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.

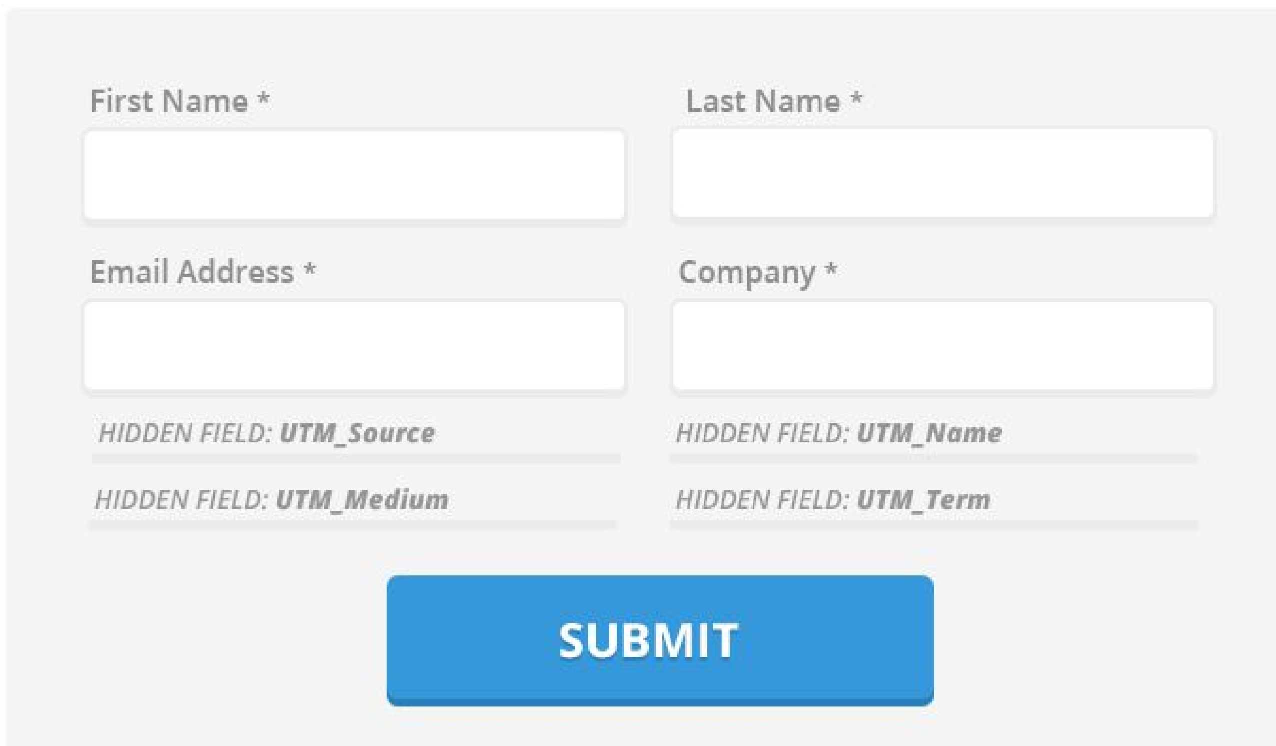
1. utm_source
2. utm_medium
3. utm_campaign

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

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 *

Email Address *

Company *

HIDDEN FIELD: **UTM_Source**

HIDDEN FIELD: **UTM_Name**

HIDDEN FIELD: **UTM_Medium**

HIDDEN FIELD: **UTM_Term**

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]

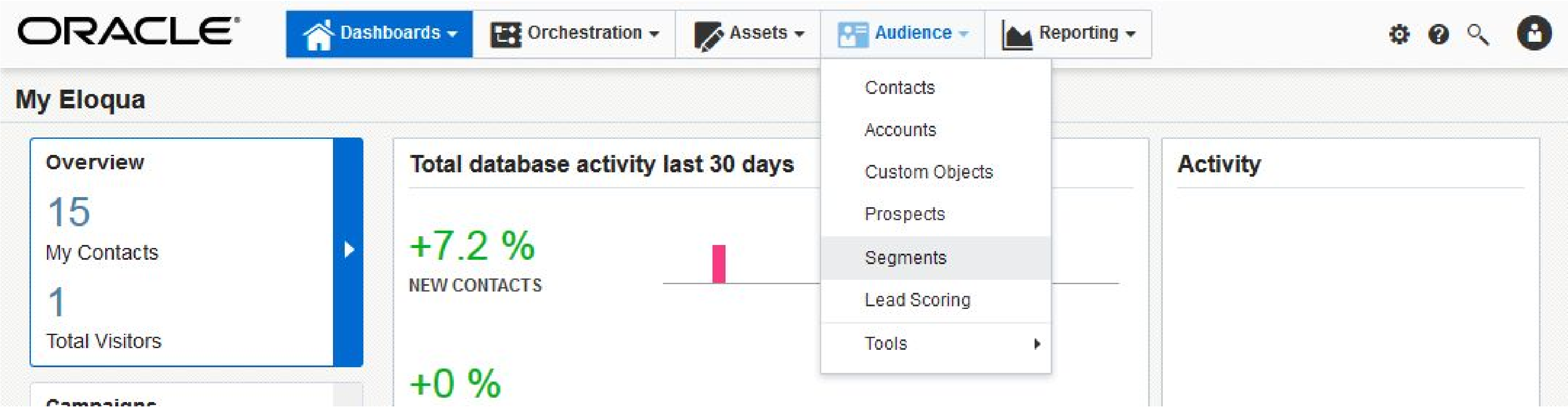
```
var form = "YourHTMLformName";        //FORM NAME ON THIS LINE
```

