

ELOQUA UPDATE 22B WHAT IS IN FOR YOU?

JOEL Puznava | PARTNER

RAPHAEL Rettenbacher | SENIOR MANAGER

JEAN-NOEL Dollé | MANAGER



Jean-Noël Dollé

Manager
j.dolle@reply.com



Joël Puznava

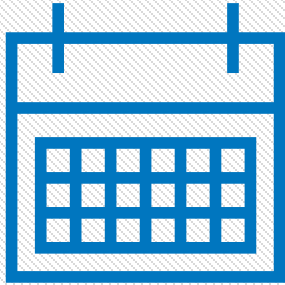
Partner
j.puznava@reply.de



Raphael Rettenbacher

Senior Manager
r.rettbacher@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>

A screenshot of the Oracle Communities website. The top navigation bar includes the Oracle logo, 'Oracle Communities', and search, notification, and mail icons. Below this is a secondary navigation bar with links for Home, Discussions, Categories, Groups, Events, Developer Tools, and Support, along with statistics: Users: 3.7M | Discussions: 9.6K | Comments: 14.3K. The main content area has a dark purple header with 'HOME DREAM IT' and a large 'Dream It' title. Below the header is a 'Discussions' section with a 'New Idea' button. A sidebar on the left lists 'Quick Links' such as Categories, Recent Discussions, Activity, Unanswered (1285), Best Of..., and Groups. The main discussion area shows a 'Dream It' group header with a 'FOLLOW' button and a welcome message. Below this is a pagination bar (1-14) and sorting options ('Sort Hot', 'Filter All Statuses'). Two discussion items are visible: 'Advanced Search' (0 votes, 5 views, 0 comments) and 'Make sure the Campaign CRM ID is always filled in when 'Sync with CRM' checkbox is checked' (10 votes, 35 views, 1 comment). A badge with the number '22' is visible on the right side of the discussion list.

