ELOQUA UPDATE 22B
WHAT IS IN FOR YOU?

JOEL Puznava | PARTNER

RAPHAEL Rettenbacher | SENIOR MANAGER

JEAN-NOEL Dollé | MANAGER

REPLY
LIKE

Jean-Noël Dollé

Manager
j.dolle@reply.com

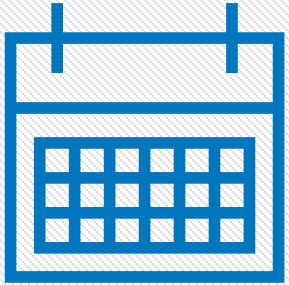
Joël Puznava

Partner
j.puznava@reply.de

Raphael Rettenbacher

Senior Manager
r.rettenbacher@reply.de

Agenda



1. Eloqua - SMS
2. Eloqua - Engage
3. Eloqua - Lead Scoring
4. Eloqua - Other features
5. Eloqua and Infinity

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

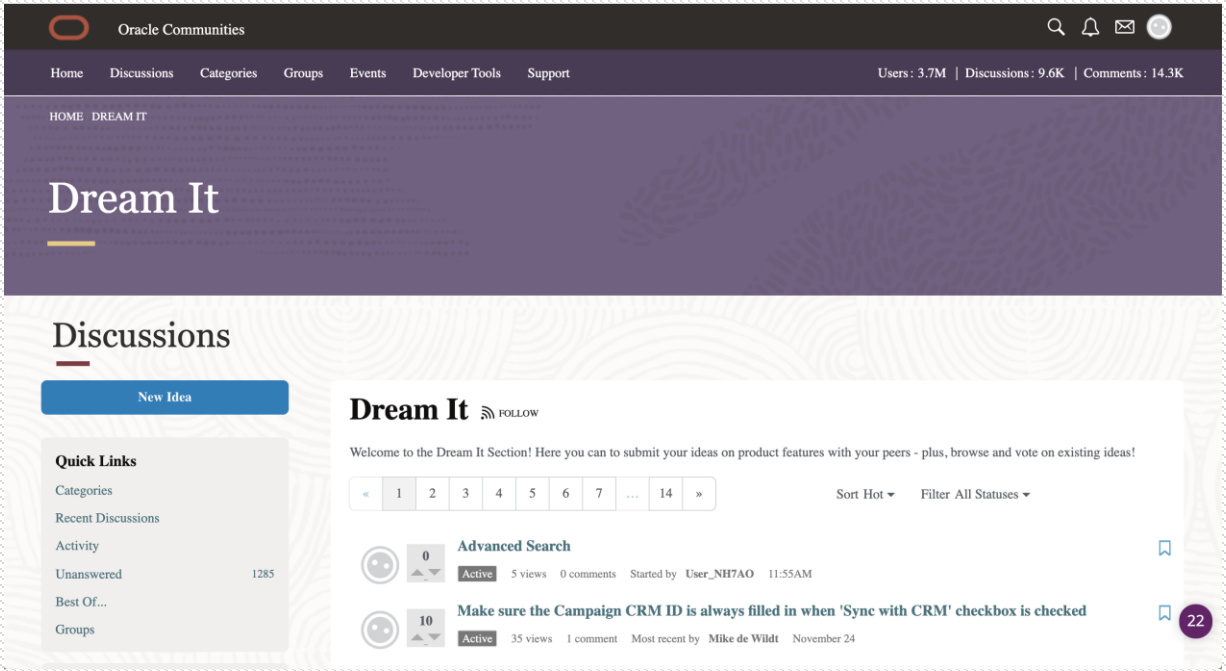
Subject to Safe Harbour

=

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

Dream It!

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

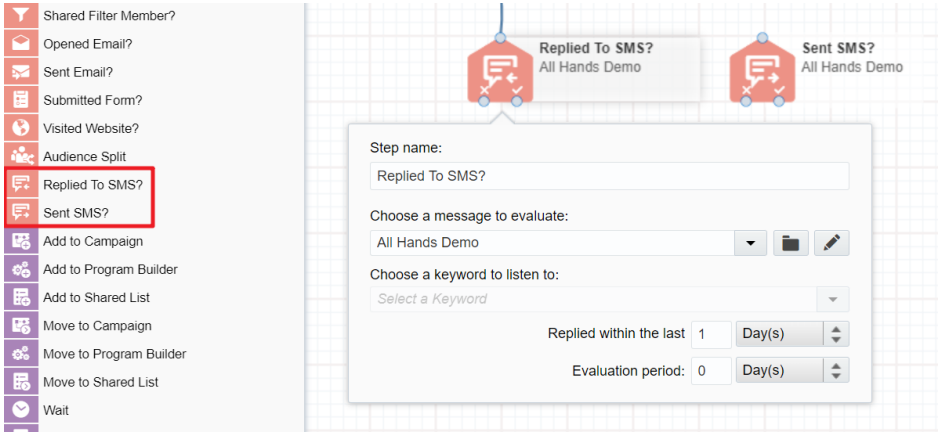


SMS

SMS Decision Steps on Campaign Canvas

Add-on

1. **Replied to SMS**: Evaluates incoming reply keywords and messagesof a contact card
2. **Sent SMS**: Evaluates send of a message to contacts