GaggleAMP Contacts

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

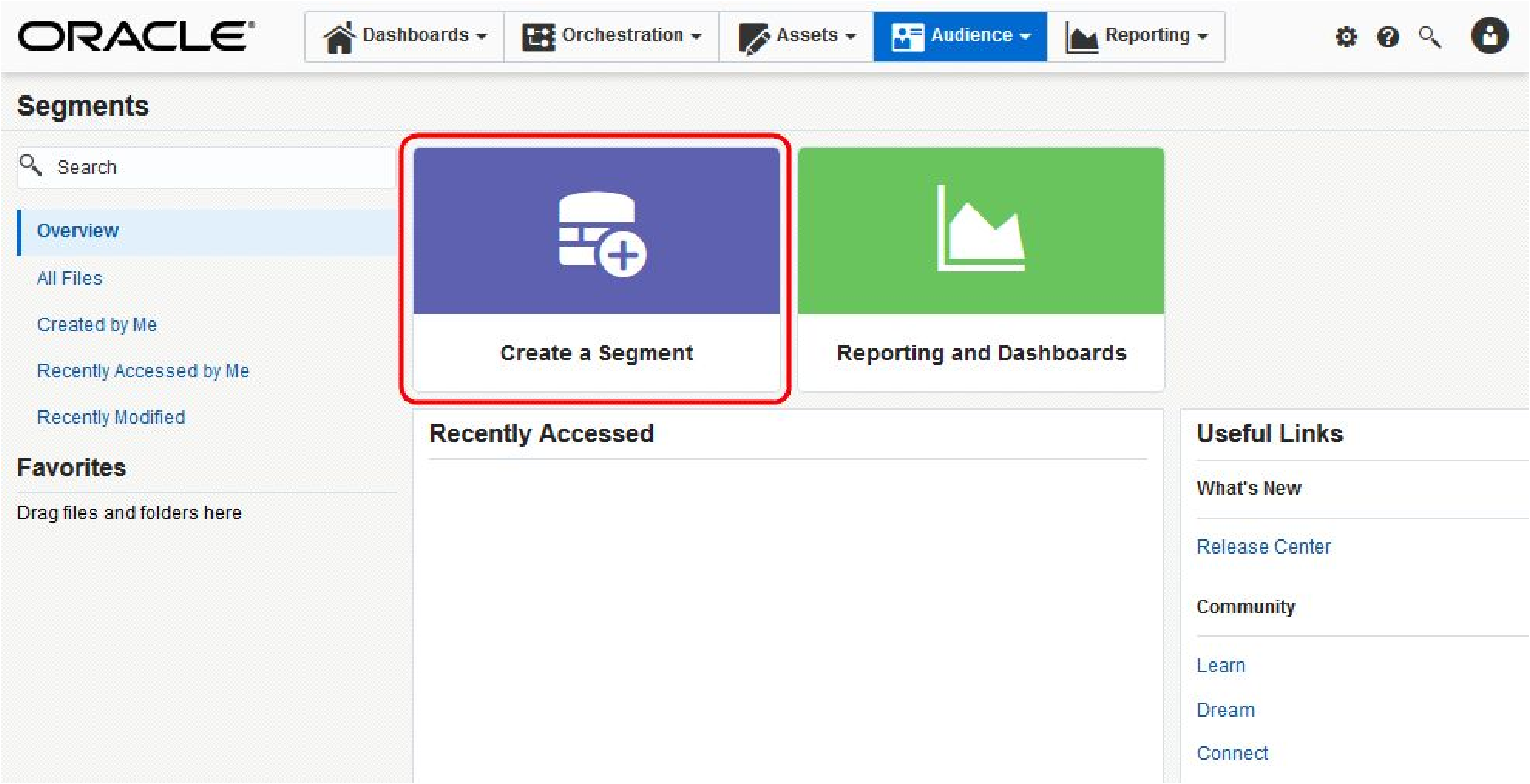
This will allow you to see only traffic coming from GaggleAMP.