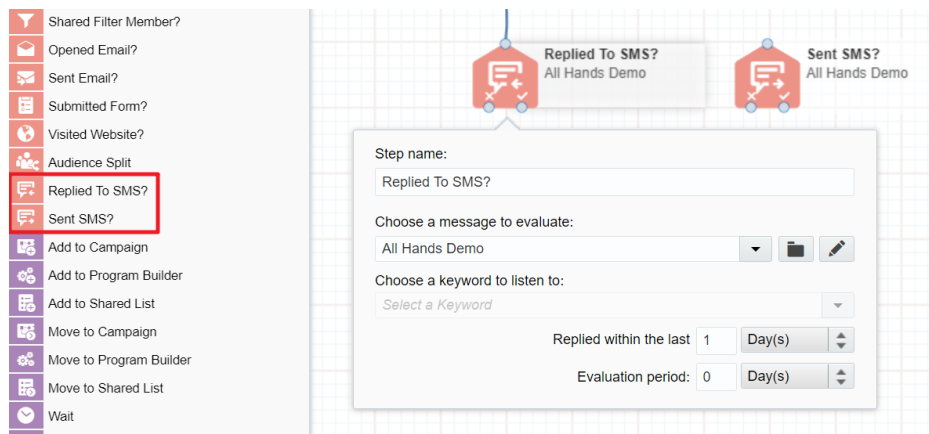


SMS



SMS Decision Steps on Campaign Canvas

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



More flexibility



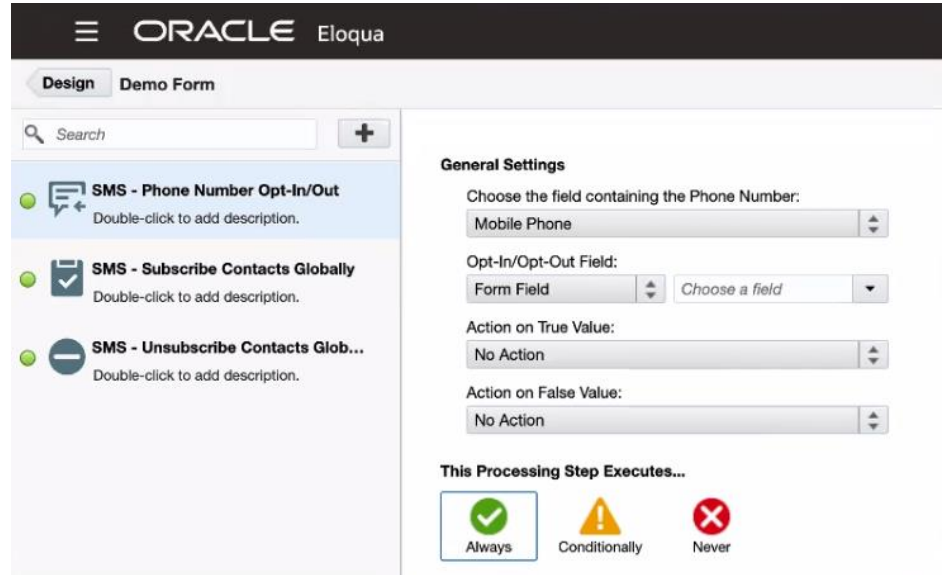
Better leverage SMS activity data



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



ORACLE Eloqua

Design Demo Form

Search +

-  **SMS - Phone Number Opt-In/Out**
Double-click to add description.
-  **SMS - Subscribe Contacts Globally**
Double-click to add description.
-  **SMS - Unsubscribe Contacts Glob...**
Double-click to add description.

General Settings




Choose the field containing the Phone Number:
Mobile Phone

Opt-In/Opt-Out Field:
Form Field Choose a field

Action on True Value:
No Action

Action on False Value:
No Action

This Processing Step Executes...

 Always  Conditionally  Never



SMS Enhancements: Phone Number Validation

Add-on

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

The image shows two screenshots from the Salesforce interface. The top screenshot displays the configuration for the 'Mobile Phone' field. On the left, a list of fields is shown with 'Mobile Phone' selected. The right pane shows the 'General' settings: Display name: Mobile Phone, Database name: C_MobilePhone, Data type: Text, Field type: Textbox, and Default Value: (empty). The 'Update Logic' is set to 'Always update'. Below this, the 'Contact Field Options' section shows that 'Contact Field is required' is unchecked, while 'Contact Field contains valid phone number' is checked. The bottom screenshot shows the 'New Contact' form with the 'Mobile Phone' field containing '999', which is highlighted in red with an 'invalid length' error message. The 'Field Validation' panel on the right shows 'This Field is Required' and 'Must contain a valid email' are unchecked, while 'Must contain a valid phone number' is checked. The error message field contains the text 'A valid phone number is required'.



SMS Enhancements: Invalid Keyword Messages

- 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

The screenshot displays the Oracle Eloqua SMS Setup interface. The main section is titled "SMS Setup" and includes tabs for "Keywords", "View Codes", "Invalid Keyword Messages", and "India DLT Settings". The "Invalid Keyword Messages" tab is active, showing a table with 4 items. The table has columns for Code, Country, Sender Name, and Message. The visible rows are for United States, India, and India. To the right, the "Add Response Message" form is shown, with a dropdown menu for "Code" set to "United states" and "Code Type" set to "Short". The "Response Message" field contains the text "Dear Your transaction". At the bottom, it shows "Character Set: GSM" and "Character Count: 0".

Code	Country	Sender Name	Message
	United States	--	Please reply with corr
	India	COLOTT	Dear Your transaction
	India	COLOTT	Dear Your transaction

Add Response Message

Code: Code Type: Short

Response Message:

Character Set: GSM Character Count: 0

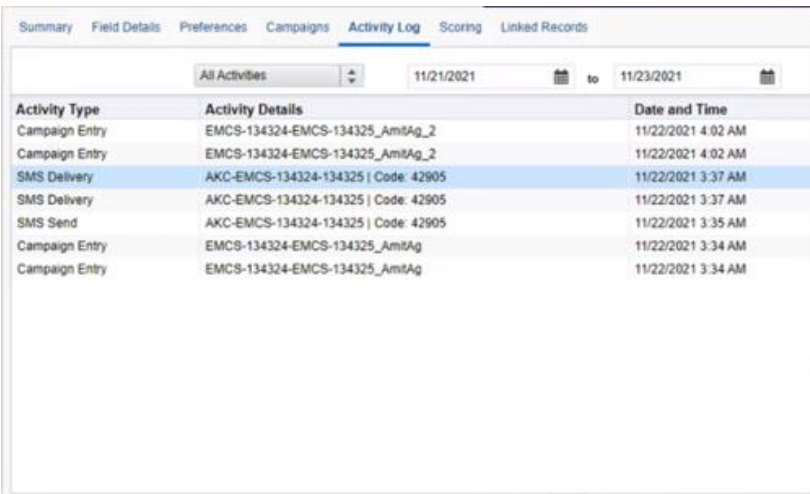
+ Unified messaging

+ More engagement with greater efficiency



SMS Enhancements

- 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



The screenshot shows the 'Activity Log' tab in a software interface. It features a table with columns for 'Activity Type', 'Activity Details', and 'Date and Time'. The table lists several activities, with one 'SMS Delivery' entry highlighted in blue. The interface also includes navigation tabs at the top and a date range filter at the top of the table.

Activity Type	Activity Details	Date and Time
Campaign Entry	EMCS-134324-EMCS-134325_AmtAg_2	11/22/2021 4:02 AM
Campaign Entry	EMCS-134324-EMCS-134325_AmtAg_2	11/22/2021 4:02 AM
SMS Delivery	AKC-EMCS-134324-134325 Code: 42905	11/22/2021 3:37 AM
SMS Delivery	AKC-EMCS-134324-134325 Code: 42905	11/22/2021 3:37 AM
SMS Send	AKC-EMCS-134324-134325 Code: 42905	11/22/2021 3:35 AM
Campaign Entry	EMCS-134324-EMCS-134325_AmtAg	11/22/2021 3:34 AM
Campaign Entry	EMCS-134324-EMCS-134325_AmtAg	11/22/2021 3:34 AM

- 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

The screenshot shows the Oracle Eloqua SMS Setup interface. On the left, there is a sidebar with 'SMS Setup' and 'Keywords' sections. The main area is titled 'Add Keyword' and contains a 'Code Details' section with a dropdown for 'Code' (45328 United st) and a 'Sender Name' field. Below this is another 'Add Keyword' section with a 'Keyword' field (UNSUBSCRIBE), a 'Type' dropdown (Opt-Out), and a 'Keyword Position' dropdown (Anywhere). At the bottom, there is a table of 'Existing Keywords for the Code'.

Code	Type	Sender Name
45328 LIVE...	Opt-In	---
45328 LIVE...	Opt-In	---
45328 LIVE...	Opt-In	---
45328 LIVE...	Opt-In	---
9051182021_1	Opt-Out	---
CALL_BACK	Custom	---
CUSTOM	Custom	---
CUSTOM	Custom	---

