



ORACLE ELOQUA INTEGRATION



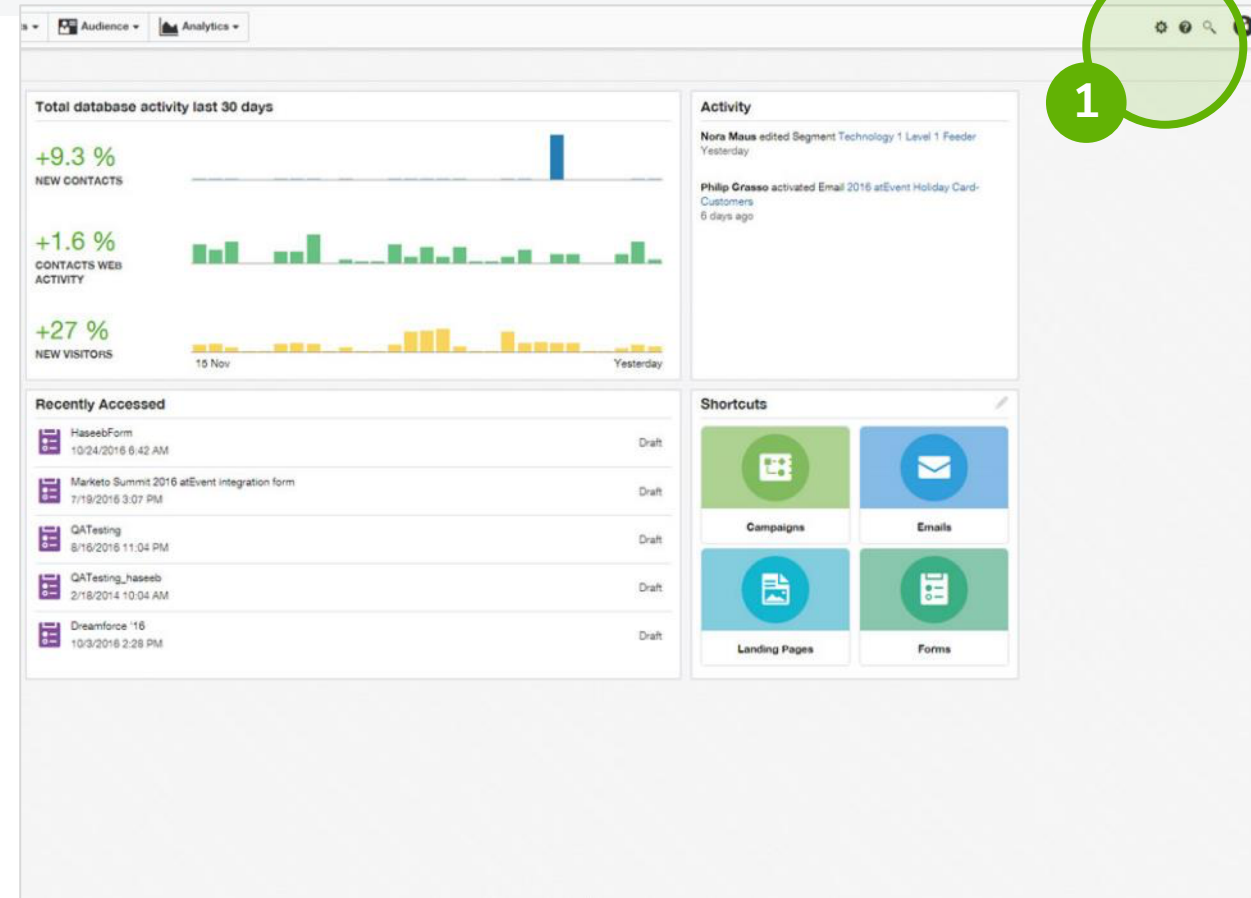
Oracle Eloqua Integration

Eloqua Integration: Step 1

Let atEvent know once the API User is created

Create API User

1. Select 'Settings' icon at top of screen
2. Select 'Users' icon under 'Administration' row
3. Select 'Users' dropdown menu
4. Select 'Add New User'

