ELOQUA RELEASE 23C WHAT IS IN IT FOR YOU?

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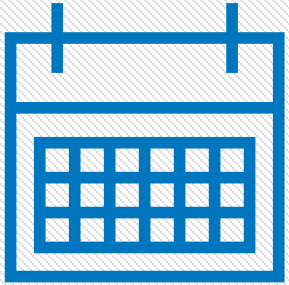
AGENDA



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

=

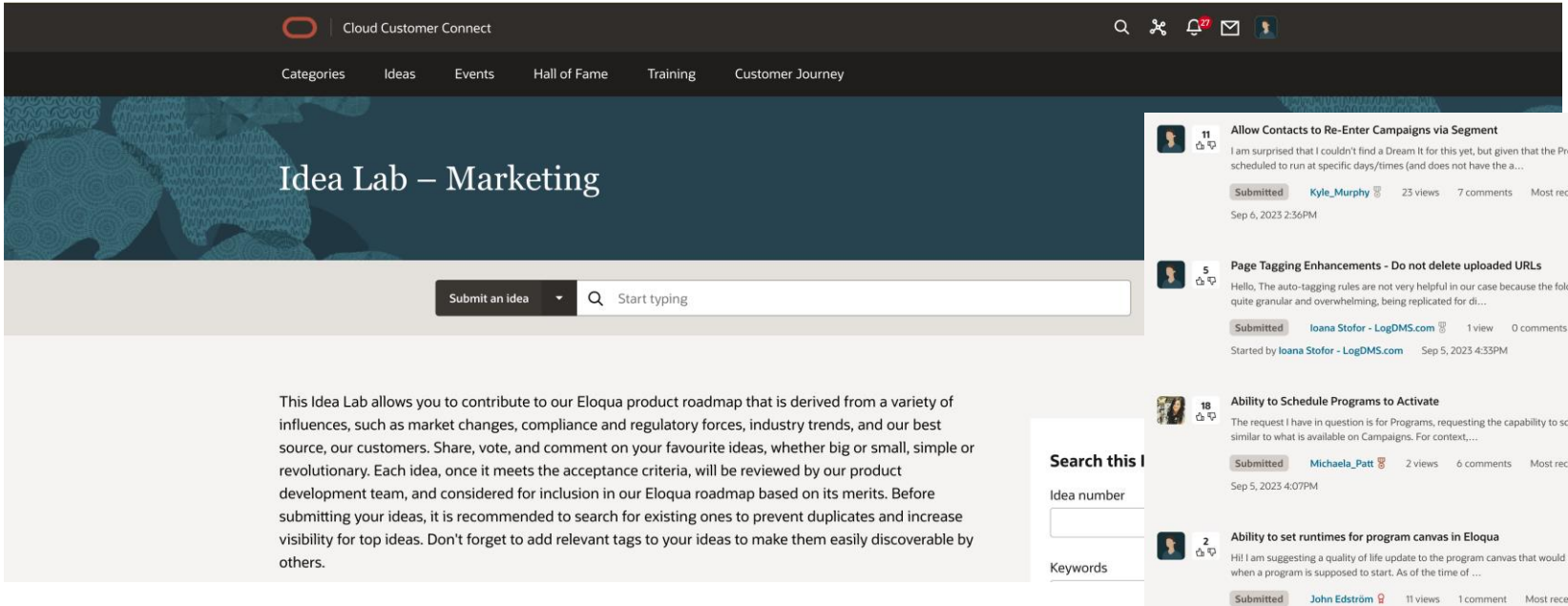
Features that probably or might come in the future, often referred to as Safe Harbour by Oracle

You asked, we delivered!

DREAM IT IS NOW IDEA LAB

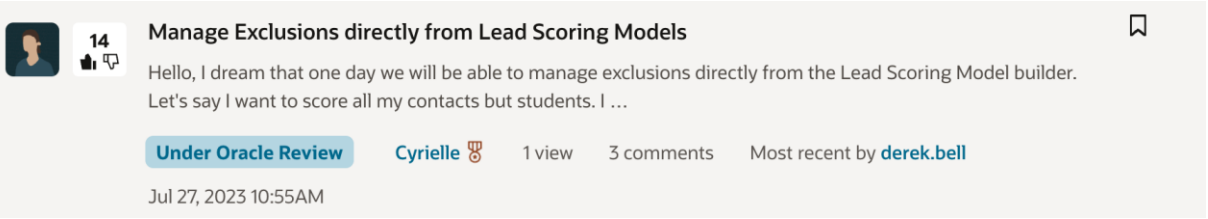
PUT YOUR IDEAS FORWARD

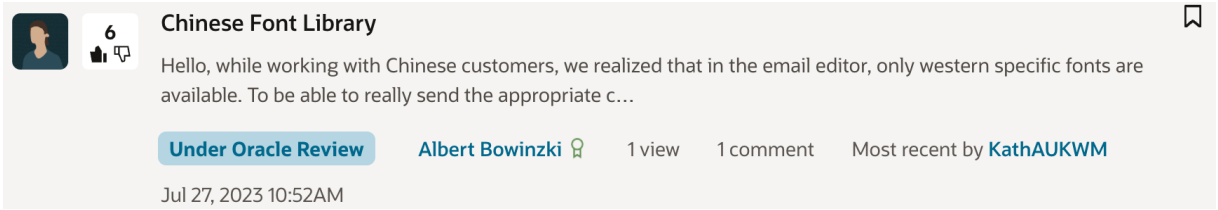
https://community.oracle.com/customerconnect/categories/idealab-cx-marketing