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



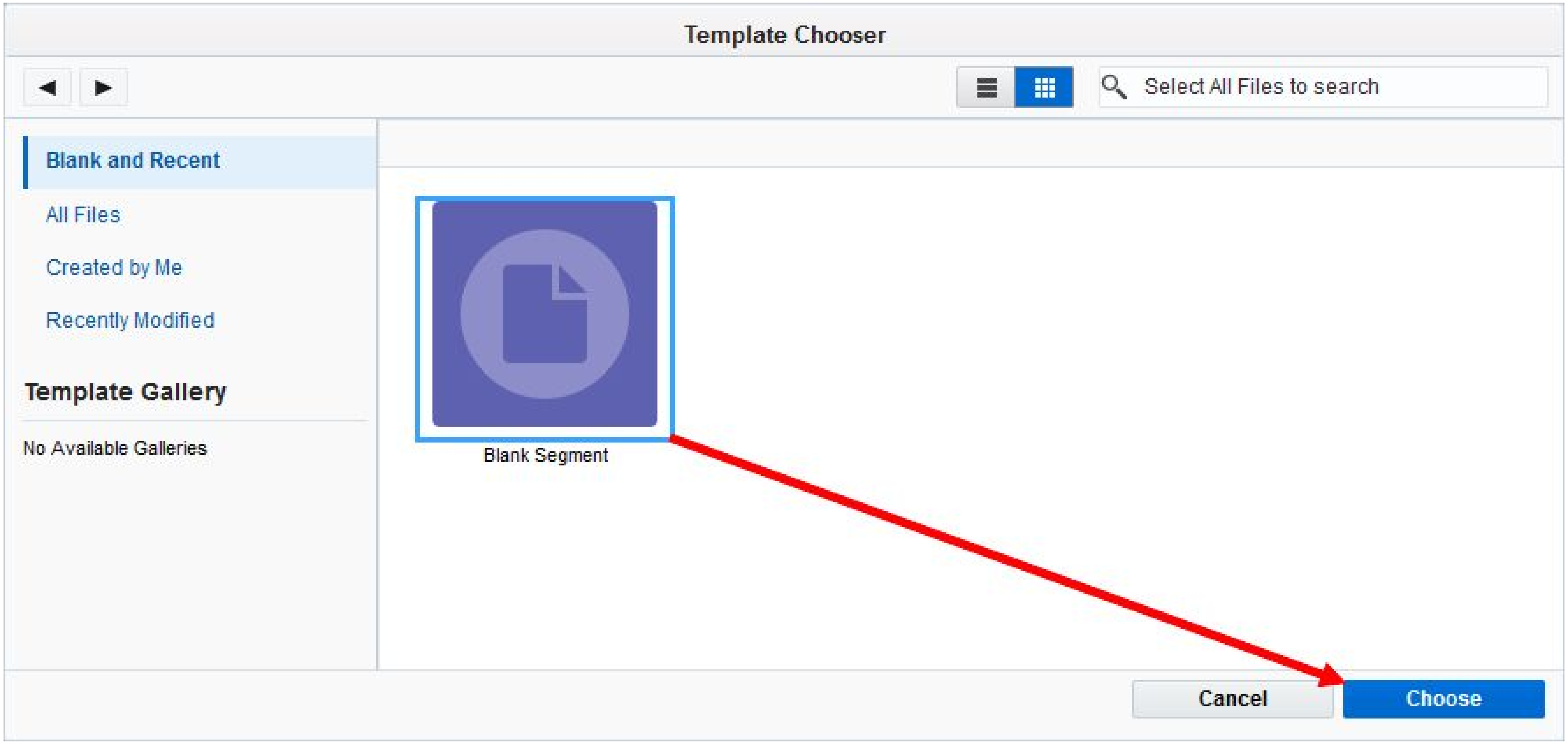
Create New Segment

2) Create a new segment



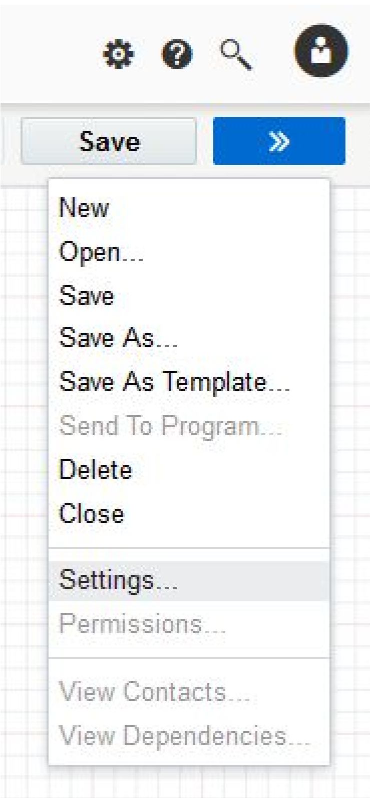
Create New Segment

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

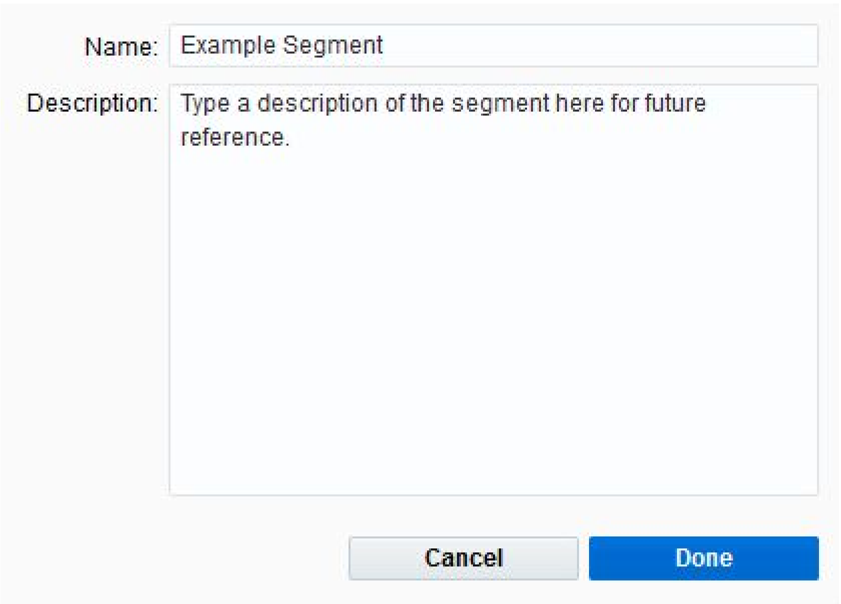


Create New Segment

4) Click Actions, then click Settings.