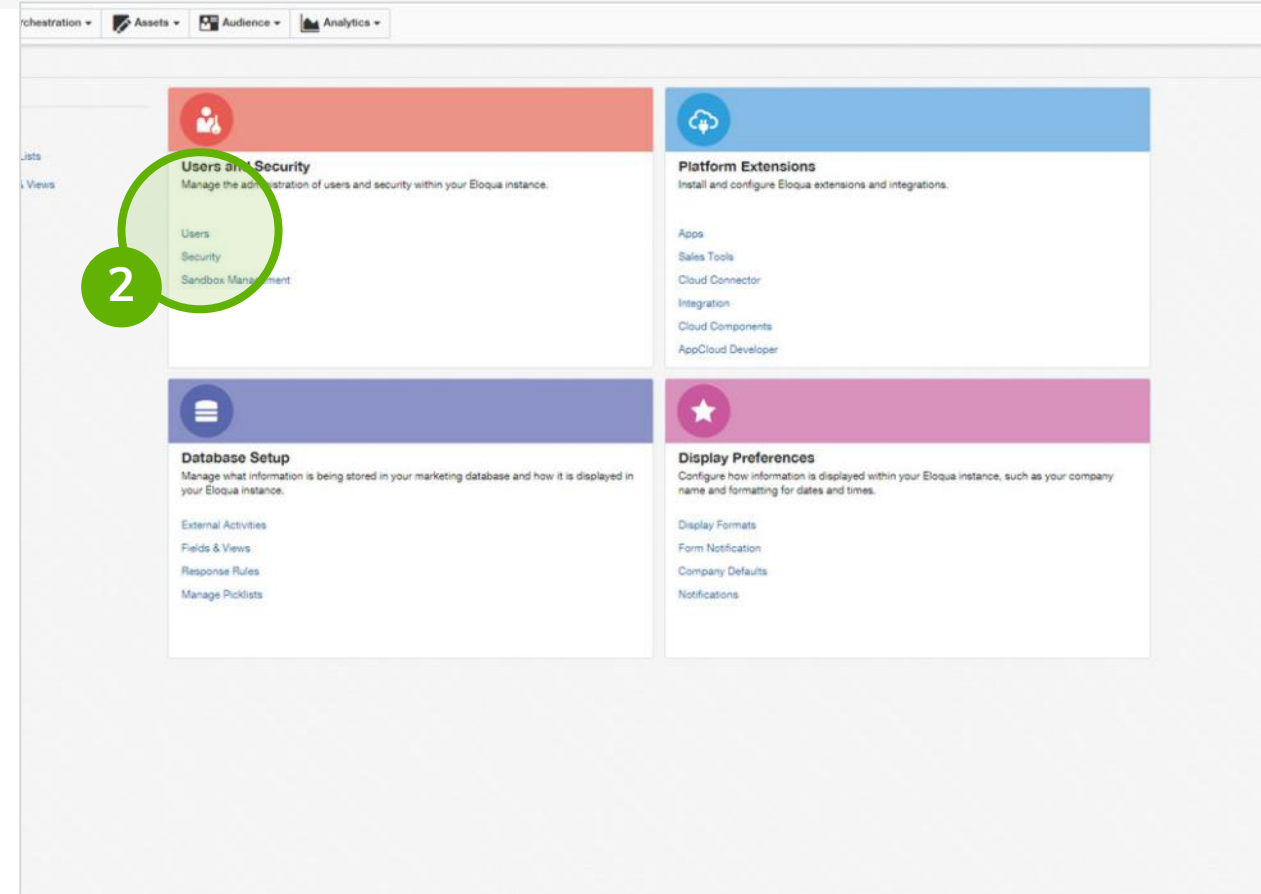


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