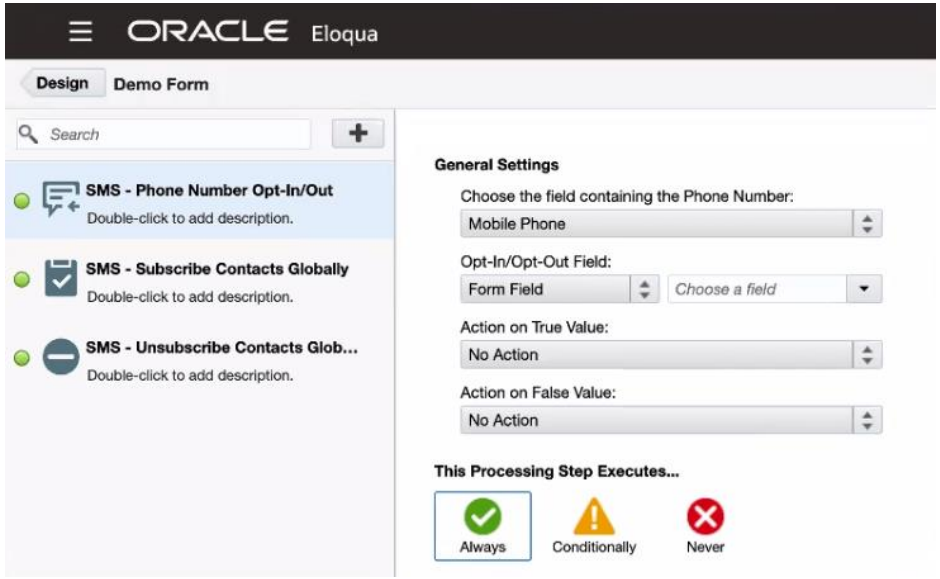


- More flexibility
- Better leverage SMS activity data

SMS Enhancements: Form Processing Steps

Add-on

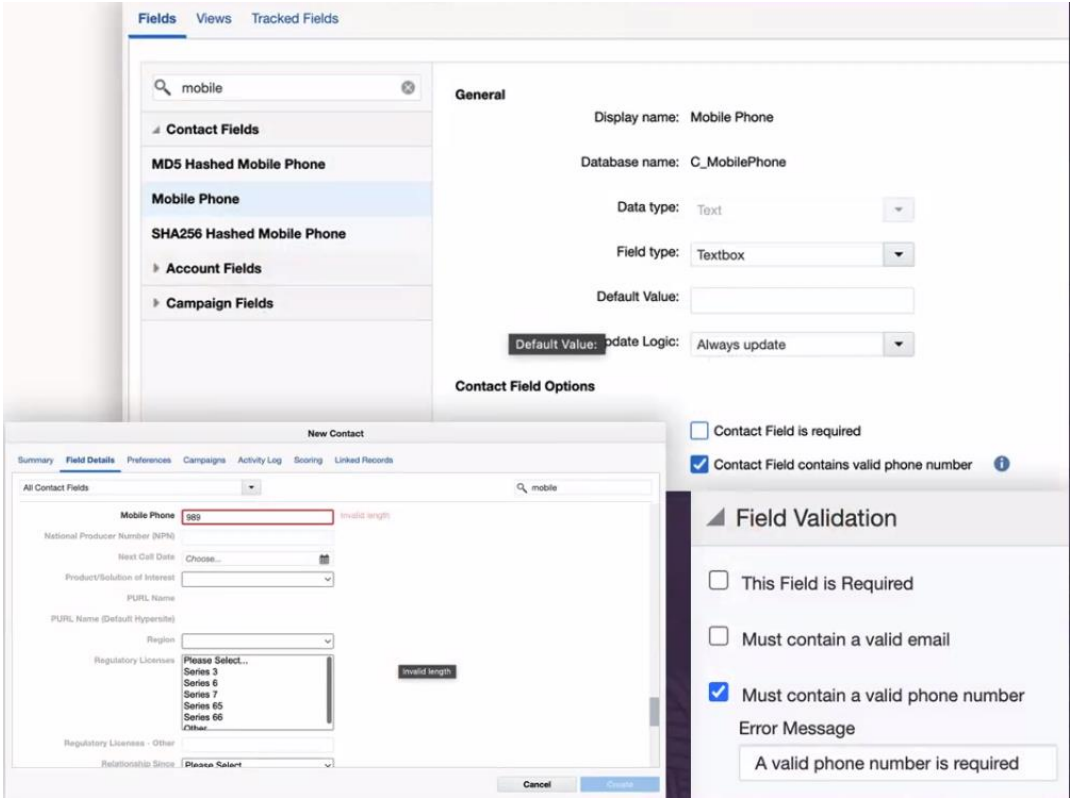
- Form processing steps to manage preferences around SMS:
  - SMS - Phone number Opt-in/out
  - SMS - Subscribe contacts globally
  - SMS - Unsubscribe contacts globally



SMS Enhancements: Phone Number Validation

Add-on

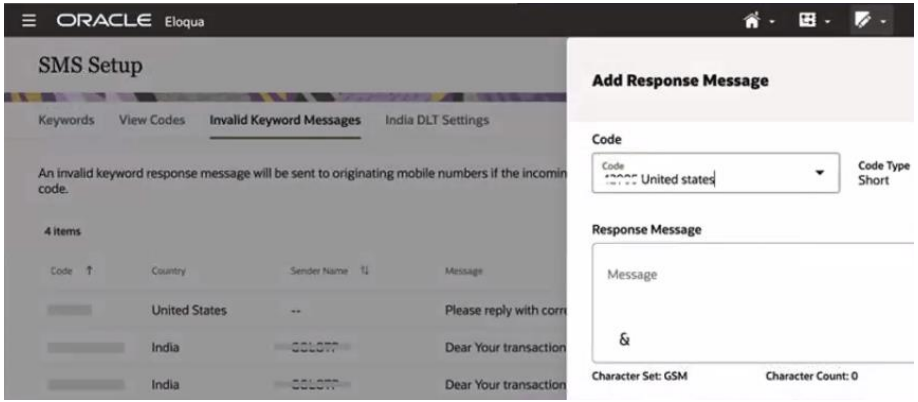
- Apply phone number validation on the following contact fields:
  - Mobile Phone
  - Business Phone