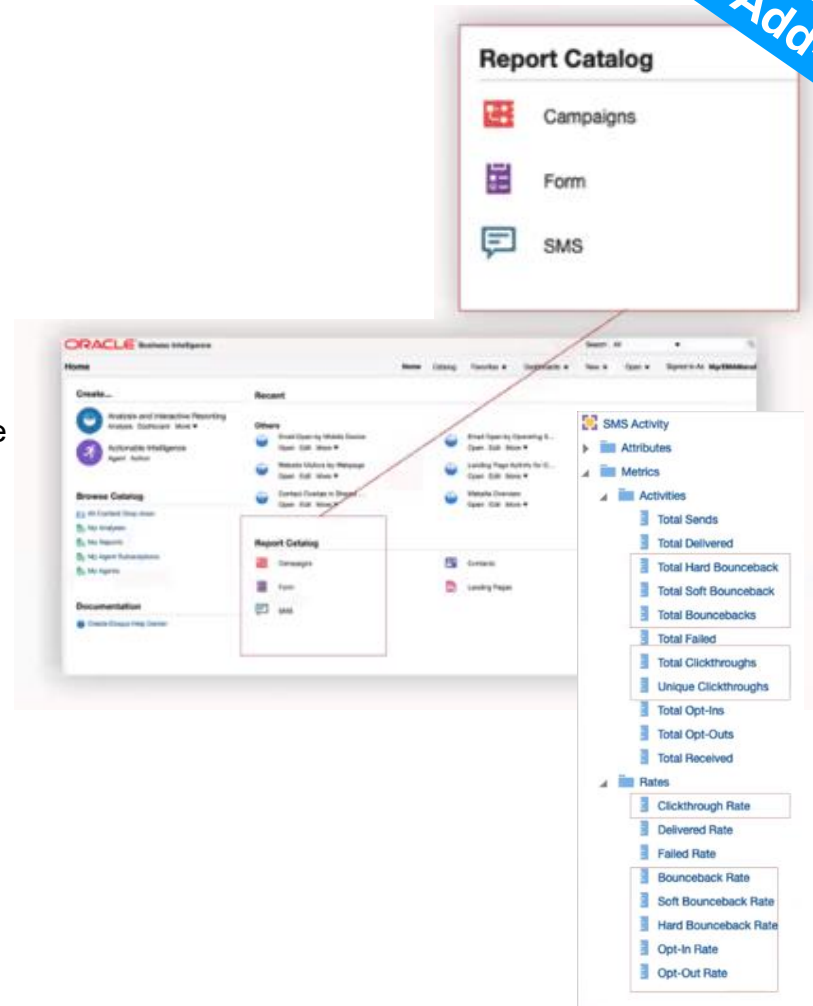
- CRM system :
 - Import Phone Number Opt-in/Out status
 - Create/update an import on Eloqua Contact object to leverage the phone preference

The screenshot shows the Oracle Eloqua Import Rules and Post Processing configuration screens. The 'Import Rules' section has a 'Data Priority' dropdown set to 'CRM Integration' and a 'Deduplication Type' dropdown set to 'Import everything'. The 'Post Processing' section has a 'Program' dropdown set to 'SMS Opt-in Phone Number' and an 'Add Action' button. Below the 'Add Action' button, there is a list of programs including 'SMS Opt-in Phone Number' and 'SMS Opt-out Phone Number'.



