

ELOQUA RELEASE 23C WHAT IS IN IT FOR YOU?

JOEL Puznava | PARTNER

RAPHAEL Rettenbacher | ASSOCIATE PARTNER

JEAN-NOEL Dollé | SENIOR MANAGER



Jean-Noël Dollé

Senior Manager
j.dolle@reply.com



Joël Puznava

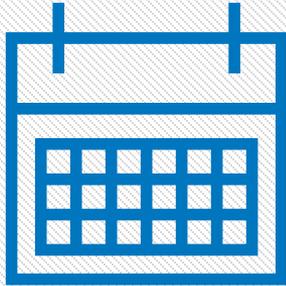
Partner
j.puznava@reply.de



Raphael Rettenbacher

Associate Partner
r.rettbacher@reply.de

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



You asked, we delivered!

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

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** 1 view 0 comments
 Started by **Ioana Stofor - LogDMS** 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](https://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.

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

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](https://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



23C UPDATES

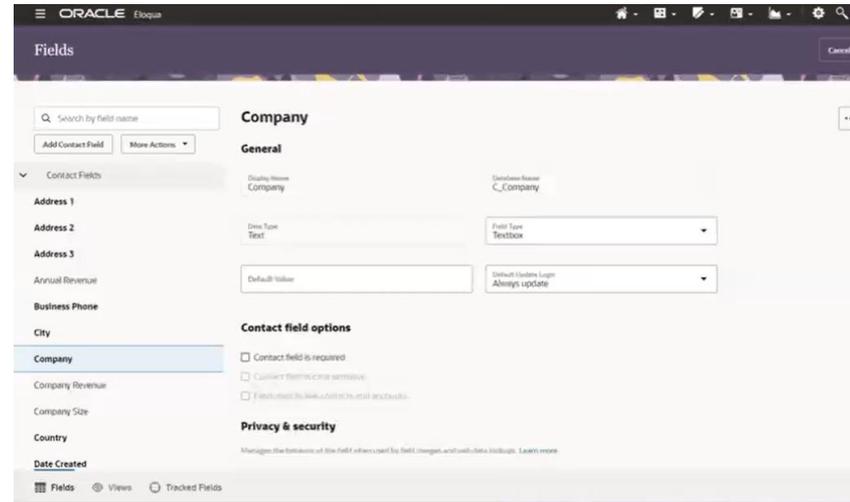


ELOQUA'S REDWOOD EXPERIENCE NEW AREAS

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





You asked, we delivered!

GA

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

Landing Page Settings

General Settings

Microsite
GAL01P03EMicroSite

Vanity URL

Preview Domains
p03b.galactus.msqa01.com

URL
https://p03b.galactus.msqa01.com/

Browser Title

Advanced Settings

Externally Visible

Dependencies (0)

Redirect Settings

None

Page Expiry Redirect

Enable Legacy Rendering

Code and Tracking

Page Expiry Redirect

Expires on
mm/dd/yyyy

× Expiry Date/Time is required

URL

× Redirect Uri is required

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



HYPERLINK TRACKING UPDATES

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

DRAFT Untitled Landing Page

Hyperlink

Hyperlink Properties

Link Type **Webpage**

Web Address URL

https://qa01p03b1.galactus.msqa01.com/LP=2718?elqTrackId=8153D98D0E381D9B807605A5B3703F65

Insert

Hover Text

Enter text to show on hover

Link Opens In:

