



4THOUGHT MARKETING

CO CLOUD FEEDER

CLOUD APP DOCUMENTATION

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Purpose of the CO Cloud Feeder App

CO Cloud Feeder allows you to add CO Records to any Program Canvas based on filters configured in the app.

This document will show how this Cloud App can be used inside Program Canvas for Custom Objects.



1) Set-up in Oracle Eloqua

Please follow these instructions to set-up this Cloud App in your Oracle Eloqua instance.

1.1. Log in Oracle Eloqua as usual, is recommended to check the box “Remember me”.

1.2. Click or Copy and Paste the following link:

<https://login.eloqua.com/Apps/Cloud/Admin/Catalog/Add/68292bb8-dcec-4274-a3f4-086fff84f95f/6D-51-CD-7E-4B-9E-8B-73-DD-AD-47-3E-D5-79-DC-81>

Note: Sometimes, you’re asked to log again, please do so if it happens.

1.3. In the following screen, click “Accept and Install”

CO Cloud Feeder

Accept and Install



4Thought Marketing Cloud Apps

www.4thoughtmarketing.com

Email

appCloudPortal@4thoughtmarketing.com

Phone

888 356 7824

Description

Add CO Records to any Program by using the filters required

Services



Feeder : CO Cloud Feeder

Add CO Records to any Program by using the filters required




1.4. In the next screen, click “Sign In” and then “Accept”

Oracle Eloqua
Marketing Cloud

The following application has requested permission to access Eloqua on your behalf:

CO Cloud Feeder


 4Thought Marketing Cloud Apps
Add CO Records to any Program by using the filters required

The screenshot shows the Oracle Eloqua Marketing Cloud interface. At the top, the text "Oracle Eloqua Marketing Cloud" is displayed in a large, dark font. Below this, a message states: "The following application has requested permission to access Eloqua on your behalf:". Underneath, the application name "CO Cloud Feeder" is shown in bold. A horizontal line separates this header from the application details. The details include the 4Thought Marketing logo, the text "4Thought Marketing Cloud Apps", and a description: "Add CO Records to any Program by using the filters required". At the bottom of the application card, there are two buttons: "Sign In" and "Cancel".

1.5. You're all set. The cloud feeder is ready to be used.

My Apps

feeder Sort by

 **CO Cloud Feeder**
Add CO Records to any Program by using the filters required

The screenshot shows the "My Apps" section of the Oracle Eloqua Marketing Cloud interface. At the top, there is a search bar containing the text "feeder" and a magnifying glass icon. To the right of the search bar is a button labeled "Get More Apps". Further right, there is a "Sort by" dropdown menu currently set to "Name" with a downward arrow. Below the search bar, a horizontal line separates it from the application list. The first application listed is "CO Cloud Feeder", which includes the 4Thought Marketing logo and the description "Add CO Records to any Program by using the filters required".