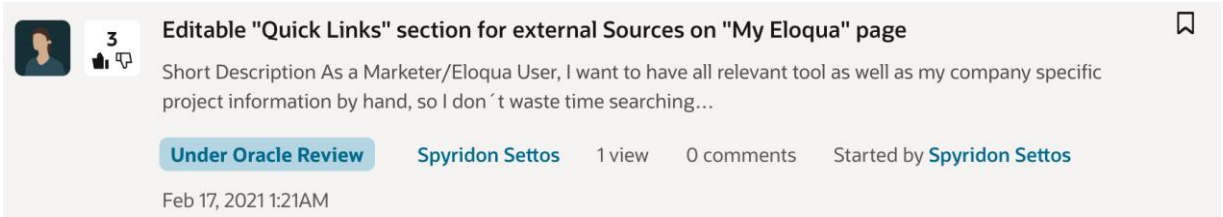


OUR AND YOUR IDEAS

IN “UNDER ORACLE REVIEW” STATUS







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 adresses 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.

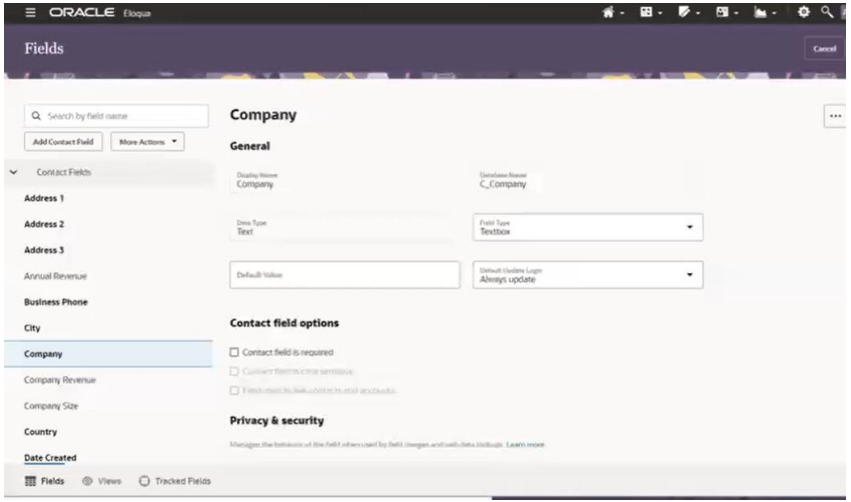
23C UPDATES

CA

ELOQUA´S REDWOOD EXPERIENCE NEW AREAS

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



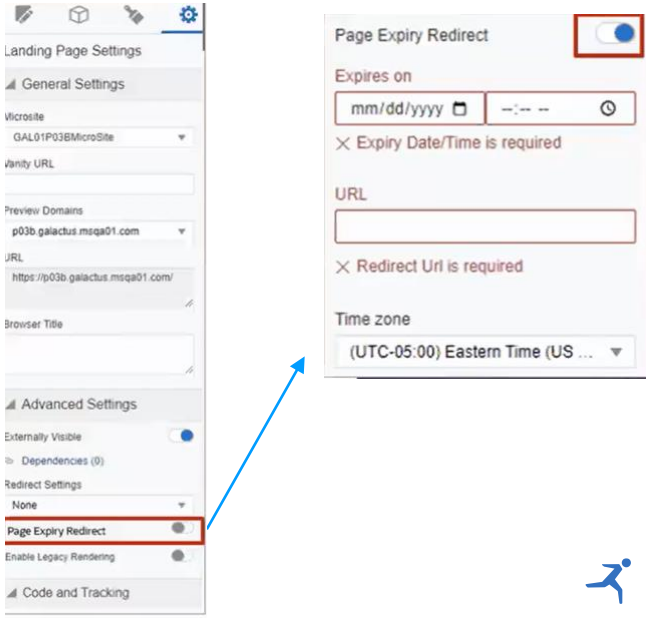
You asked, we delivered!

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



HYPERLINK TRACKING UPDATES

GA

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

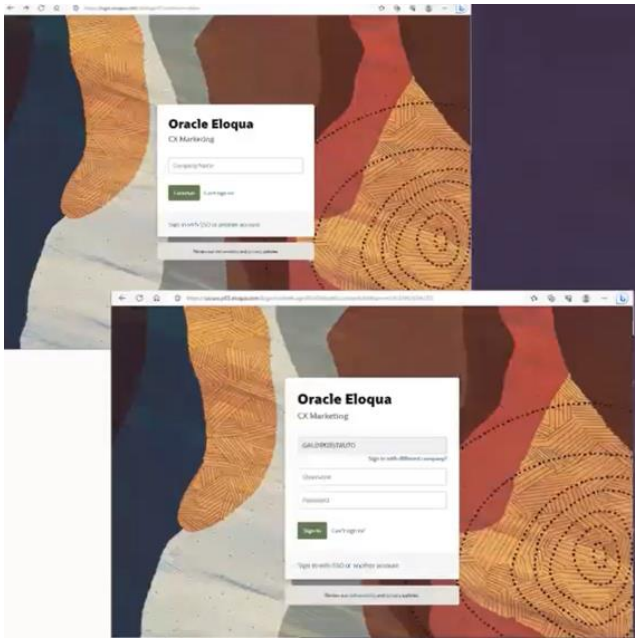
- Eloqua landing pages are tracked by default
- Consistent behavior when an Eloqua landing page is added as a landing page or webpage link type
- Add redirect tracking is disabled if a landing page detected in the webpage URL filed
- Hover over text and link to help doc to clarify that Eloqua landing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