New Window

Tracking

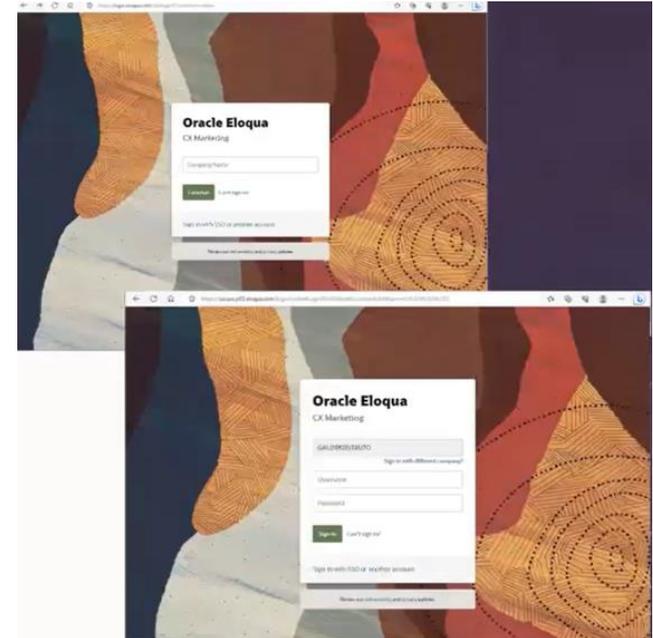
Add redirect tracking for untracked pages



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



PAGE TAG UPDATES

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

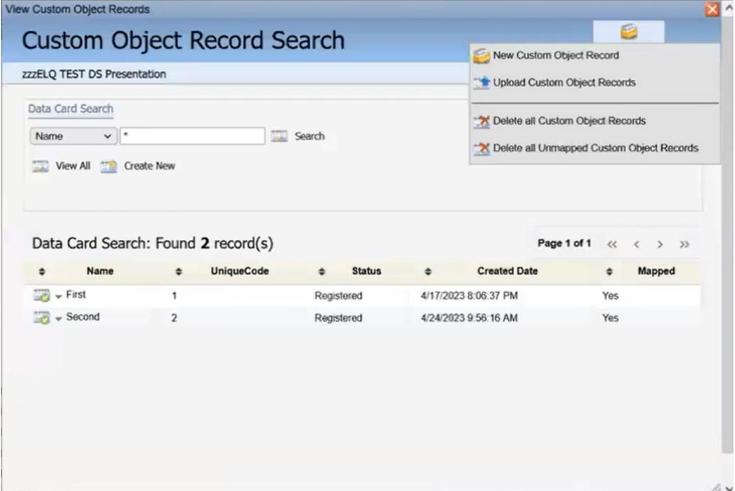
- When a new folder is added to the sitemap while this option is selected, it will be auto selected by a tagging rule
- Auto page tag rules will inherit the page tag of the parent, as well as it's folder name
- Auto meta tag rules will crawl the page and add the page tags based on the meta names defined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



DELETE ALL UNMAPPED CUSTOM OBJECT RECORDS

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



The screenshot displays the 'View Custom Object Records' window for 'zzzELQ TEST DS Presentation'. The main area shows a 'Data Card Search' section with a search bar and 'View All' and 'Create New' buttons. Below the search bar, it indicates 'Data Card Search: Found 2 record(s)' and shows a table of results. The table has columns for Name, UniqueCode, Status, Created Date, and Mapped. The results are:

Name	UniqueCode	Status	Created Date	Mapped
First	1	Registered	4/17/2023 8:06:37 PM	Yes
Second	2	Registered	4/24/2023 9:56:16 AM	Yes

The right-hand menu contains the following options: 'New Custom Object Record', 'Upload Custom Object Records', 'Delete all Custom Object Records', and 'Delete all Unmapped Custom Object Records'.



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 PERMISSIONS

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

Security Group Overview | Default Asset Permissions

Select the default permissions applied when a user creates an asset. Default asset permissions can only be applied to assets that can be created by users in this Security Group. [Click here](#) to configure the assets that can be created by users in this Security Group.

Type user or security group name

SMS Codes: This group's users

SMS Setup

Keywords | View Codes | Invalid Keys

SMS code is a number required to send a message.