SMS Enhancements: Invalid Keyword Messages

Add-on

- Manage invalid keyword response messages from the SMS Setup page:
  - Create response messages to be sent for invalid incoming keywords
  - One invalid response message can be created for each code

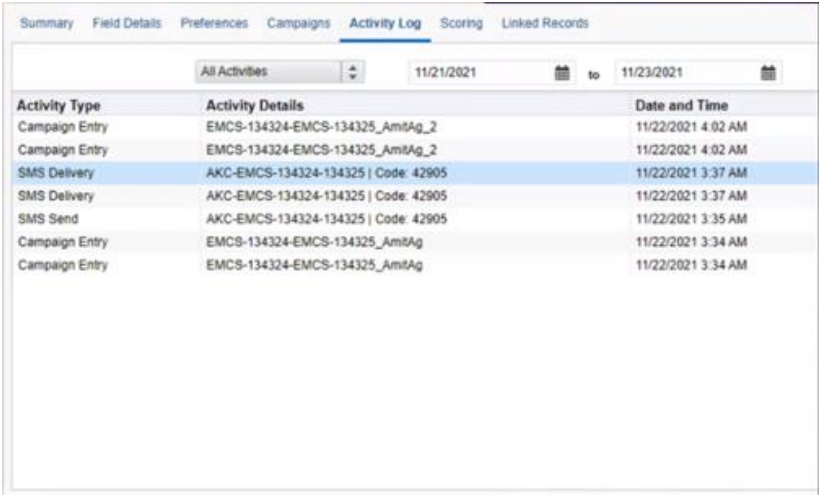


- Unified messaging
- More engagement with greater efficiency

SMS Enhancements

Add-on

- SMS Step now sends messages to valid phone numbers without +prefix
- SMS Delivery Receipts are now available in the Recent Activity and Activity Log sections of a contact card

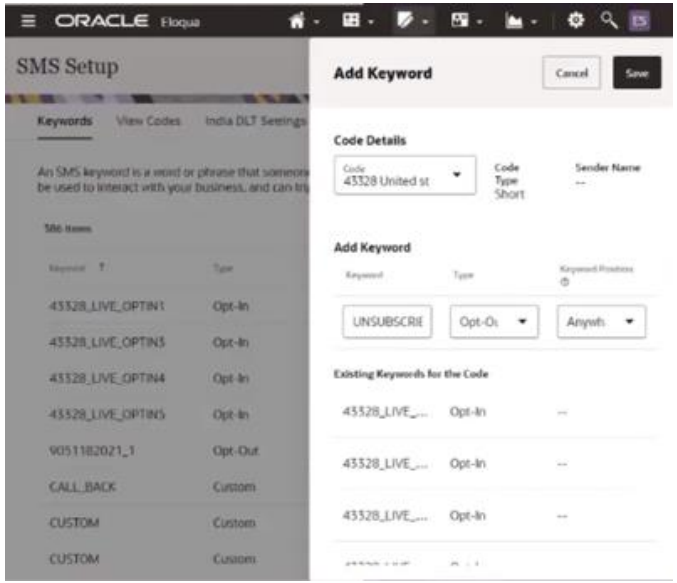


- Two-way message orchestration on the editor canvas
  - Choose to create response messages for keywords you intend to listen to
  - Response can be created for keywords used in the outbound message

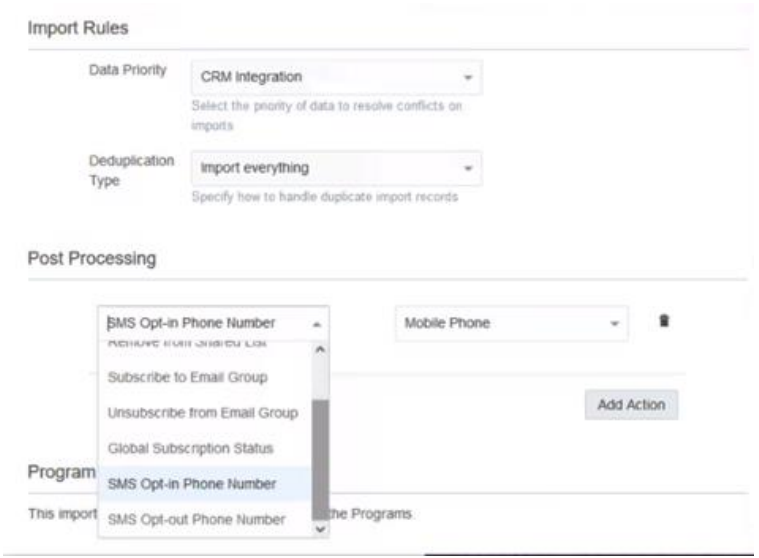
SMS Enhancements

Add-on

- Manage keywords in SMS setup space
- Create opt-in and opt-out type of keywords
- View Campaign usage for keywords

