for 'Fields', 'Views', and 'Tracked Fields'.





AUTOMATICALLY EXPIRE AND REDIRECT ELOQUA LANDING PAGES

Set an expiration Date and time for Eloqua landing pages and redirect existing landing pages to new destination URL.

- When expired, visitor will not see original landing page
- Ideal for time sensitive campaigns (e.g. Contests, webinar & event registration)
- Easy for Marketers to enhance visitors experience and prevent visits to out of date landing pages
- Hands-off management for marketer, and no custom code required



Page Expiry Redirect ☒

Expires on
mm/dd/yyyy -- --

× Expiry Date/Time is required

URL
[Empty field]

× Redirect Uri is required

Time zone
(UTC-05:00) Eastern Time (US ...)



HYPERLINK TRACKING UPDATES

GA

Simplify the configuration of hyperlink properties and redirect tracking for external pages.

- Eloqua landing pages are tracked by default
- Consistent behavior when an Eloqua landing page is added as a landing page or webpage link type
- Add redirect tracking is disabled if a landing page detected in the webpage URL filed
- Hover over text and link to help doc to clarify that Eloqua landing pages are tracked by default

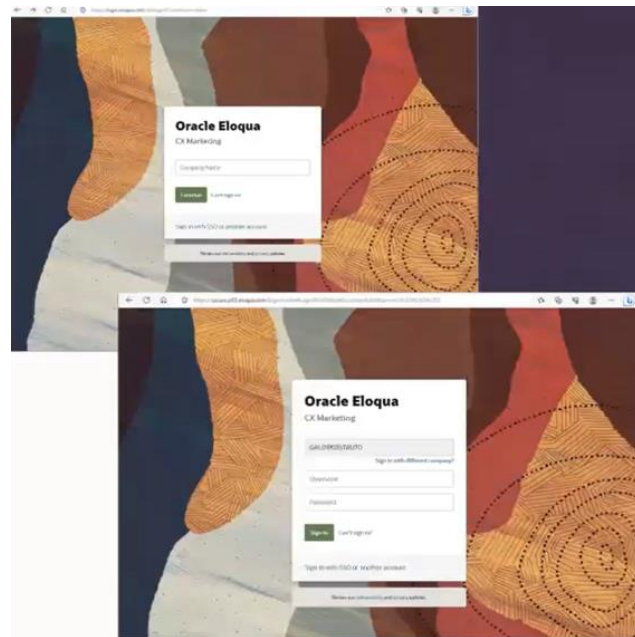
The screenshot shows the 'Hyperlink Properties' configuration window in Eloqua. At the top, it says 'DRAFT Untitled Landing Page'. The 'Link Type' is set to 'Webpage' with an information icon. The 'Web Address URL' field contains a long URL: 'https://qa01p03b1.galactus.msqa01.com/LP=2718?elqTrackId=8153D98D0E381D9B807605A5B3703F65'. Below the URL is an 'Insert' button. The 'Hover Text' field is empty with a placeholder 'Enter text to show on hover'. The 'Link Opens In:' dropdown is set to 'New Window'. At the bottom, the 'Tracking' section has a checkbox labeled 'Add redirect tracking for untracked pages', which is currently unchecked and highlighted with a red box.



SIMPLYFIED ELOQUA LOGIN

One single URL for all workflows available for use from August 22, 2023 on.

- <https://login.eloqua.com/sitelogin>
- Optional to use
- Simplifies Eloqua integrations like Sales Tools CRM integration
- User login data now processed inside your geographical Pod location
- Eloqua redirects the login flow to SSO screens or Eloqua login based on your instance set up



CONTACT FIELD DEPENDENCY EXPORT

Option to Export dependencies for Contact fields:

- Update will allow users to audit dependencies of contact fields past the 1000 limit currently in the UI
- Selecting Export will allow users to export the dependencies as a CSV or Excel file

[illegible]

PAGE TAG UPDATES

Add new folders option to Auto Page Tagging rules and Auto Meta Tagging rules:

- When a new folder is added to the sitemap while this option is selected, it will be auto selected by a tagging rule
- Auto page tag rules will inherit the page tag of the parent, as well as it's folder name
- Auto meta tag rules will crawl the page and add the page tags based on the meta names defined in the rule as usual

