



ORACLE

Eloqua

21A & 21B Releases & Roadmap

Camille Lagrange
CXM B2B expert EMEA

Safe harbor statement



The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, timing, and pricing of any features or functionality described for Oracle's products may change and remains at the sole discretion of Oracle Corporation.

Oracle Eloqua 21B

POD	Update Starts	Update Ends
POD1	Fri May 14, 2021 (10:00 pm ET)	Sat May 15, 2021 (7:00 am ET)
POD2	Fri May 14, 2021 (10:00 pm ET)	Sat May 15, 2021 (7:00 am ET)
POD7	Sat May 15, 2021 (12:00am AET)	Sat May 15, 2021 (9:00am AET)
POD3	Fri May 28, 2021 (10:00 pm ET)	Sat May 29, 2021 (7:00 am ET)
POD4	Fri May 28, 2021 (10:00 pm ET)	Sat May 29, 2021 (7:00 am ET)
POD6	Fri May 28, 2021 (9:00 pm UTC)	Sat May 29, 2021 (6:00 am UTC)

Determining your POD number for Oracle

Browser URL when logged into Oracle Eloqua	POD
secure.p01.eloqua.com/	POD1
secure.p02.eloqua.com/	POD2
secure.p03.eloqua.com/	POD3
secure.p04.eloqua.com/	POD4
secure.p06.eloqua.com/	POD6
secure.p07.eloqua.com/	POD7

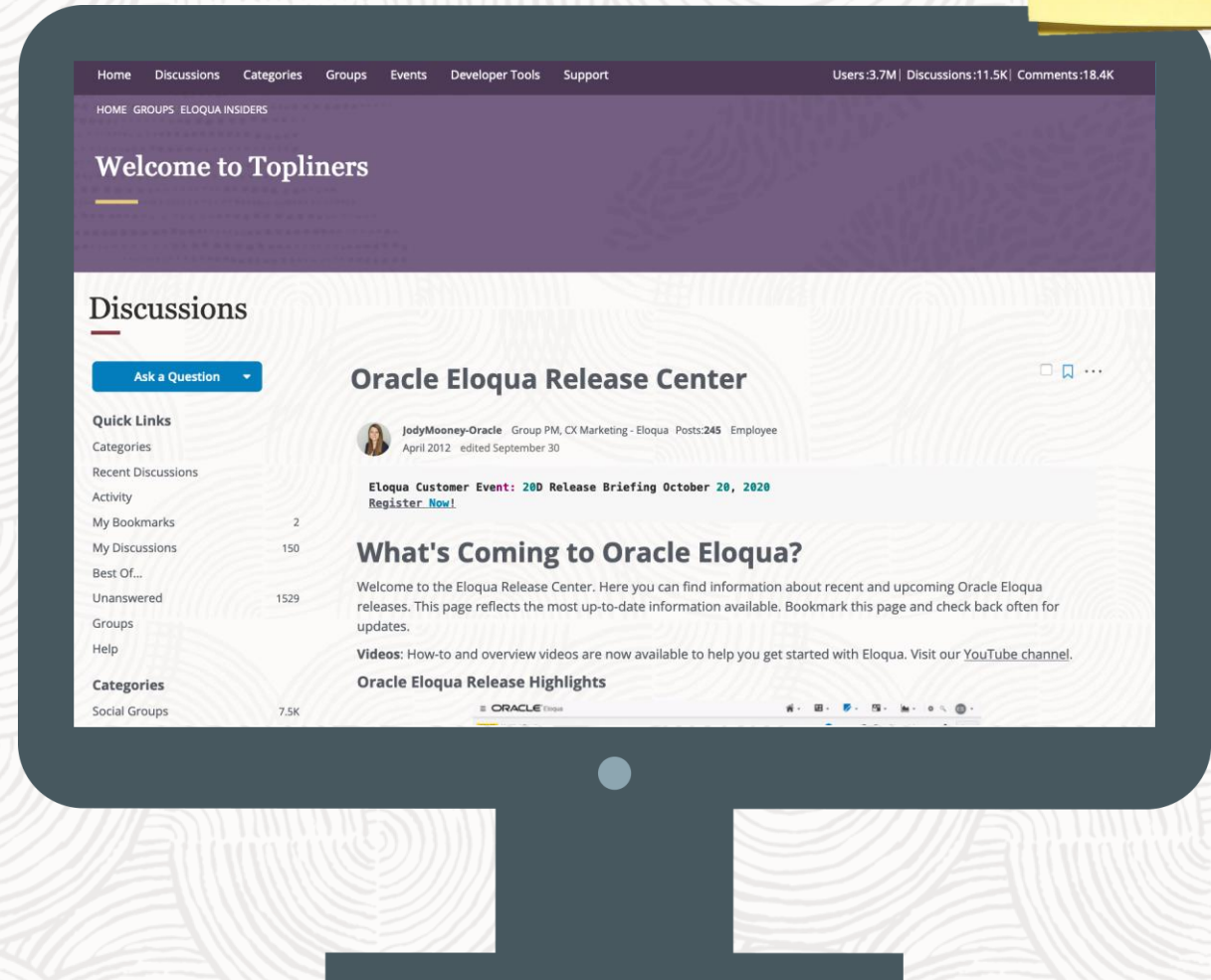
- 1 Log into Oracle Eloqua
- 2 Note the URL in your browser after you have logged in successfully
- 3 Refer to this table to determine which POD you are on

Find this info on the
[Topliners Page](#)

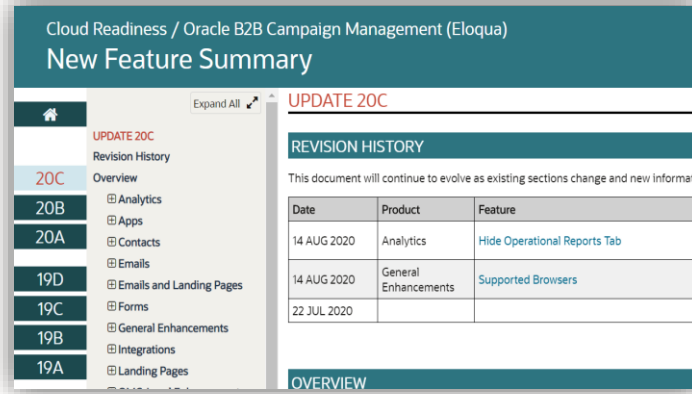
Where to find More Information?

Eloqua Release Center via Eloqua
Insiders in the Topliners Community

- Release Highlights & Overviews
- Videos
- Product Notices
- Additional Resources

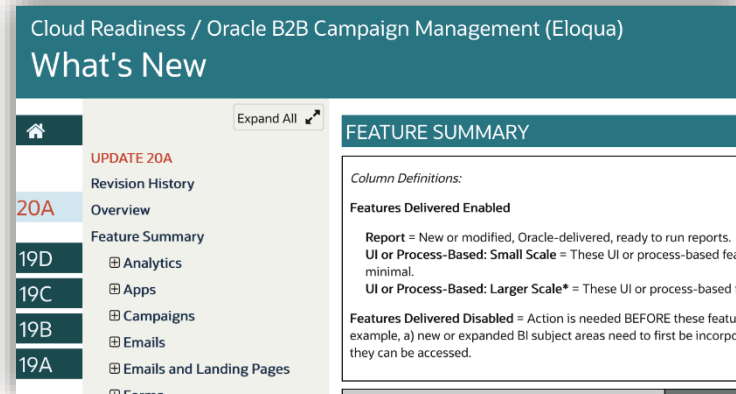


Supplemental Release Resources



New Feature Summary

- List of new features and changes
- **Published a few weeks before release**
- Available on release readiness sites



What's New (aka Release Notes)

- List of new features and changes, with screenshots and links to docs updated
- **Published on release day**
- Available on release readiness site



List of Known Issues

- List of known issues and defect fixes
- **Published on release day**
- Available on Topliners (Eloqua Insiders Group)

Current Eloqua Product Notices

Product Notices: Learn about critical changes coming to Oracle Eloqua in future releases.