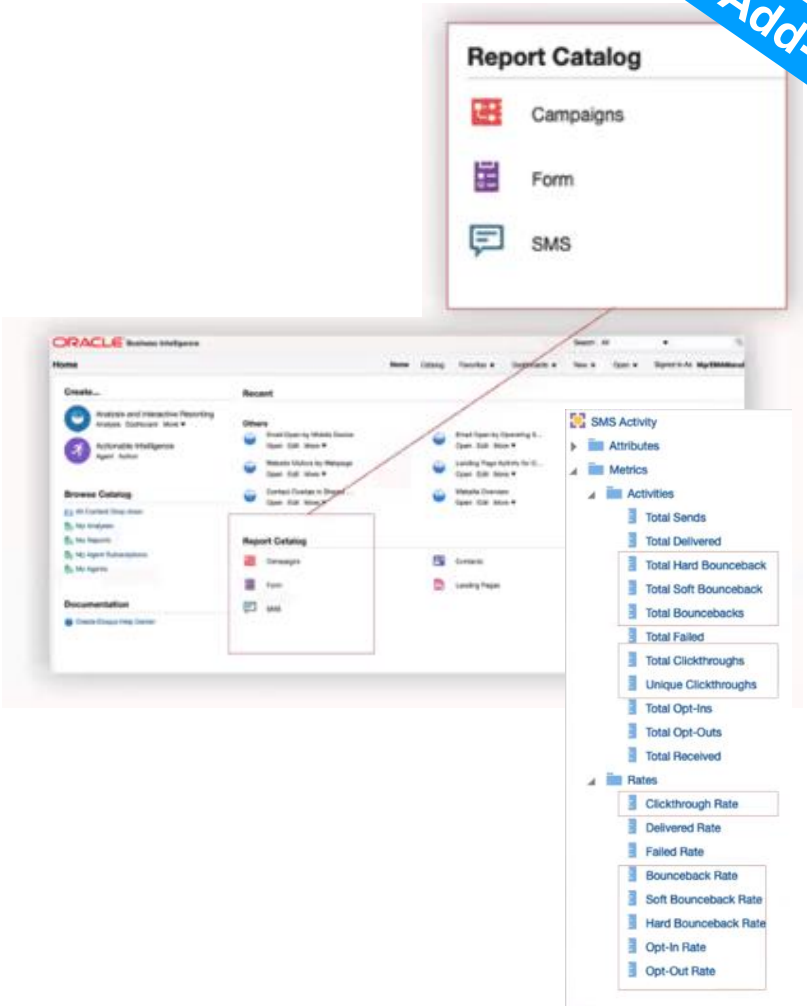


- CRM system :
  - Import Phone Number Opt-in/Out status
  - Create/update an import on Eloqua Contact object to leverage the phone preference