SIMPLYFIED ELOQUA LOGIN

GA & CA

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

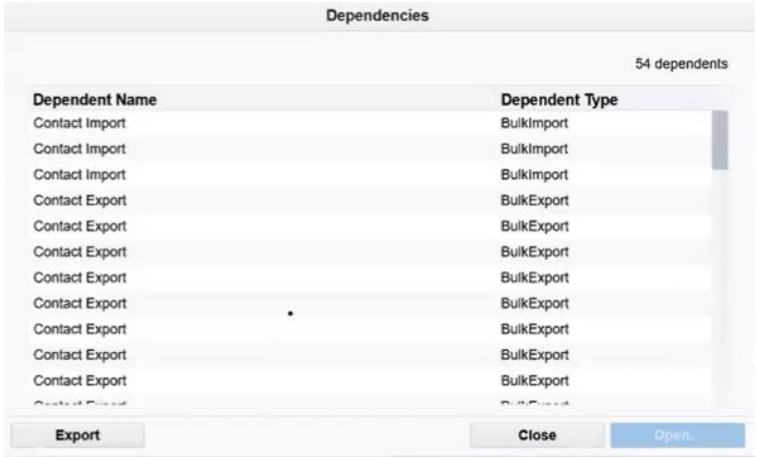


CONTACT FIELD DEPENDENCY EXPORT

GA

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

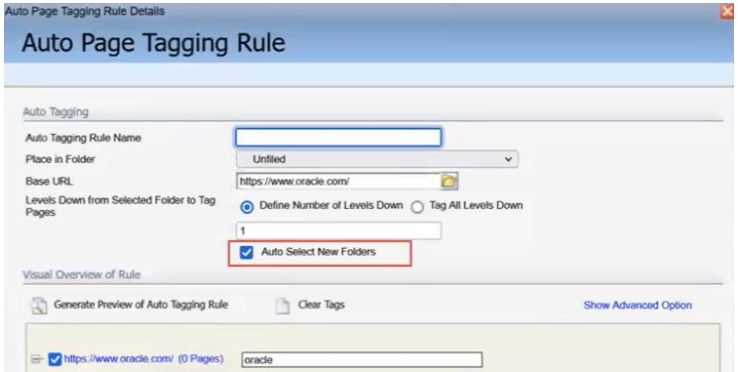


PAGE TAG UPDATES

GA

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



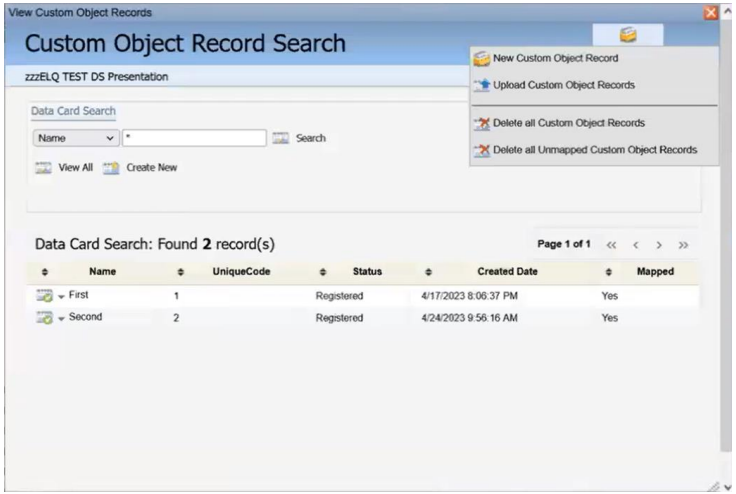
GA

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



SMS

INCREASED REPORTING SPEED OF SMS EVENTS

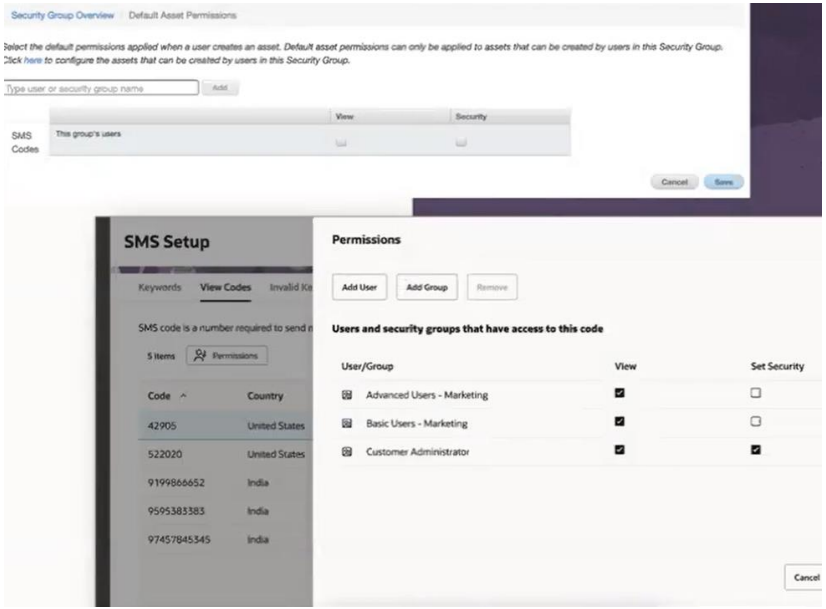
SMS Events are now reported in near real-time