5 items

Code	Country
42905	United States
522020	United States
9199866652	India
9595383383	India
97457845545	India

Permissions

Users and security groups that have access to this code

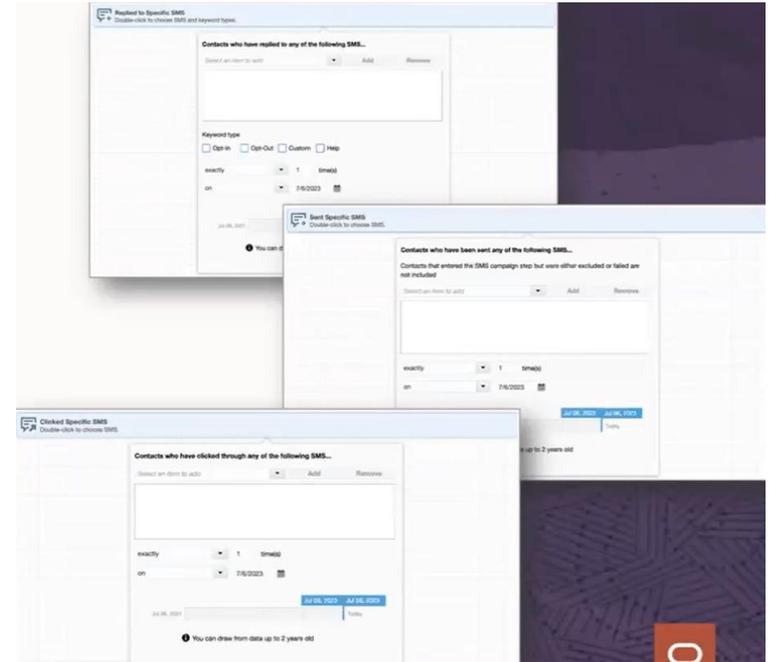
User/Group	View	Set Security
<input type="checkbox"/> Advanced Users - Marketing	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Basic Users - Marketing	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Customer Administrator	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



SMS SEGMENT FILTER

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

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

The screenshot displays the 'App Configuration for Eloqua Webhook Integration' window. The main configuration area includes:

- Configuration**
 - Webhook Name: Zapier Webhook
 - Webhook Description: Internal Demo
 - Request Type: Post
 - Webhook Type: Outbound
 - Webhook URL: https://hooks.zapier.com/ho
- Headers**
 - Add Another
 - Key

The bottom window shows a list of 33 results for the 'Eloqua Webhook App'. The table below summarizes the data:

Name	Destination	Configuration Status	Last Modified	Action
TEST_WEBHOOK	https://webhooktesting-free.beerceptor.com	Enabled	Jul 5, 2025 08:03 AM	...
TEST_WEBHOOK	https://webhooktesting-free.beerceptor.com	Enabled	Jul 5, 2025 08:03 AM	...
TEST_WEBHOOK	https://webhooktesting-free.beerceptor.com	Enabled	Jul 5, 2025 08:03 AM	...
Test Webhook Trigger	https://webhooktesting-free.beerceptor.com/home	Enabled	Jul 5, 2025 07:07 AM	...
Test Webhook Trigger TK	https://webhooktesting-free.beerceptor.com/home	Enabled	Jun 14, 2025 06:05 AM	...
Test Webhook Trigger TE	https://webhooktesting-free.beerceptor.com/home	Enabled	Jun 14, 2025 05:48 AM	...
Test Webhook Trigger TK	https://webhooktesting-free.beerceptor.com/home	Enabled	Jun 14, 2025 05:28 AM	...
Test Webhook API_Key	https://webhooktesting-free.beerceptor.com/apiKey	Enabled	Mar 1, 2025 05:19 AM	...



POLL





You asked, we delivered!

CA

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.





You asked, we delivered!

