



GaggleAMP®

eloqua™

Integration

This guide will help you locate and track the leads that are coming into your database from GaggleAMP posts.



Create New Contact Fields

The first thing you need to do is create **3** new fields in your Marketing database.

1. utm_source
2. utm_medium
3. utm_campaign

If you have set up custom utm parameter names in GaggleAMP, please add those.

the source, or referrer
of your campaign

The marketing medium
of your campaign

The name of your
campaign

[http://jennamolby.com?utm_source=Google & utm_medium=cpc & utm_campaign=marketing](http://jennamolby.com?utm_source=Google&utm_medium=cpc&utm_campaign=marketing)



Add Fields Forms

Add these new fields to your lead capture form(s).

Make sure they are marked as hidden fields

First Name *	Last Name *
<input type="text"/>	<input type="text"/>
Email Address *	Company *
<input type="text"/>	<input type="text"/>
<i>HIDDEN FIELD: UTM_Source</i>	<i>HIDDEN FIELD: UTM_Name</i>
<i>HIDDEN FIELD: UTM_Medium</i>	<i>HIDDEN FIELD: UTM_Term</i>

SUBMIT



Add Javascript Code to LP

Now you'll need to add some javascript code to your landing page. It's function is to pull the sourcing parameters out of the URL and pass them into Eloqua upon a form submit. Don't forget to add your form name in the Javascript code at the location highlighted below.

[Click Here to Download Code](#)

```
var form = "YourHTMLformName";
```

```
//FORM NAME ON THIS LINE
```



GaggleAMP Contacts

You'll also need to create a segment of Contacts based on the `utm_source`.

This will allow you to see only traffic coming from GaggleAMP.

1) Navigate to **Audience**, then click **Segments**.

The screenshot shows the Oracle Eloqua user interface. At the top, the Oracle logo is on the left, and navigation tabs for Dashboards, Orchestration, Assets, Audience, and Reporting are in the center. On the right, there are icons for settings, help, search, and user profile. Below the navigation, the 'My Eloqua' section is visible, containing an 'Overview' card with '15 My Contacts' and '1 Total Visitors', and a 'Total database activity last 30 days' card showing '+7.2% NEW CONTACTS' and '+0%' with a bar chart. A dropdown menu is open under the 'Audience' tab, listing 'Contacts', 'Accounts', 'Custom Objects', 'Prospects', 'Segments' (highlighted), 'Lead Scoring', and 'Tools'.



Create New Segment

2) Create a new segment

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[Dashboards](#) [Orchestration](#) [Assets](#) [Audience](#) [Reporting](#)

[Segments](#)

Search

- Overview
- All Files
- Created by Me
- Recently Accessed by Me
- Recently Modified

