

ELOQUA RELEASE 24C WHAT'S IN IT FOR YOU?

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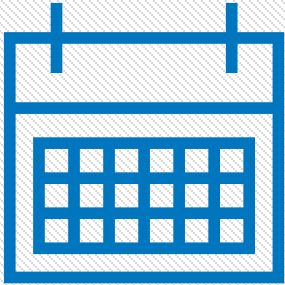
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AGENDA



- 1 Release Dates
- 2 24C Release
- 3 Like Reply App Updates

ELOQUA 24C 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

RELEASE DATES & GENERAL STATEMENT



Oracle Eloqua Release Dates

Timing for the **Eloqua 24C** Release

POD	Starts	Ends
POD 1	Fri, August 2, 2024 – 10:00 pm EDT	Sat, August 3, 2024 – 7:00 am EDT
POD 2	Fri, August 2, 2024 – 10:00 pm EDT	Sat, August 3, 2024 – 7:00 am EDT
POD 3	Fri, August 16, 2024 – 10:00 pm EDT	Sat, August 17, 2024 – 7:00 am EDT
POD 4	Fri, August 16, 2024 – 10:00 pm EDT	Sat, August 17, 2024 – 7:00 am EDT
POD 6	Fri, August 16, 2024 - 9:00 pm UTC	Sat, August 17, 2024 - 6:00 am UTC
POD 7	Sat, August 3, 2024 – 12:00 am AEST	Sat, August 3, 2024 – 9:00 am AEST
POD 8	Thurs, August 15, 2024 – 8:00 pm AST	Fri, August 16, 2024 – 5:00 am AST



YAHOO FEEDBACK LOOP CHANGES

The use of Yahoo Feedback Loop is highly recommended for marketers with contacts lists containing Yahoo email addresses.

Yahoo has introduced a new Sender Hub for its Feedback Loop, this replaces all customer's existing complaint feeds.

It could have lead to deliverability issues and to a negative impact on the sender's reputation.

As of August 15th 2024, Oracle has implemented a Dual DKIM Feedback Loop for all Eloqua Customers and no action is required.



24C UPDATES



UI / UX CHANGES





You asked, we delivered!

NEW REDWOOD DESIGN

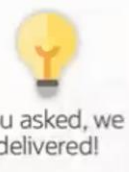
CHANGES AND IMPROVEMENTS

Performance improvements have been implemented since end of last June. This update improves the responsiveness and loading times of the Redwood UI.

New areas:

- Picklist manager: create / manage / upload / export picklists
 - Picklists with over 500 options must be uploaded
- Image and File uploads and editor
- Template Choosers: *Segment, Campaign, and Program Launchers*
- Redwood available in: *My Eloqua, Contacts, Accounts, Campaign Launcher & Settings, External Activity Setup & Upload, Fields and Views, Tracker Fields, Hyperlinks Manager, Microsite, Email Group Setup, Simple Campaigns Guided Process.*





NEW REDWOOD DESIGN

CHANGES AND IMPROVEMENTS

A/B test campaign guided process:

- New wizard process with the new UI
- Options stay the same but in several screens

ORACLE Eloqua

A/B Test Campaign

A/B test configuration

Test: 50% (-- contacts) Winning version: 50% (-- contacts)

Winning metric

Total opens

Testing time

Set duration

0 Month(s)

Set end date

Date and Time

Cancel Save Continue

- In 24D, Redwood will become the default UX but the back and forth between the Redwood and the legacy UI will still be possible.



USER ACCESS SETTINGS

- New “*Privileged Access*” with the “*Asset Manager*” setting. It grants View, Edit, Delete, Set Security and Activate permission to all assets, bypassing the asset permissions from Security Groups.
- It grants access to all assets including those not currently permitted to any user.
- Only available for admins.

The screenshot displays the 'Edit User' interface for 'Admin.User'. The page is divided into several sections:

- General Info (Signature Fields):** A section with a dropdown arrow.
- Security Groups:** A section with a sub-header 'Security Groups' and a descriptive text: 'Security Groups define the default interfaces and permissions that a user is granted.' Below this are two columns:
 - All Security Groups:** An empty rectangular box.
 - Selected Security Groups:** A list of groups: 'Advanced Users - Marketing', 'Basic Users - Marketing', 'Customer Administrator', 'Everyone', and 'Guided Campaigns'. Navigation arrows (>>, >, <, <<) are positioned between the two columns.
- Privileged Access:** A section with a sub-header 'Privileged Access' and a checkbox labeled 'Asset Manager' which is checked and highlighted with a red box.