EXTERNAL ACTIVITIES EXPORT VIA BULK API

GA

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

Update Eloqua Fields

From Salesforce	To Eloqua
Lead ID id	SFDC Lead ID text Unique Identifier
Current Date + - 0 Days	Last Modified by CRM System date C_LastModifiedByExtragateSystem

Import Field Type

- Static Text
- Static Date
- Dynamic Date
- Delete

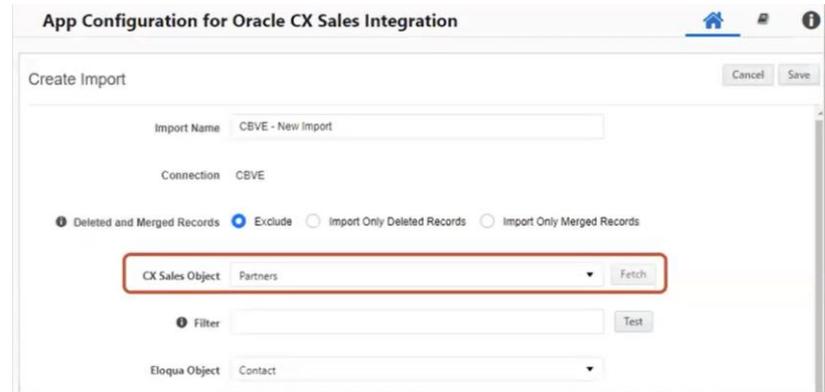


CX SALES APP ENHANCEMENTS

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



The screenshot displays the 'App Configuration for Oracle CX Sales Integration' window. The 'Create Import' section includes the following fields and options:

- 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), with a 'Fetch' button next to it.
- Filter:** (empty text field) with a 'Test' button.
- 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

The screenshot shows a configuration window titled 'Post Processing' with a sub-header 'Specify actions to be performed on a contact after import'. A red rectangular box highlights a configuration row containing two dropdown menus: 'SMS Opt-in Phone Number' and 'Mobile Phone', followed by a trash icon. Below this row is an 'Add Action' button.



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.
- Unrivaled 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.

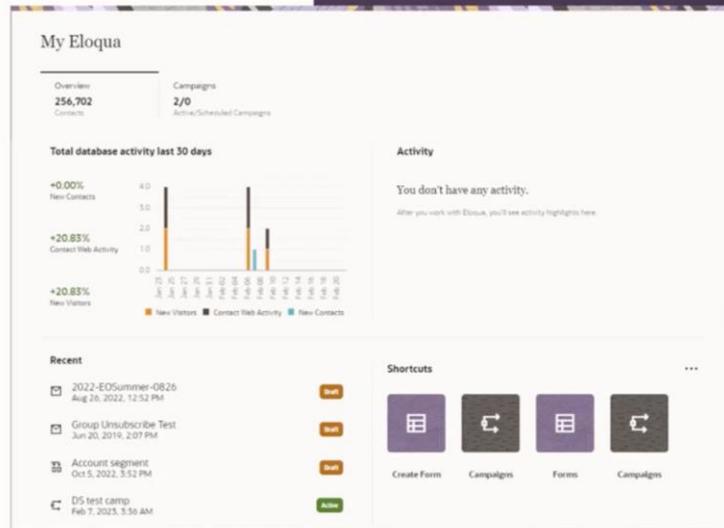
**Will require the Oracle Advanced Intelligence Add-on SKU for Eloqua*



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

Send on behalf of a single user

Users

Break send into smaller batches

Send over: 24 Hours

Scheduling Mode

Optimization

Allow emails to be re-sent to past recipients

Send email to master exclude members

Send email to unsubscribed members

Cancel Save Continue

4 | 5

Email campaign
Audience
Email
Email delivery
Review and submit

Last updated on Feb 19 at 12:45 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

SMS CHECK

Step name:
SMS

Choose an SMS:
CHECK

SMS Purpose: Promotional ⓘ

Phone Number Sending Options Scheduling Routing

Automatically route contacts excluded from message send

Choose a target step for excluded contacts:

Email Boost Email

Choose...