Favorites

Drag files and folders here

Create a Segment

Reporting and Dashboards

Recently Accessed

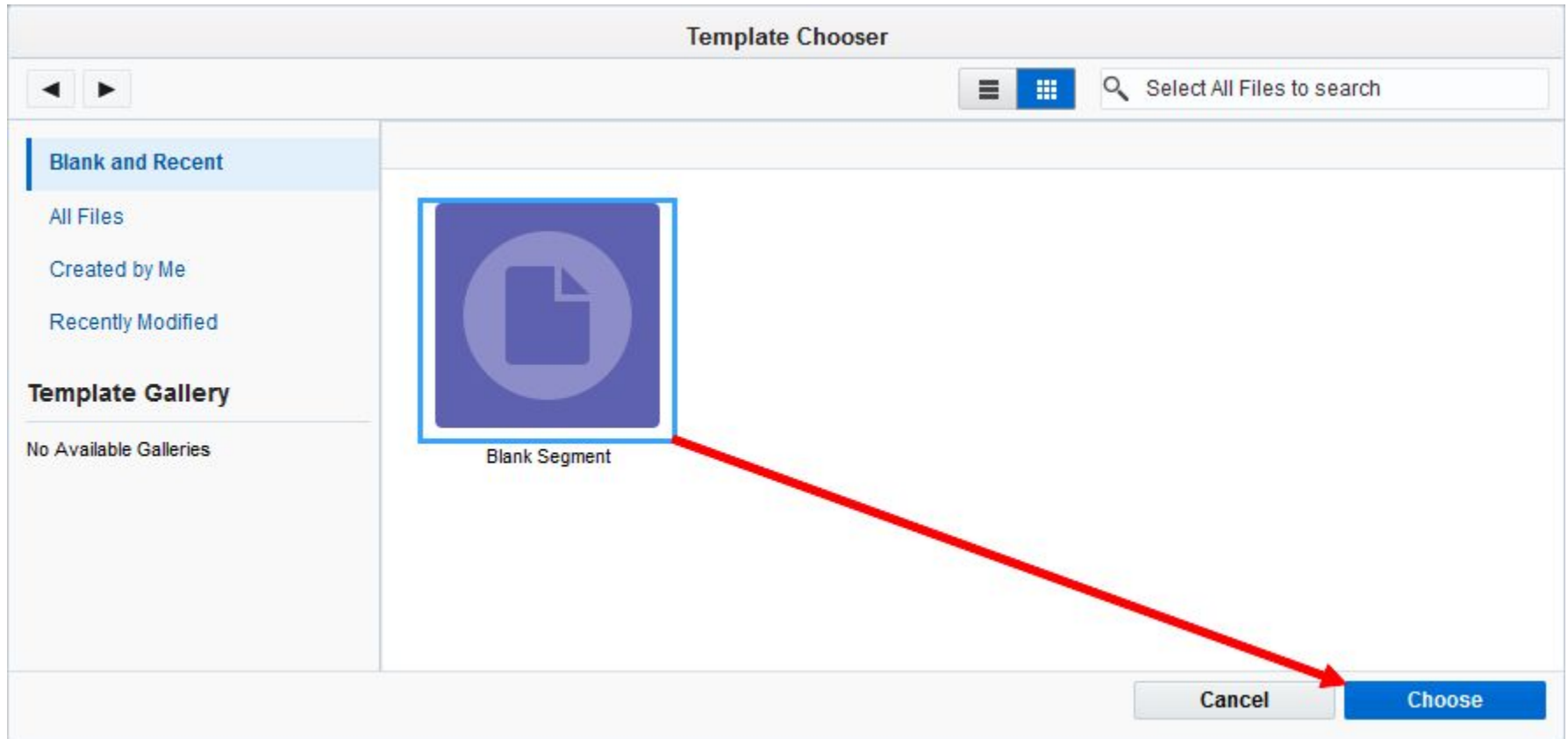
Useful Links

- What's New
- [Release Center](#)
- Community**
- [Learn](#)
- [Dream](#)
- [Connect](#)



Create New Segment

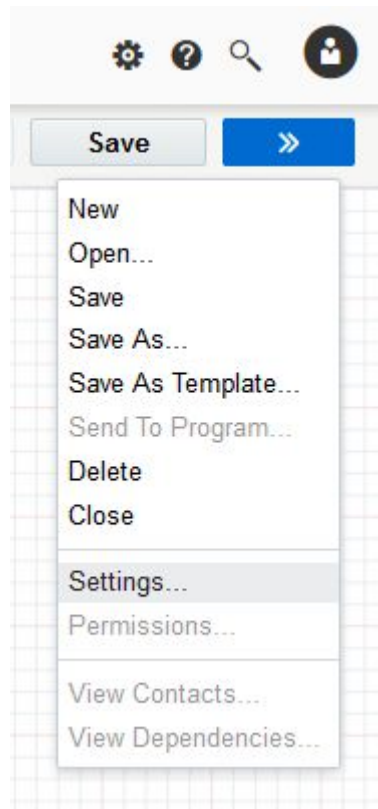
3) Click the Blank Segment template, then click Choose.





Create New Segment

4) Click Actions, then click Settings.



5) Type a name for the segment into the Name field. Ex: GaggleAMP Traffic

A screenshot of a form for creating a new segment. It has a 'Name:' label followed by a text input field containing 'Example Segment'. Below that is a 'Description:' label followed by a larger text area containing the text 'Type a description of the segment here for future reference.' At the bottom right, there are two buttons: 'Cancel' and 'Done'.



Create New Segment

6) Click Save to save the new segment.

The screenshot shows the Oracle Audience Management interface. At the top, the Oracle logo is on the left, and navigation tabs for Dashboards, Orchestration, Assets, Audience (selected), and Reporting are in the center. On the right, there are icons for settings, help, search, and user profile. Below the navigation, the page title is "DRAFT Example Segment". To the right of the title, there are buttons for "View Contacts...", "Save" (highlighted with a red box), and a right arrow. The main content area is a grid with the text "Add a Segment element to get started". On the left side of the grid, there is a sidebar with a refresh icon, a plus icon, and the text "Contact Count Not Available". At the bottom left of the grid, there are right arrow and eye icons.