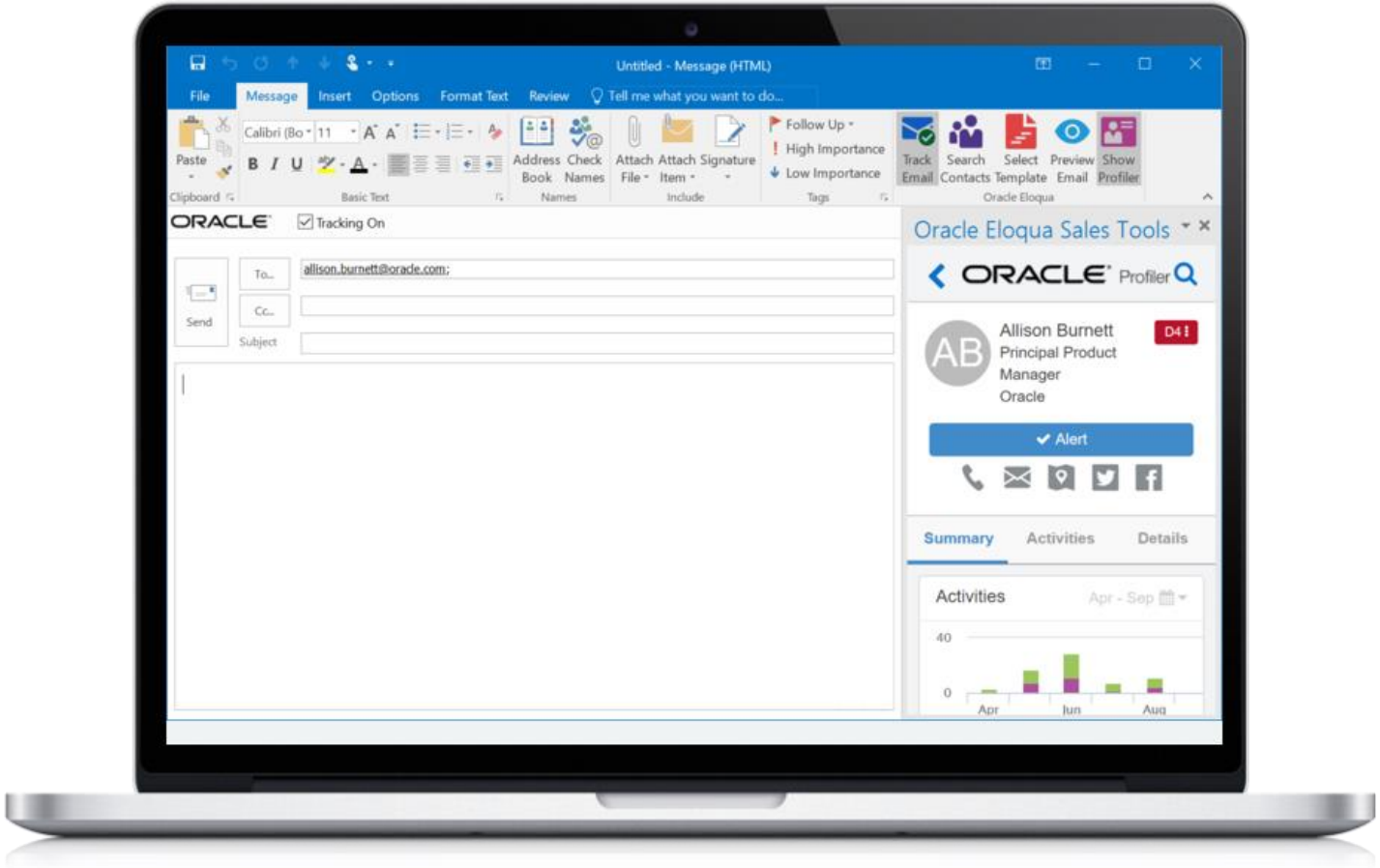
SMS Enhancements

- SMS analysis dashboard now available
- View following metrics :
  - Top SMS sends per code
  - SMS activity per code
  - SMS activity timeline by time and by activity type
  - SMS activity summary for assets
- SMS Activity Subject area now updated to include bounceback, click through and opt-in/out activities and rates
- SMS category now added to the homepage of Oracle Business Intelligence



DEMO SMS IN ELOQUA

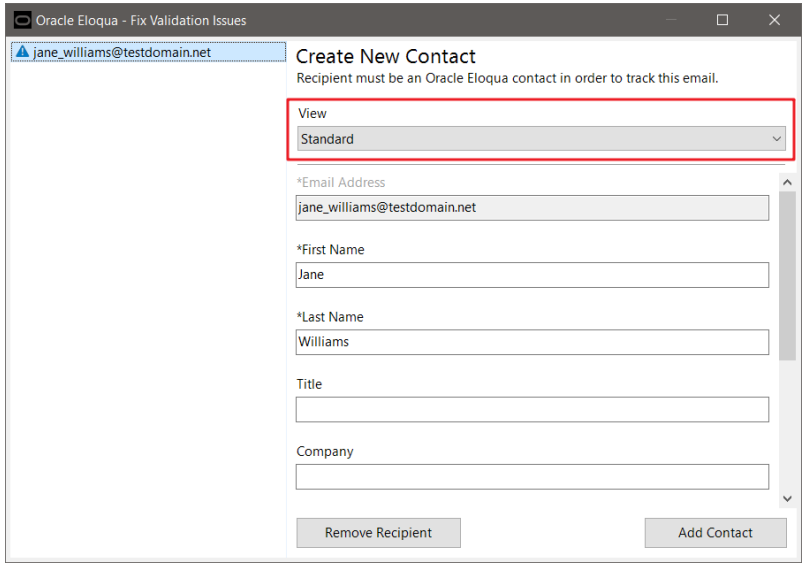
ENGAGE & PROFILER


Untitled - Message (HTML)
File
Message
Insert
Options
Format Text
Review
Tell me what you want to do...
Paste
Clipboard
Basic Text
Address Book
Check Names
Names
Attach File
Attach Item
Signature
Include
Follow Up
High Importance
Low Importance
Tags
Track Email
Search Contacts
Select Template
Preview Email
Show Profiler
Oracle Eloqua
ORACLE
Tracking On
Send
To...
Cc...
Subject
allison.burnett@oracle.com;
Oracle Eloqua Sales Tools
ORACLE Profiler
AB
Allison Burnett
Principal Product Manager
Oracle
D4
Alert
Summary
Activities
Details
Activities
Apr - Sep
40
0
Apr
Jun
Aug

Custom Contact Views for Oracle Eloqua Sales Tools for Microsoft Outlook Add-in

GA

- Create custom contact views for your sales reps who use the Oracle Eloqua Sales Tools for Microsoft Outlook.



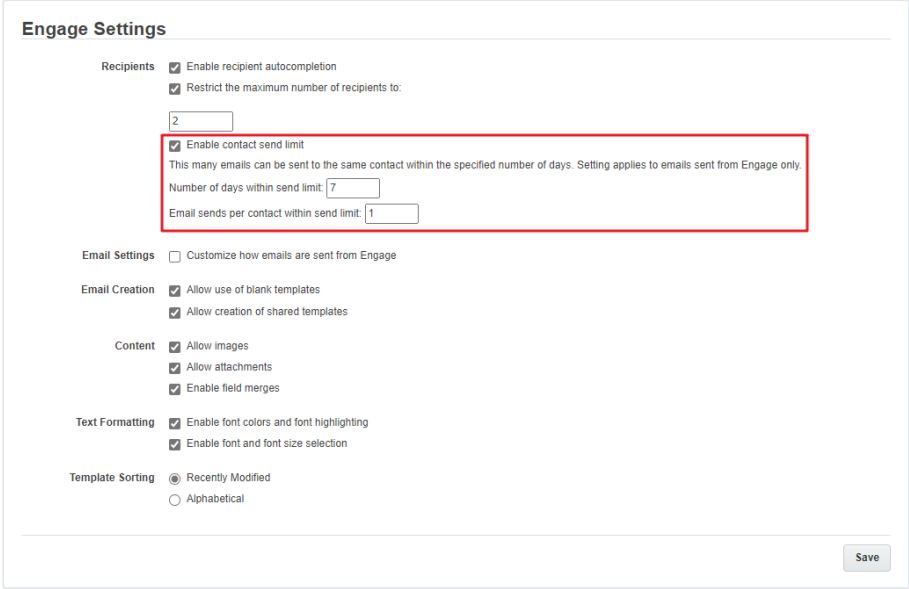
- Choice of which contact view to use.
- Create complete contact records, so that you can better ensure the quality of contact data