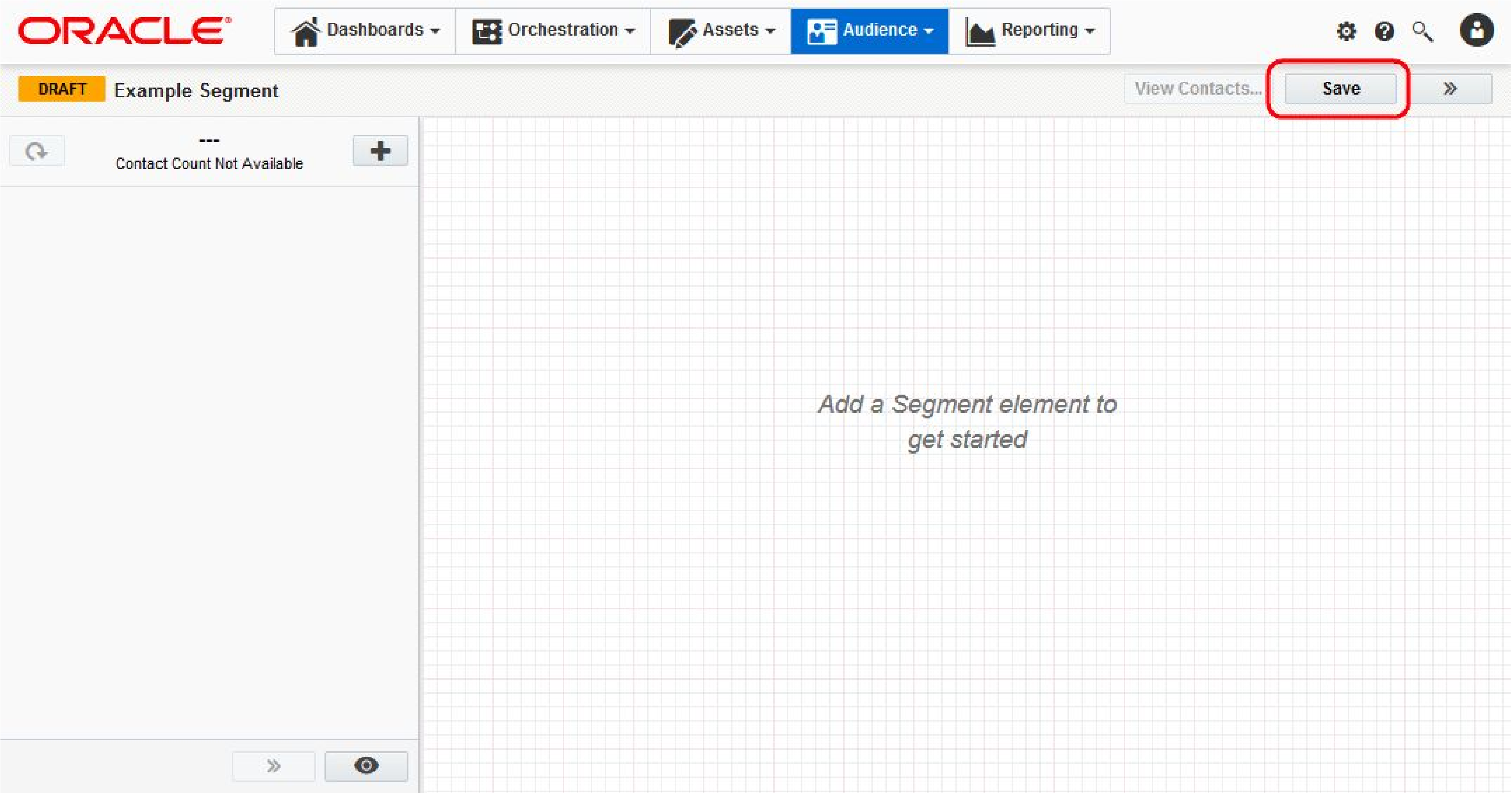


5) Type a name for the segment into the Name field. Ex: GaggleAMP Traffic