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

SMS CODE PERMISSIOM

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

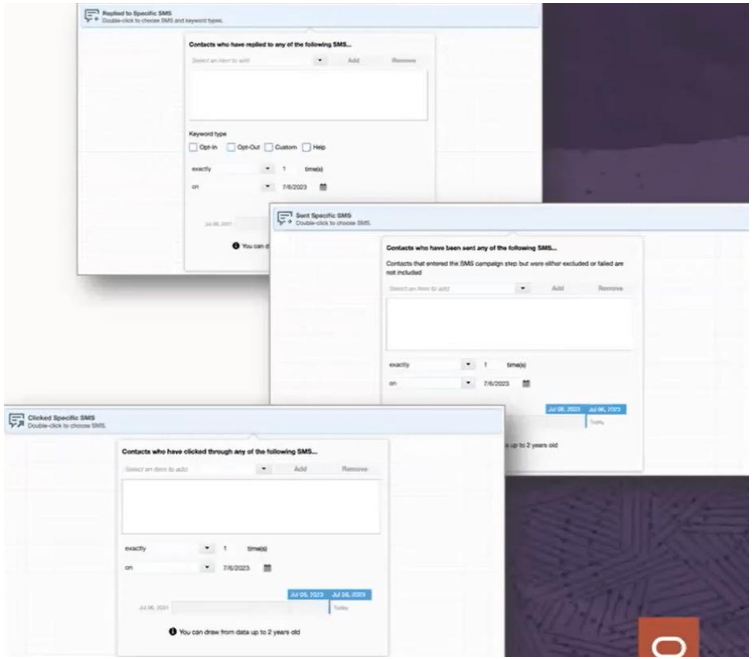


SMS SEGMENT FILTER

CA

SMS Segment Filters:

- Replied to Specific SMS
  - Select contact based on the number of replies to specific SMS
- Sent Sepcific 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



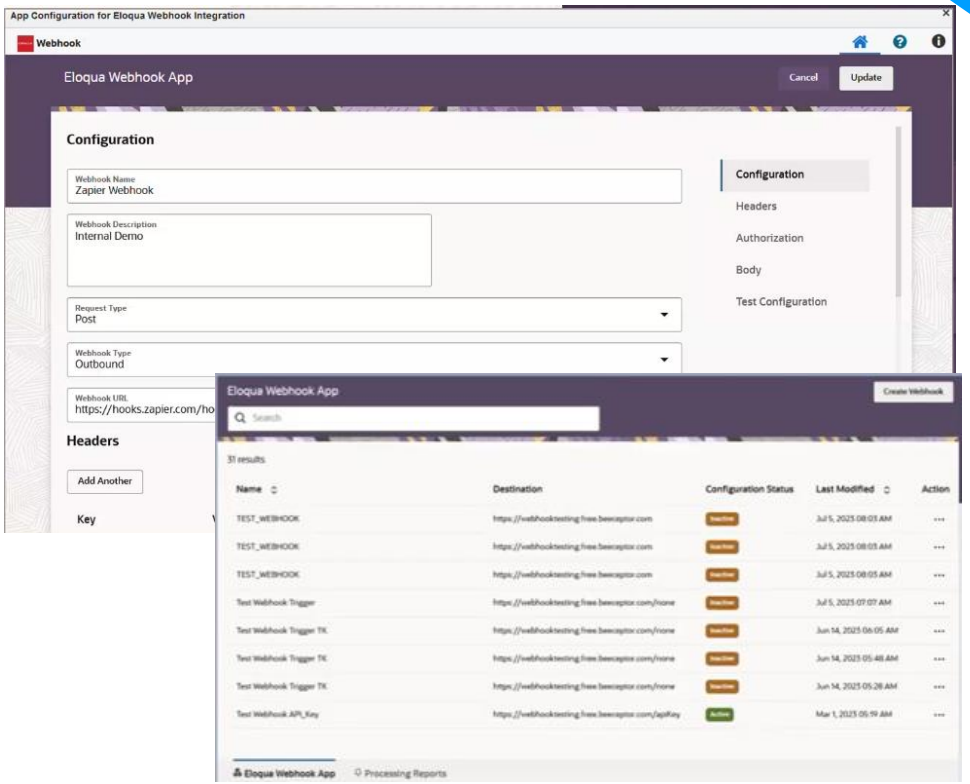
API & APPS

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 authentification and customize body payload
- Test the webhook configuration before enabling it



Program registration: https://orpmdemo.com/EloquaWebhookAppCA

POLL

REPORTING API CONTROLLED AVAILABILITY PROGRAM

CA

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 PI
- 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

GA

New Lookup Table Application endpoints to:

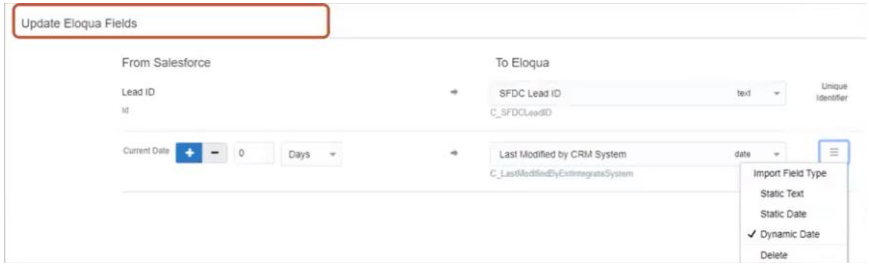
- Retrieve
  - GET /api/rest/2.0/assets/lookupTables
  - GET /api/rest/2.0/assets/lookupTables/{id}
  - GET /api/rest/2.0/data/lookupTables/{parentID}/lookupTableEntries
- Update
  - PUT /api/rest/2.0/assets/lookupTable/{parentid}/LookupTableEntry/{key}
- Delete
  - Delete GET /api/rest/2.0/assets/lookupTables/{parentid}/LookupTableEntry/{key}