Engage Send Limits

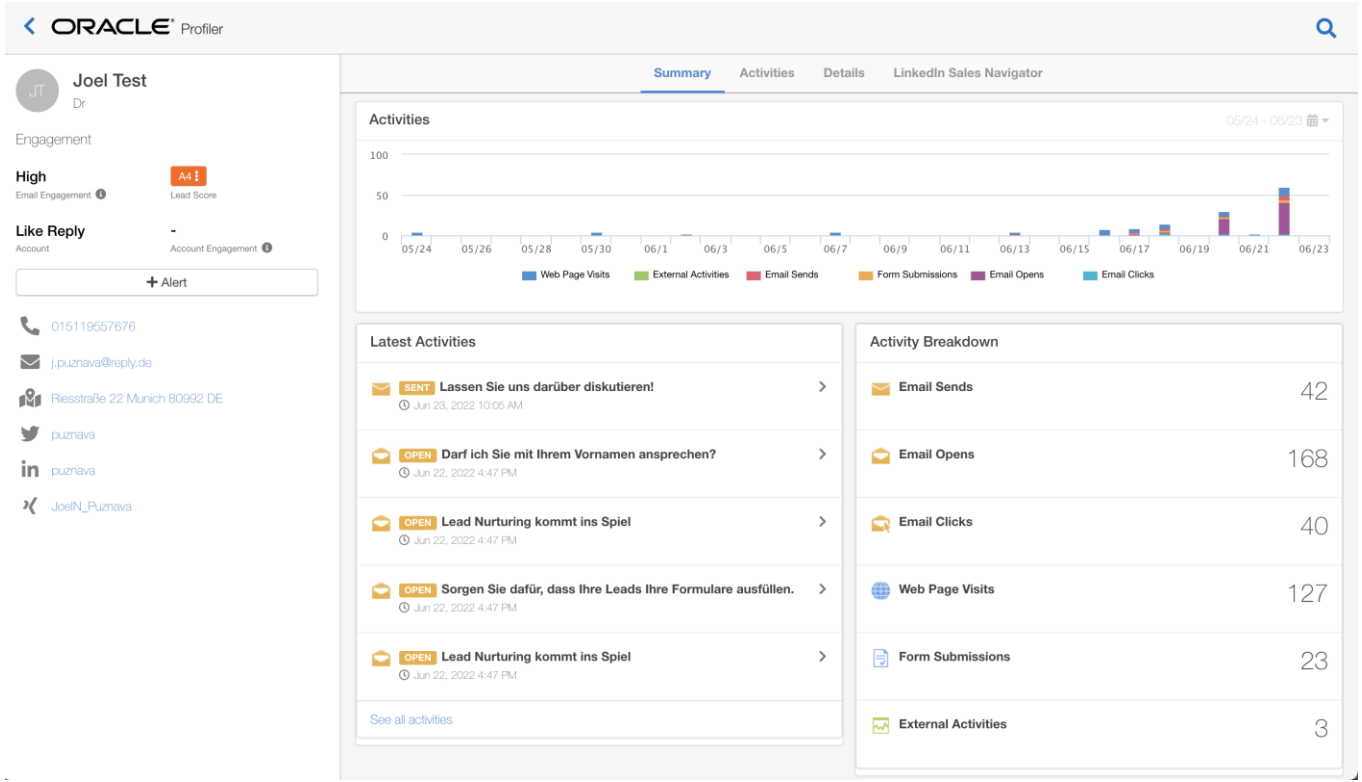
CA

- If you are an Eloqua administrator, you will be able to limit the number of sales emails that your reps can send to the same contact over a period of time.

Prevent contact fatigue and unsubscribes



Profiler


ORACLE Profiler
JT
Joel Test
Dr
Engagement
High
Email Engagement
A4
Lead Score
Like Reply
Account
-
Account Engagement
+ Alert
015119557676
j.puznava@reply.de
Riesstraße 22 Munich 80992 DE
puznava
puznava
JoelN_Puznava
Summary
Activities
Details
LinkedIn Sales Navigator
Activities
05/24 - 06/23
100
50
0
05/24
05/26
05/28
05/30
06/1
06/3
06/5
06/7
06/9
06/11
06/13
06/15
06/17
06/19
06/21
06/23
Web Page Visits
External Activities
Email Sends
Form Submissions
Email Opens
Email Clicks
Latest Activities
SENT Lassen Sie uns darüber diskutieren!
Jun 23, 2022 10:05 AM
OPEN Darf ich Sie mit Ihrem Vornamen ansprechen?
Jun 22, 2022 4:47 PM
OPEN Lead Nurturing kommt ins Spiel
Jun 22, 2022 4:47 PM
OPEN Sorgen Sie dafür, dass Ihre Leads Ihre Formulare ausfüllen.
Jun 22, 2022 4:47 PM
OPEN Lead Nurturing kommt ins Spiel
Jun 22, 2022 4:47 PM
See all activities
Activity Breakdown
Email Sends 42
Email Opens 168
Email Clicks 40
Web Page Visits 127
Form Submissions 23
External Activities 3

POLL

How do you give feedback to your sales about the digital engagement of your contacts?