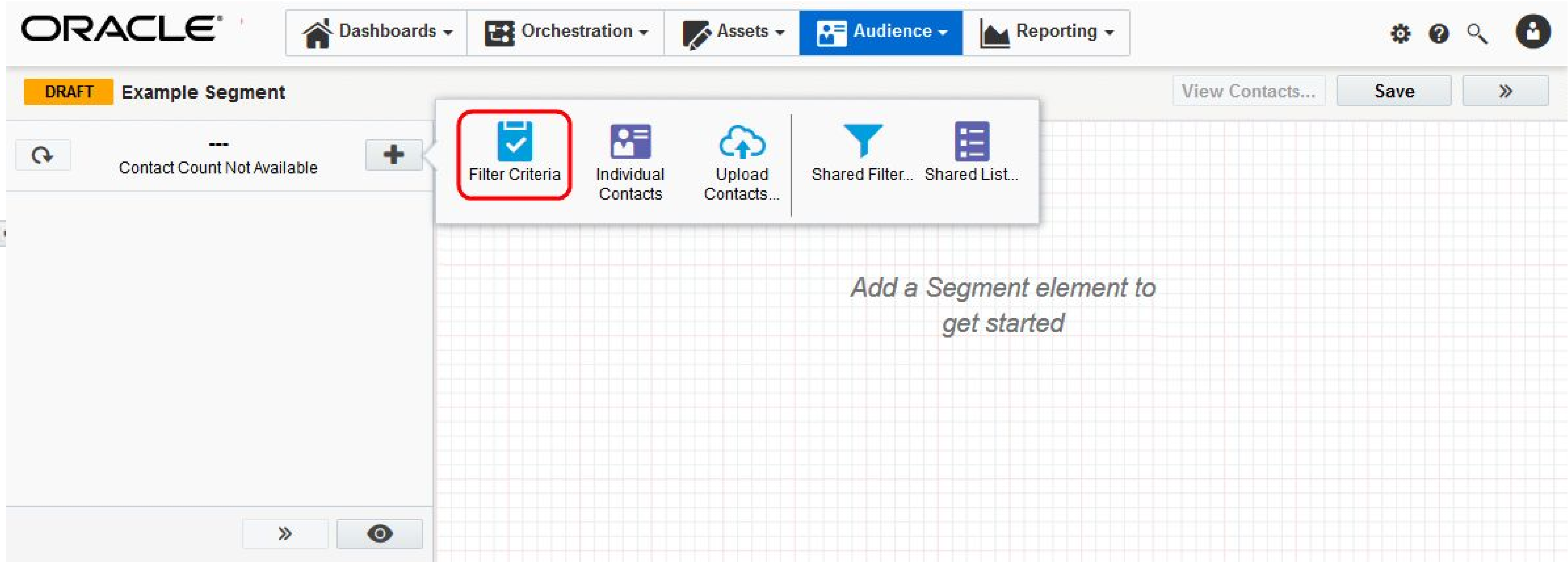
Create New Segment

6) Click Save to save the new segment.