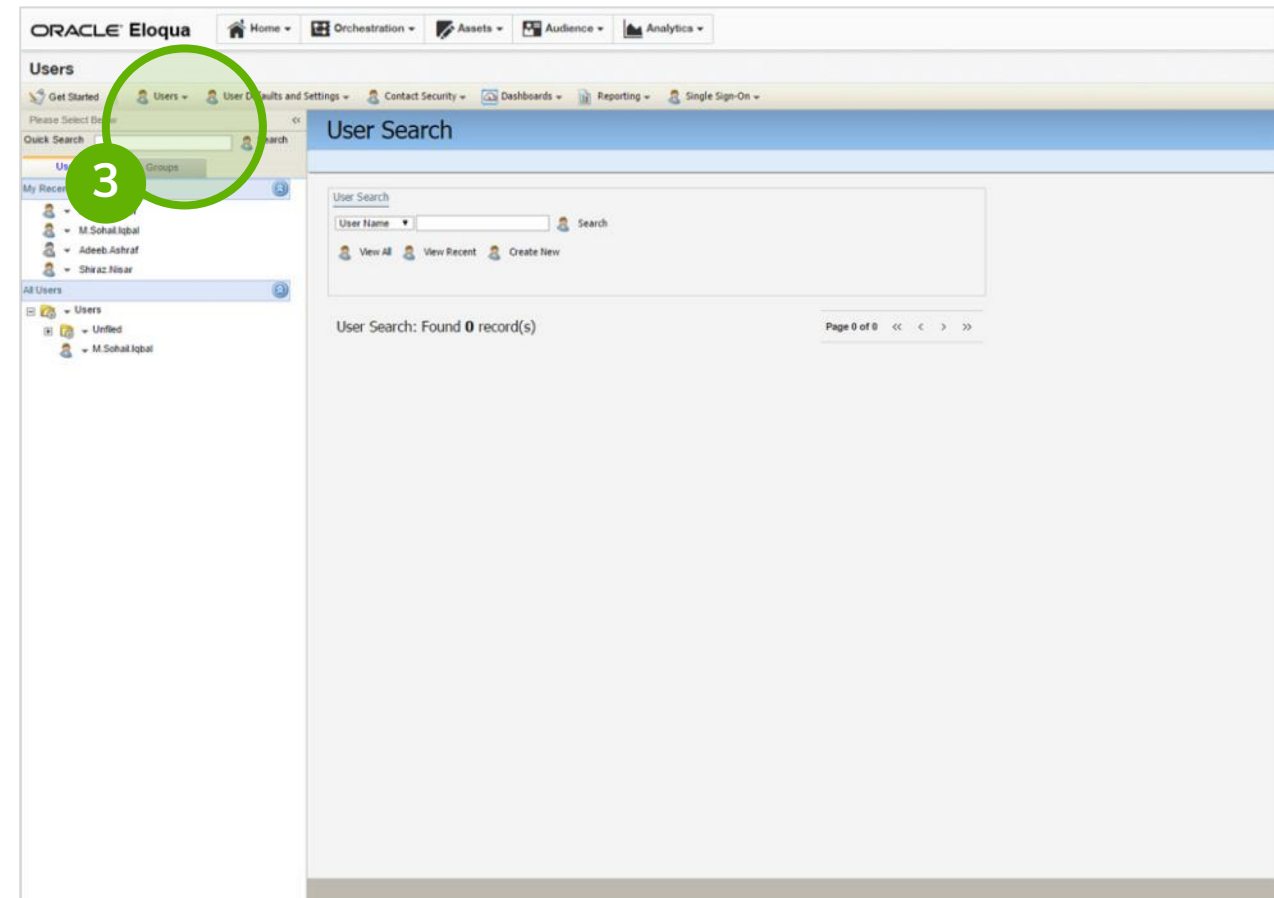