☐ I don’t share information with them

☐ I create activities in the CRM and or update CRM campaign member

☐ We are using Profiler

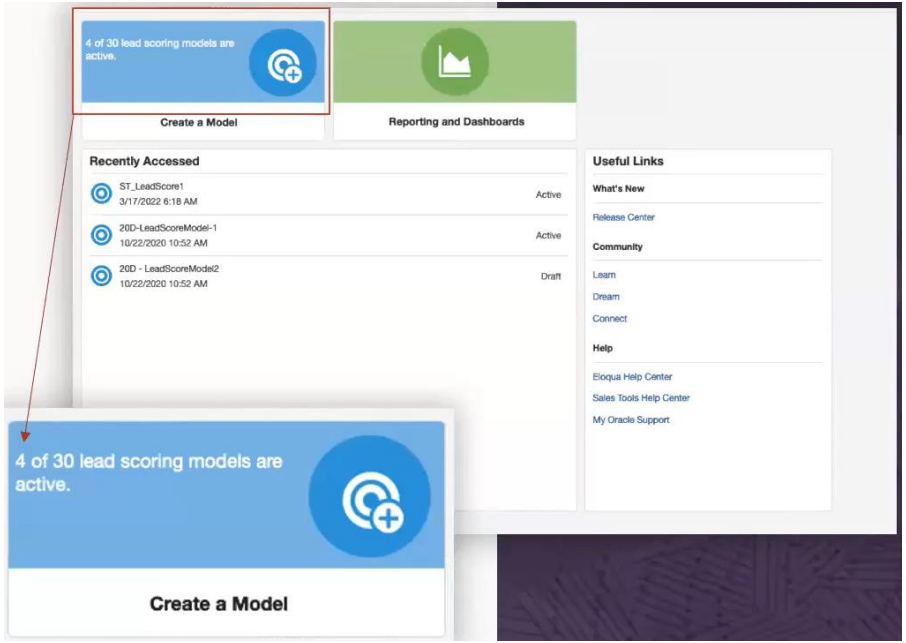
☐ We have built our own Profiler in our BI tool.

LEAD SCORING MODEL LIMITS

Lead Scoring Model Limits

GA

- Oracle Eloqua will limit the number of lead scoring models that you can have active.
- The default limits per editions are as follows:
  - Enterprise: 30
  - Standard: 15
  - Basic: 1
- Limits are per edition, per instance.



POLL

How many lead scoring models are you using today?

- ☐ None, I still need to see how to use the functionality
- ☐ 1 to 3 Lead scoring
- ☐ 4 to 15 lead scoring models
- ☐ More than 15

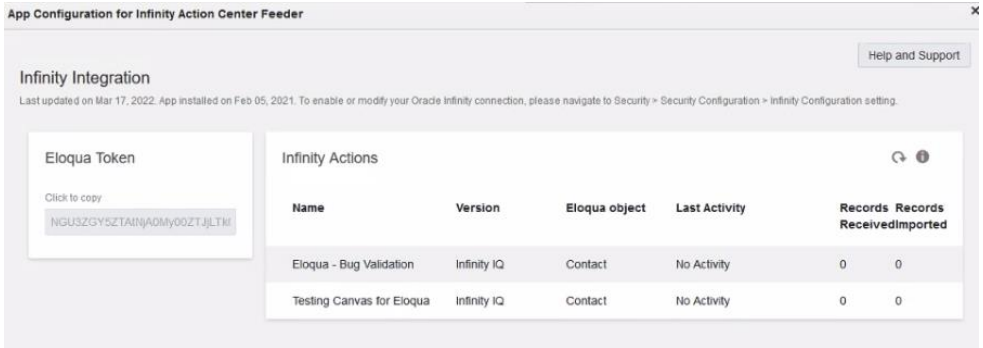
INFINITY ACTION CENTER FEEDER APP

Infinity Action Center Feeder App

CA

- The new update will allow matching on the following hashed contact fields:
  - SHA256 Hashed email address
  - SHA256 Business phone
  - SHA256 Mobile phone
- Oracle Infinity Action Center and Oracle Infinity Streams are required to use this feature.

Added convenience



INFINITY STREAM

USE CASES

Actionable customer behavior

Content downloaded

Scroll depth

Watched % of video Z

Abandoned form

Traffic source

Keyword search

Website visit logic

Location

Eloqua Identified cookies

Cross-sell / up-sell

Personalisation

Segmentation data input / data enrichment

Website visitors

Popin

Website transformation

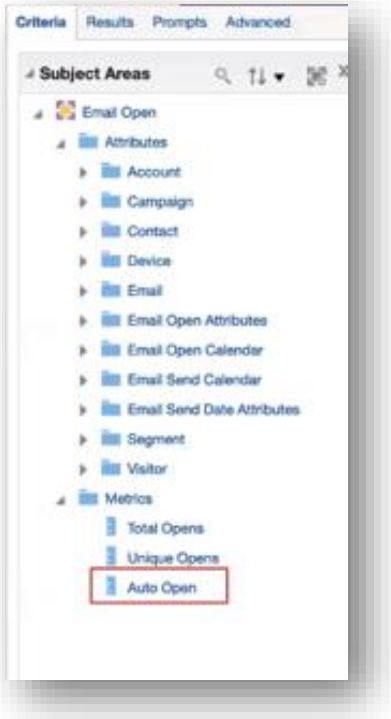
AB testing

OTHER FEATURES

Email Auto-Opens & Clickthroughs (about Apple Privacy Protections Rule)