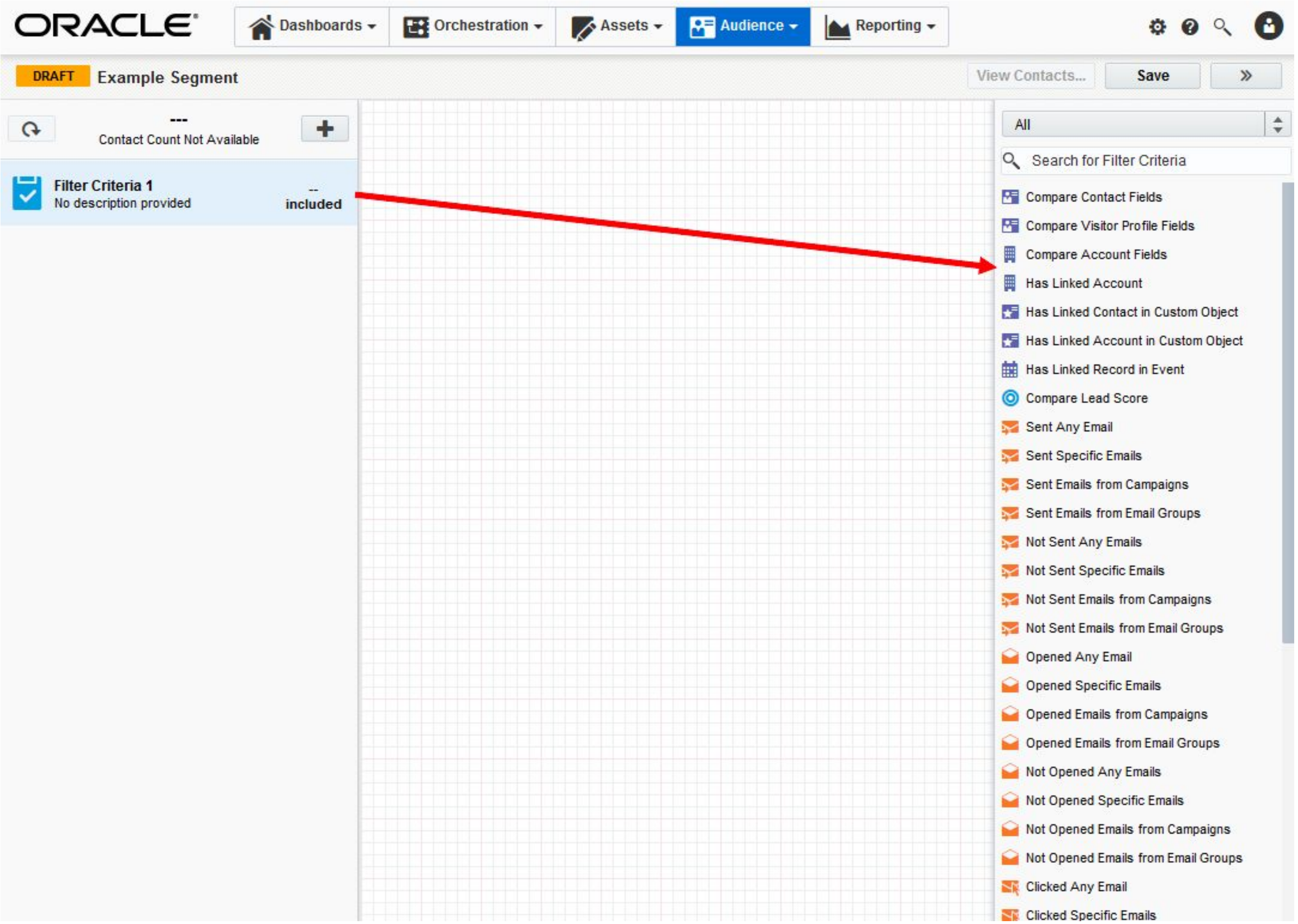
Filtering

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



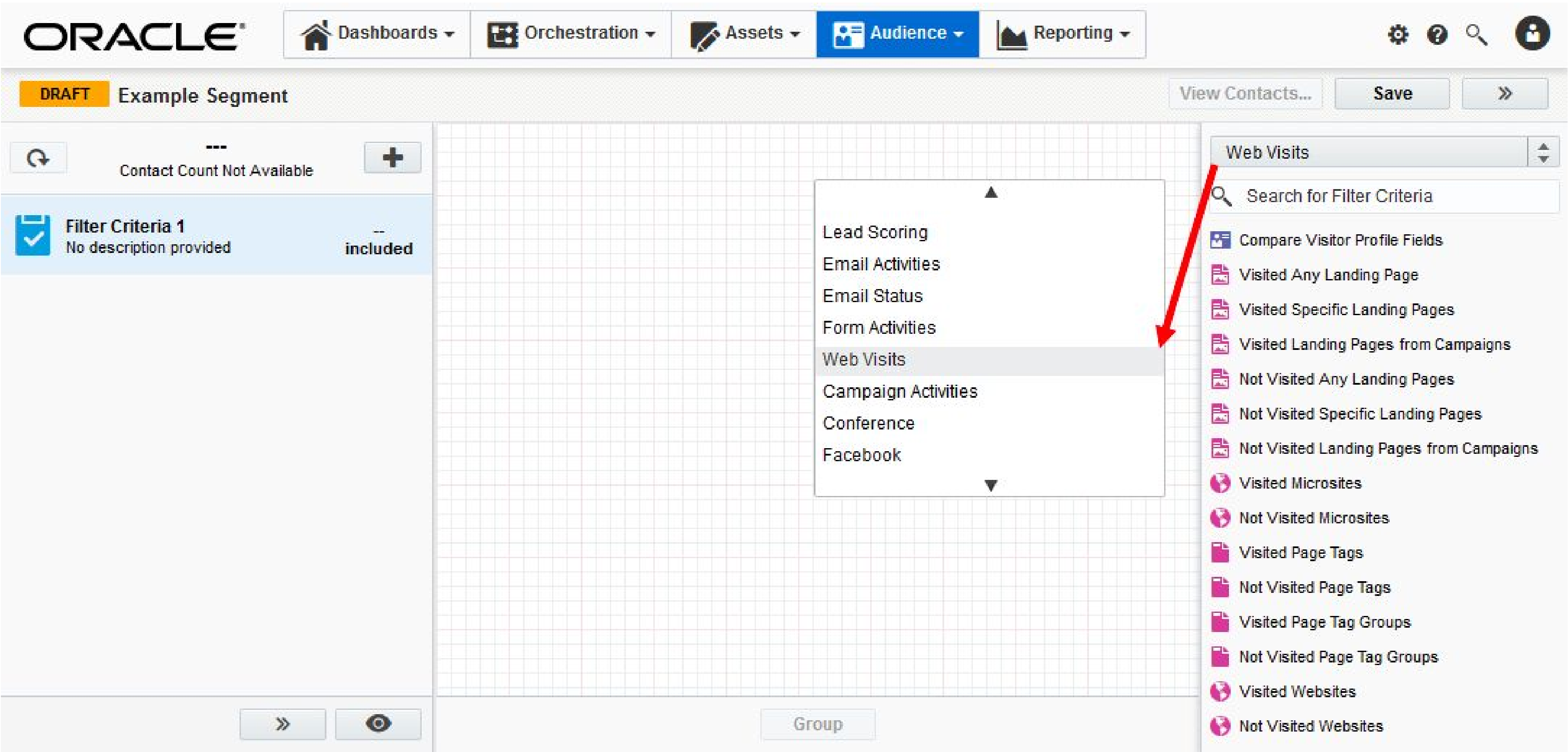
Filtering