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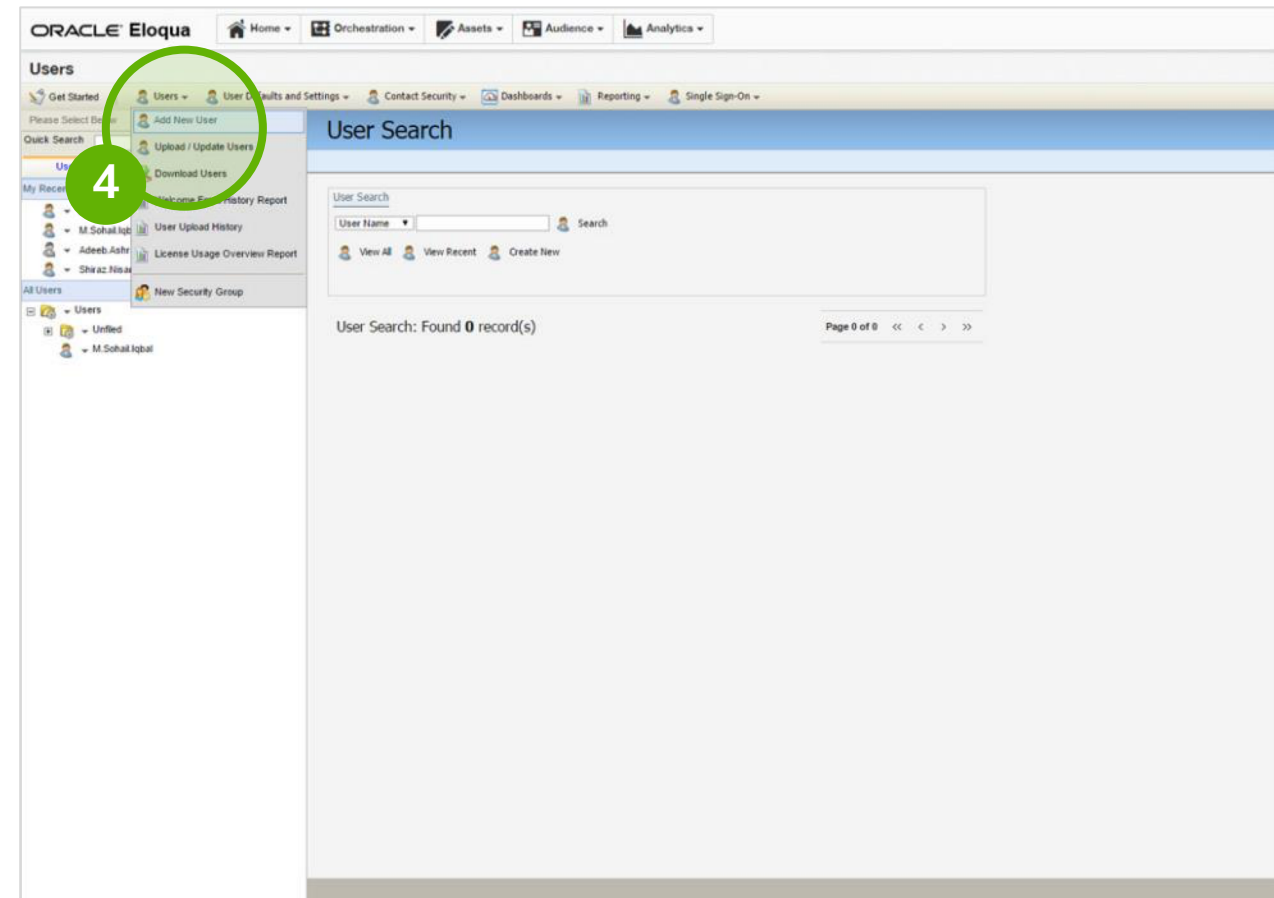


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Eloqua Integration: Step 1 (Cont.)

Create API User

5. Update all fields using adjoined screenshot
 - a. First Name – atEvent
 - b. Last Name – User
 - c. Email Address – Create a new address that allows atEvent to connect to your Eloqua instance
 - d. User Must Change Password at next login? – Yes
 - e. User is Enabled? – Yes
 - f. Time Zone - Pacific Time
 - g. User's Password Expires – No
 - h. Selected Security Groups
 - i. Advanced Users – Marketing
 - ii. API Users
 - iii. Everyone
6. Save

ORACLE Eloqua

Home | Users | User Defaults and Settings | Contact Security | Dashboards | Reporting | Single Sign-On

Users

Quick Search

My Recent Items

Users

Groups

All Users

Users

Unified

M. Sohail Iqbal

New User

Login Info

First Name:

Last Name:

Email Address:

User Name:

User Display Name:

Federation ID:

Place in user:

User Must Change Password at next login? ☒ Yes ☐ No

Use Security Group Defaults for Eloqua Today? ☒ Yes ☐ No

User is Enabled? ☒ Yes ☐ No

User is Permitted Access? ☒ Yes ☐ No

Time Zone:

User's Password Expires? ☒ Yes ☐ No

General Info (Signature Fields)

Security Groups

Security Groups define the default interfaces and permissions that a user is granted.

All Security Groups

- Active Users - Sales
- Advanced Users - Marketing
- API Users
- AtEventTestGroup
- Basic Users - Marketing
- Customer Administrator
- Engage Users
- Everyone
- Executive Users
- Low Level

Selected Security Groups

(none)

Licensing

User Licenses determine which Eloqua products a user can access.

- ☐ Eloqua Marketing Platform
- ☐ Eloqua Engage
- ☐ Eloqua Profiler
- ☐ Eloqua Reporting
- ☐ Eloqua Analyzer

Communication Preferences

Send User a New User Welcome email? ☒ Yes ☐ No

Receive Emergency Communications from Eloqua? ☒ Yes ☐ No

Eloqua Integration: Step 1 (Cont.)

