

# Eloqua Cloud Connectors for ReadyTalk

## Getting Started Guide



# ELOQUA

**Revised**

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# 1 Overview

The Eloqua Cloud Connectors for ReadyTalk help you increase accuracy and move leads through the pipeline faster. With this integration between Eloqua and ReadyTalk, you can:

- Promote your webinars and take registrations through Eloqua
- Get back a unique “Join Meeting” link for each registrant from ReadyTalk
- Increase accuracy by including this URL in Eloqua confirmation and reminder emails
- Automatically update Eloqua with attendance data to drive post-event follow-up

An Eloqua Cloud Connector is a processing step that allows two independent systems to “talk” to each other. In the case of the ReadyTalk, the Cloud Connectors allow webinar registration and attendance information to be automatically passed between ReadyTalk and Eloqua.

## 2 The ReadyTalk Cloud Connectors

Eloqua has developed three Cloud Connectors for marketers who use ReadyTalk as their webinar platform. You can use any or all of these Connectors depending on your webinar process:

<p><b>ReadyTalk Register Attendee Cloud Connector</b></p>	<p><b>When should I use this Connector?:</b> Use this Connector when you want to collect webinar registrations through Eloqua and get a unique “Join Meeting” link for each registrant.</p> <p><b>What does this Connector do?:</b> When a prospect completes the Eloqua registration form, this Connector passes their First Name, Last Name, and Email Address to ReadyTalk to register them for the event and ReadyTalk passes back a unique “Join Meeting” link for that registrant.</p> <p><b>How do I use this Connector?:</b> Add this Connector as a step in your Eloqua Program Builder workflow. See Section 8 of this document for details on setting up the ReadyTalk Register Attendee Cloud Connector.</p>
<p><b>ReadyTalk Query Attendance Cloud Connector</b></p>	<p><b>When should I use this Connector?:</b> Use this Connector to automatically capture webinar attendance data in Eloqua for existing Eloqua Contacts.</p> <p><b>What does this Connector do?:</b> After the live webinar, this Connector queries ReadyTalk and receives back a list of the email addresses of those who attended and a duration of stay for each attendee.</p> <p><b>How do I use this Connector?:</b> Add this Connector as a step in your Eloqua Program Builder workflow. See Section 8 of this document for details on setting up the ReadyTalk Query Attendance Cloud Connector.</p>
<p><b>ReadyTalk All Viewers Feeder Cloud Connector</b></p>	<p><b>When should I use this Connector?:</b> Use this Connector to query ReadyTalk for all registrants at anytime. You can run it before the event or after and to import new people who may have entered your conference through a forwarded confirmation link or who somehow registered without going through Eloqua.</p> <p><b>What does this Connector do?:</b> This Connector creates new Eloqua Contacts for attendees with an email address that does not match an existing Eloqua Contact record. The only information the feeder pulls is email address, meeting ID and duration of stay.</p> <p><b>How do I use this Connector?:</b> Manually run this Connector from <a href="http://appcloud.eloqua.com">appcloud.eloqua.com</a> after the live webinar. See Section 8 of this document for details on using the ReadyTalk All Viewers Feeder Cloud Connector.</p>

### 3 Evaluating Your Integration Options

There are a number of different ways that you can use ReadyTalk and Eloqua together:

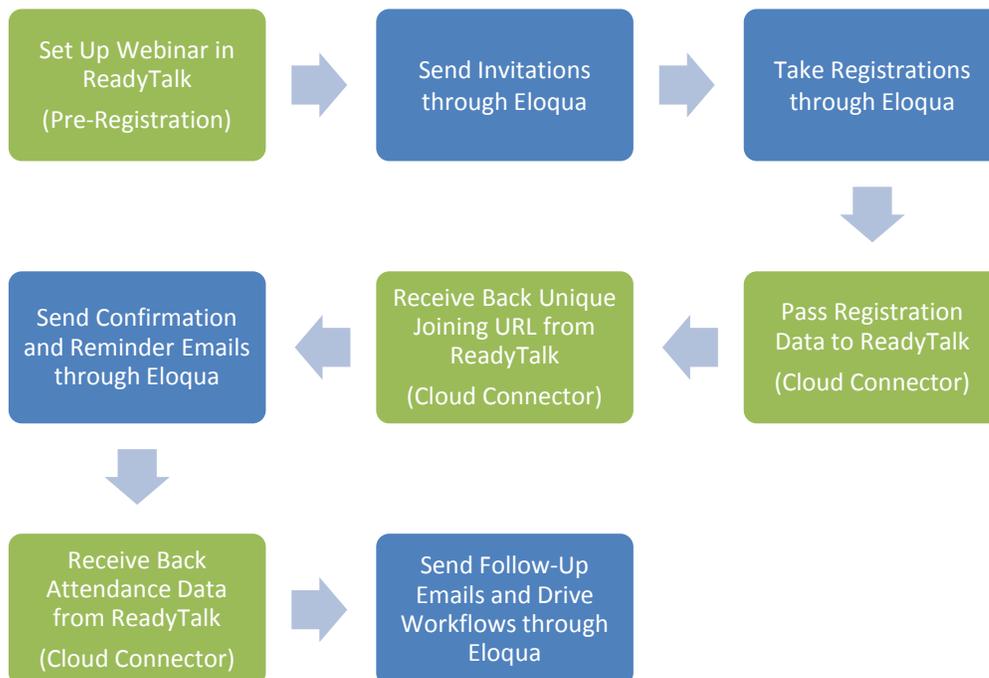
- Option 1: Unique Join Meeting URL + Eloqua Confirmations
- Option 2: Unique Join Meeting URL + ReadyTalk Confirmations
- Option 3: Generic Join Meeting URL + Eloqua Confirmations
- Option 4: ReadyTalk Registration + ReadyTalk Confirmations

We describe each option and outline its advantages and disadvantages below.

*Note: To ensure the best experience for all registrants – including those who register at the last minute – ReadyTalk recommends using Option 2.*

#### Option 1: Unique Join Meeting URL + Eloqua Confirmations

Overview diagram:



**Details:**

<b>Use the ReadyTalk Register Attendee Cloud Connector?</b>	Yes
<b>Where are registrations collected?</b>	Eloqua
<b>Which tool sends confirmation email?</b>	Eloqua
<b>Unique “join meeting” link for each participant?</b>	Yes

**Key advantages:**

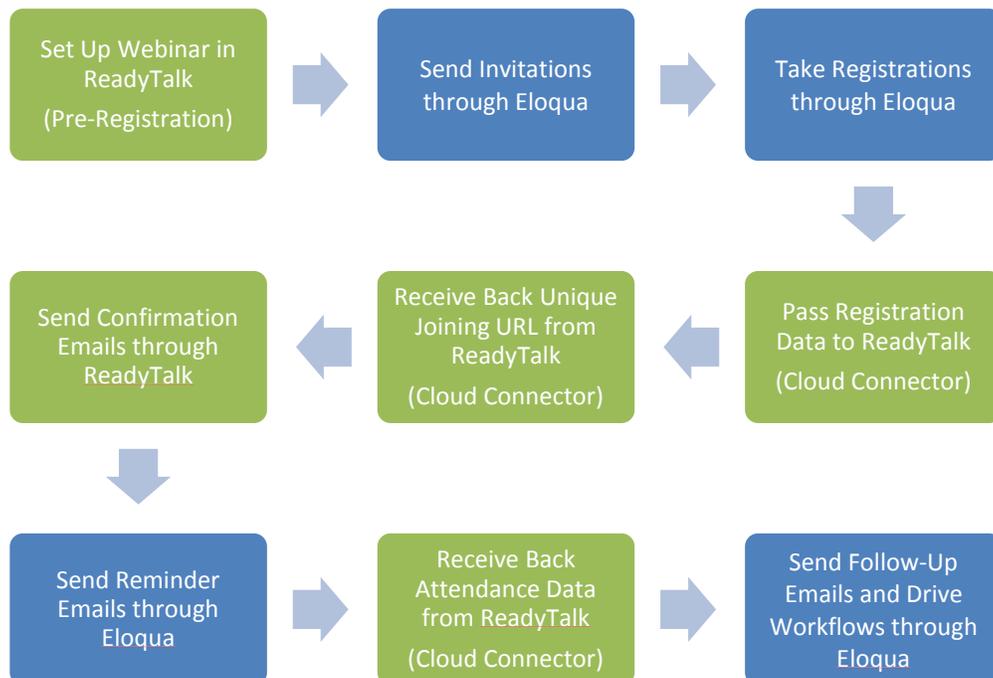
- Look-and-feel of confirmation emails is consistent with other event emails
- Additional capabilities for email tracking and lead scoring on confirmation email