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



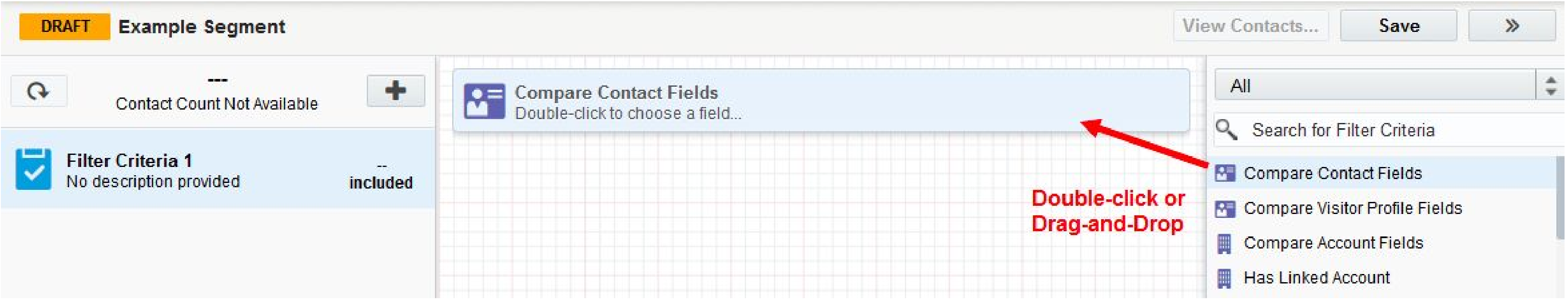
Filtering

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.