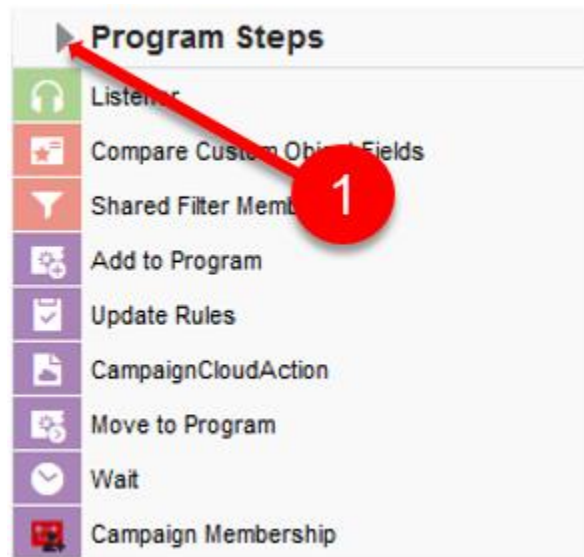


2) How to use

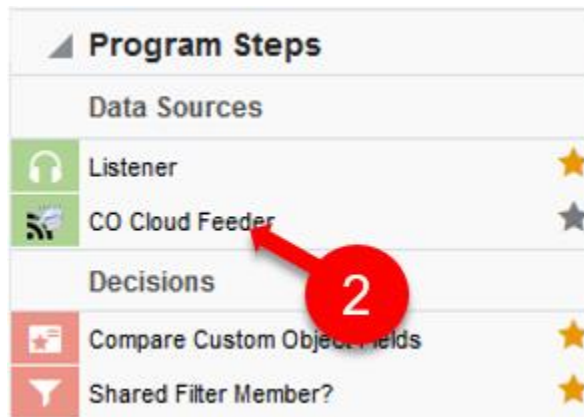
The following instructions show a basic/simple usage. You can incorporate this Cloud App to any existing Program Canvas for Custom Objects.

2.1 Create/Open Program Canvas. Make sure the Program type is for Custom Objects.

2.2 Click on the arrow at the left side menu to show all the apps available to use

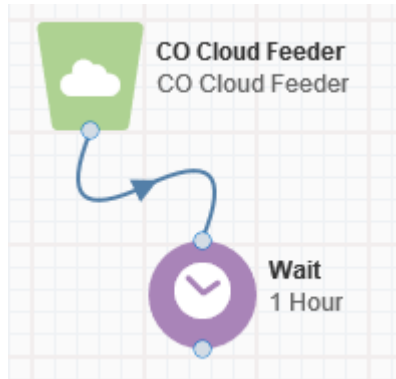


2.3 Under “Data Sources” locate the “CO Cloud Feeder” App (colored in green)



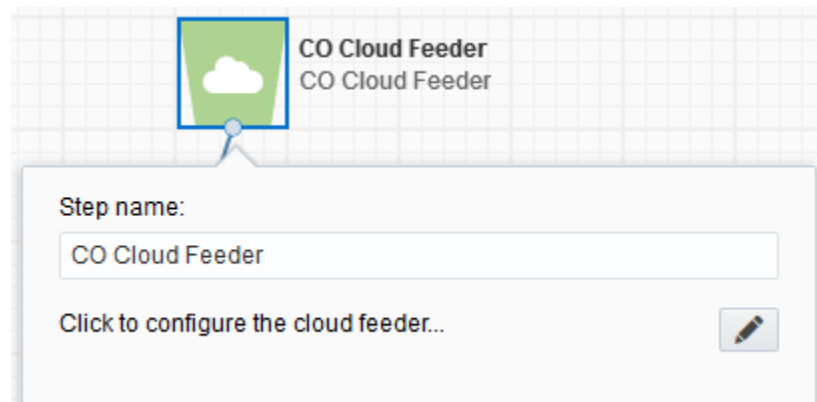


2.4 Drag and drop the cloud app into the canvas area. Connect the corresponding elements to the dropped cloud app



2.5 Double click the CO Cloud Feeder step, you will see some options for this element.

a. Rename the step if needed



b. Click the pencil icon to open the settings for this step.

You will need a user to log in and configure this Cloud App. If you don't have one, you can create one. If you do, use your user to Log In in the page shown in the following screenshot:



4Thought Marketing's App Cloud Portal

[Log in](#) [Register](#) [Reset Password](#)

Please enter your user information to log in.

Email address

Password

Remember me?

By checking this box you accept our [Cloud Services Agreement](#)

Log in

[Don't have a Account?](#) [Did you forget your password?](#)

Questions? Comments? Ideas? 888-ELOQUA4 (888 356 7824) | Email us at appCloudPortal@4ThoughtCC.com | Copyright © 2009 - 2016 | All Rights Reserved.