APIs & Apps

- [Bulk API – Definition validation on sync creation and new sync log for temporary error \[Nov 2020\]](#)
- [Bulk API – New retention policy on syncs \[Nov 2020\]](#)
- [Apps and new public IP Address for POD 7](#)
- [Eloqua Application API 2.0 Email endpoints – “archive” property c](#)
- [Product Notice: Eloqua Application API Retrieve an account endp linked to](#)
- [Eloqua Application API Contact Field endpoints – “isPopulatedInC](#)
- [Eloqua App Developer Framework – New retry strategy for Notific](#)
- [Eloqua Application API Form endpoints – New “archived” propert](#)
- [Bulk API – More detailed 500 response and new sync logs \[May 2](#)
- [Eloqua Application API contact endpoints – Adding “accountId” w](#)

Browsers & Third Party Issues

- [Gmail Outage & Hard Bounces \[Dec 2020\]](#)
- [Google Chrome 85 and Tracking Changes \[Oct 2020\]](#)
- [Eloqua's Response to the Google Chrome80 SameSite Changes](#)

CRM

- [Microsoft Dynamics Authentication via OAuth Required by Feb 2021](#)
- [Sunset of Native Salesforce Integration Support \[Feb 2021\]](#)

Move to OCI

- [Eloqua's Move to Oracle Cloud Infrastructure \(OCI\) Data Centers\[Oct 2020-Oct 2021\]](#)
- [Eloqua Microsite DNS Configured Changes Required](#)
- [Apps and new public IP Address for POD 7](#)
- [SFTP Integrations Require New IP Address](#)
- [NEW: CX Sales/Salesforce Integration Apps: Allowlists and Updating IP Address Required\[March 2021\]](#)

Sales Tools

- [Sales Tools CRM Embed Changes \[Nov 2020 - Feb 2021\]](#)

Other

- [Supported Cipher Suite Changes \[Nov 2020\]](#)
- [Classic Design Editors: Sunset of Some Form Functionality \[Feb 2020\]](#)

[Click here for product notices](#)

Oracle Content Marketing: End of Life

Reminder: Eloqua Apps for Oracle Content Marketing – End of Life

- Oracle Content Marketing End of Life has been officially announced
- [Oracle Marketing Calendar](#) and [Dynamic Cloud Content](#) apps will also be decommissioned as of Sep 30, 2021
- Apps will be supported until the EOL date

For more information see our [Product Notice](#) and [Oracle Content Marketing End of Life post](#).

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Eloqua Enhancements: 21A & 21B

Arriving February 12 – March 5, 2021

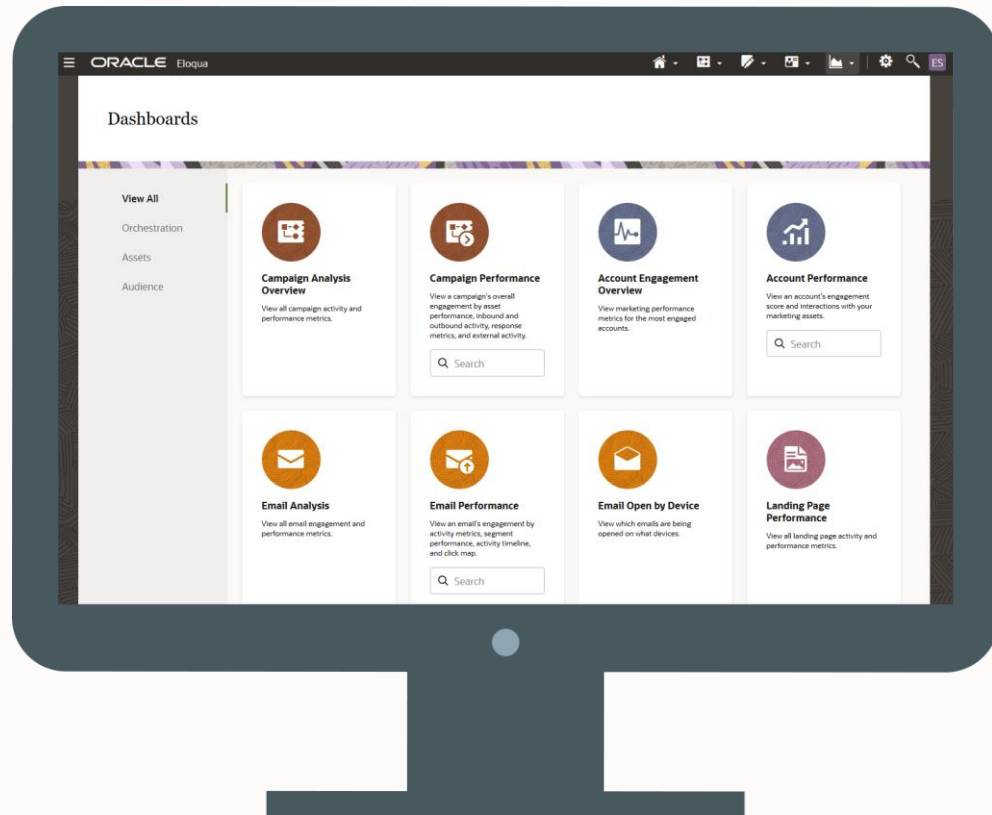




Redwood UI

Analytics

21A: Updated Design for Eloqua Dashboards



Capability Highlights

- Updated design to 8 Eloqua dashboards
- Includes Campaign Performance, Campaign Analysis, and Account Engagement dashboards
- Uses Oracle's exciting new design system
- No changes to Eloqua functionality
- Remaining dashboards will be completed in upcoming releases

Key Benefits

- Cleaner, more modern look and feel
- Improved user experience
- Consistent design with other Oracle CX products



Eloqua AI

Advanced Intelligence for Eloqua



Send Time Optimization

Determines best time to send based on when a customer is most likely to open an email



Fatigue Analysis

Identifies and assigns message fatigue for improved engagement



Subject Line Optimization

Improves open rates by highlighting over or under performing keywords



Account Intelligence

Analysis of the breadth and depth of account engagement and their topics of interest

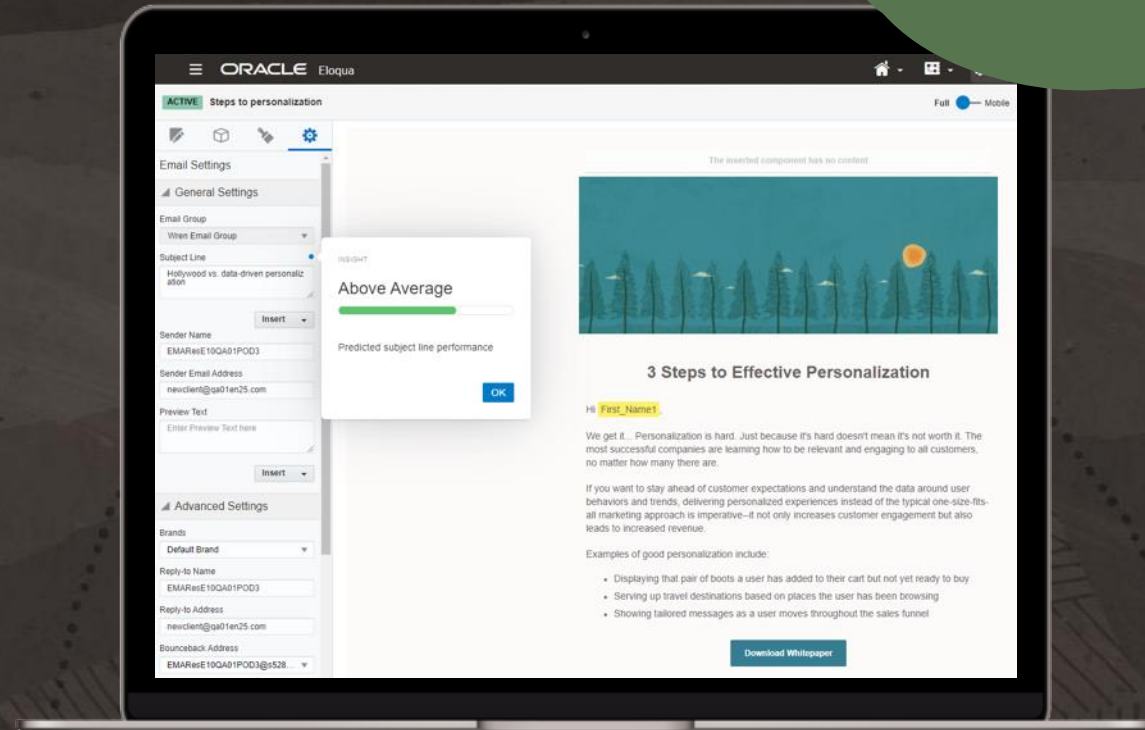
Subject Line Optimization

Select the most relevant subject lines

Drive email
open rates

Use a machine learning
model to predict if the subject
line will perform above or
below average