**Key disadvantages:**

- No option to include “Add to Calendar” link with unique “Join Meeting” URL
- Delivery delay of up to 1 hour for confirmation email could frustrate late registrants

## Option 2: Unique Join Meeting URL + ReadyTalk Confirmations

**Overview diagram:**



**Details:**

<b>Use the ReadyTalk Register Attendee Cloud Connector?</b>	Yes
<b>Where are registrations collected?</b>	Eloqua
<b>Which tool sends confirmation email?</b>	ReadyTalk
<b>Unique “join meeting” link for each participant?</b>	Yes

**Key advantages:**

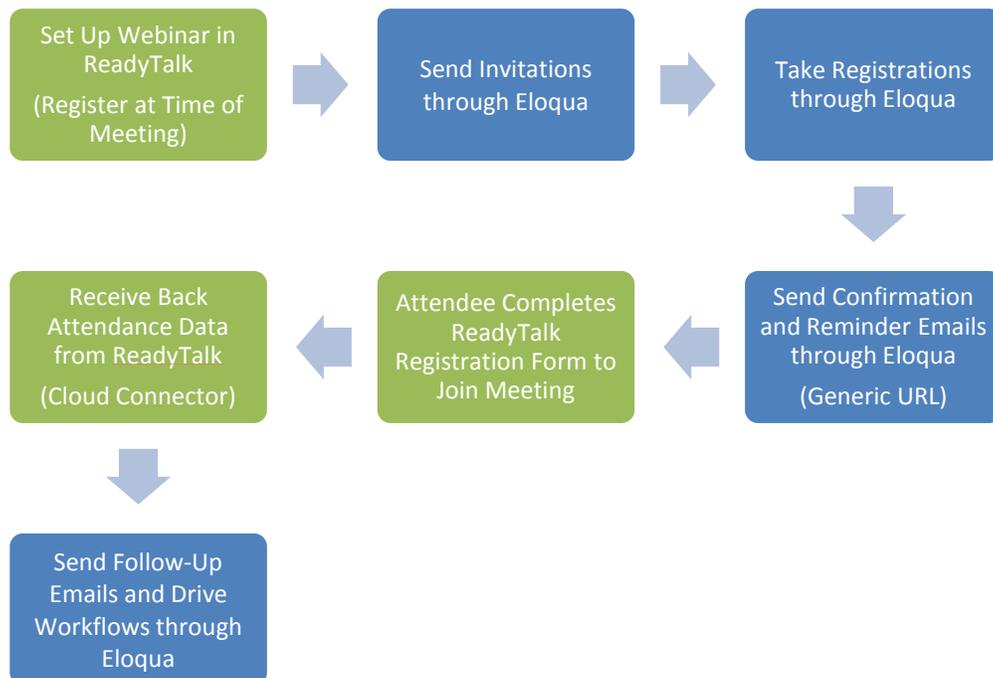
- Confirmation email includes “Add to Calendar” link with unique “Join Meeting” URL
- Timely confirmation email delivery helps ensure smooth experience for late registrants

**Key disadvantages:**

- Confirmation email has different look-and-feel than other event emails
- No tie in to Eloqua to track and lead score off of confirmation email

### Option 3: Generic Join Meeting URL + Eloqua Confirmations

**Overview diagram:**



**Details:**

<b>Use the ReadyTalk Register Attendee Cloud Connector?</b>	No
<b>Where are registrations collected?</b>	Eloqua
<b>Which tool sends confirmation email?</b>	Eloqua
<b>Unique “join meeting” link for each participant?</b>	No