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

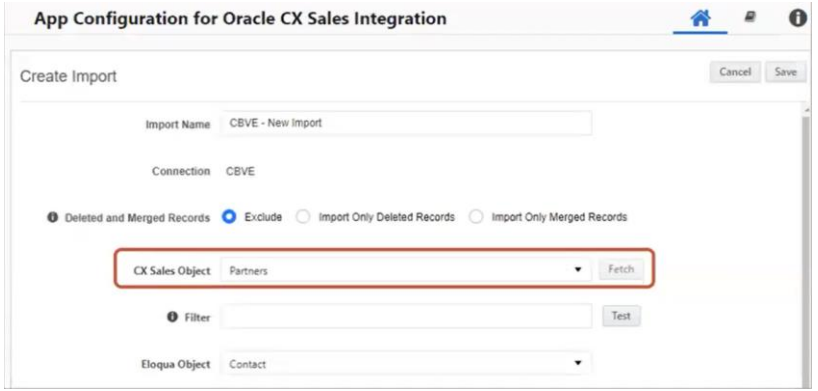


CX SALES APP ENHANCEMENTS

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

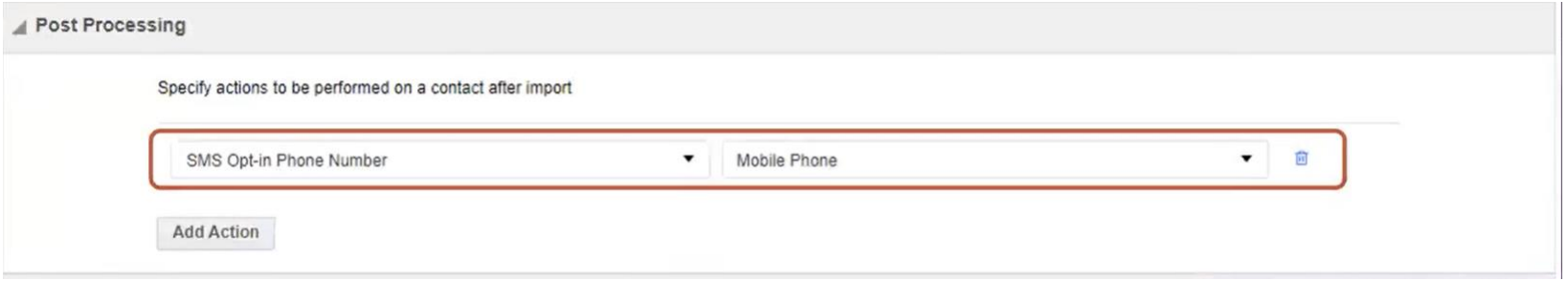


CX SALES APP ENHANCEMENTS

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



ROADMAP UPDATE

ORACLE + cohere

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.

Curious to read more about the partnership?

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

INTELLIGENCE

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.

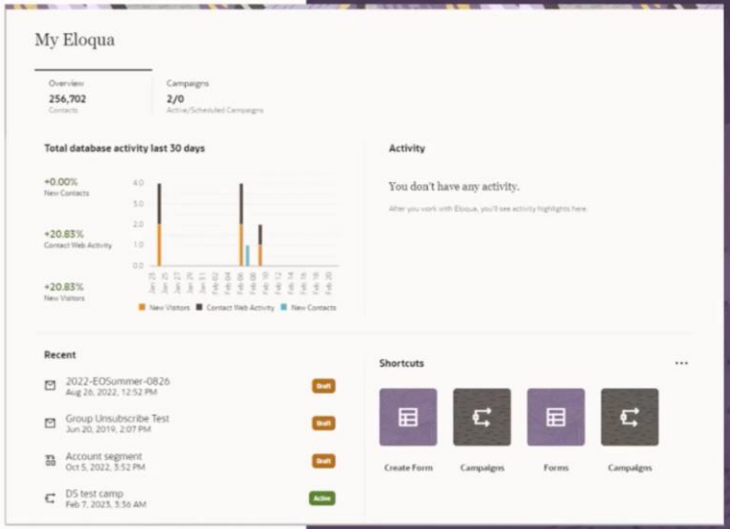
**Will require the Oracle Advanced Intelligence Add-on SKU for Eloqua*

USER EXPERIENCE

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



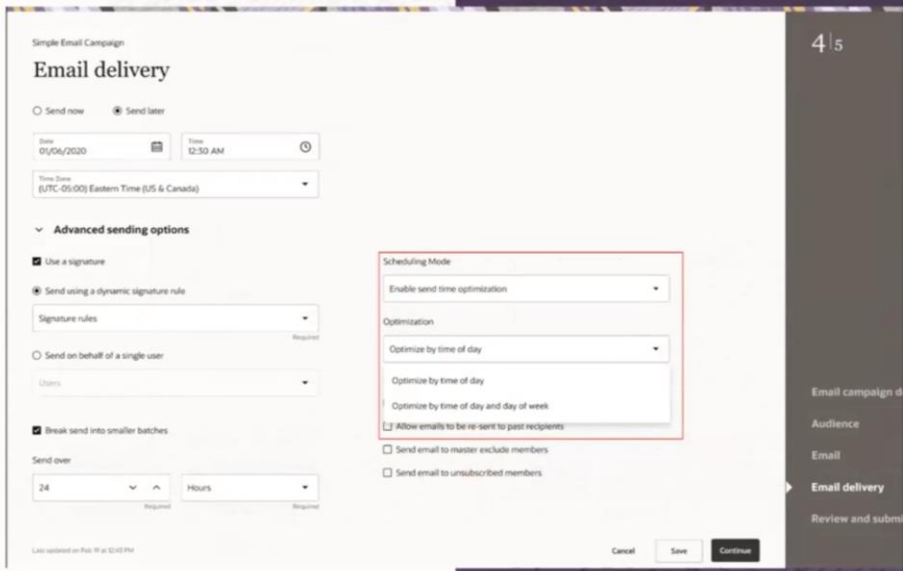
Curious about Eloqua's Redwood Experience?