FEATURE UPDATES



PURL UPDATE

NEW PURL CHANGES

PURL is now completely anonymized:

- No more sensitive information in it
- **Only** for new contacts

Before:

PURL Name

VictorEi [REDACTED]L882GO

After:

PURL Name

BCF6E884D18B41259A659BC94A32I



EMAIL DELIVERABILITY

BOUNCEBACK CHANGES

Email Bouncebacks improvements:

- Update to soft and hard bounce classification and to unidentifiable bounces
- Better identification of bounces based on bounce codes

Auto-Responder updates:

- Auto-responder bounces (e.g. out of office) were previously classified as soft bounces. Soft bounce suppression rules will not take into account those auto-responder emails
- Better classification of auto-responders to help deliverability

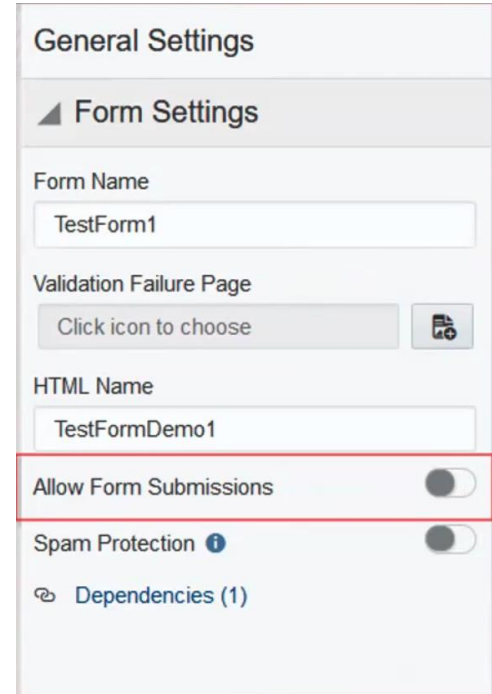


FORM SUBMISSIONS

FEATURE CHANGE

“*Allow Form Submissions*” toggle option now changes its behavior:


- Previously, if disabled, only new submissions would be prevented. Submissions in queue would be completed.
- Now, if disabled, even the submissions in the queue would be stopped from processing.



General Settings

Form Settings

Form Name
TestForm1

Validation Failure Page
Click icon to choose 

HTML Name
TestFormDemo1

Allow Form Submissions

Spam Protection ⓘ

[Dependencies \(1\)](#)

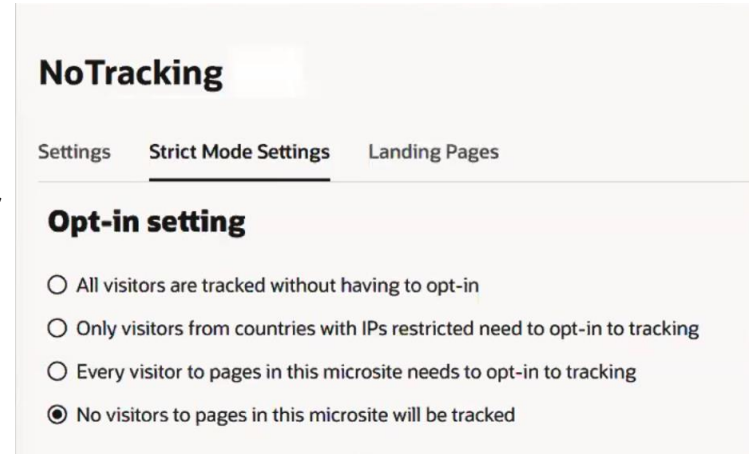


MICROSITE UPDATE

PRIVACY UPDATE

New option in "Strict Mode Settings":

- If checked, Landing Pages will not be tracked and they won't drop a cookie when a visitor opens the page.
- If there is an existing cookie linked to a visitor, or a direct link from an email, personalization will still work on the page (field merges, dynamic content, etc.).
- Allows clients to create microsites that better integrate with 3rd party consent management systems using asynchronous tracking scripts.
- **Only** available in Redwood microsite UI.