Filtering

7) Click + the button on the left panel, then click **Filter Criteria**.

The screenshot shows the Oracle Audience Studio interface. At the top, there is a navigation bar with the Oracle logo and several menu items: Dashboards, Orchestration, Assets, Audience (highlighted), and Reporting. Below the navigation bar, there is a header for the current segment, labeled 'DRAFT Example Segment'. On the left side, there is a panel with a refresh icon, a 'Contact Count Not Available' message, and a plus sign button. A dropdown menu is open from the plus sign button, showing five options: 'Filter Criteria' (highlighted with a red box), 'Individual Contacts', 'Upload Contacts...', 'Shared Filter...', and 'Shared List...'. On the right side of the main workspace, there are buttons for 'View Contacts...', 'Save', and a right arrow. At the bottom of the workspace, there is a grid background and a text prompt: 'Add a Segment element to get started'. At the bottom left of the interface, there are two buttons: a right arrow and an eye icon.



Filtering

8) A List of filter criteria open on the right panel

The screenshot displays the Oracle Audience Studio interface. At the top, there is a navigation bar with the Oracle logo and menu items: Dashboards, Orchestration, Assets, Audience (selected), and Reporting. Below the navigation bar, the main header shows 'DRAFT Example Segment' and buttons for 'View Contacts...', 'Save', and a right arrow. The central area is a grid with a blue header row containing a refresh icon, a plus icon, and the text 'Contact Count Not Available'. Below this, a filter criteria entry is visible: 'Filter Criteria 1' with a checkmark icon, 'No description provided', and a status of 'included'. A red arrow points from this entry to the right panel. The right panel is a list of filter criteria, starting with 'All' and a search box 'Search for Filter Criteria'. The list includes various criteria such as 'Compare Contact Fields', 'Has Linked Account', and 'Sent Any Email'.

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Dashboards Orchestration Assets Audience Reporting

DRAFT Example Segment View Contacts... Save

Contact Count Not Available

Filter Criteria 1
No description provided included

All
Search for Filter Criteria

- Compare Contact Fields
- Compare Visitor Profile Fields
- Compare Account Fields
- Has Linked Account
- Has Linked Contact in Custom Object
- Has Linked Account in Custom Object
- Has Linked Record in Event
- Compare Lead Score
- Sent Any Email
- Sent Specific Emails
- Sent Emails from Campaigns
- Sent Emails from Email Groups
- Not Sent Any Emails
- Not Sent Specific Emails
- Not Sent Emails from Campaigns
- Not Sent Emails from Email Groups
- Opened Any Email
- Opened Specific Emails
- Opened Emails from Campaigns
- Opened Emails from Email Groups
- Not Opened Any Emails
- Not Opened Specific Emails
- Not Opened Emails from Campaigns
- Not Opened Emails from Email Groups
- Clicked Any Email
- Clicked Specific Emails



Filtering

The list shows All filter types by default. You can narrow down the list by clicking the filter bar (located just above the Search field), then clicking a filter type.

The screenshot displays the Oracle Audience Manager interface. At the top, there is a navigation bar with the Oracle logo and several menu items: Dashboards, Orchestration, Assets, Audience (selected), and Reporting. Below the navigation bar, the main header shows 'DRAFT Example Segment' and buttons for 'View Contacts...', 'Save', and a right arrow. On the left side, there is a sidebar with a 'Filter Criteria 1' section, which is currently 'included' and has 'No description provided'. The main workspace is a grid where a dropdown menu is open, listing various filter types: Lead Scoring, Email Activities, Email Status, Form Activities, Web Visits (highlighted), Campaign Activities, Conference, and Facebook. A red arrow points from the 'Web Visits' filter type in the dropdown menu to the 'Web Visits' filter bar in the right-hand panel. The right-hand panel is titled 'Web Visits' and contains a search field 'Search for Filter Criteria' and a list of specific filter criteria, including 'Compare Visitor Profile Fields', 'Visited Any Landing Page', 'Visited Specific Landing Pages', 'Visited Landing Pages from Campaigns', 'Not Visited Any Landing Pages', 'Not Visited Specific Landing Pages', 'Not Visited Landing Pages from Campaigns', 'Visited Microsites', 'Not Visited Microsites', 'Visited Page Tags', 'Not Visited Page Tags', 'Visited Page Tag Groups', 'Not Visited Page Tag Groups', 'Visited Websites', and 'Not Visited Websites'.