USER 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

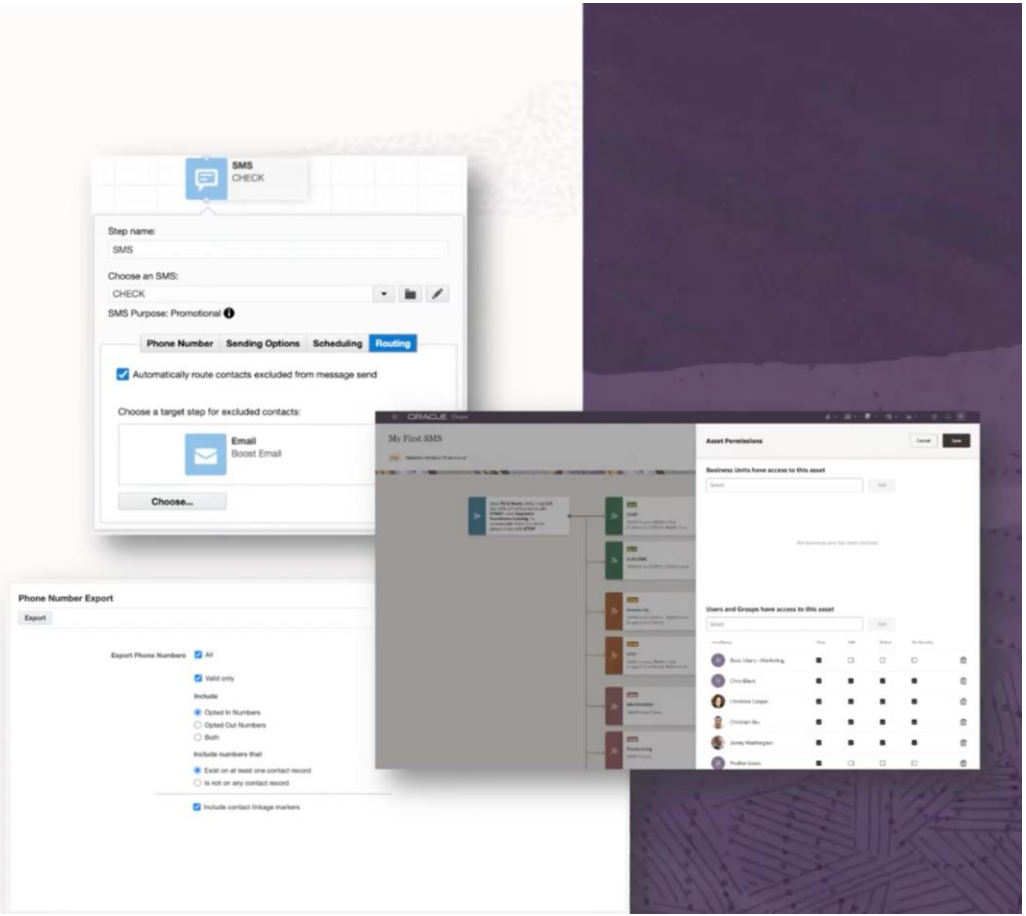
You asked, we're delivering!



OMNICHANNEL

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

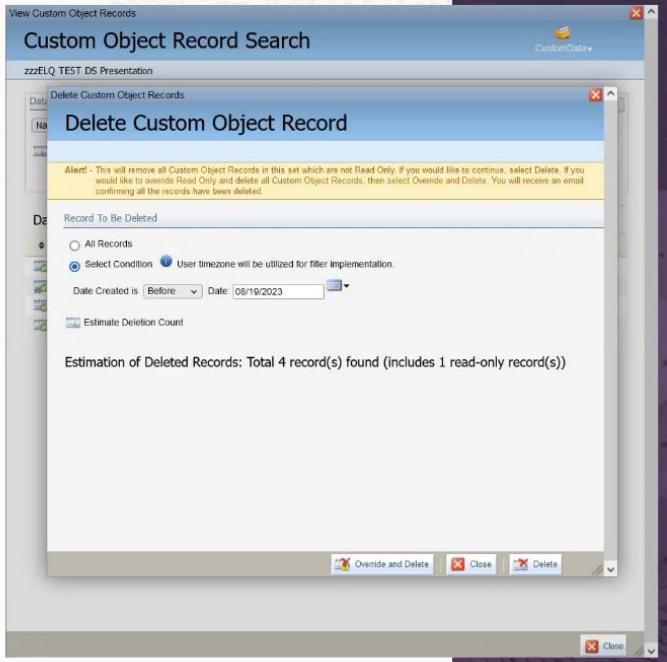


DATA

Custom Object Records enhancements

You asked, we're delivering!