You asked, we delivered!

DATA IMPORT/EXPORT

SFTP SERVER PORT

- Server port can now be set within the Server Configuration
- The SFTP port setting only applies for data import/export for the server configuration and does not apply to auto-syncs.

New SFTP Name

Name:

Server URL:

Port:

Username:

Authentication Method: Password SSH Key

Enter Password:





You asked, we delivered!

PROGRAM CANVAS

MATCH/DEDUPLICATION RULE

- New Match/Deduplication Rule action step on Contact Program Canvas. It's similar to what is available on Program Builder. Handler Sets for Match & Deduplication Rules are still the same.

Match/Deduplication Rule
Double-click to choose...

Step name:
Match/Deduplication Rule

Run Match/Deduplication Rule against:
Contacts

Run Match/Deduplication Rule against member in:
Select a shared list[list of shared lists for entity selected]

Match/Deduplication Rule:
Select a match/deduplication rule

Match/Deduplication Rule Handler Set:
Select a match/deduplication rule handler set

Add Handler

New Deduplication Handler

Overview - Handler will run on: Contacts

Choose Handler Option

Handler Option

- Add to a contact group
- Add to Step in Program Builder
- Backup field data to another field
- Create Companies
- Delete Permanently
- Remove from the current Group or Program Step
- Remove From The Specific Group
- Update a field with a constant value
- Update a field with field values from matched records

Continue Cancel



SNEAK PEEK ON AI



APP UPDATES





You asked, we delivered!

ZOOM APP FOR ELOQUA

ON-DEMAND CONFIGURATION

New on-demand feeder:

- If a registered user does not attend a live event, but then views or download the event via Zoom, information will be retrieved.

Zoom Event On Demand Configuration

Select the appropriate Zoom credential

zoom_admin: zoom_admin

Event Type

Meeting

Event ID
Your Event ID is a 9-10 or 11-digit number.

85679234053

On Demand Type

All

Store On Demand Analytics Data in

Contact

Please map the Zoom fields to the corresponding Eloqua fields

Zoom Fields	Eloqua Contact Fields
<input checked="" type="checkbox"/> Email	Email Address
<input checked="" type="checkbox"/> Date	Custom Date Time 1
<input checked="" type="checkbox"/> Name	First Name
<input type="checkbox"/> static	Address 1
<input checked="" type="checkbox"/> Total Duration	Company Size

Run every

Runs immediately upon activation and then subsequently based on frequency selected

15 minutes

Until

05/31/2024 00:00:00

Save





You asked, we delivered!

ZOOM APP FOR ELOQUA

REGISTRATION ACTION CONFIGURATION

Flexible field mapping options:

- When prospective attendees register for an event, marketers can pass additional details to Zoom (comments, custom questions, company name, etc.)
- Static values can be configured.

The screenshot shows the 'Configure Registration Action' interface for the Zoom app. The browser title is 'Cloud Action Configuration'. The page has a Zoom logo in the top left and navigation icons (home, analytics, help, info) in the top right. The main heading is 'Configure Registration Action'. Below the heading, there are three form fields: 'Select the appropriate Zoom credential' (a dropdown menu with 'ZoomDarkHorses: Zoom Dark Horses Team Account' selected), 'Event Type' (a dropdown menu with '-- Please Select --' selected), and 'Event ID' (a text input field with the placeholder 'Enter Event ID'). Below these fields, there is a note: 'Your Event ID is a 9, 10 or 11-digit number.' and a link to 'Zoom docs'. The main section is titled 'Please map the Eloqua Contact fields to the corresponding Zoom fields. For more information, please refer to [Zoom docs](#)'. This section contains a table with two columns: 'Eloqua Contact Fields' and 'Zoom Fields'. There are three rows of field mappings, each with a blue checkmark icon on the left and a trash icon on the right. The first row maps 'Email Address' to 'Email'. The second row maps 'First Name' to 'First Name'. The third row maps 'Last Name' to 'Last Name'. Below the table is a link '+ Add Field Mapping'. A green 'Save' button is located in the bottom right corner.