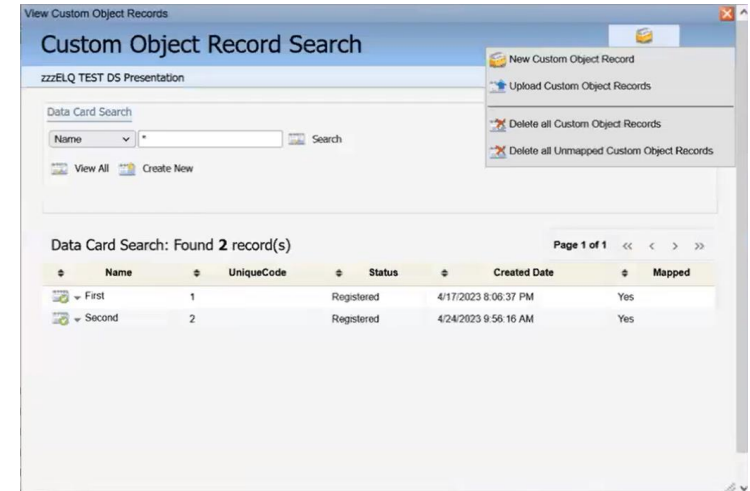


DELETE ALL UNMAPPED CUSTOM OBJECT RECORDS

GA

New option added to the Custom Objects menu to delete all unmapped records:

- Selecting “Delete” will delete all records that are not mapped to a Contact or Account and are not read only
- Selecting “override and Delete” will delete all records that are not mapped to a Contact or Account, including the records that are read only



SMS



INCREASED REPORTING SPEED OF SMS EVENTS

SMS Events are now reported in near real-time

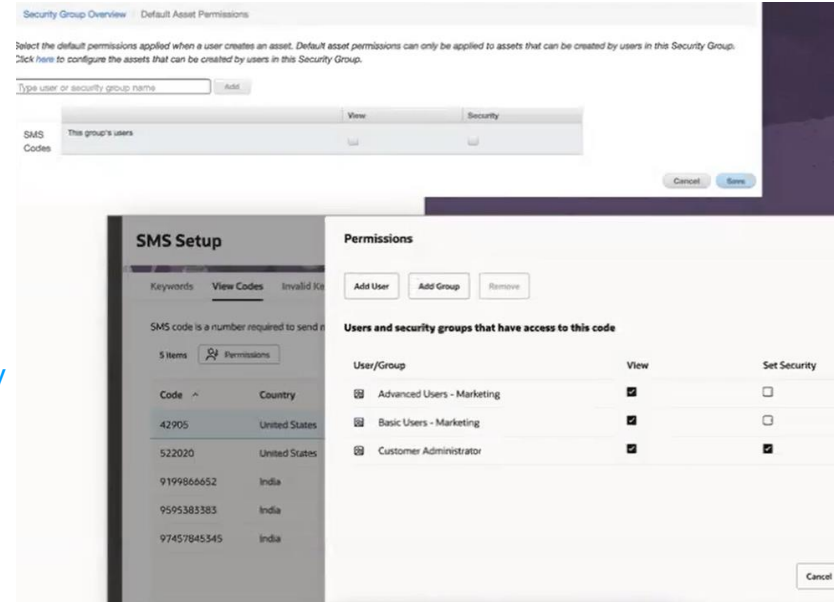
- Eliminates the wait of contact records on SMS steps on the campaign canvas
- Eliminates the delay in reporting updates



SMS CODE PERMISSION

Manage user access to SMS codes

- Set View & Security permission for SMS codes
- The permissions are available as
 - Default asset permissions for SMS codes, at security group level
 - Asset level permissions for individual SMS codes, at code level

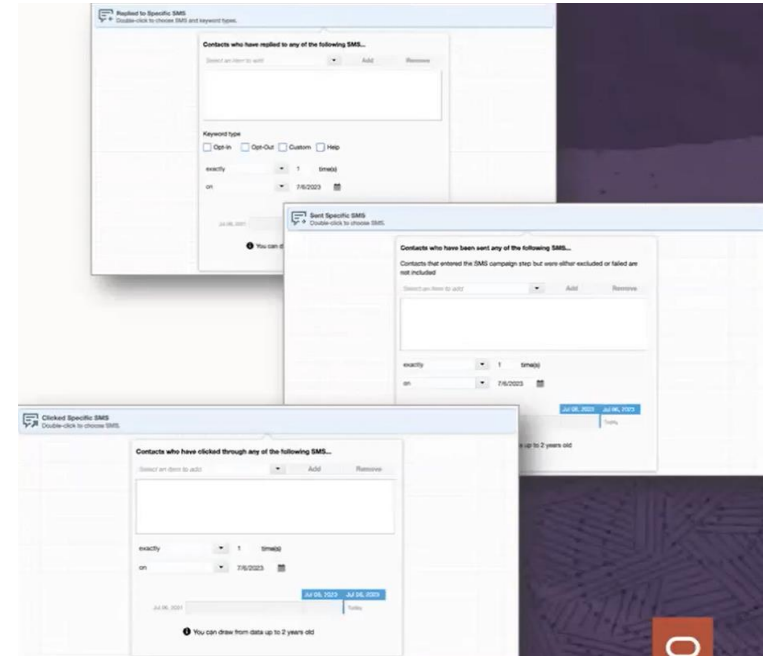


SMS SEGMENT FILTER

CA

SMS Segment Filters:

- Replied to Specific SMS
 - Select contact based on the number of replies to specific SMS
- Sent Specific SMS
 - Select contact based on the number of specific SMS sent
- Clicked Specific SMS
 - Select contact based on the number of clickthroughs of specific SMS



API & APPS

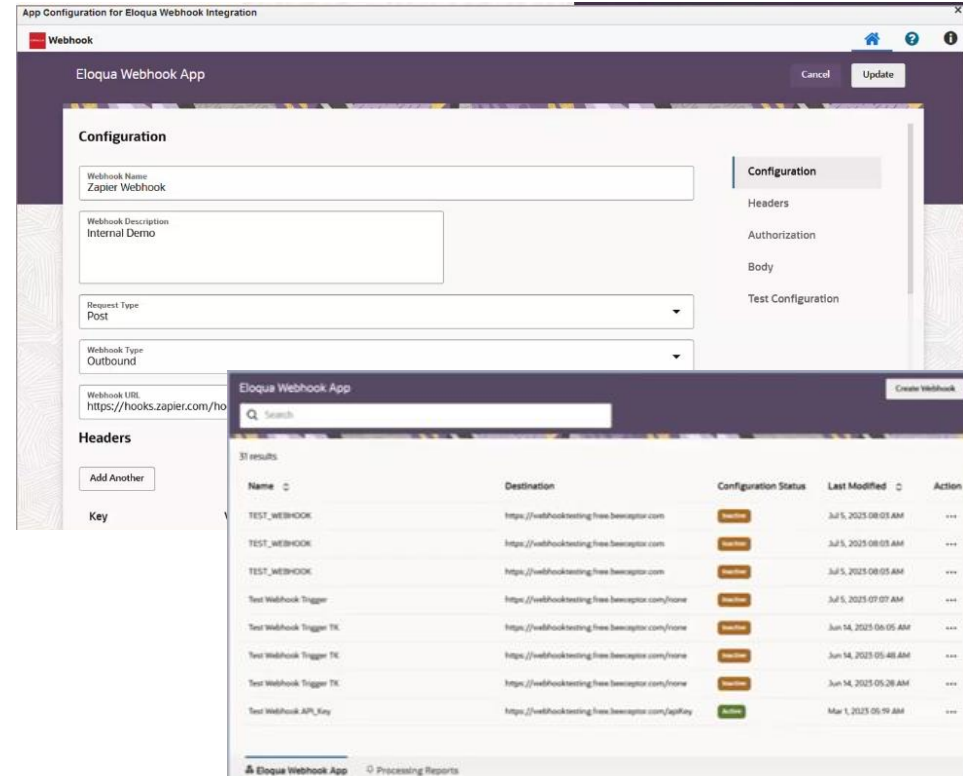


ELOQUA WEBHOOK APP V1

CA

Summary:

- Outbound data flow only (for now)
- Push Eloqua Contact data to 3rd parties from Eloqua Campaigns or Programs (POST requests)
- Multiple webhook configurations possible
- Ability to add headers, choose authentication and customize body payload
- Test the webhook configuration before enabling it



POLL





REPORTING API CONTROLLED AVAILABILITY PROGRAM

Program Highlights:

- Expanded program to 4 waves
- First wave kicked off June 5th
 - 3rd wave kicks off July 17th
- Over 100+ users participating

Like Reply is part of the testing group, tests so far look very promising.

New endpoints released:

- Form Submission
- Landing Page Analysis
- Device
- Auto Metrics (Auto Open and Auto Click)
- Email Rates (Open Rate, Clickthrough Rate, click-to-open Rate)



REPORTING API OVERVIEW

- Oracle Eloqua's reporting API allows you to access data directly from the Insight data warehouse. The reporting API is built using Open Data Protocol (OData).
- Reporting API is now available for the following subjects:
 - [Campaign analysis API](#)
 - [Campaign external activity API](#)
 - [Activity Details](#)
 - Form Submission [23C]
 - Landing Page Analysis [23C]