GA

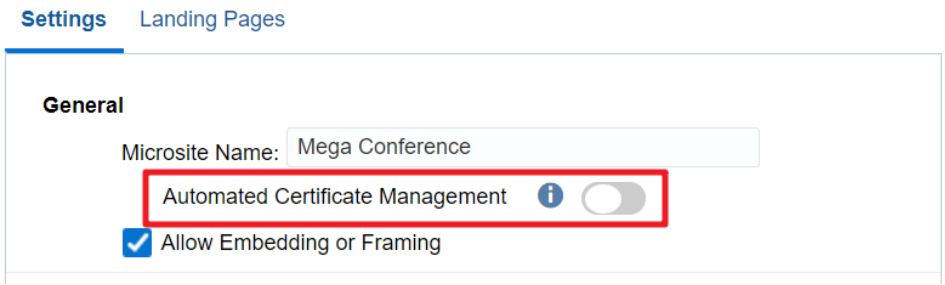
- Identify auto clickthroughs done by email scanning tools
  - Record separate from actual clickthroughs
  - Prevent event triggering
- Identify auto-opens
  - Record separate from regular email opens
- New metric added to the Email Open Subject area in Insight : **Auto Open**
- Auto opens capture emails detected as being opened by a scanning or privacy tool
- These opens are ***not*** included in Total Opens or any associated open rates



Automated Certificate Management

CA

- Securing all customer-branded domains with Eloqua-owed DV SAN certificates.
  - Automatic renewal of certificates prior to their expiration.



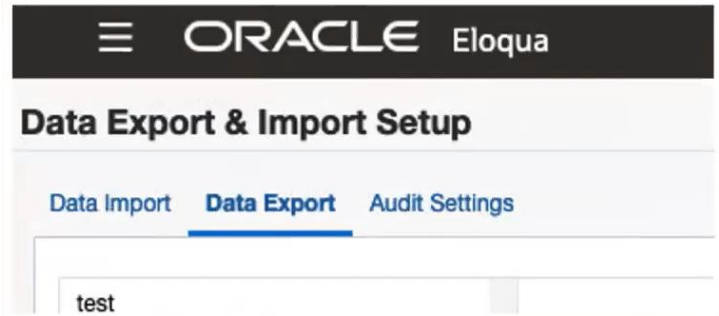
- Properly support content rendering and deliverability
- All your domains are secured and automatically renewed prior to expiry to prevent any downtime related to content rendering.
- No need to purchase an SSL certificate if you are a new customer.

Data Export Security Updates

GA

- Data Export will honor Contact Security based on the Eloqua user that creates the export.
  - ✓ If you are using Contact Security, confirm that the User who created any contact export has access to all required labels.

⊕ Prevents users from exporting contacts that they don't have access to view.

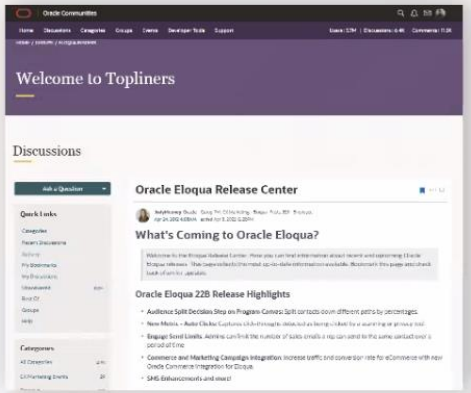


SUMMARY OF UPDATES

Feature	Product	Ready for use			Action needed
		Report	UI/Process Small Scale	UI/Process Larger Scale	
New Metric: Auto Click	Analytics	✓			
Infinity Action Center App Updates	Apps				✓
Oracle Commerce App	Apps				✓
New SMS Decision Steps on Campaign Canvas	Campaigns				✓
Custom Contact Views for Oracle Eloqua Sales Tools for Microsoft Outlook Add-in	Engage		✓		
Engage Send Limits	Engage				✓
Lead Scoring Model Limits	Lead Scoring		✓		
SMS Enhancements	Mobile				✓
Audience Split Decision Step on Contact Program Canvas	Programs		✓		
Data Export Security Updates	Security		✓		
Supported Browsers	Supported Browsers		✓		
Automated Certificate Management	User Experience				✓
Bulk API Updates	Developer Changelog				✓
CDO App API Endpoints Search Limits	Developer Changelog				✓

Related Resources

Release Center

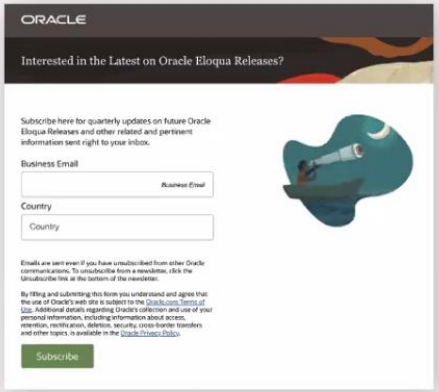


bit.ly/EloquaRelease

Topliners Community

bit.ly/elqinsiders

Eloqua Release Emails



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Dynamic Content
App

Advanced
Dynamic Content
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