Eloqua Contact Fields	Zoom Fields
Email Address	Email
First Name	First Name
Last Name	Last Name



SALESFORCE APP UPDATE

New Eloqua Campaign attributes in Campaign Action:

- Source Template Id
- Reference Product
- Campaign Classification
- CLR End Date
- Ad Campaign Id

The screenshot shows the 'App Configuration for Salesforce Integration' window, specifically the 'Campaign Action Details' section. The interface includes a sidebar with navigation options: Status and Reporting, Actions, Imports, Marketing Activities, Campaigns (highlighted), Connections, and Notifications. The main content area displays the following configuration details:

- Action Name:** Eloqua SFDC Integration : Update Campaign
- Connection Name:** A_Eloqua SFDC Integration
- Eloqua Object:** Campaign
- Salesforce Object:** Campaign
- Synchronize Campaign Member Status Values:**
- Synchronize Campaign Member Status Responded Flag:**

Below these settings is the 'Update Salesforce Fields' section, which maps fields from Eloqua to Salesforce:

From Eloqua	To Salesforce
CRM Id cmId	Campaign ID id
Actual Cost actualCost	Actual Cost In Campaign ActualCost
Budgeted Cost budgetedCost	Budgeted Cost In Campaign BudgetedCost



ADVANCED DYNAMIC CONTENT



WHY PERSONALIZATION AND DYNAMIC CONTENT?



x6

Increased Engagement

Personalized emails deliver 6x higher transaction rates and boost open rates by 29%*.



28%

reduced unsubscribe rates

Personalization reduces unsubscribe rates by up to 28%* and fosters stronger customer relationships.



10%

increased conversion rates

Targeted emails increase conversion rates by 10%*, driving more revenue.

*Campaign Monitor: The Power of Personalization

*Statista in 2023

*HubSpot: Email Marketing Statistics You Need to Know



ELOQUA'S CURRENT CHALLENGES IN ADVANCED PERSONALIZATION

Limited Dynamic Content Integration

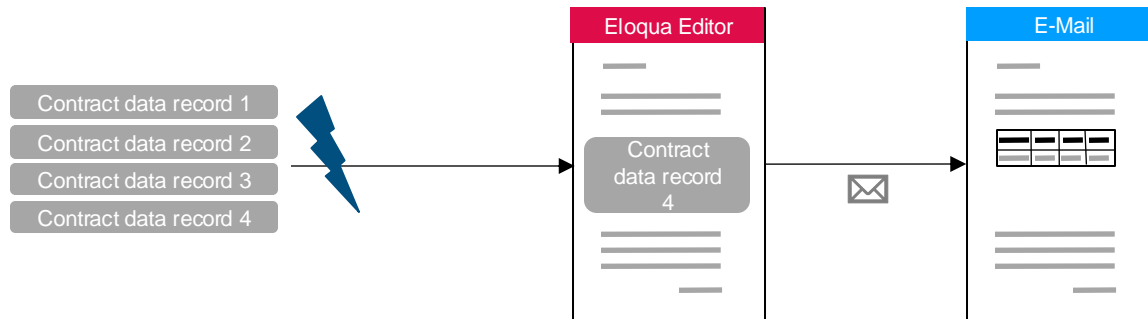
Eloqua struggles to efficiently manage and display dynamic content from multiple Custom Data Object records in one email.

n:m Data Mapping

Inability to display data from unmapped records, limiting personalized content delivery.

Restricted Filtering Options

Filters on CDO records are basic, blocking advanced segmentation and targeting.



HOW THE APP OVERCOMES THESE CHALLENGES?



Efficient CDO Management

The app integrates with Eloqua, enabling efficient handling of multiple Custom Data Object Records and ensuring that dynamic content is displayed correctly.