REPORTING API

API RESPONSE EXAMPLE

Campaign activity data:

```
"eloquaCampaignId": 13,  
"campaignName": "OA Newsletter ",  
"crmCampaignId": "7019000000Wu6J",  
"campaignDescription": "Weekly Newsletter",  
"campaignCreatedDateTime": "2023-01-01T00:00:00-05:00",  
"campaignProduct": "Consumer",  
"campaignRegion": "NA",  
"campaignType": "Newsletter",  
"campaignStatus": "Active",  
"isDeleted": false,  
"campaignStartDate": "2023-03-01T00:00:00-05:00",  
"campaignEndDate": "2023-08-01T00:00:00-05:00",  
"campaignCreatedByUserId": 2,  
"lastActivatedByUserId": 2,  
"lastModifiedDate": "2023-02-01T00:00:00-05:00",  
"campaignClassification": "ORA_ENG_SELL",  
"adCampaignId": null,  
"referenceProduct": null,
```

```
"openRate": 1.0,  
"clickthroughRate": 6.0,  
"clickToOpenRate": 1.0,  
"emailSentAggKey": 13177,  
"eloquaCampaignId": 8857,  
"emailId": 14018,  
"segmentId": 3268,  
"dateHour": "2023-02-14T04:00:00-05:00",  
"lastModifiedDate": "2023-02-14T04:38:11.207-05:00",  
"totalSends": 189,  
"totalDelivered": 188,  
"totalHardBouncebacks": 1,  
"totalSoftBouncebacks": 0,  
"totalOpens": 74,  
"totalClickthroughs": 69,  
"totalPossibleForwarders": 0,  
"totalUnsubscribesbyEmail": 1,  
"totalBouncebacks": 1,  
"totalSpamUnsubscribersByEmail": 0,  
"existingVisitorClickthroughs": 0,  
"newVisitorClickthroughs": 0,  
"isOpened": 1,  
"isClickThroughed": 1
```



REPORTING API

API RESPONSE EXAMPLE

Contact data:

```
"contactId": 10005,  
"createdDate": "2018-12-08T05:30:57.5-05:00",  
"createdDateHour": "2018-12-08T05:00:00-05:00",  
"lastModifiedDate": "2022-11-16T15:06:36.453-05:00",  
"firstName": "Tilly",  
"lastName": "Peach",  
"company": "Mario Bros. Inc",  
"emailAddress": "Tilly.Stark@yoshi.com",  
"emailAddressDomain": "yoshi.com",  
"contactAddress1": "1985 Rainbow Road",  
"contactAddress2": "Unit 64",  
"contactAddress3": "",  
"contactCity": "Toronto",  
"contactStateProv": "Ontario",  
"contactZipPostalCode": "M8V7S2",  
"contactCountry": "Mushroom Kingdom",  
"businessPhone": "555-323-4456",  
"salesPerson": "Browser Koopa",  
"mobilePhone": "555-545-1244",  
"fax": "555-545-2456",  
"title": "Carpenter",  
"leadSourceMostRecent": "PunchOut Pizzeria",  
"leadSourceOriginal": "Koopas Event",  
"territory": "Toad Castle",  
"accountID": 1219,  
"eloquaLinkedAccountId": 13247
```



REPORTING API

API ADVANTAGES

- Access to all the Insight data in bigger scale and less time.
- Easily transfer the data with an endpoint to Excel and Power query or another analytics tool, e.g., Tableau or Power BI
- Transfer the data to another server (e.g. push data to an SFTP)
- Many customers use global monitoring tools, the API could help to integrate Eloqua into the monitoring platforms
- A few, currently limited, attributes are sortable / filterable properties in API.
 - Possibility of having filters in the endpoint, to get the data with preferred filter criteria, for example, all campaign except those with special campaign IDs.
 - Possibility to sort the data, e.g., by Last Modified Date.





EXTERNAL ACTIVITIES EXPORT VIA BULK API

Behavior is similar to other activity types in Bulk API:

- 5 million is a hardlimit per export sync
- You can include:
 - Activity or contact field in the filter
 - up to 10 contact fields in the definition
 - Include campaign & campaign response field in the definition

- New Activity Type:
 - ExternalActivity
- ExternalActivity Fields:
 - Activity.Id
 - Activity.Type
 - Activity.CreatedAt
 - Activity.ExternalAssetType
 - Activity.ExternalAssetName
 - Activity.ExternalActivityType
 - Activity.Campaign.Id
 - Activity.Contact.Id
 - Activity.ExternalId

```
POST /api/bulk/2.0/activities/exports
{
  "filter": "{{Activity.Type}} = 'ExternalActivity'",
  "name": "Bulk Activity Export - ExternalActivity",
  "fields": {
    "ActivityId": "{{Activity.Id}}",
    "ActivityType": "{{Activity.Type}}",
    "ActivityDate": "{{Activity.CreatedAt}}",
    "ExternalAssetName": "{{Activity.ExternalAssetName}}",
    "ExternalAssetType": "{{Activity.ExternalAssetType}}",
    "ExternalType": "{{Activity.ExternalActivityType}}",
    "CampaignId": "{{Activity.Campaign.Id}}",
    "ContactId": "{{Activity.Contact.Id}}",
    "ExternalId": "{{Activity.ExternalId}}"
  }
}
```



APPLICATION API ENDPOINTS AVAILABLE FOR LOOKUP TABLES

New Lookup Table Application endpoints to:

- Retrieve
 - GET /api/rest/2.0/assets/lookupTables
 - GET /api/rest/2.0/assets/lookupTables/{id}
 - GET /api/rest/2.0/data/lookupTables/{parentID}/lookupTableEntries
- Update
 - PUT /api/rest/2.0/assets/lookupTable/{parentid}/LookupTableEntry/{key}
- Delete
 - Delete GET /api/rest/2.0/assets/lookupTables/{parentid}/LookupTableEntry/{key}



SALESFORCE APP ENHANCEMENT

GA

Actions > Eloqua callback > Sync additional text or dates:

- In addition to Salesforce Record ID, sync back to Eloqua static text, static date or dynamic date
- Available for Create, Update and Upsert Action types
- Example: users can sync the exact timestamp of when the Salesforce Lead ID is populated on Eloqua Contact

The screenshot shows the 'Update Eloqua Fields' configuration window. It is divided into two main sections: 'From Salesforce' and 'To Eloqua'. In the 'From Salesforce' section, 'Lead ID' is selected with a dropdown menu showing 'id'. In the 'To Eloqua' section, 'SFDC Lead ID' is selected with a dropdown menu showing 'C_SFDCLeadID'. Below this, 'Current Date' is selected with a dropdown menu showing '0' and 'Days'. In the 'To Eloqua' section, 'Last Modified by CRM System' is selected with a dropdown menu showing 'C_LastModifiedByExtragateSystem'. A menu is open on the right side of the 'Last Modified by CRM System' dropdown, showing options: 'Import Field Type', 'Static Text', 'Static Date', '✓ Dynamic Date', and 'Delete'.



CX SALES APP ENHANCEMENTS

GA

Imports > Add support for partner and partner Contact CX Sales Objects

- Enable Eloqua and CX Sales users to integrate Partner Relationship Management Contacts
- The functionality will become available to CX Sales App users after August 18, 2023 across all Eloqua PODs

App Configuration for Oracle CX Sales Integration

Create Import

Import Name: CEVE - New Import

Connection: CEVE

☐ Deleted and Merged Records ☒ Exclude ☐ Import Only Deleted Records ☐ Import Only Merged Records

CX Sales Object: Partners (highlighted with a red box)

☐ Filter

Eloqua Object: Contact




CX SALES APP ENHANCEMENTS

GA

Imports > Post Processing > SMS Opt-In/Opt-Out


- Users can automatically update Eloqua Contacts Mobile Phone SMS Opt-In/Opt-Out status from CX Sales CRM

 Post Processing

Specify actions to be performed on a contact after import

SMS Opt-in Phone Number ▼

Mobile Phone ▼



Add Action



ROADMAP UPDATE





Oracle and Cohere have collaborated to develop generative AI services on Oracle Cloud Infrastructure, leveraging Cohere's advanced large language models.

- The partnership allows for end-to-end process automation, improved decision-making, and enhanced customer experiences, with an emphasis on robust security and high performance.
- Cohere's language models will be embedded into Oracle's cloud applications, providing customers with secure and rapid access to generative AI.
- Unrivalled data security, powerful and customizable AI models, and integration of generative AI across Oracle's portfolio highlight the benefits of this partnership.

Availability: The generative AI services developed through this partnership will be available in the Oracle Cloud Marketplace later this year.

Curious to read
more about the
partnership?



Generative AI

- Offer recommendations for different channels (SMS, email, landing pages) and subject lines based on a prompt or created content
- Create a report and identify key metrics in response to user prompts
 - What is the average open rate for my newsletter campaigns?" or "What is the Y-o-Y increase of subscribers?"
- Generate a segment from the natural language text from the user
 - Create a segment of people who purchased within the last 24 months and who are in [example] industry and their renewal is within the next 6 months.

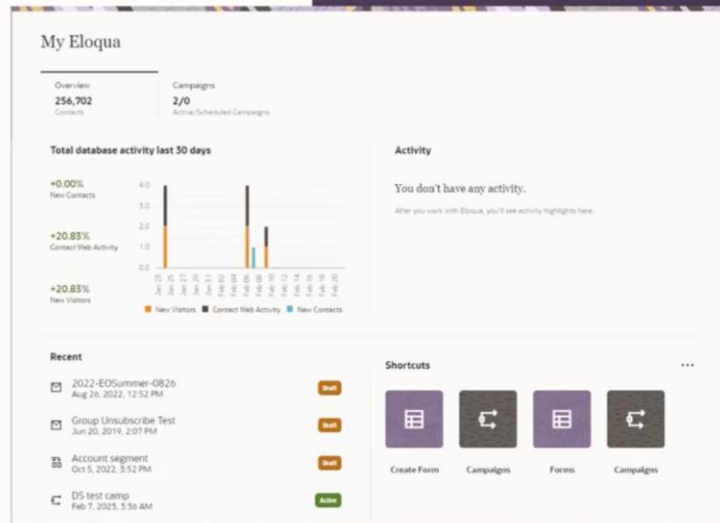
**Will require the Oracle Advanced Intelligence Add-on SKU for Eloqua*



New User Experience*

Full Redwood Design

- New UX using Oracle's award-winning Redwood Design System
- Controlled roll-out
- Users choose between existing or Redwood theme
- Aligns Eloqua with Oracle Cloud Applications
- Upcoming features:
 - Simple campaign creation workflow
 - Campaigns launcher
 - Email header and footer editors
 - Component library
 - Picklist management



Curious about Eloqua's
Redwood Experience?