- 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



USER EXPERIENCE

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

USER EXPERIENCE

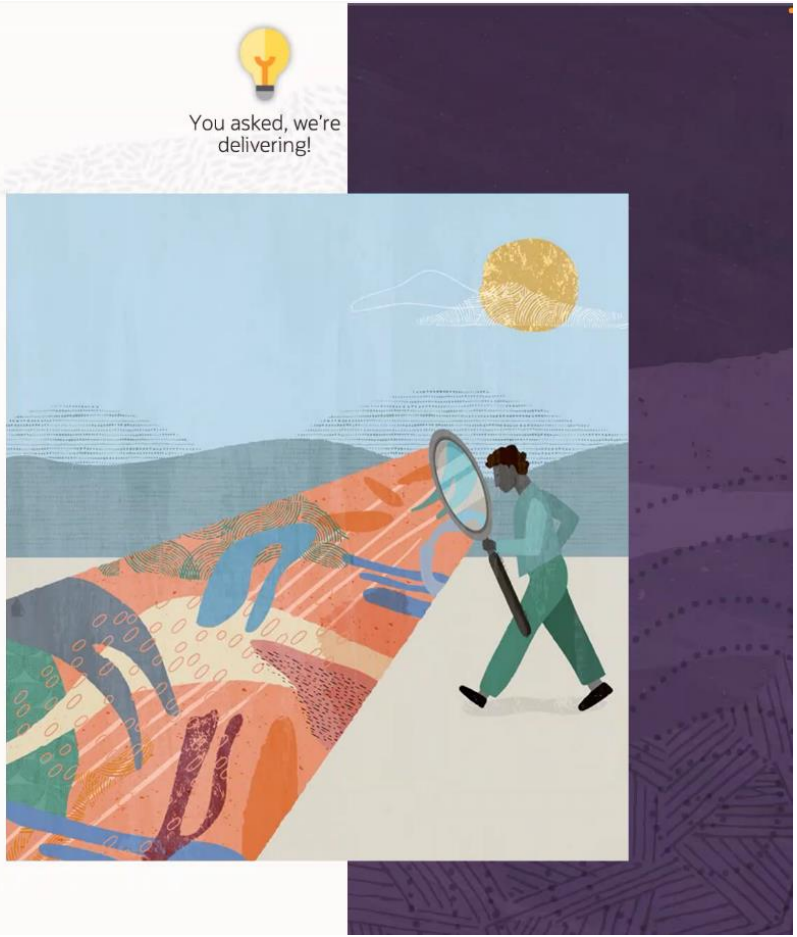
Form Spam Protection Updates

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

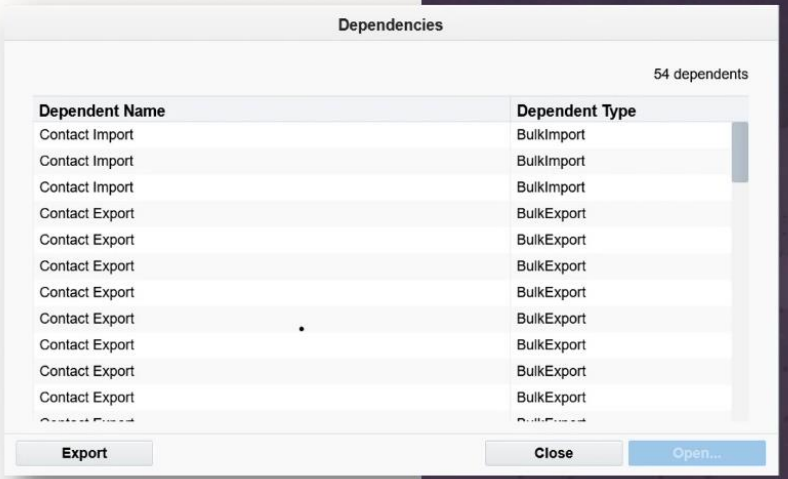


USER EXPERIENCE

Asset Management Enhancements

You asked, we're delivering!

- 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



INTEGRATIONS

Zoom App

You asked, we're delivering!

- 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

INTEGRATIONS

Application API enhancements

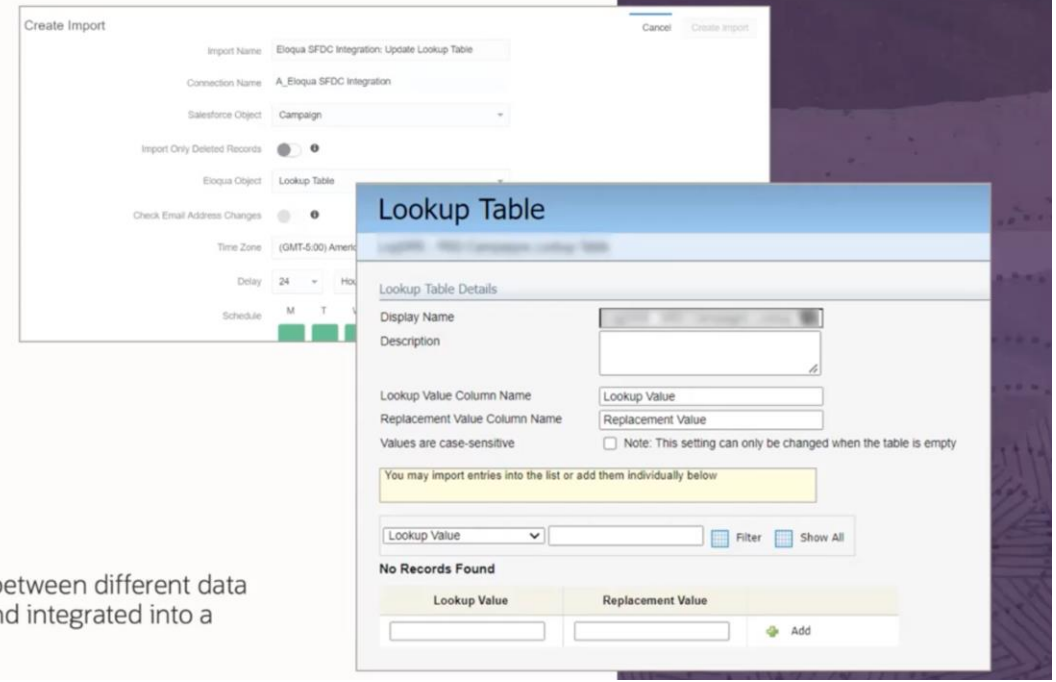
You asked, we're delivering!