Ready-made content blocks

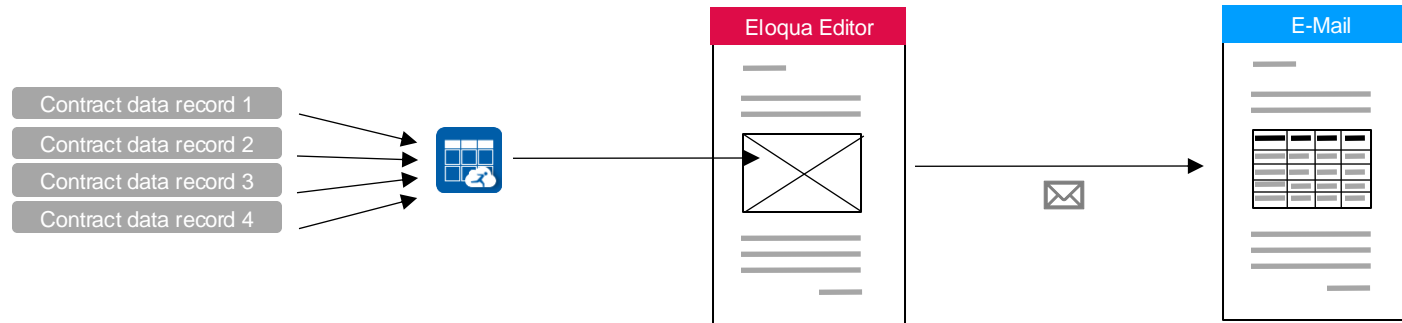
The user can choose mappings fields regardless of actual Contact and CDO mapping status.

Therefore, otherwise impossible relationships of data are possible .



Advanced Filtering Capabilities

Introduces dynamic filtering options that go beyond basic filters, allowing for more precise segmentation and targeting.



CONTENT SERVICE

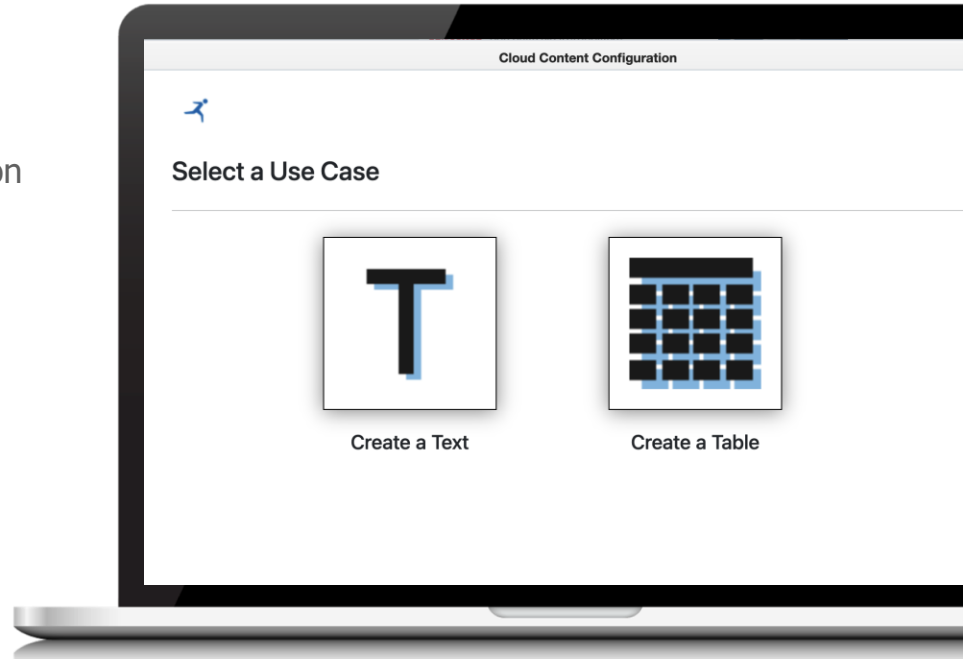
2 TYPES OF CONTENT DISPLAY

Table Content use cases

- Send information for multiple contracts in one email
- Send multiple purchase records in one email
- Send basket abandon emails showing multiple items
- Send overview of machines going out of warranty soon
- ...

Text Content use cases

- Send an email with different content to the same contact, based on advanced CDO filter criteria
- Send multiple warranty certificates (each certificate one email)
- ...



USE CASES FOR ADVANCED DYNAMIC CONTENT APP

Training Registration

Facilitates sending personalized training confirmations for multiple participants registered under a single email address.

Machine Warranty

Manages and sends reminders for expiring warranty, consolidating multiple records into a single email.