Simple Campaign Enhancements

- Send time optimization options for simple campaigns
- Send by contacts optimal time of day or day of week setting
- Available in both the Redwood and classic Eloqua UI experiences
- Option available for advanced intelligence customers only



You asked, we're delivering!

Simple Email Campaign

Email delivery

☐ Send now ☒ Send later

Date: 01/06/2020 Time: 12:30 AM
Time Zone: (UTC-05:00) Eastern Time (US & Canada)

Advanced sending options

☒ Use a signature

☒ Send using a dynamic signature rule
Signature rules: [dropdown] Required

☐ Send on behalf of a single user
Users: [dropdown]

☒ Break send into smaller batches

Send over: 24 Hours
Required Required

Cancel Save Continue

4 | 5

Email campaign e
Audience
Email
Email delivery
Review and subm

Scheduling Mode

Enable send time optimization

Optimization

Optimize by time of day

Optimize by time of day

Optimize by time of day and day of week

☒ Allow emails to be re-sent to past recipients

☐ Send email to master exclude members

☐ Send email to unsubscribed members

Last updated on Feb 19 at 12:42 PM



SMS Enhancements

- SMS Step
 - Expanded routing criteria
- Support for Mobile-Originated (MO) scenarios
 - Capture phone number and consent when keyword is received from unknown numbers
- Asset level permissions for SMS assets
- Export all phone numbers with consent

User/Group	View	Edit	Delete	Set Details
Bob Eddy - Marketing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Chris Black	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Christine Langer	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Christine Wu	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Jenny Washington	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Heather Green	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

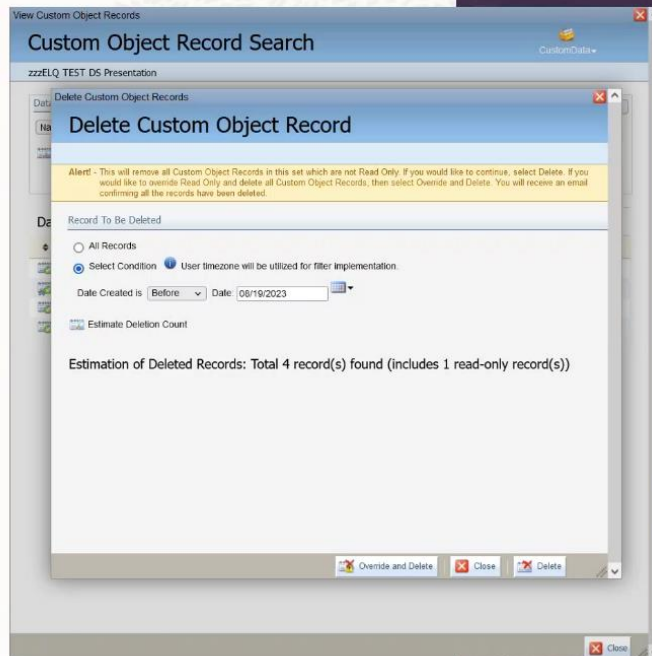


Custom Object Records enhancements

- Bulk CDO Deletion by date filter for mapped and unmapped Custom Object Records to target legacy records or target specific sets of records
- Estimation of deletion count to preview expected number of deleted records and number of read only records based on the filter selected



You asked, we're delivering!



Canvas Enhancements

- **Match/Deduplication Rules**
 - Adding a Match/Deduplication Rules action step to Contact Program Canvas
- **Create custom object records**
 - Adding Create Custom Object Records action step to Contact Program Canvas



You asked, we're
delivering!





You asked, we're
delivering!

Form Spam Protection Updates

Blind Form Auto Click Protection

- Can be enabled per form when the form Spam Protection feature is enabled
- If security scanning/bot agents are detected, the form submission will not complete and will be marked as spam
- Visible in the “View Spam Data” menu

Spam Protection Customizations & Enhancements

- Custom timing for spam detection in scenarios where a form may be auto populated and submitted quickly
- Select a custom honey pot field for more granular control of spam protection strategies
- Resubmit spam form submissions from the UI



Asset Management Enhancements

- **Dependency export**
 - Ability to export asset dependencies from the UI
 - No need to file an SR with Support
- **Bulk deletion**
 - Bulk delete assets without dependencies
 - Easily clean up old assets without having to manually check each asset for dependencies
 - Permission based



You asked, we're delivering!