BEST FOR: *All customers.*



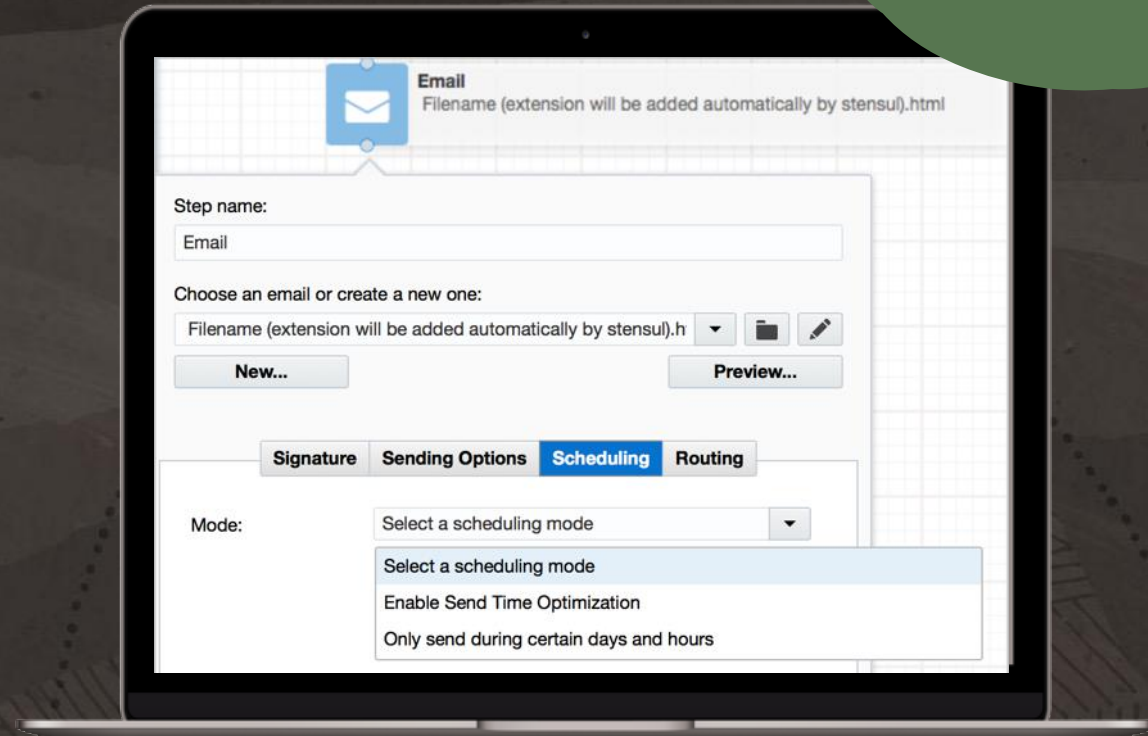
Send Time Optimization

AI driven optimization of message send times

Increase email engagement rates

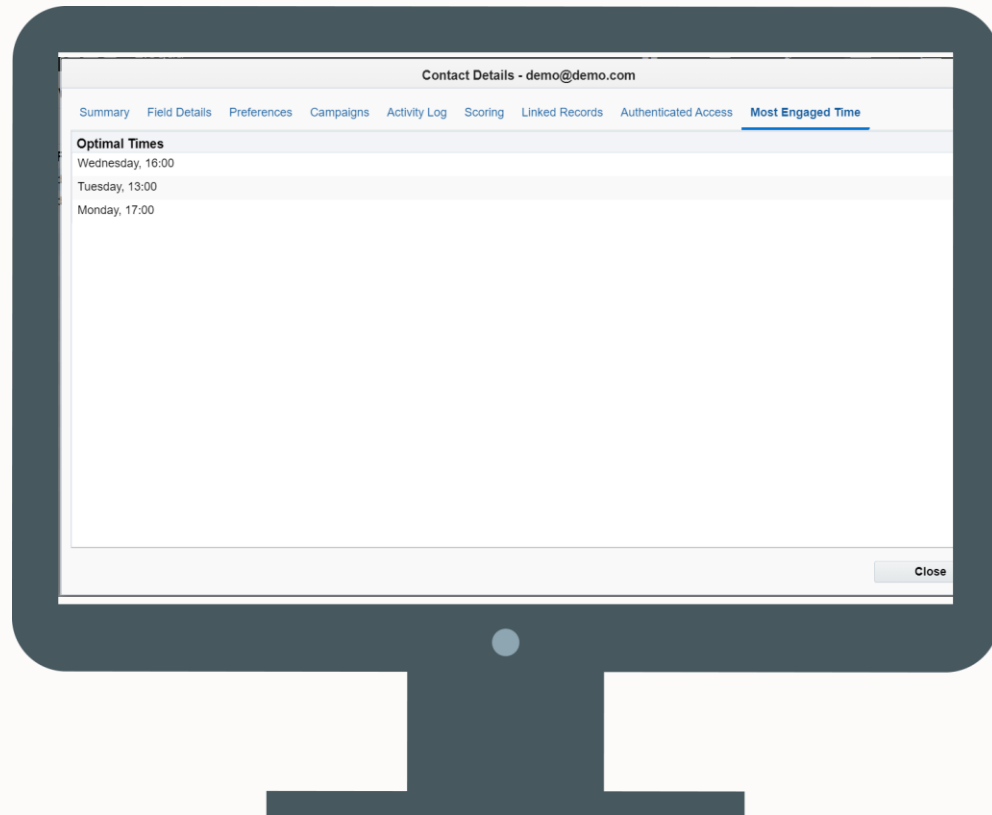
Use historical data to automate delivery of emails at the time recipient is most likely to be read

BEST FOR: *Customers with automated (not time-sensitive) nurture campaigns with calls-to-action.*



Advanced Intelligence Add-On

21A: Enhancements to Send Time Optimization



Capability Highlights

- We replaced the delay period functionality with campaign arbitration
- Campaign arbitration automatically detects if there is an email in queue for the contact and it automatically reschedules the STO email to the next optimal time.
- The Most Engaged Time tab in Contacts now shows the most engaged time in the user's time zone.

Key Benefits

- Marketers don't have to worry about STO spamming their contacts
- Marketers can view their contacts most engaged time in their own time zone