Basket Abandon

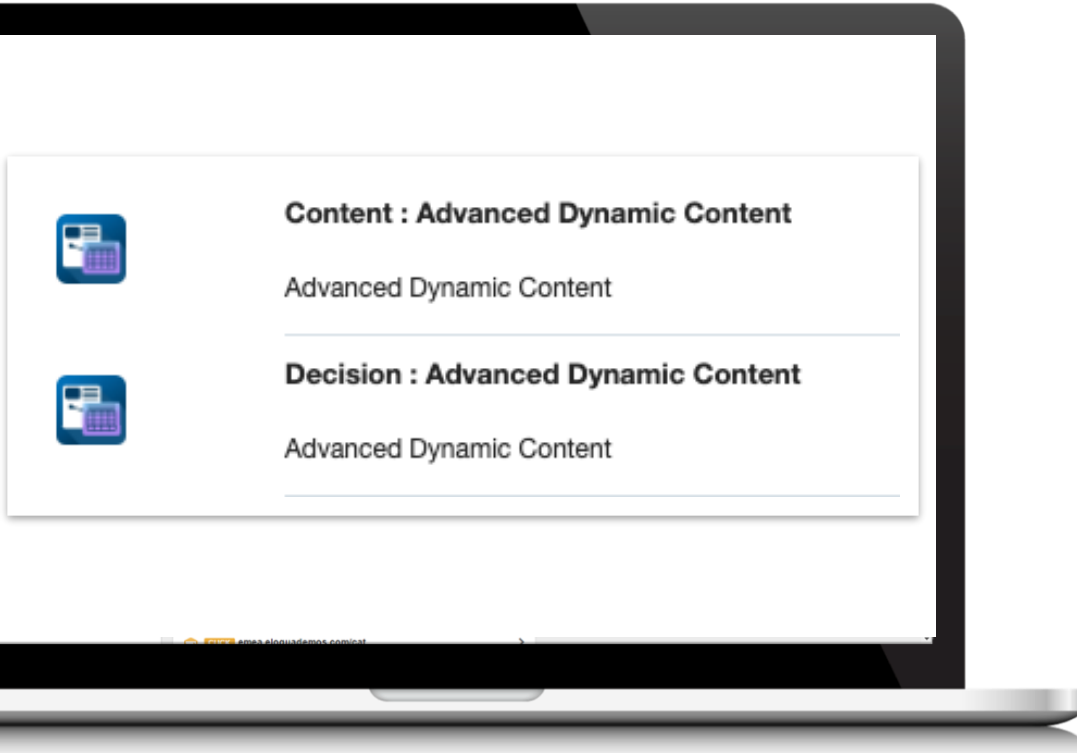
Allows sending summary tables with last 3 products left in basket including images and direct links per product.



NEW FEATURES



2 SERVICES AVAILABLE IN ELOQUA



Content Service

In Emails : Generates dynamic content blocks that can be easily inserted into emails, ensuring personalized communication.



Decision Service

In Campaigns : Automatically checks for eligible records in CDOs. This service can be inserted into Eloqua's campaign canvas.



CUSTOM MAPPING FIELD

Users can define which field from contact level is used to mapping the record. For example: Leverage the city to insert personalized information about the city of the recipient. In the CDO you only need one record per city, not one per contact.

Please select the map field.

Select Contact Field: x | v

Select CDO Field: x | v

[Next Step](#)

Select Contact Field: x | v

Select CDO Field: x | v

[Next Step](#)



ADVANCED DYNAMIC FILTERING

Users can define custom filter applied on CDO records. You can filter on dates, picklist, checkboxes, etc.

Use cases:

- Send certificate renew reminder by checking the expire date in CDO records
- Send accessories recommendation by checking the purchase date
- only send email to certain customer group (for example: only to customer has Prior 1)
- ...

The screenshot shows a user interface for selecting a use case. The main form has the following elements:

- Title: "Select a Use Case" (with "Cloud Content Conn" partially visible)
- Field 1: "Contrat actif" with a dropdown arrow, followed by an equals sign "=" and another dropdown arrow.
- Field 2: "Date AG" with a dropdown arrow, followed by a dropdown menu showing options: "Please Select...", "dynamically equal to", "dynamically before", "dynamically after" (highlighted), "within the last (days)", "not within the last (days)", "within the next (days)", and "not within the next".
- Buttons: "AND", "Back", and "Next".

An overlay calendar for "September 2024" is shown, with days of the week (Su, Mo, Tu, We, Th, Fr, Sa) and dates (1-30). A text input field is also visible next to the calendar.