Phone Number Export

Export

Export Phone Numbers All

Valid only

Include

Opted In Numbers

Opted Out Numbers

Both

Include numbers that

Exist on at least one contact record

Is not on any contact record

Include contact linkage markers

ORACLE

My First SMS

Asset Details

Created By: Admin
Created On: 1/1/2024
Status: Active

Asset Permissions

Business Units have access to this asset

Users and Groups have access to this asset

Permissions	View	Edit	Share	Set Details
Bob Eddy - Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chris Black	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Christine Conner	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Christian 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"/>
Pauline Green	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

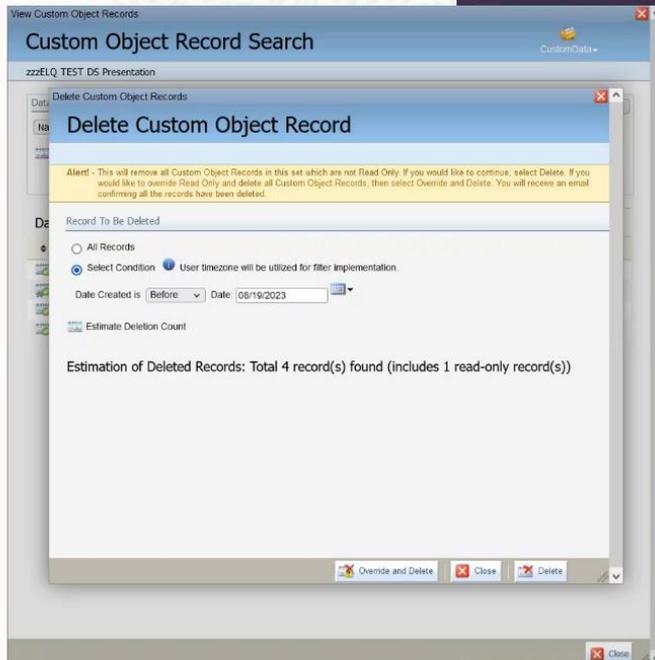




You asked, we're delivering!

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



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



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!



Application API enhancements

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



You asked, we're delivering!

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

Create Import

Import Name: Eloqua SFDC Integration: Update Lookup Table

Connection Name: A_Eloqua SFDC Integration

Salesforce Object: Campaign

Import Only Deleted Records:

Eloqua Object: Lookup Table

Check Email Address Changes:

Time Zone: (GMT-5:00) America

Delay: 24

Schedule: M T W

Cancel Create Import

Lookup Table

Lookup Table Details

Display Name:

Description:

Lookup Value Column Name:

Replacement Value Column Name:

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 Filter Show All

No Records Found

Lookup Value	Replacement Value
<input type="text"/>	<input type="text"/>

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

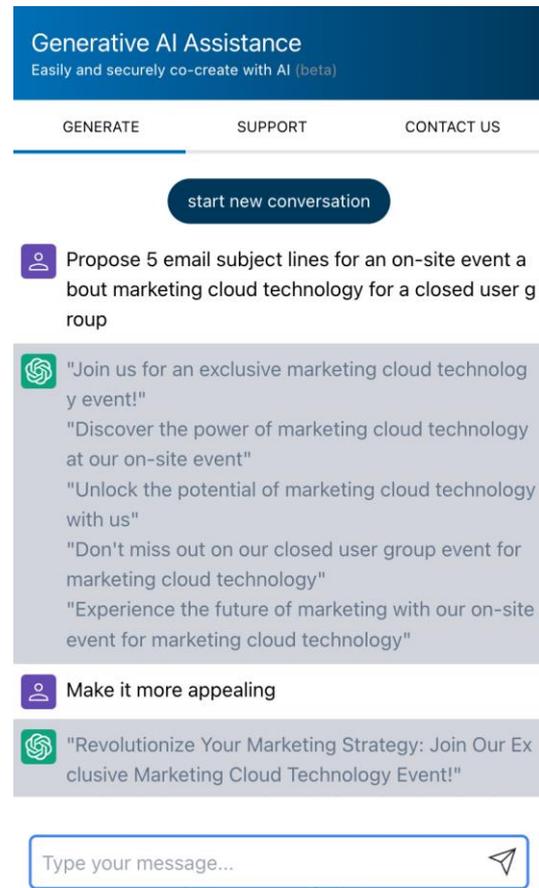
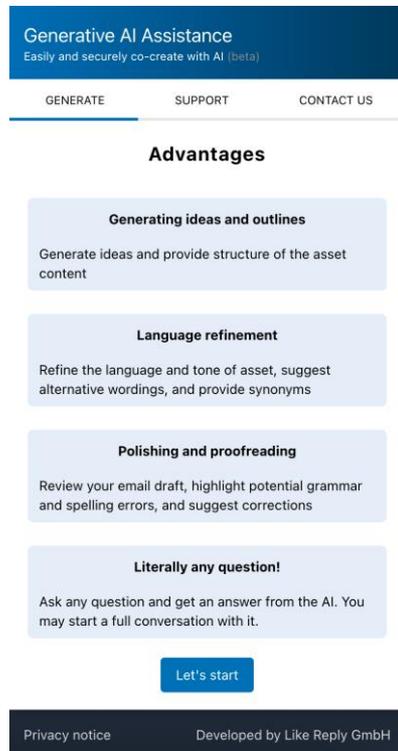
Prototype menu app with default (chat) integration with version gpt-3.5-turbo