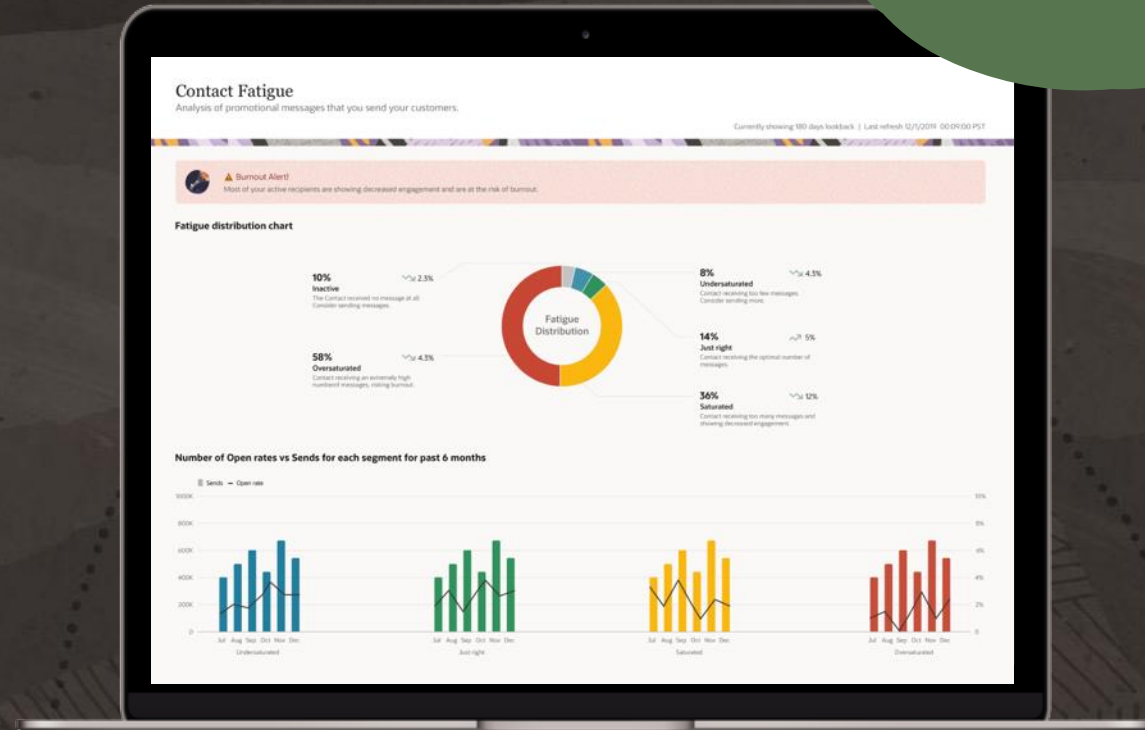
Fatigue Analysis

Avoid customer burnout & disengagement

Deliver better targeting and improve customer engagement

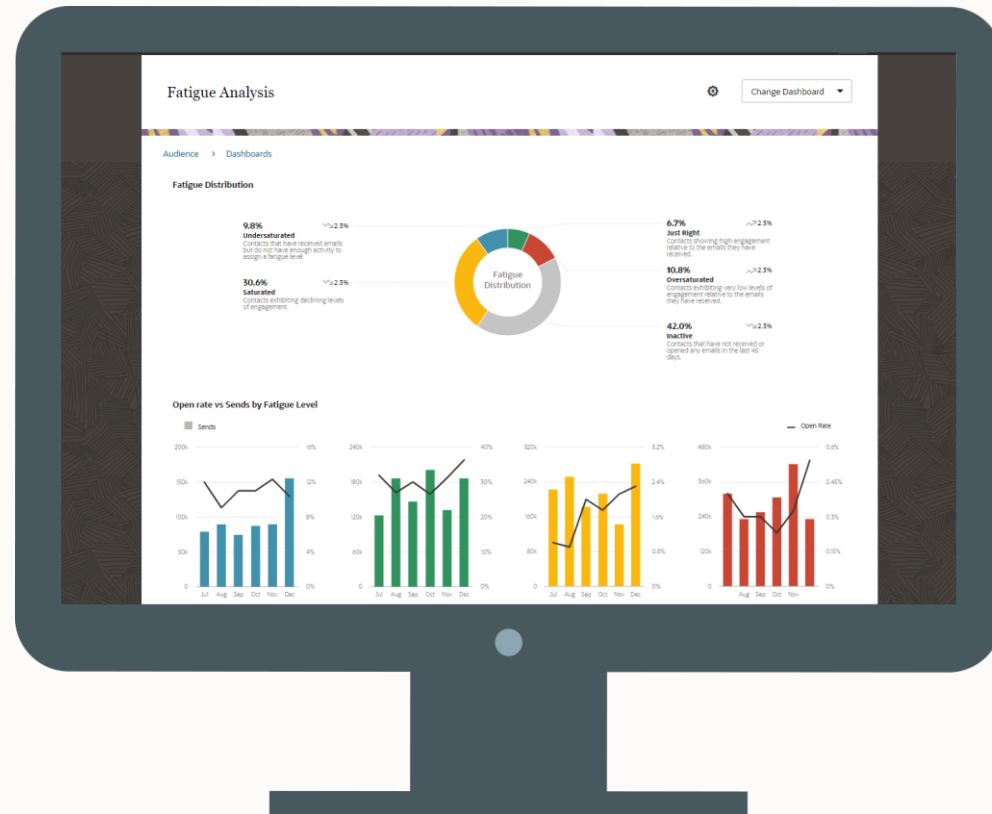
Use data science to understand the optimal level of engagement for individual contacts to avoid burnout

BEST FOR: Customers who frequently email their contacts and prospects.



Advanced Intelligence Add-On

21A: Fatigue Analysis dashboard



Capability Highlights

- New Fatigue Analysis dashboard gives an overview of fatigue in your Eloqua instance
- Chart #1: overview of fatigue levels
- Chart #2: send volume and open performance by fatigue level category

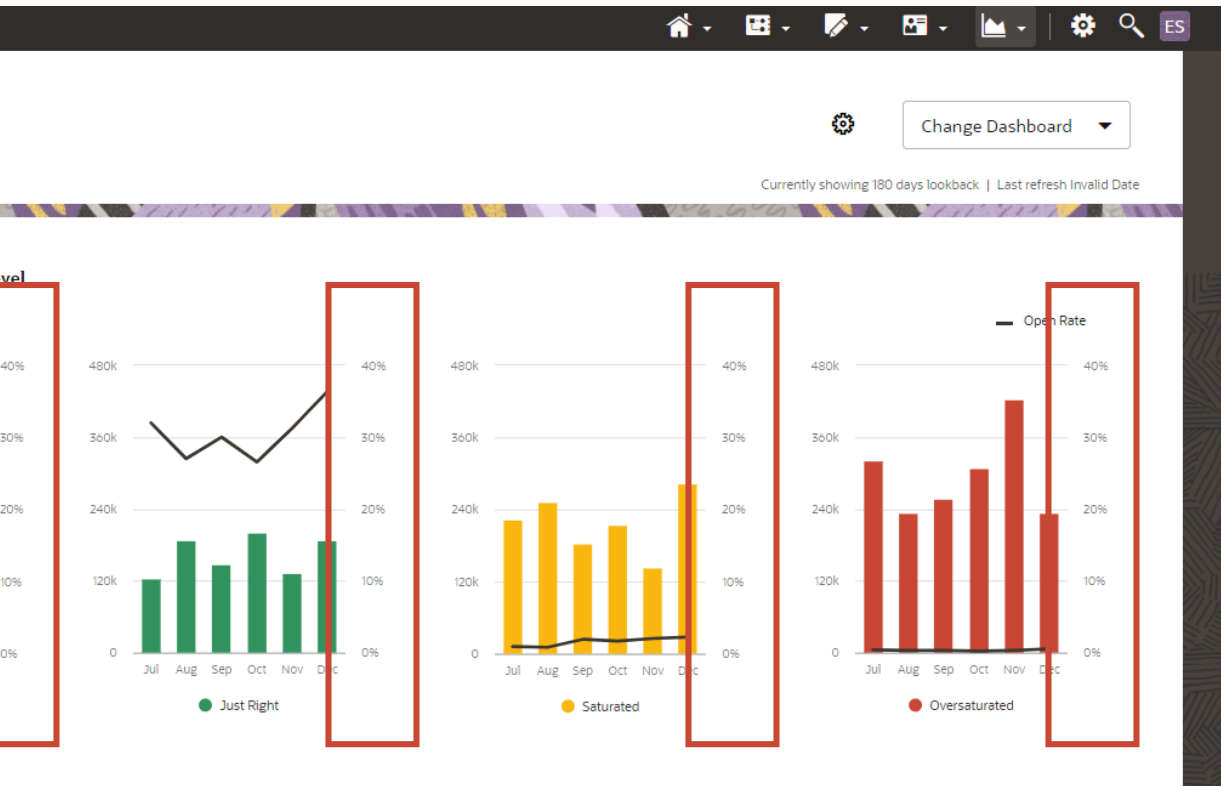
Key Benefits

- Understand the overall fatigue level breakdown for your Eloqua instance to make strategic decisions
- Track your volume and performance by fatigue level to make adjustments to message frequency
- Use when forming strategy for segments, campaigns, programs, and more



Advanced Intelligence Add-On Package

21B: Fatigue Analysis Dashboard: Normalized Y-Axis Metrics



Capability Highlights

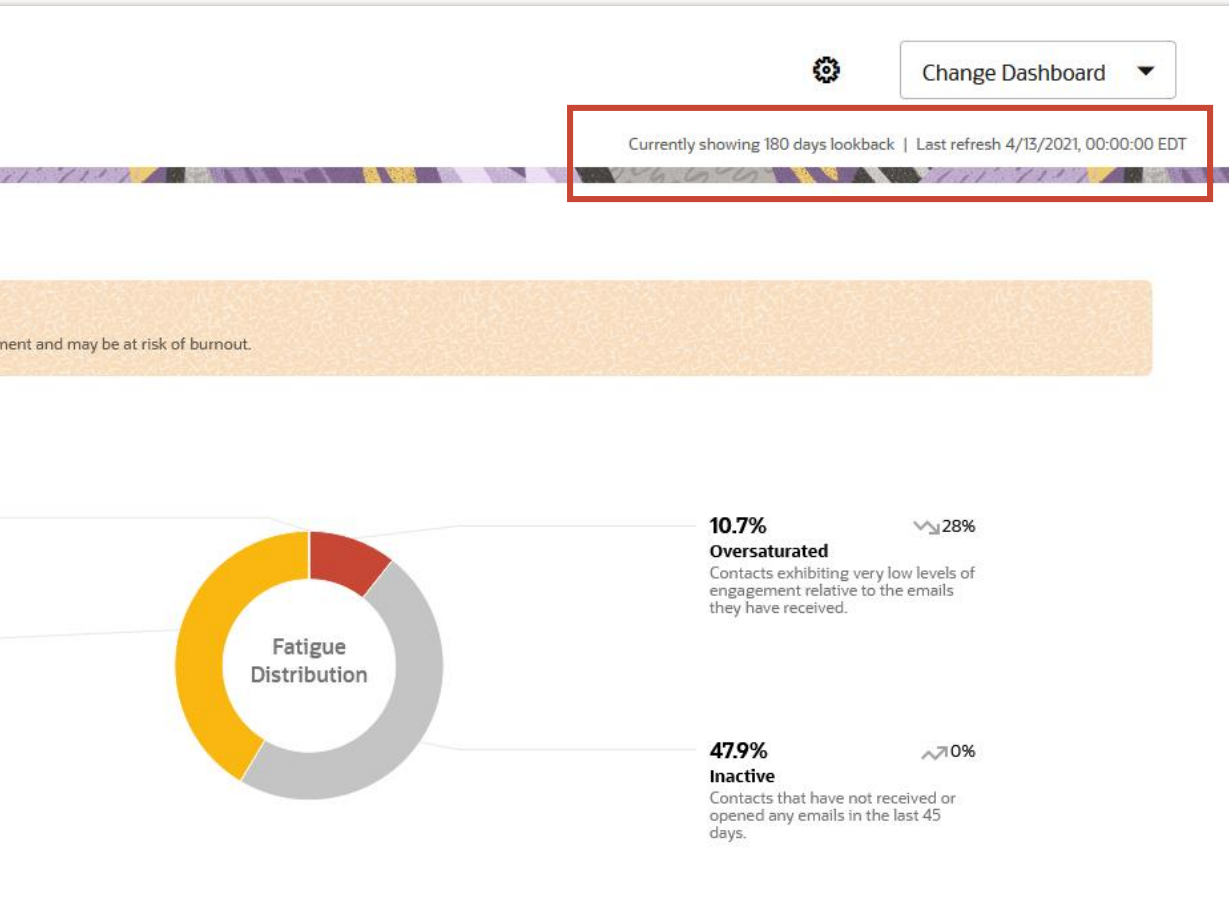
- Normalized Y-axis in the fatigue analysis dashboard to be the same scale
- Now easier to compare the relative open and send performance across different fatigue levels