DECISION SERVICE

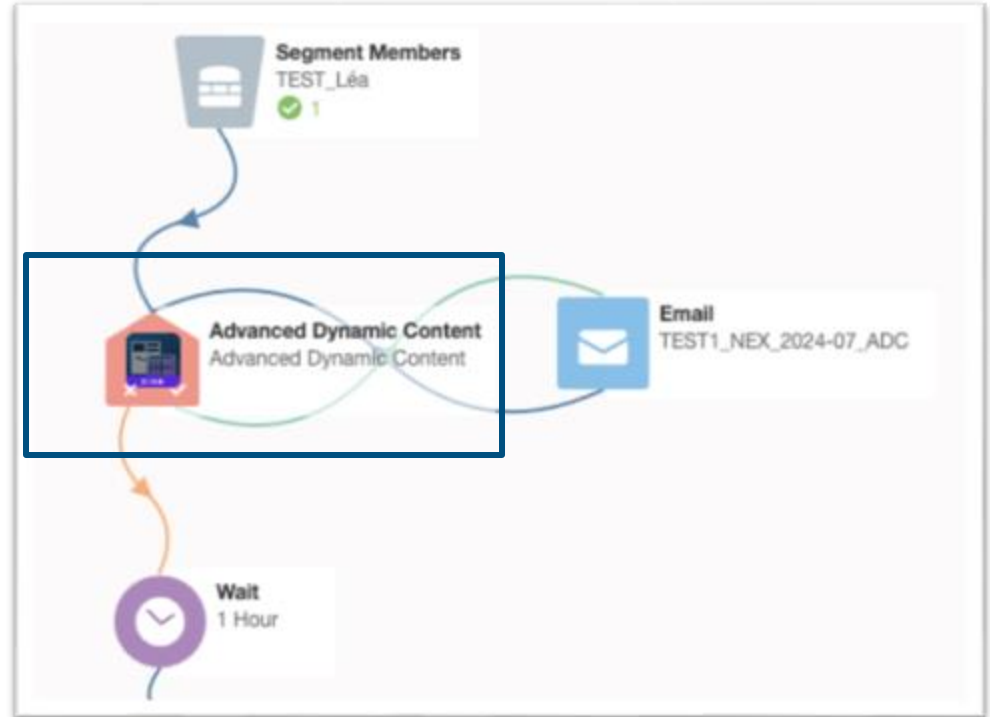
SEND ONE EMAIL WITH DIFFERENT CONTENT TO SAME CONTACT

Use Case:

An email needs to be sent out several times to same contact, because e.g. multiple, different product details need to be delivered in several individual emails.

Solution:


Our new decision step will automatically check for additional eligible records for the same contact and repeat the email send out.



INSERT CLICKABLE LINKS / IMAGES

It is possible to insert clickable links or even images in the table content version.

contract number	start date	end date	nb	link
KKLKFLFFLKNFLFN	07-01-2023	07-01-2024	6	Click here
KHLKNG34567890	06-01-2023	06-01-2024	2	Click here
HCK23456789	04-01-2023	04-01-2024	5	Click here
LLK9876543	03-01-2023	03-01-2024	0	Click here
LKR1234567890	02-01-2023	02-01-2024	4	Click here