2.6 Filter the CO Records to select only the ones you want to add to the Program

- i. Choose the CO field
- ii. Choose the operator for the filter
- iii. Specify the filter value
- iv. Click on the plus symbol to Add the filter

Notes: You can create up to 5 filter criteria and use “AND/OR/NOT” logic to create complex filters for your CO records.



Note that Eloqua supports only a limited number of filter-formats, specifically the ones in the following screenshot:

Important

Supported filter formats with logical operators:

- (A OR B) AND (C OR D)
- A AND NOT B AND (C OR D)
- A AND B AND (C OR D)
- A AND (B OR C)

If you need something different than the previous ones, we encourage you to test enough and make sure the results are what you're expecting.

If you add a filter that needs to be removed just click on the trash can icon to the right of the filter line.

There are some new operators:

- **In CO set:** The CO set to select must have just 1 field.

It checks the selected field from the source CO set, vs the only field in the 'destination' CO set, if/when there's match, the CO will be feed into the program.

If the filtering area has only 1 filter and it uses this operator, you just need to add a zero (0) in the Evaluation Order field.

If the filtering area has more than 1 row and somewhere is being used this operator, you don't need to specify the filter 'In CO set' on the 'Evaluation Order' field.

- **Within last:** Will be enabled only when the source CO Field has a date field. You need to specify the amount of time to check and the time-unit



- (hours, days, weeks, months or years) to determine if the CO date-field has a date-value field within the last amount of time you indicate.
- **Not within last:** Will be enabled only when the source CO Field has a date field. You need to specify the amount of time to check and the time-unit (hours, days, weeks, months or years) to determine if the CO date-field does not have a date-value within the last amount of time you indicate.
 - v. **Evaluation Order:** You can choose in what order you want the filters evaluated. Use the numbers from the first column as the identifiers. Use only parenthesis, 'and', 'or', 'not', numbers and spaces. For example: "(not 1) and (2 or 3)".
 - vi. **Date Filter (Optional):** This section will be evaluated after the previous filters using an **AND** operator. Here you can select:
 - **CO Field:** Only date-fields will be available (including system fields)
 - **Operator:** “Add/Subtract Timespan” or “Minus”
 - **Evaluation criteria:** It will vary depending on the previous operator you select
 - o With the “Add/Subtract Timespan” operator you will be able to either add/subtract the amount of time, the time-unit you indicate and the result will be compared vs today’s date to determine if both values are equals.

A screenshot of a configuration interface for a date filter. It features three main sections: 'CO Field' with a dropdown menu showing 'UpdatedAt (Date - System)'; 'Operator' with a dropdown menu showing 'Add/Subtract Timespan'; and a numeric input field with a '+' sign, the number '1', a unit dropdown showing 'Days', and a checkbox labeled '= Today?'.



- With the “Minus” operator you will be able to select another CO date-field to determine if the difference is equal to the amount of time and time-unit you indicate.

A screenshot of a filter configuration interface. It shows three rows of dropdown menus. The first row is labeled 'CO Field' and contains 'UpdatedAt (Date - System)'. The second row is labeled 'Operator' and contains 'Minus'. The third row contains 'CreatedAt (Date - System)', an equals sign, a numeric input field with '1', a unit dropdown with 'Years', and a question mark.

- vii. Flag Processed CO Records (Optional): You can flag the CO records that are being added into the Program. For this purpose, select a CO and a static value or a wildcard (to write a date stamp or a GUID).
- viii. Get only mapped CO Records: You can narrow only COs that are mapped to Contacts. If you select this check box then ‘orphan’ COs without a contact will be ignored and won’t be added to the Program.