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

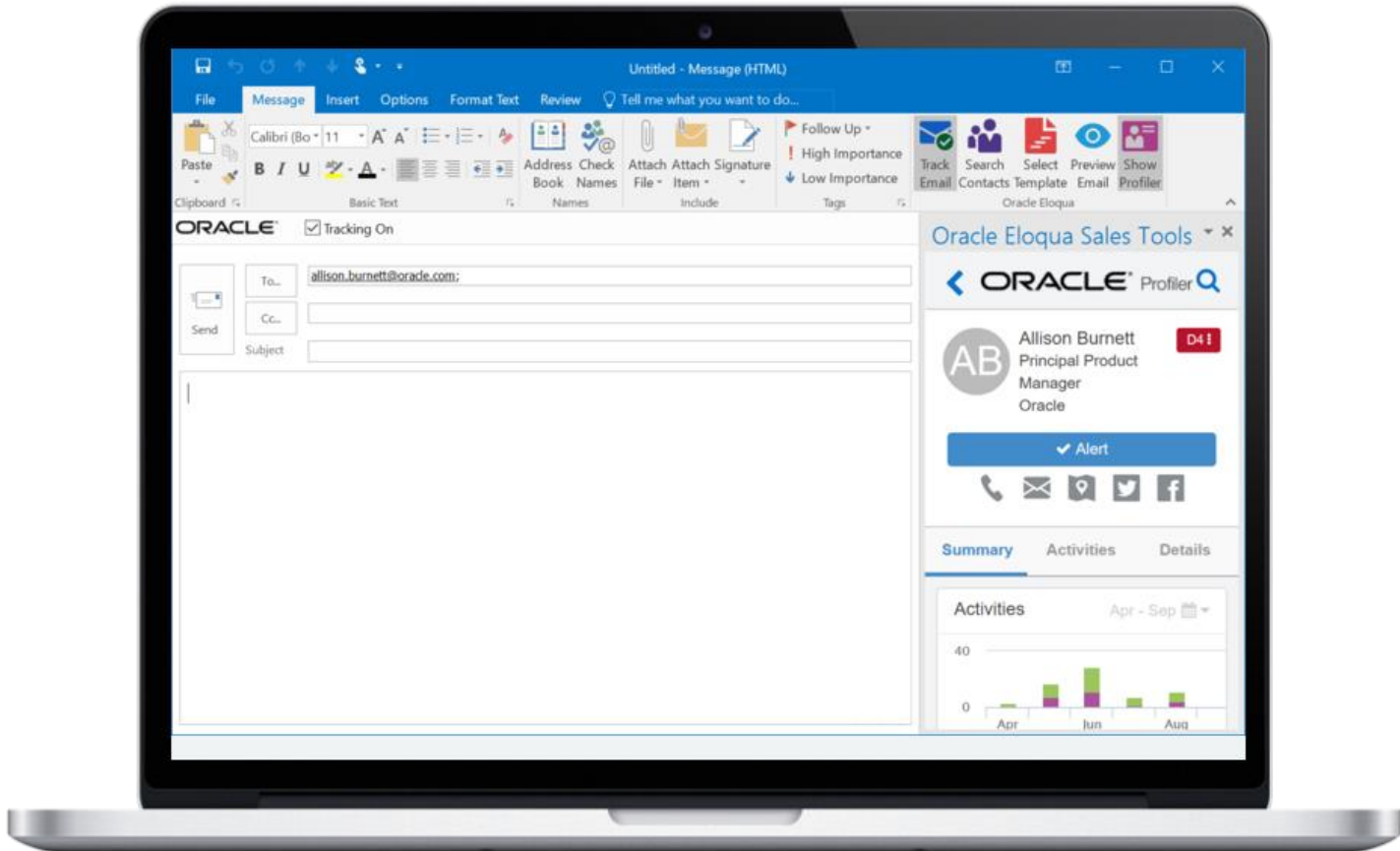


DEMO SMS IN ELOQUA



ENGAGE & PROFILER





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

Oracle Eloqua - Fix Validation Issues

jane_williams@testdomain.net

Create New Contact

Recipient must be an Oracle Eloqua contact in order to track this email.