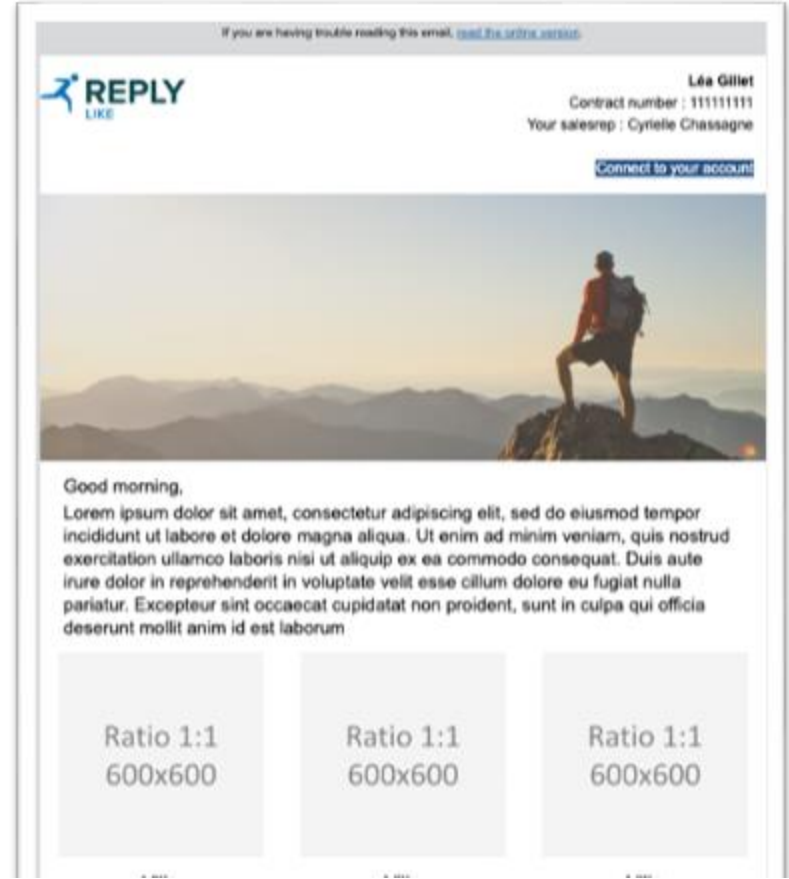
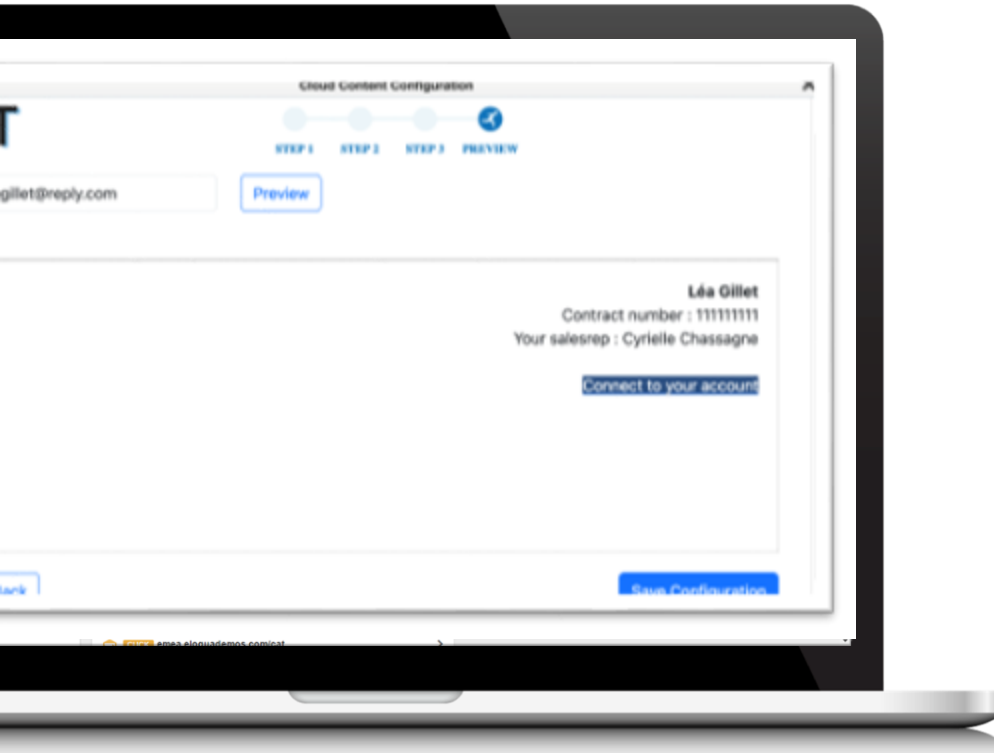
Léa Gillet
Contract number : 111111111
Your salesrep : Cyrielle Chassagne

[MY ACCOUNT](#)



CONTENT PREVIEW

Possibility to preview directly from the app and from the Eloqua Send Test functionality.



DEMO



WHAT SETS ADVANCED DYNAMIC CONTENT APART



Enhanced Flexibility

Unlike native Eloqua features, the app allows for **custom field mapping**, giving you new possibilities to personalize.

Comprehensive Dynamic Content

Supports dynamic content blocks that can include data from **multiple CDO records**, surpassing Eloqua's native capabilities.

Advanced Filtering

Offers dynamic filtering options, enabling more **precise targeting** and segmentation compared to Eloqua's native capabilities.



QUESTION TO THE AUDIENCE



THANK YOU

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