Key Benefits

- Understand your send volumes and how they compare across fatigue levels
- Adjust your send strategy to optimize engagement based on contact fatigue
- See your open rate performance across fatigue levels to inform your send frequency and segmentation strategy

Advanced Intelligence Add-On Package

21B: Fatigue Analysis Dashboard: Last Refresh Date



Capability Highlights

- You can now see the refresh date and time for the fatigue analysis model
- Fatigue analysis automatically updates every 2 weeks using 6 months of data

Key Benefits

- Easily see the last update for the fatigue analysis model to know how current your data is
- Inform how you are configuring Eloqua features using the fatigue level, including segments, reports, campaigns, and programs

Account Performance Dashboard

Understand depth and breath of engagement

Focus your
account based
marketing efforts

Quickly identify the accounts
with the highest score and
prioritize efforts



BEST FOR: Customers who want to focus on multi-channel experience; specifically, for targeting accounts.

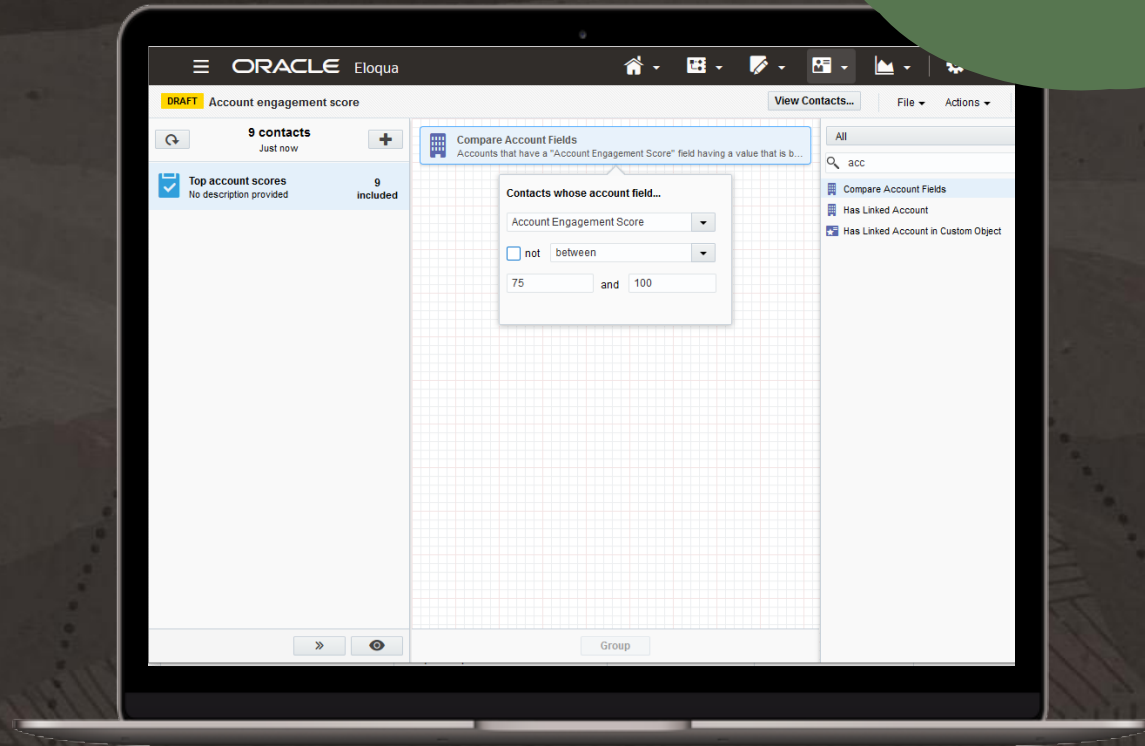
Account Engagement Score

Understand account engagement at the contact level

Improve account
targeting

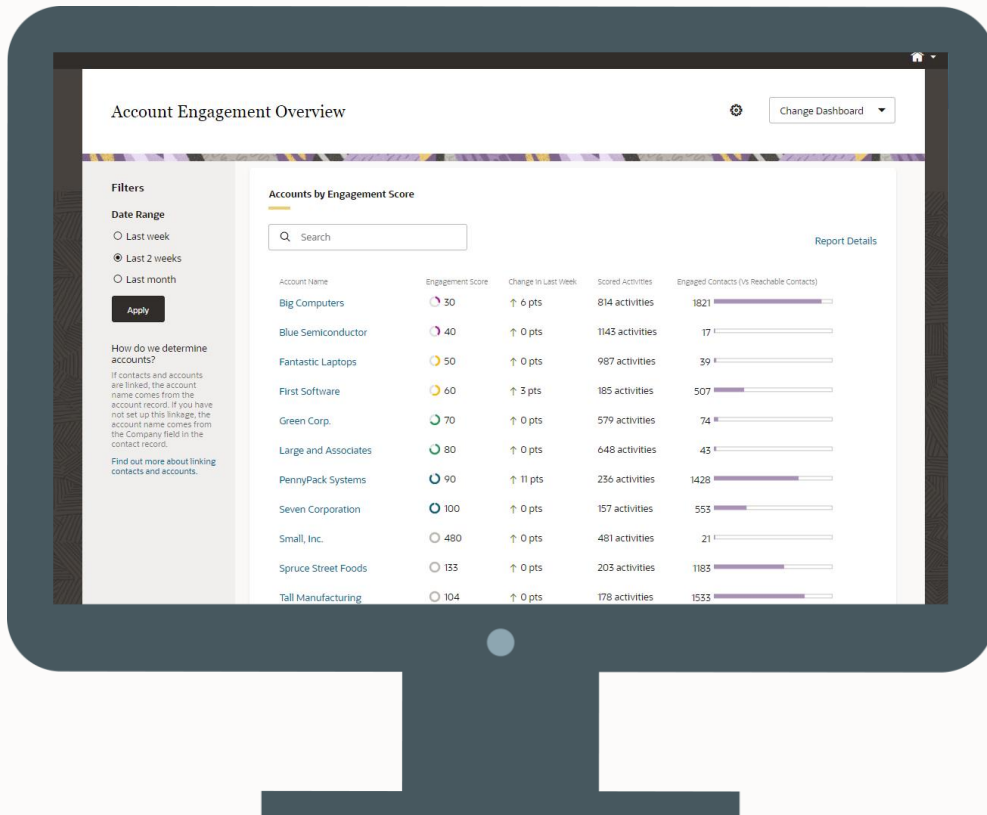
Capture the overall engagement of an account based on key marketing activities to influence segmentation, personalization and lead scoring

BEST FOR: *Customers who want to focus on multi-channel experience; specifically, for targeting accounts.*



Advanced Intelligence Add-On Package

21B: Account Engagement Score summary



Capability Highlights

- New chart available summarizing key data points for an account's engagement score
- Chart includes score, scored activities, engaged contacts vs reachable contacts

Key Benefits

- Compare score across accounts
- Search for accounts of interest
- Drill down to individual Account Performance dashboard



App Salesforce

Integrations

21A: Salesforce App – User Experience Improvements

Update Salesforce.com Fields

From Eloqua		To Salesforce.com
▼ Campaign Response		
Integration Return Value IntegrationReturnValue	→	Campaign Member ID Id <small>Unique Identifier</small>
Eloqua Status 13 of 40 characters	→	Status Status <small>picklist</small>
▼ Contact		
SFDC Contact ID C_SFDCContactID	→	Contact ID ContactId <small>reference</small>
SFDC Lead ID C_SFDCLeadID	→	Lead ID LeadId <small>reference</small>
▼ Campaign		
CRM Campaign Id CRMCampaignId	→	Campaign ID CampaignId <small>reference</small>