View
Standard

*Email Address
jane_williams@testdomain.net

*First Name
Jane

*Last Name
Williams

Title


Company

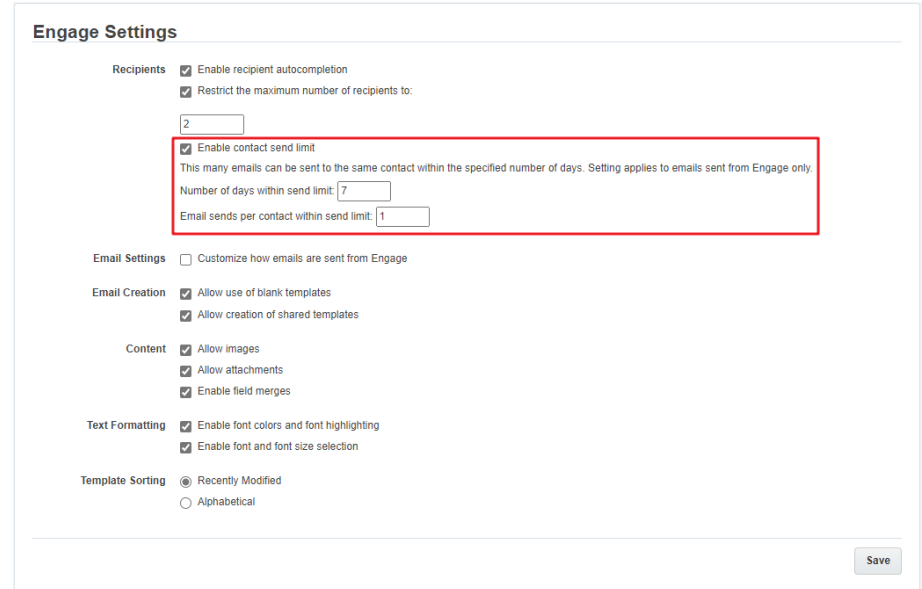
Remove Recipient Add Contact



Engage Send Limits

- 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



Engage Settings

Recipients

- Enable recipient autocompletion
- Restrict the maximum number of recipients to:
- Enable contact send limit
This many emails can be sent to the same contact within the specified number of days. Setting applies to emails sent from Engage only.
Number of days within send limit:
Email sends per contact within send limit:

Email Settings Customize how emails are sent from Engage

Email Creation

- Allow use of blank templates
- Allow creation of shared templates

Content

- Allow images
- Allow attachments
- Enable field merges

Text Formatting

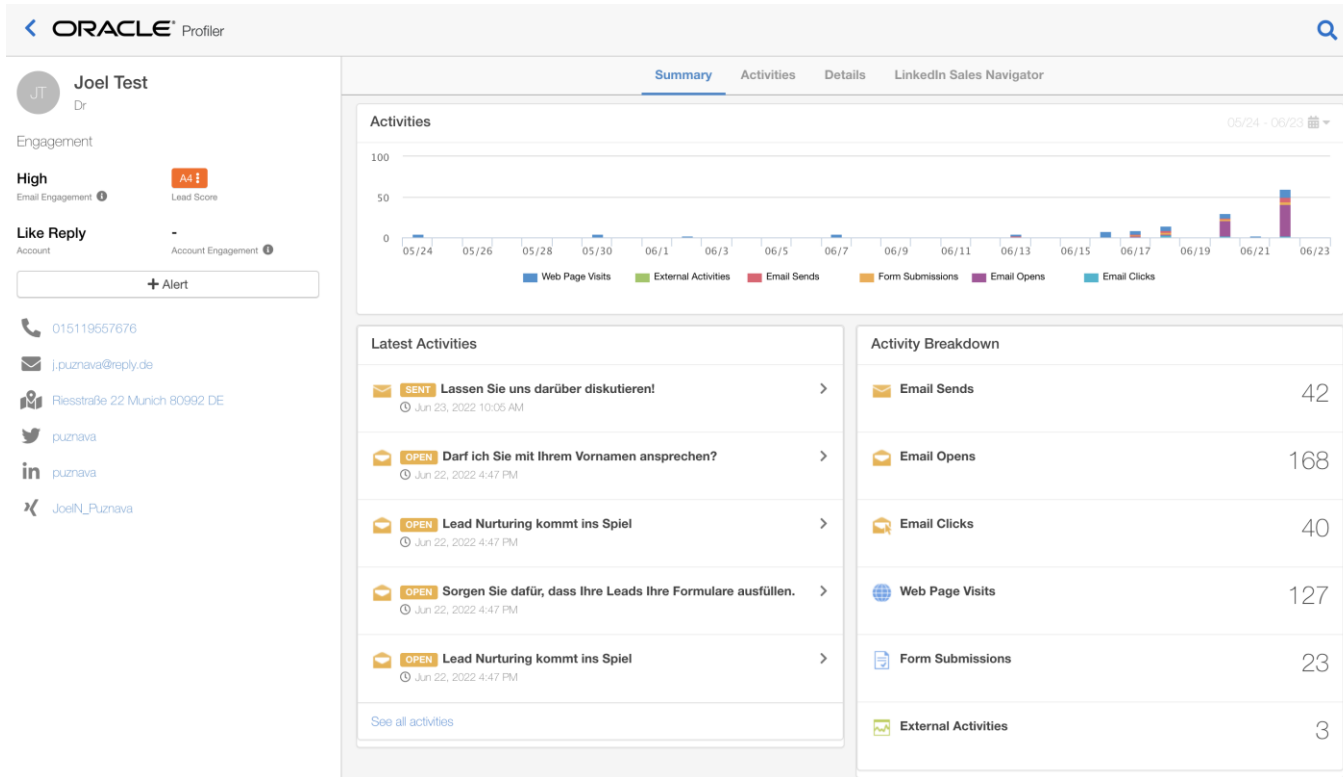
- Enable font colors and font highlighting
- Enable font and font size selection

Template Sorting

- Recently Modified
- Alphabetical



Profiler



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

- 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.