[illegible]

Zoom App

- Register your audience for Zoom webinars and meetings
- Collect audience members from Zoom who have registered or attended a webinar or meeting
- Insert a Zoom webinar or meeting link into an email or landing page
- Introducing Controlled Availability week of September 18th



You asked, we're
delivering!





You asked, we're
delivering!

Application API enhancements

- Endpoint Support
 - Security Groups (delivered)
 - Folder Management (delivered)
 - Campaign Fields
 - Field Merges
 - Dynamic Content
 - Signature Rules

REST API for Oracle Eloqua Marketing Cloud Service

About the REST APIs

The Oracle Eloqua Marketing Cloud Service REST APIs enable you to extend the functionality of the product, build Apps, and perform high volume data transfers.

You can view a list of all [REST Endpoints](#).



Salesforce Integration App Additional Enhancements

- Schedule automatic data import to Eloqua lookup tables
 - Dynamically populate existing Eloqua lookup tables from Salesforce (e.g. Campaign Name and Campaign Id)
 - Configure as a scheduled import in the Salesforce App
 - Use the SOQL filter to narrow down the selection

*Lookup tables help marketers to define a mapping between different data types which can later be linked with an update rule and integrated into a data processing program

The image displays two overlapping screenshots from the Salesforce Integration App. The background screenshot is the 'Create Import' form, and the foreground screenshot is the 'Lookup Table' configuration modal.

Create Import Form (Background):

- Import Name:** Eloqua SFDC Integration: Update Lookup Table
- Connection Name:** A_Eloqua SFDC Integration
- Salesforce Object:** Campaign
- Eloqua Object:** Lookup Table
- Import Only Deleted Records:** ☐
- Check Email Address Changes:** ☐
- Time Zone:** (GMT-5:00) America
- Delay:** 24 hours
- Schedule:** M T W T F S S (with a calendar icon)

Lookup Table Modal (Foreground):

Lookup Table Details

- Display Name:** [Text Field]
- Description:** [Text Field]
- Lookup Value Column Name:** Lookup Value
- Replacement Value Column Name:** Replacement Value
- Values are case-sensitive:** ☐ Note: This setting can only be changed when the table is empty

You may import entries into the list or add them individually below

Lookup Value [Dropdown] [Text Field] [Filter] [Show All]

No Records Found

Lookup Value	Replacement Value
[Text Field]	[Text Field]

[Add]



Oracle Sales Integration App

Additional Enhancements

- Enable users to import data from 2nd-level CX Sales objects, e.g. Product details
- Update the parent object record before syncing related 2nd-level objects records to Eloqua CDO
- Configure the scheduled import to filter on top-level or 2nd-level objects records



GENERATIVE AI ASSISTANT APP



GENERATIVE AI ASSISTANT

A FIRST PROTOTYPE

The Goal

Get some first experience with ChatGPT usage for Marketing / Eloqua

The Status

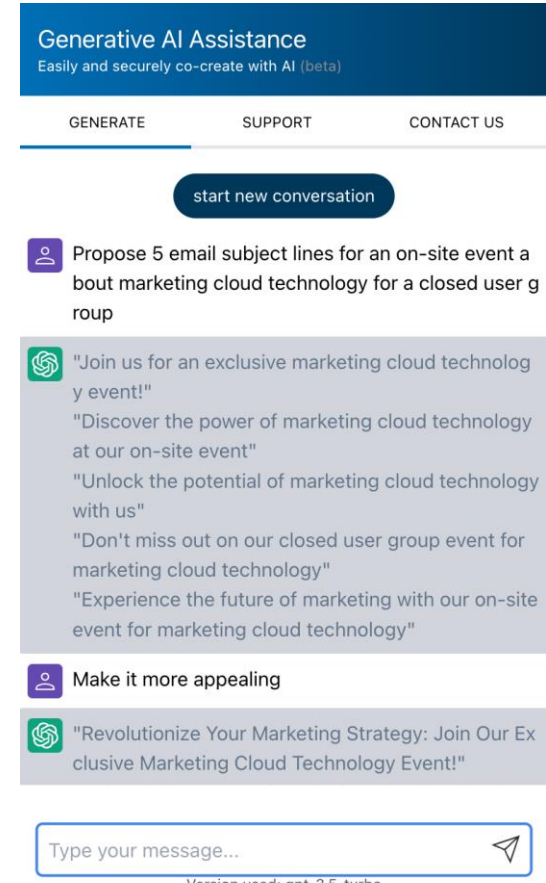
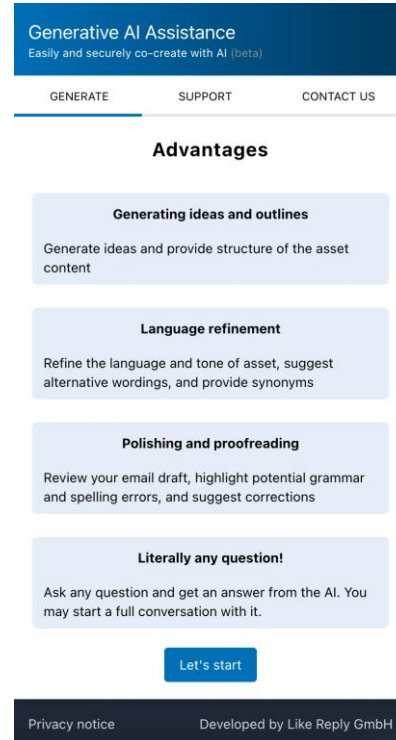
Prototype menu app with default (chat) integration with version gpt-3.5-turbo