Capability Highlights

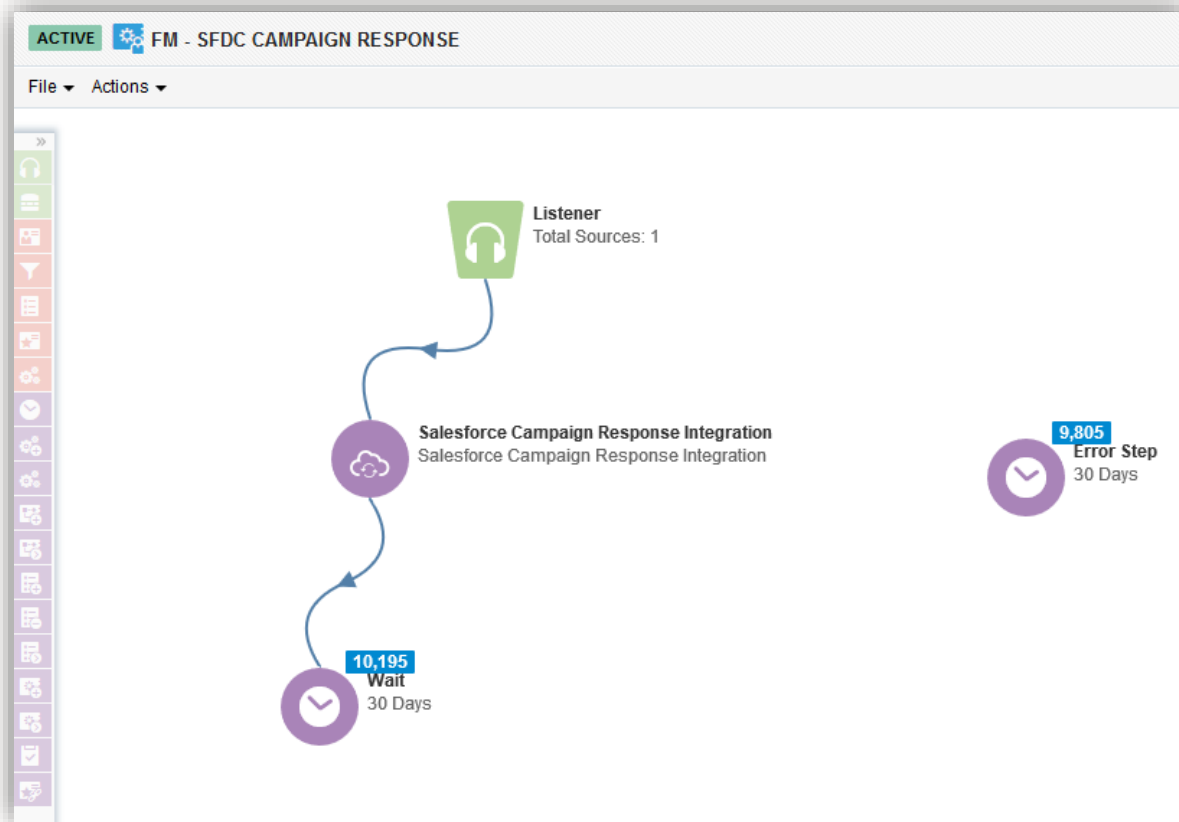
- Campaign Responses default mappings update

Key Benefits

- More intuitive user experience
- Increased efficiency of Campaign Responses setup

Integrations

21A: Salesforce App – User Experience Improvements



Capability Highlights

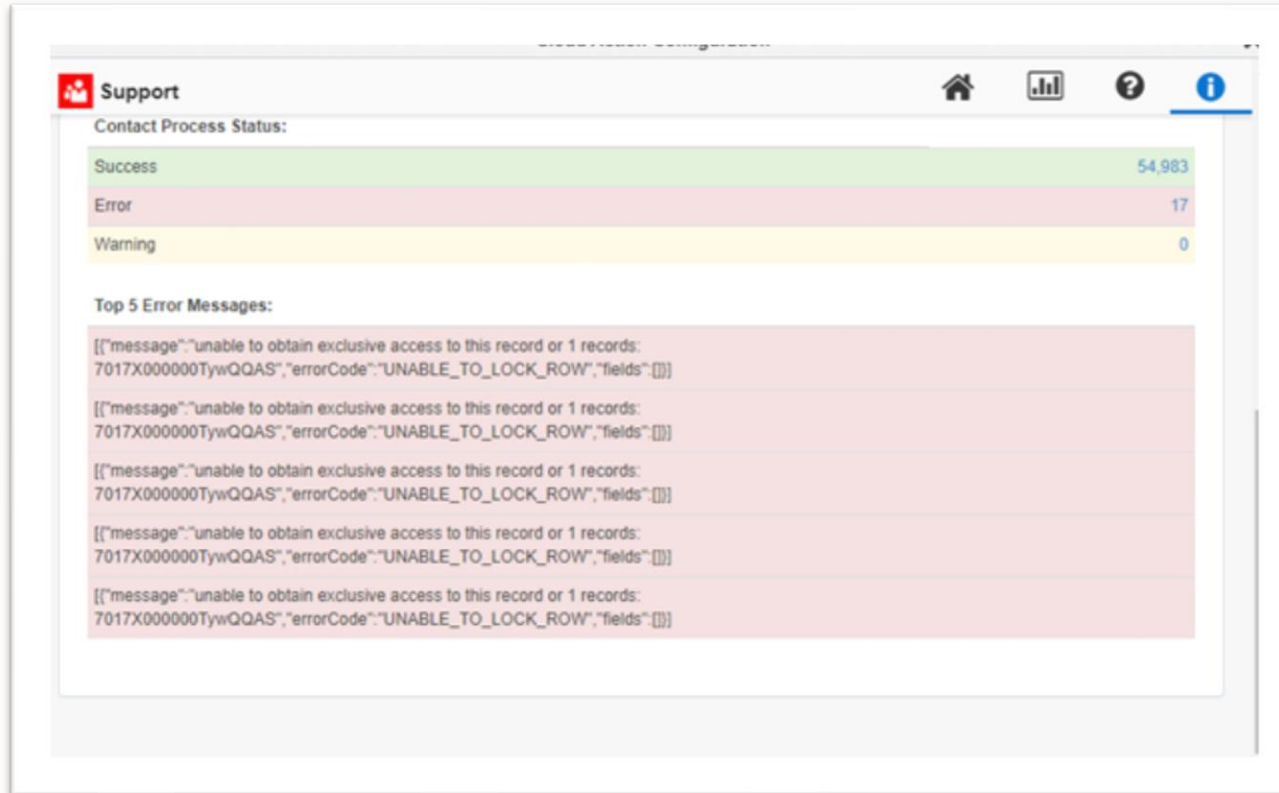
- Program Canvas: Flow Campaign Responses with no ID to the error path

Key Benefits

- Better visibility into one of the most common causes of Campaign Response errors

Integrations

21A: Salesforce App – Functional improvements



Capability Highlights

- Prevent the UNABLE_TO_LOCK_ROW Salesforce DB error on Campaign Member updates by enabling users to process jobs in serial mode using Salesforce Bulk API version 1
- By default, the App will continue using Salesforce Bulk API version 2
- Requires an SR

Key Benefits

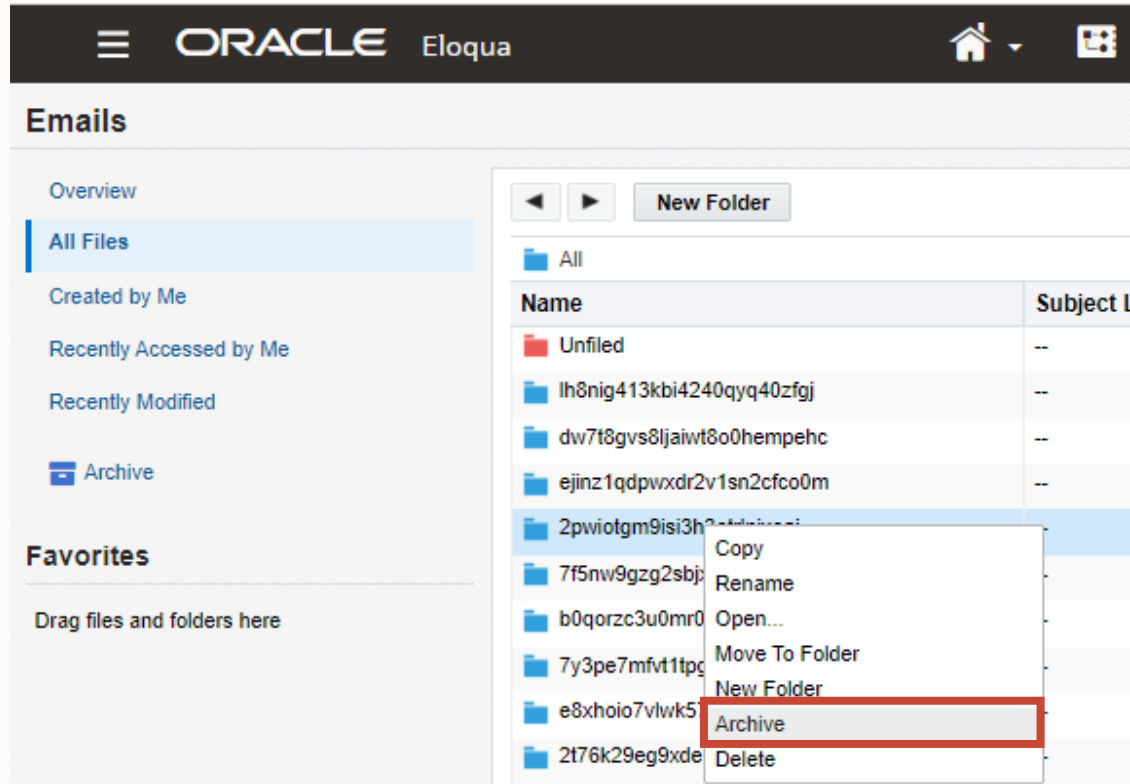
- Uninterrupted Campaign Members updates in Salesforce



Gestion des assets et de la plateforme

Assets

21A: Folder Archiving for Emails and Forms (CA)



Capability Highlights

- Ability to archive or unarchive an Email folder or a Form folder (Max limit = 20,000)
- All sub-folders and assets within the folder selected will be archived or unarchived
- Enable this feature for all or specific users

Key Benefits

- Makes it easy for marketers to archive multiple emails or forms by archiving the entire folder.