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

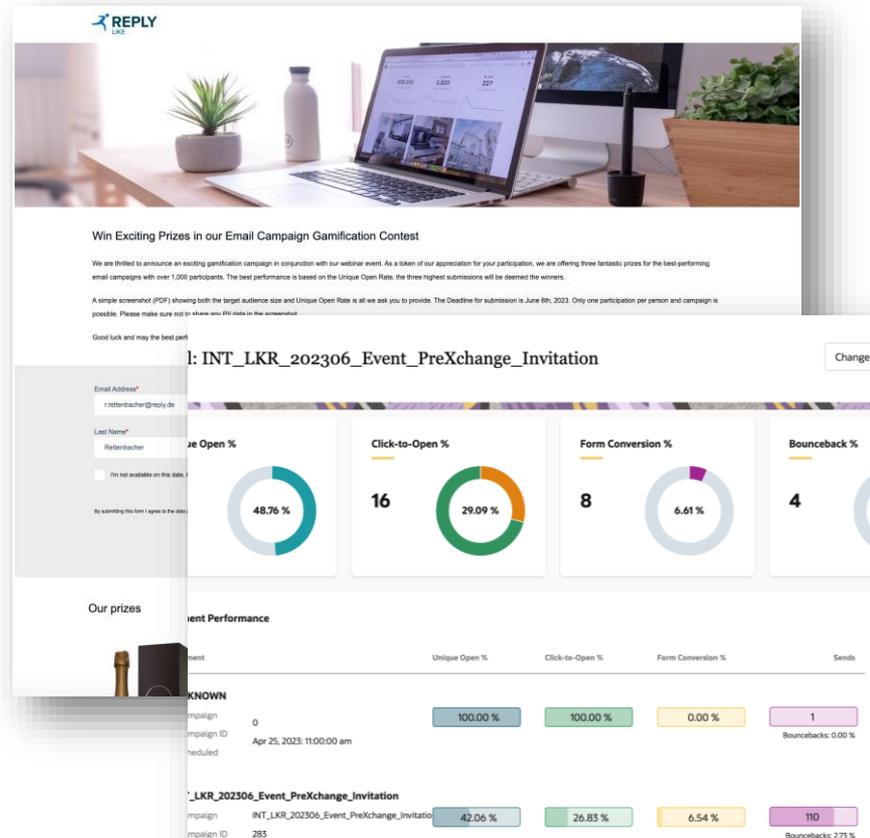
Highest Unique Open Rate with at least 1k recipients (one submit per person)

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



[French Campaign:](#)

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



THANK YOU

www.reply.com