The screenshot displays the Oracle Eloqua user interface. A blue notification banner at the top left states "4 of 30 lead scoring models are active." and includes a "Create a Model" button. Below this, the "Recently Accessed" section lists three models:

Model Name	Status
ST_LeadScore1 3/17/2022 6:18 AM	Active
20D-LeadScoreModel-1 10/22/2020 10:52 AM	Active
20D - LeadScoreModel2 10/22/2020 10:52 AM	Draft

The interface also features a "Reporting and Dashboards" section and a "Useful Links" sidebar with categories like "What's New", "Community", and "Help". A red arrow points from the notification banner to a larger, semi-transparent version of the same notification banner in the foreground.



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

- 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

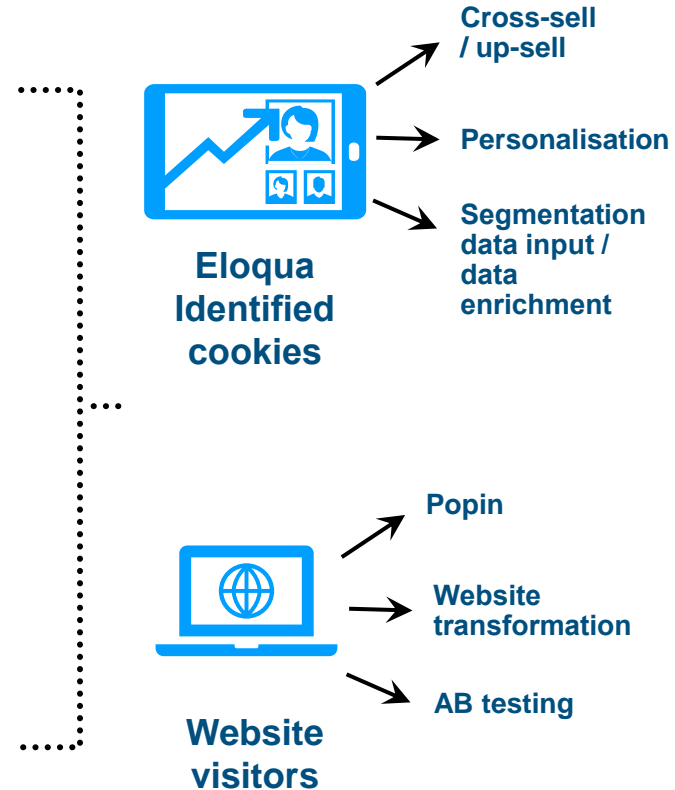
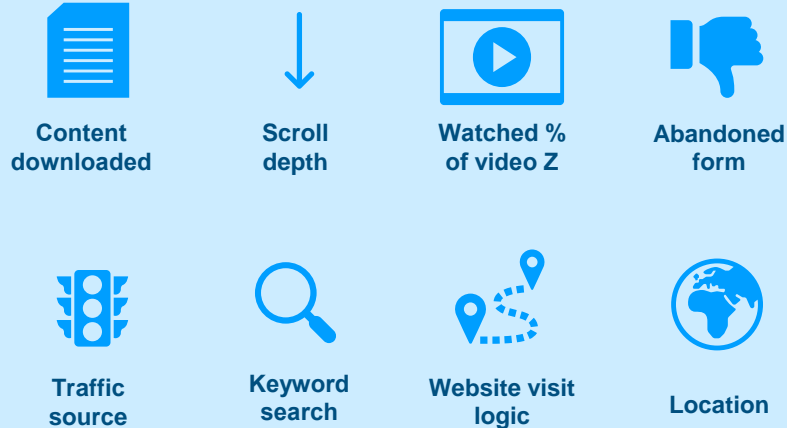
Name	Version	Eloqua object	Last Activity	Records Received	Records Imported
Eloqua - Bug Validation	Infinity IQ	Contact	No Activity	0	0
Testing Canvas for Eloqua	Infinity IQ	Contact	No Activity	0	0