Note: Eloqua does not allow more than 2 date fields to be included in one filter



CO Filtering

CO Field

Operator

Static Value

Saved Filters

1	CO Field	Email Address (Text)
	Operator	= (Equal)
	Static Value	

Evaluation Order

- Eloqua has some limitations on the API filtering capabilities, to see those limitations click [here](#).
- Use the numbers from the first column on the previous section (Saved Filters) as the identifiers.
- Use only *and*, *or*, *not*, numbers and spaces.
For example: "(not 1) and 2 or 3."
- If you don't use parenthesis, the *and* operator will be evaluated first, then goes *or*.
For example, a filter like *1 and 2 or 3* will be executed as: (*1 and 2*) then the result will be compared against *or 3*.
- Do not map the filter with the "In CO Set" Operator when there are 2 or more filters.**
- If the "In CO Set" is the only filter then use 0 (zero) as the Evaluation Order.**

Date Filter (Optional)
This section will be evaluated after the previous section using an AND operator.

CO Field

Operator

Days

Field to flag Processed CO Records
(Optional)

Value to use on Processed CO Records
(Optional). You may use:

- `{datetime}` (lower case): Writes the date and time from the execution. It will have the value in the format "MM/dd/yyyy HH:mm:ss.fff". For example: 04/20/2018 11:10:37.556
- `{guid}`: Will generate a **GUID** on execution time. For example: a12a9b9b-7211-4fa5-afdf-cd3220b2e4a0

Get only mapped CO Records
Checking this option will retrieve only CO Records linked to Contacts

2.7 Scheduler. If you decide to use a scheduler the App will add CO records into the Program at the specified times and frequency. Otherwise, the App will add CO records only when the Program gets activated.

Scheduler

Scheduler Enabled

It will feed CO Records **only** if the Program **CO Feeder Test** is active, otherwise the scheduler will be disabled automatically.



To configure the Scheduler, you need to:

- a. Choose how often (this goes in Minutes from 1 to 60)
- b. Choose which days (check the days of the week)
- c. Choose time slots in which it should run (select Start time and End times)
- d. NOTE: Eloqua does not allow adding members to inactive/paused programs. Because of this, if the target Program is inactive/paused, the scheduler will be automatically disabled. Make sure the Program is active so the CO Records get added to the feeder Step.

Scheduler

Scheduler Enabled
It will feed CO Records **only** if the Program **CO Feeder Test** is active, otherwise the scheduler will be disabled automatically.

Execution Frequency Run every

Day	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Is Enabled?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Start	<input type="text" value="Select"/>	<input type="text" value="10:00 PST"/>	<input type="text" value="Select"/>	<input type="text" value="Select"/>	<input type="text" value="Select"/>	<input type="text" value="10:00 PST"/>	<input type="text" value="Select"/>
End	<input type="text" value="Select"/>	<input type="text" value="12:00 PST"/>	<input type="text" value="Select"/>	<input type="text" value="Select"/>	<input type="text" value="Select"/>	<input type="text" value="13:00 PST"/>	<input type="text" value="Select"/>

2.8 Lastly, there's a field to add email addresses that will be notified if the App or the Scheduler fails to execute or gets disabled. You can enter several email addresses by separating them using a comma (,).

Additional Settings

Email Address(es)
Will be used to send email notifications if the App fails or if the Scheduler gets disabled automatically
Enter multiple emails separated by comma (,)

2.9 Make sure you click on 'Save' to save your configuration. If you make any undesired changes, you can click on 'Revert Changes' to go back to the last saved configuration.

That's all. Activate the Program and see the CO Cloud Feeder add CO records to it!

License Information






You need a license to configure and execute this Cloud App. Otherwise, in the configuration page, you will see the following error:

In order to use this Cloud Action, you need to purchase a license from 4Thought Marketing. Please contact our sales department at 888 356 7824, or click [here](#).

Additionally, if you happen to not see CO Records being added to the program, it may be due to a missing or expired License which you can get with your corresponding Account Manager.

Contact Us

If you have any questions or comments, feel free to reach us! Here are some ways:

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Email	Support@4Thoughtmarketing.com	
Sales	sales@4ThoughtMarketing.com	
Website	http://www.4thoughtmarketing.com	