Assets

21A: Control Form Submissions (GA)

ORACLE Eloqua

DRAFT Untitled Form

General Settings

Form Settings

Form Name
Untitled Form

Validation Failure Page
Click icon to choose

HTML Name
UntitledForm-1607980195403

Allow Form Submissions ☒

Spam Protection ☐

Dependencies (0)

First Name

Last Name

Job Role
-- Please Select --

Country
Please select

Email Address *

Submit

Capability Highlights

- Control whether a Form can accept submissions
 - If option is enabled, the Form is visible to everyone and can capture submission data
 - This is the default option
 - If the option is disabled, the form remains visible but will not accept submissions
 - Via Landing Pages or endpoints (API)

Key Benefits

- Makes it easy for marketers to prevent Form submissions and help prevent spam attacks on old Forms

Assets - Forms

21B: Form Spam Protection (CA)

The screenshot shows the Oracle Eloqua interface for editing a form. The top navigation bar includes the Oracle logo and 'Eloqua' text. Below it, a breadcrumb trail shows 'DRAFT' and 'CX Content_Eloqua test form 10'. The left sidebar contains a 'Form Settings' section with various options. The 'Spam Protection' toggle is highlighted with a red box. The main content area shows the form fields: First Name, Last Name, Email Address (marked with a red asterisk), City, and Checkboxes (Content Management, Cloud storage, Analytics). A 'Submit' button is at the bottom of the form fields.

ORACLE Eloqua

DRAFT CX Content_Eloqua test form 10

General Settings

Form Settings

Form Name

CX Content_Eloqua test form 10

Validation Failure Page

Click icon to choose

HTML Name

749913324930-637344769491550377-6

Allow Form Submissions

Spam Protection

Dependencies (1)

First Name

Last Name

Email Address *

City

Checkboxes *

Content Management Cloud storage Analytics

Submit

Capability Highlights

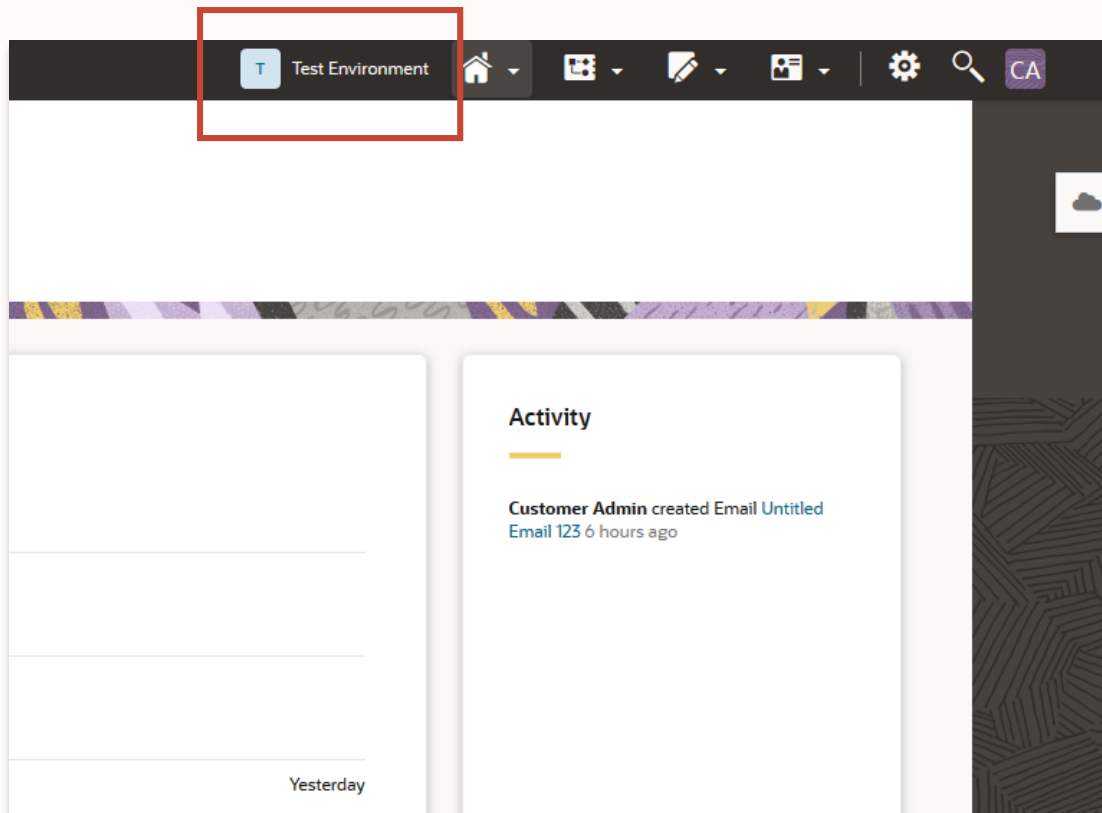
- Enable spam protection per Form
- Timestamp validation
 - Validates how quickly a Form is submitted
- Hidden Honeypot field
 - Validation check on field
- Supported by forms used on Eloqua LPs and hosted externally
- Blind Form Submission link validation
- Action permission to control feature access

Key Benefits

- Marketers can choose to add form spam protection to individual forms to help reduce bot spamming
- Confirmation of successful submission
 - As to not alert that submission was marked as spam

General

21A: Updated indicator for Eloqua Sandbox instances



Capability Highlights

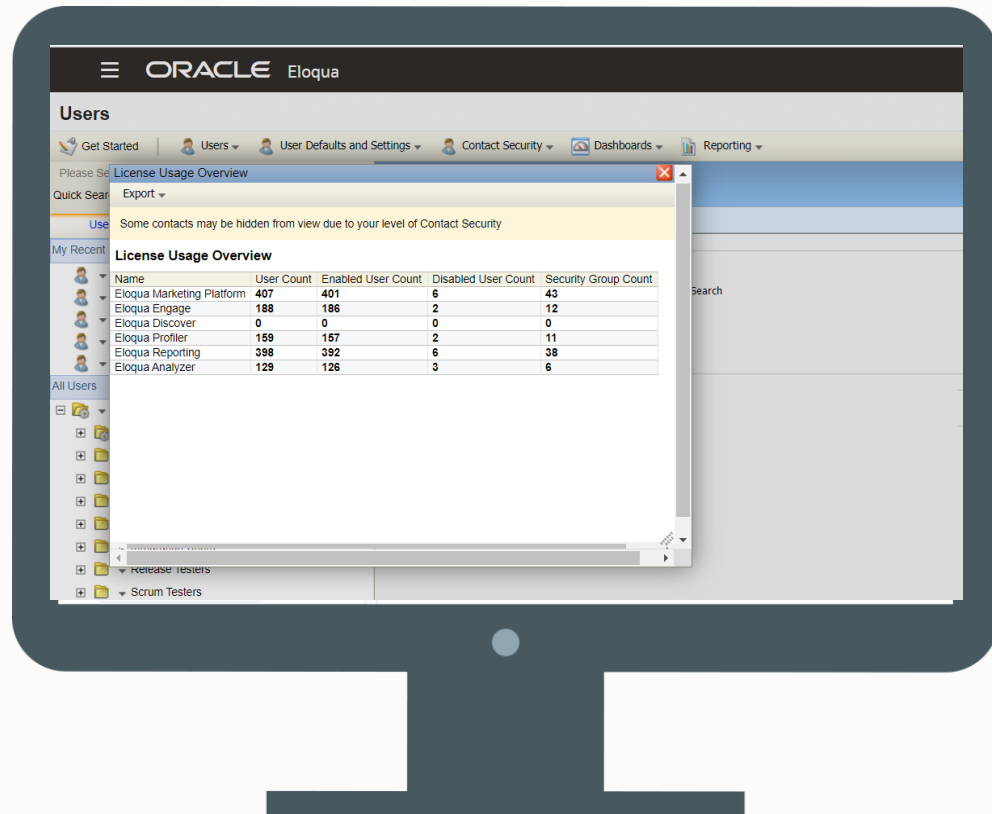
- More clear indicator for sandbox instances
- Text will translate based on the language of the instance