Create API User

5. Update all fields using adjoined screenshot
 - a. First Name – atEvent
 - b. Last Name – User
 - c. Email Address – Create a new address that allows atEvent to connect to your Marketo instance
 - d. User Must Change Password at next login? – Yes
 - e. User is Enabled? – Yes
 - f. Time Zone - Pacific Time
 - g. User's Password Expires – No
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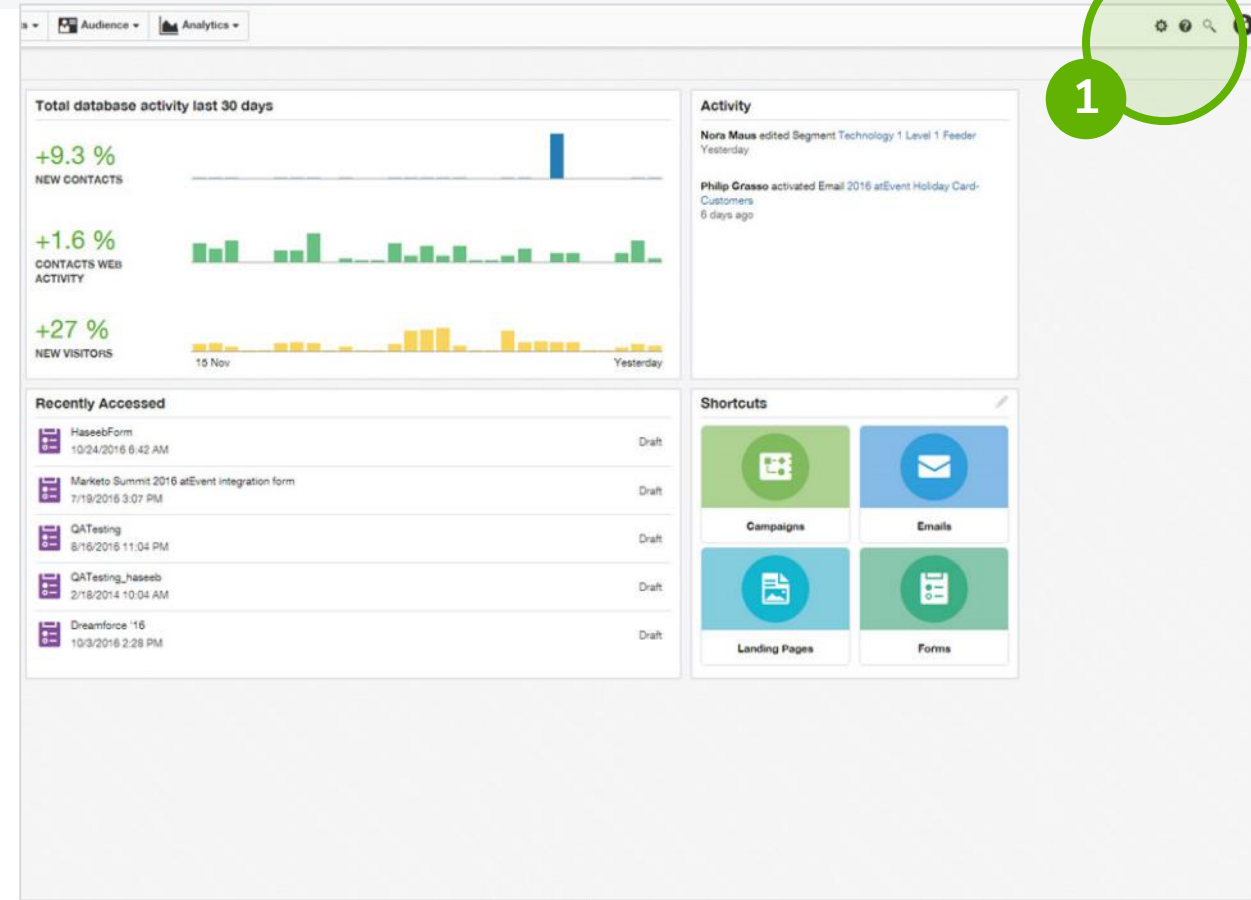
6. Save

The screenshot displays the Eloqua user creation interface. At the top, there are tabs for 'Audience' and 'Analytics'. Below these are 'Dashboards', 'Reporting', and 'Single Sign-On' tabs. The main form area includes several sections: a list of fields (First Name, Last Name, Email Address, etc.) with input boxes; a 'Unified' dropdown menu; a 'Must Change Password at Next Login?' section with radio buttons for 'Yes' and 'No'; a 'Time Zone' dropdown menu set to '(UTC-05:00) Eastern Time (US & Canada)'; a 'User is Enabled?' section with radio buttons for 'Yes' and 'No'; a 'Selected Security Groups' section with a list of groups (Advanced Users - Marketing, API Users, Everyone) and a 'Selected Security Groups' list box; a 'User's Password Expires' section with radio buttons for 'Yes' and 'No'; and a 'User Must Change Password at Next Login?' section with radio buttons for 'Yes' and 'No'. At the bottom right, there is a 'Save' button.