INFINITY STREAM

USE CASES

Actionable customer behavior



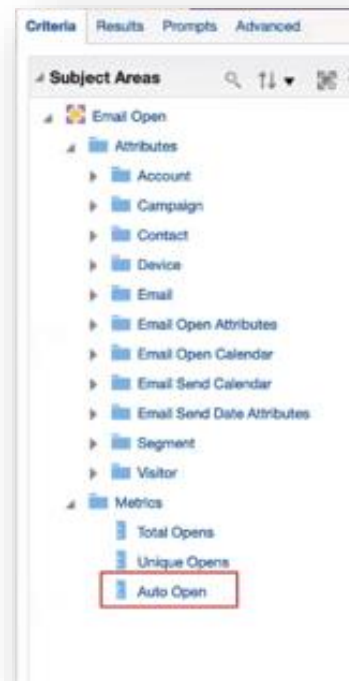
OTHER FEATURES



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

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

[Settings](#) [Landing Pages](#)

General

Microsite Name:

Automated Certificate Management 

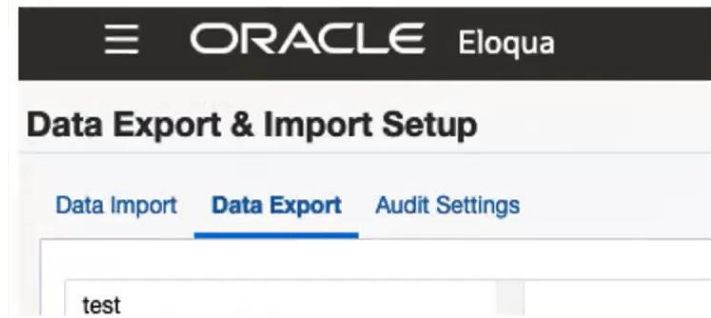
Allow Embedding or Framing

- ⊕ 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

- 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

The screenshot shows the Oracle Communities website for the 'Oracle Eloqua Release Center'. The page has a purple header with navigation tabs for Home, Discussions, Categories, Groups, Events, Developer Tools, and Support. Below the header, it says 'Welcome to Topliners'. The main content area is titled 'Discussions' and features a section for 'Oracle Eloqua Release Center' with a post by 'Marketing Public' dated 'Apr 24, 2022 4:38pm'. Below this, there are sections for 'What's Coming to Oracle Eloqua?' and 'Oracle Eloqua 22B Release Highlights' with bullet points. A sidebar on the left contains 'Quick Links', 'Categories', and 'Recent Discussions'.

bit.ly/EloquaRelease



Topliners Community

The screenshot shows the Oracle Communities website for the 'Oracle Marketing Eloqua Insiders' community. The page has a purple header with navigation tabs for Home, Discussions, Categories, Groups, Events, Developer Tools, and Support. Below the header, it says 'Welcome to Topliners'. The main content area features a large banner for 'Oracle Marketing Eloqua Insiders' with a rocket ship illustration. Below the banner, there is a section for 'Eloqua Insiders' with a description and a 'Subscribe' button. At the bottom, there are 'Announcements' with a 'View Announcement' button.

bit.ly/elqinsiders



Eloqua Release Emails

The screenshot shows the Oracle website's subscription form for 'Eloqua Release Emails'. The header includes the Oracle logo and the text 'Interested in the Latest on Oracle Eloqua Releases?'. Below this, there is a form with fields for 'Business Email', 'Country', and 'Country'. To the right of the form is an illustration of a rocket ship. Below the form, there is a 'Subscribe' button and a paragraph of text explaining the subscription process and privacy policy.

bit.ly/ELORelease



Discover our certified APPs



Voucher
App



Advanced
Dynamic Content
App



Advanced
Dynamic Content
App



DeepL
App



THANK YOU

www.reply.com