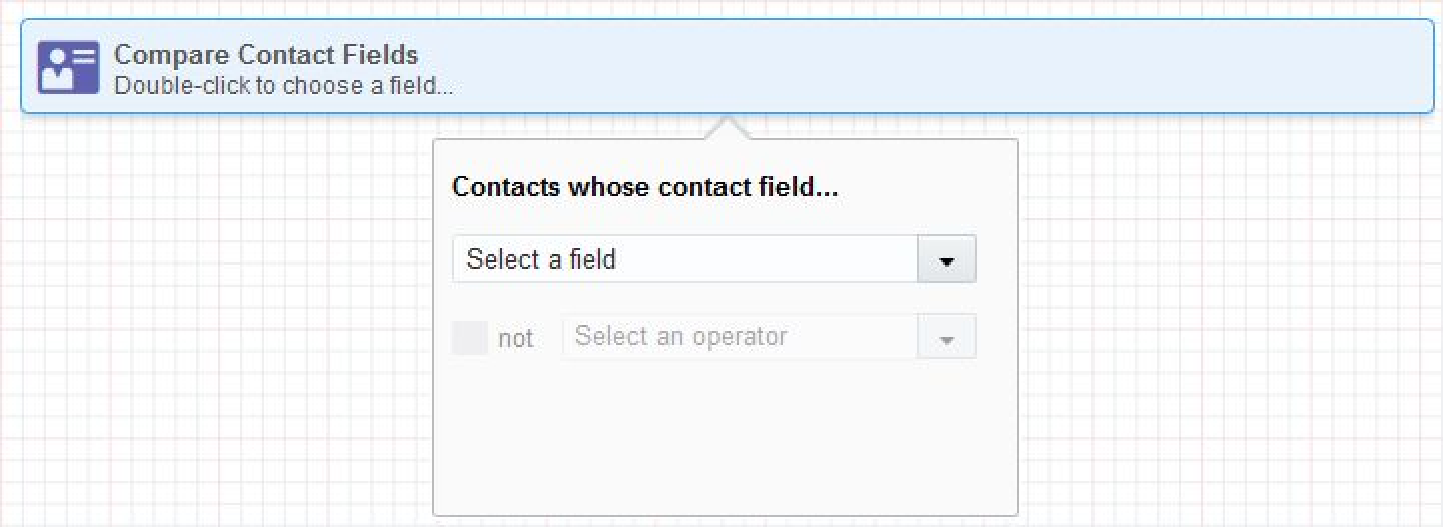
Filtering

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.



Filtering

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

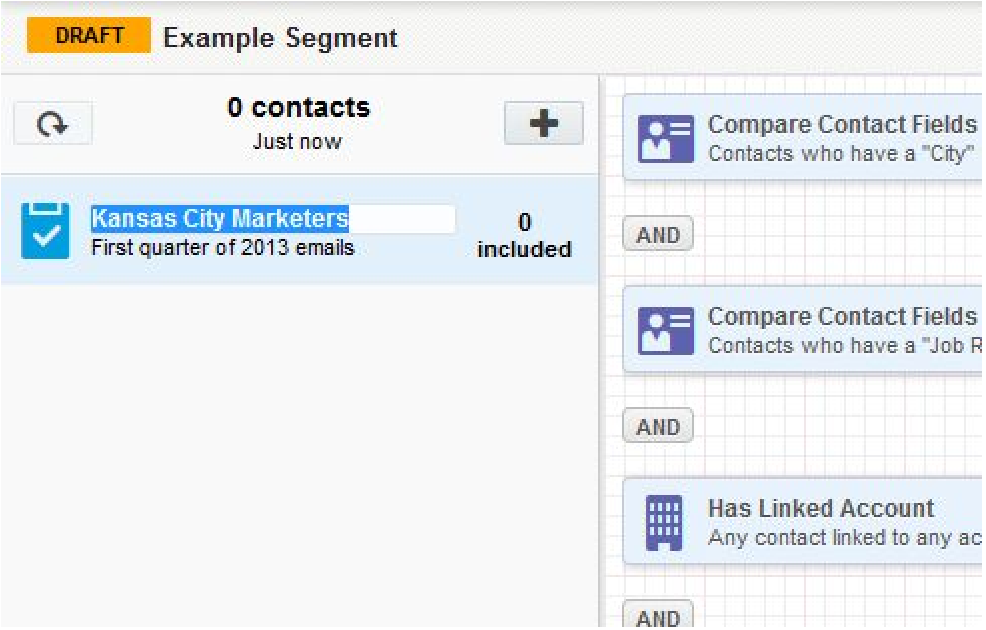


11) Enter any required information, then click outside the pop-up window to close it.

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.



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.