Eloqua Integration: Step 2

Create atEvent custom fields

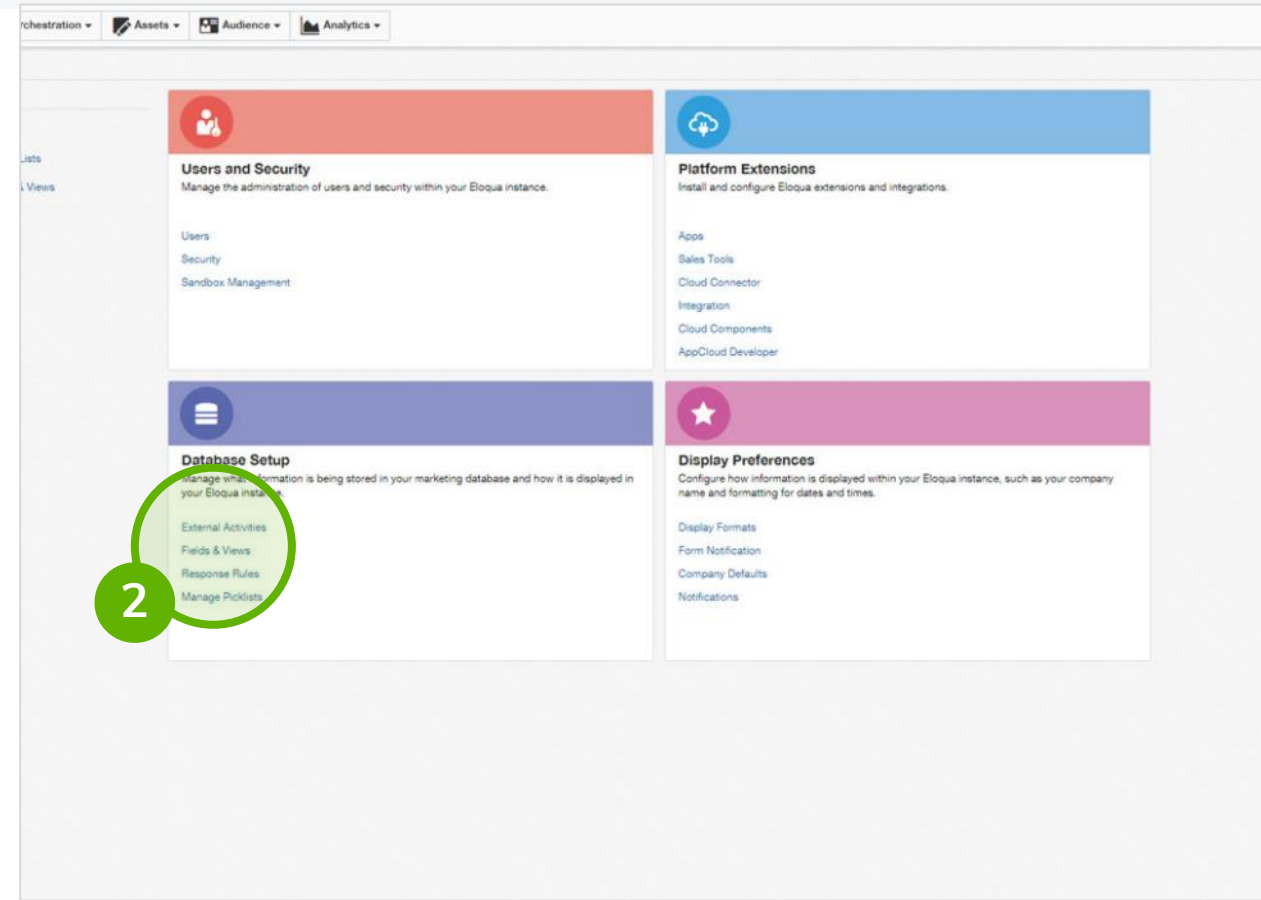
1. Select 'Setup' icon at top of screen
2. Select 'Fields & Views' icon under 'Database' row
3. Select '+' icon bottom left of menu
4. Select 'Add Contact Field' option
5. Select 'Save' when completed