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

INTEGRATIONS

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

INTEGRATIONS

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

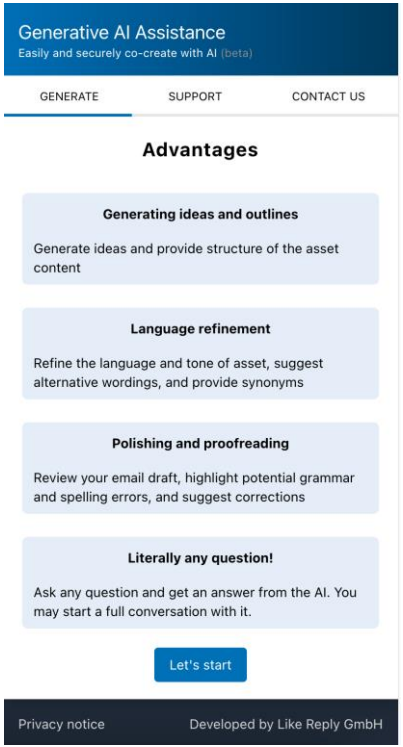
Prototype menu app with default (chat) integration with version gpt-3.5-turbo

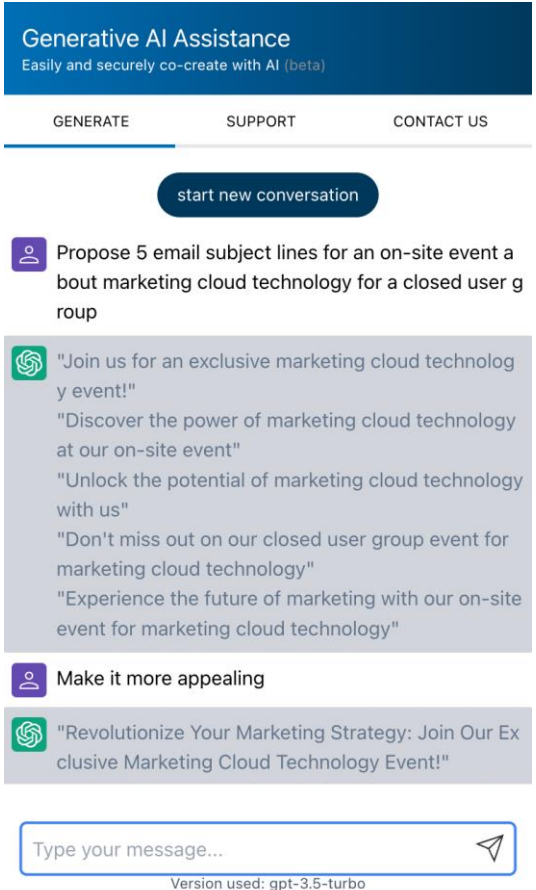
Current Use Cases

- 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 perfoming campaign (no personal data, please)

Winning Rule

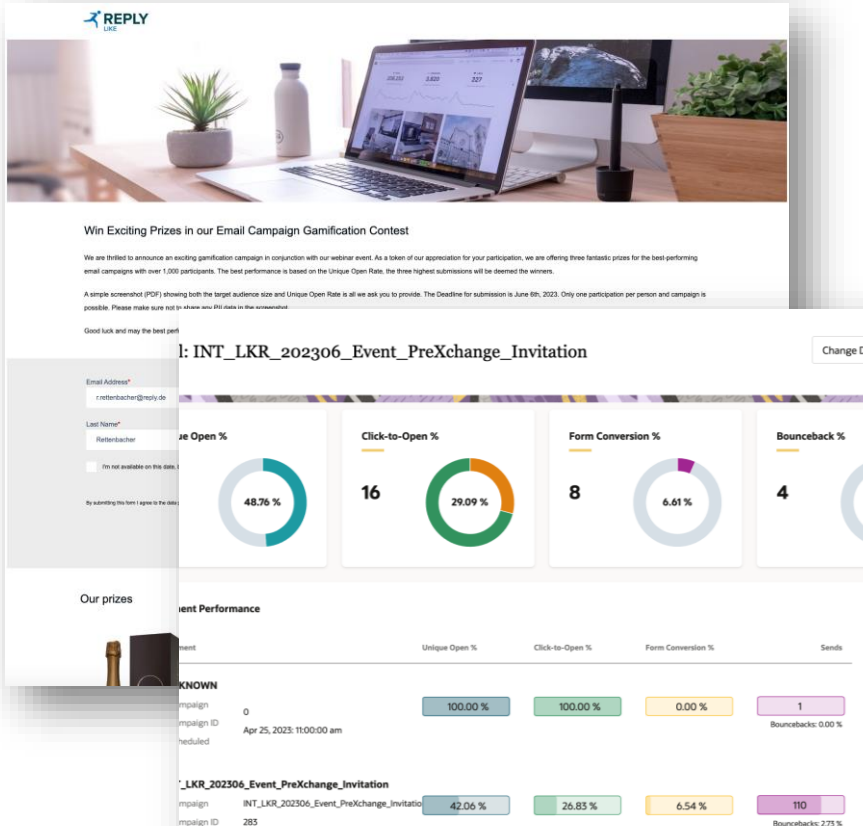
Highest Unique Open Rate with at least 1k recipients
(one submit per person)

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-lexperience?utm_campaign=nurturing_campaign&utm_source=webinar&utm_medium=qrcode

THANK YOU

www.reply.com

REPLY
LIKE