Current Use Cases

- Generating ideas and outlines
- Language refinement
- Polishing and proofreading
- Any other question

Future Use Cases

What is it that you would like to see?



POLL



DISCOVER OUR PUBLISHED APPS



Voucher
App



Print Mailing Automation
App



Advanced
Dynamic Content
App



DeepL Translator
App



BEST EMAIL CAMPAIGN CONTEST



CONTEST: WHO CAN SHARE THE BEST EMAIL CAMPAIGN

The Challenge

Share your best performing Email Campaign!

Where & How

Go to lkr.reply.eu/best-email-campaign and upload a screenshot of your best performing campaign (no personal data, please)

Winning Rule

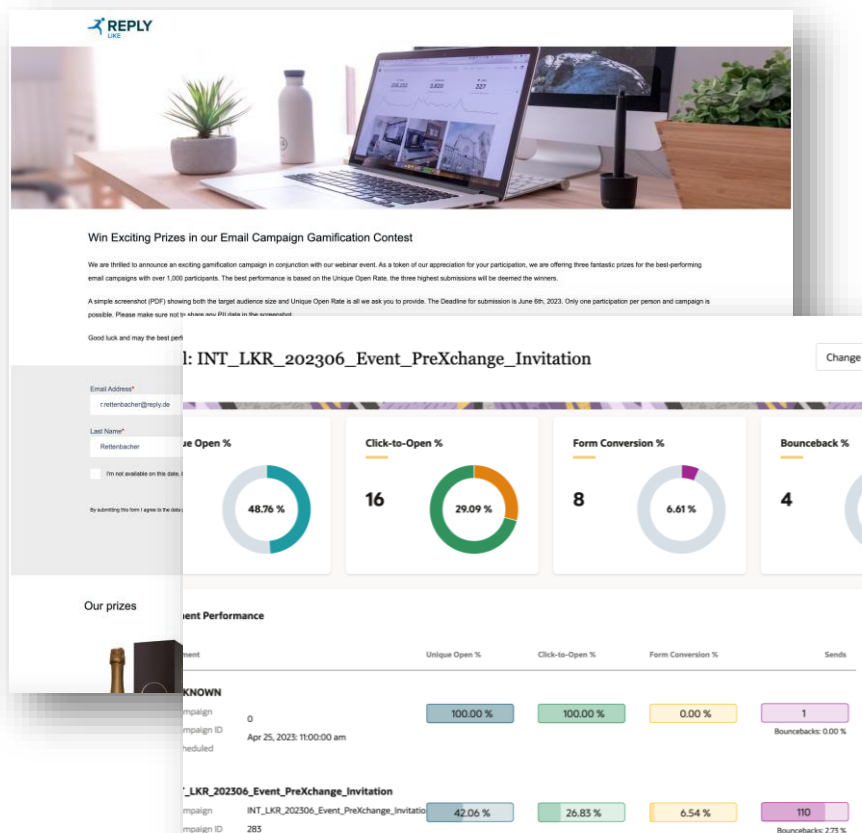
Highest Unique Open Rate with at least 1k recipients
(one submit per person)

The Deadline

June 6th

Prices

1. Bottle of Champagne
2. Reply Backpack
3. Like Reply Notebook (not a laptop! 😊)



**AND THE
WINNERS ARE...**





Second prize
Reply Lifestyle Bag

Clément Berger
Stäubli

Unique Open Rate: 73,69%



First prize
Champagne Drappier
Grande Sendrée 2012

Nina Blindenbacher
TÜV Rheinland

Unique Open Rate: 76,85%



Third prize
Reply Lifestyle Notebook

Lucas Huillet
Antalis

Unique Open Rate: 28,99%



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



THANK YOU

www.reply.com