Eloqua Integration: Step 2

Create atEvent custom fields

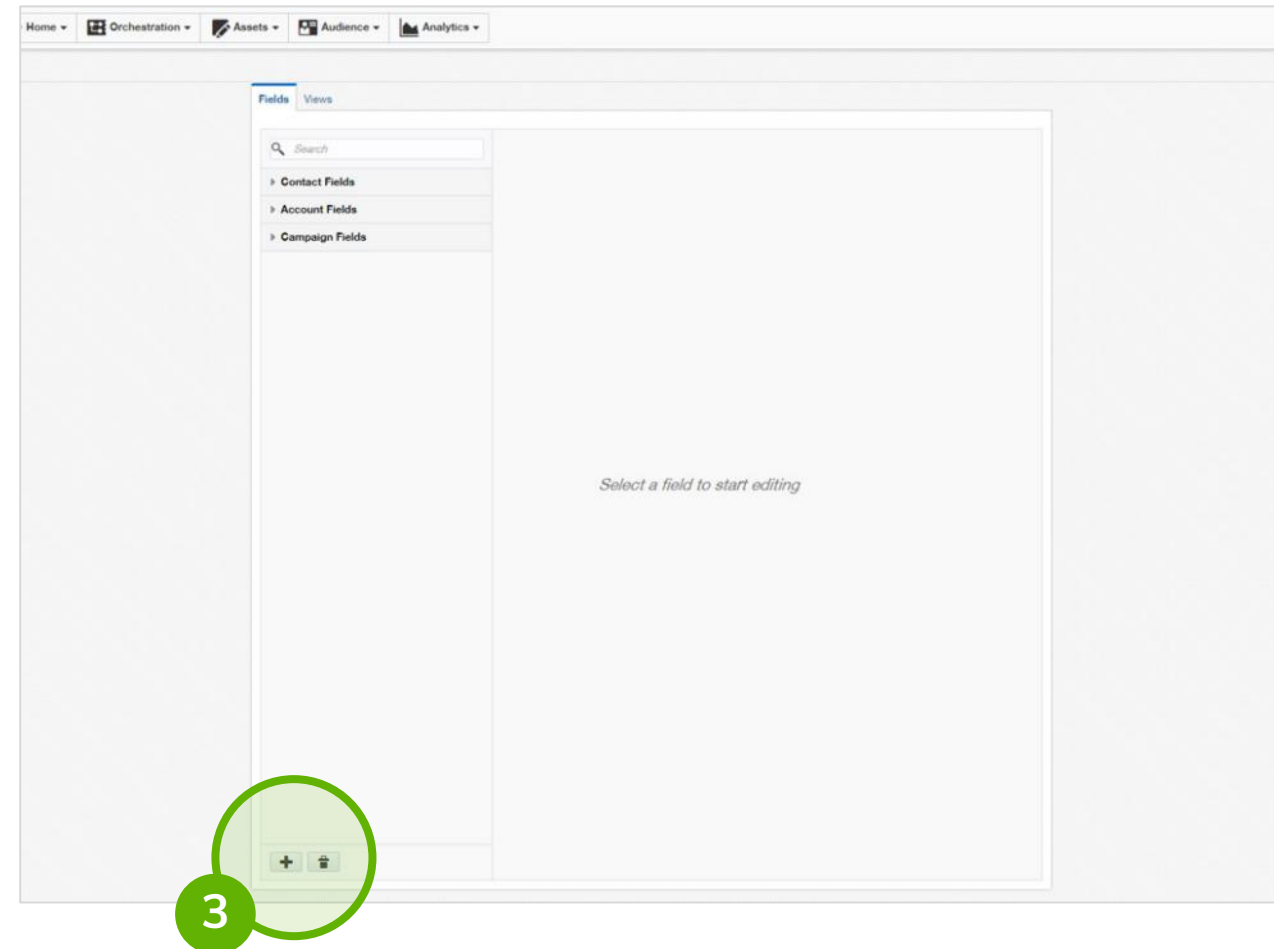
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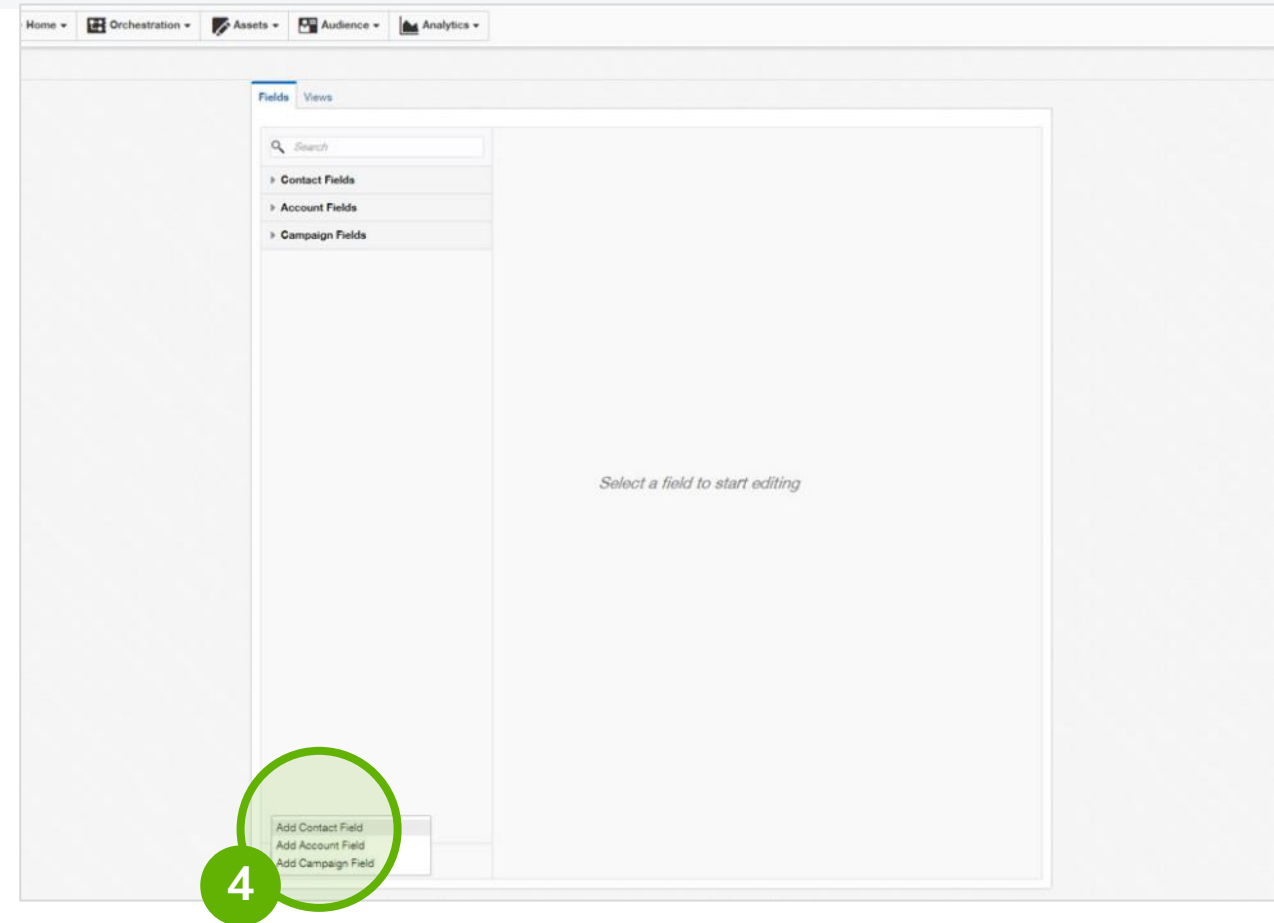
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The screenshot shows the Eloqua 'Fields & Views' configuration interface. On the left, a sidebar menu lists 'Contact Fields', 'Account Fields', and 'Campaign Fields'. The main area is titled 'Fields' and contains a search bar and a list of fields. At the bottom left of the sidebar, there is a '+' icon for adding new fields. The right pane shows the configuration for a new 'Contact Field'. Under the 'General' section, the 'Display name' is 'Untitled Contact Field', 'Database name' is empty, 'Data type' is 'Text', 'Field type' is 'Textbox', 'Default Value' is empty, and 'Default Update Logic' is 'Always update'. Under the 'Contact Field Options' section, there are three checkboxes: 'Contact Field is required' (unchecked), 'Do not pre-populate this field in Eloqua for Sales' (unchecked), and 'Restrict access to this field from Web Data Lookups' (unchecked). A green circle with the number '5' highlights the 'Save' button at the bottom right of the configuration pane.

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THANK YOU FOR YOUR TIME.

atEvent Customer Success

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