Key Benefits

- Quickly know if you are working in a production instance or in a sandbox instance

Platform

21B: License Usage Overview Report Now Includes Enabled/Disabled Users



Capability Highlights

- The existing License Usage Overview report will now include two new fields
 - Enabled User Count: Displays the number of Enabled Users
 - Disabled User Count: Displays the number of Disabled users
- New fields are included in the export
- The existing User Count field will remain and displays the total number of users
- Existing report can be found by navigating to **Users**. Under the **Users** menu, click **License Usage Overview Report**

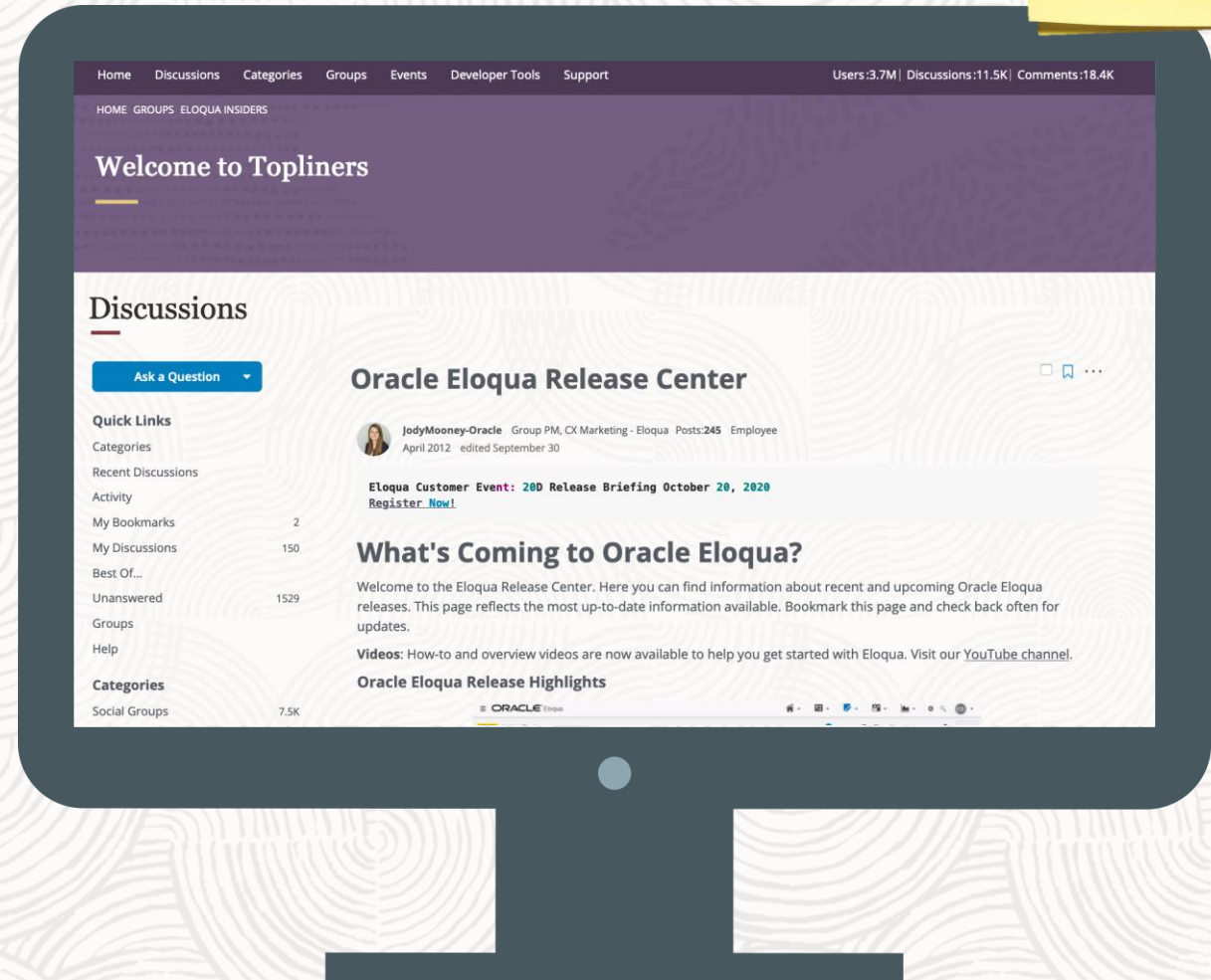
Key Benefits

- Along with the total user count you can now distinguish how many of those users are currently enabled or disabled

Where to find More Information?

Eloqua Release Center via Eloqua
Insiders in the Topliners Community

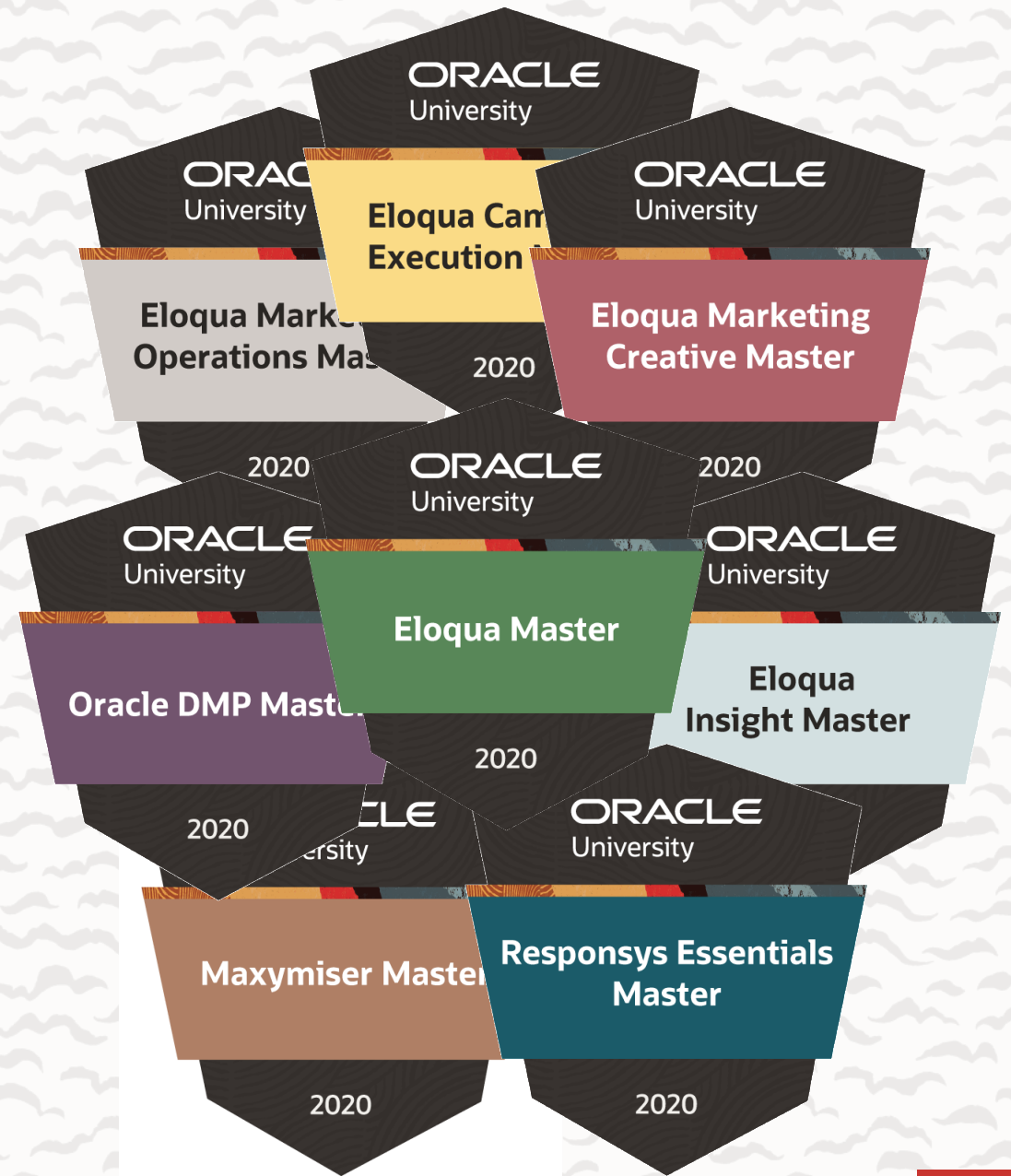
- Release Highlights & Overviews
- Videos
- Product Notices
- Additional Resources



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"[The learning subscription] has given me the opportunity to expose myself to new and exciting projects and be an SME for the company I work with. I've had the chance to provide guidance and support for new clients that trust my knowledge and we have been able to create a new capability so we can offer new platforms and onboard new accounts."

- **Din Araya**, Campaign Manager, Accenture Operations, Marketing Platform

Thank you!