Filtering

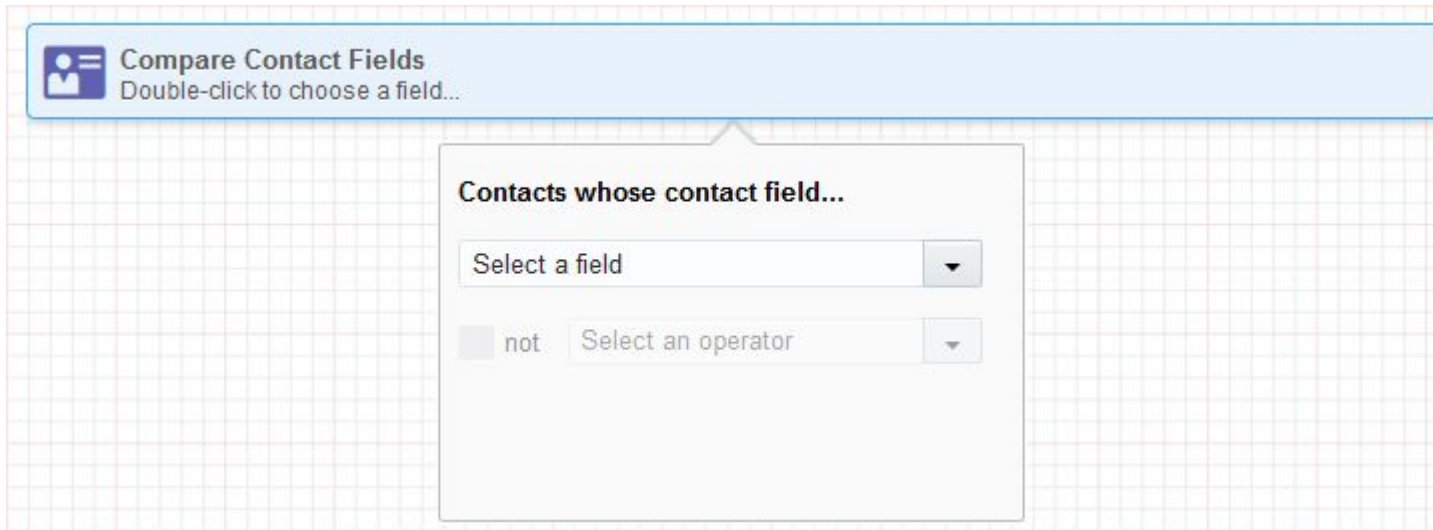
9) Double-click a filter type to add it to your segment. Alternatively, click-and-drag the filter type in to the central segment editor.

The screenshot displays a CRM interface for editing a segment. At the top, it shows 'DRAFT Example Segment' with buttons for 'View Contacts...', 'Save', and a right arrow. Below this, there are two main panels. The left panel shows a 'Contact Count Not Available' and a 'Filter Criteria 1' section with a checkmark icon, 'No description provided', and 'included' status. The right panel is a grid editor. A blue box labeled 'Compare Contact Fields' with the instruction 'Double-click to choose a field...' is positioned in the grid. A red arrow points from the text 'Double-click or Drag-and-Drop' to this box. To the right of the grid is a sidebar with a dropdown menu set to 'All', a search bar 'Search for Filter Criteria', and a list of filter options: 'Compare Contact Fields', 'Compare Visitor Profile Fields', 'Compare Account Fields', and 'Has Linked Account'.



Filtering

10) Double-click on the criteria in the editor to configure it.



11) Enter any required information, then click outside the pop-up window to close it.



Filtering

12) Add and configure additional filters from the list as needed. If you are including multiple filter criteria within you segment filter, you can modify how those filters interact by clicking the AND button to toggle it between AND and OR.

13) Double-click on the filter name in the left panel, then type in a new name. Repeat with the description line directly below the name.

DRAFT Example Segment

0 contacts
Just now

↻ +

✓ **Kansas City Marketers** 0 included
First quarter of 2013 emails

Compare Contact Fields
Contacts who have a "City"

AND

Compare Contact Fields
Contacts who have a "Job R"

AND

Has Linked Account
Any contact linked to any ac

AND



Finished

14) Click Save when done.

With this set up, when someone clicks on a post shared through your Gaggle and submits a form, they will appear in the segment you have just created.