**Key advantages:**

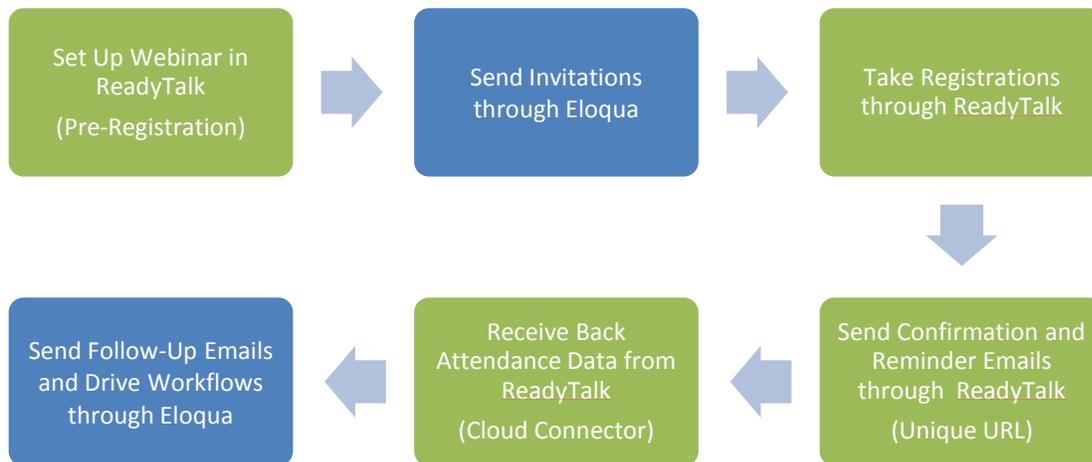
- Look-and-feel of confirmation emails is consistent with other event emails
- Additional capabilities for email tracking and lead scoring on confirmation email
- Option to include “Add to Calendar” link with generic “Join Meeting” URL

**Key disadvantages:**

- Attendees must complete brief ReadyTalk form to join live event
- Potential for less accurate data if attendee supplies different info on ReadyTalk form
- Delivery delay of up to 1 hour for confirmation email could frustrate late registrants

## Option 4: ReadyTalk Registration + ReadyTalk Confirmations

**Overview diagram:**



**Details:**

<b>Use the ReadyTalk Register Attendee Cloud Connector?</b>	No
<b>Where are registrations collected?</b>	ReadyTalk
<b>Which tool sends confirmation email?</b>	ReadyTalk
<b>Unique “join meeting” link for each participant?</b>	Yes

**Key advantages:**

- Simplest transition for marketers currently using ReadyTalk registration system
- Confirmation emails include “Add to Calendar” link with unique “Join Meeting” URL
- Timely confirmation email delivery helps ensure smooth experience for late registrants

**Key disadvantages:**

- Confirmation and reminder emails have different look-and-feel than other event emails
- No tie in to Eloqua to track and lead score off of confirmation and reminder emails
- No tie in to Eloqua to capture or lead score off of registration data
- New Eloqua Contacts created only include email address

## 4 Setting Up Your Meeting in Conference Center

Before tying your webinar to your Eloqua program, you must first schedule and set-up your event in ReadyTalk Conference Center. How you set up your webinar in Conference Center will vary based on which integration option you choose:

Integration Option	Set-Up Tips
<b>Option 1</b>	<ul style="list-style-type: none"> <li>• Set up meeting in Conference Center as “Pre-register before the meeting”</li> <li>• Include only First Name, Last Name, Email on ReadyTalk registration form</li> <li>• Add ReadyTalk Register Attendee Connector into Program Builder workflow</li> <li>• Set “Send Confirmation Emails from ReadyTalk” to “Don’t Send” in Connector</li> <li>• Include recommended items in Eloqua confirmation email</li> </ul>
<b>Option 2</b>	<ul style="list-style-type: none"> <li>• Set up meeting in Conference Center as “Pre-register before the meeting”</li> <li>• Include only First Name, Last Name, Email on ReadyTalk registration form</li> <li>• Add ReadyTalk Register Attendee Connector into Program Builder workflow</li> <li>• Set “Send Confirmation Emails from ReadyTalk” to “Send” in Connector</li> </ul>
<b>Option 3</b>	<ul style="list-style-type: none"> <li>• Set up meeting in Conference Center as “Register at time of meeting”</li> <li>• Include only First Name, Last Name, Email on ReadyTalk registration form</li> <li>• Include generic meeting URL in confirmation emails from Eloqua</li> <li>• Include recommended items in Eloqua confirmation email</li> </ul>
<b>Option 4</b>	<ul style="list-style-type: none"> <li>• Set up meeting in Conference Center as “Pre-register before the meeting”</li> <li>• Customize the ReadyTalk registration form to collect all desired data</li> <li>• Schedule your reminder email in Conference Center</li> </ul>

If you opt to send your confirmation emails through Eloqua, ReadyTalk recommends that you include the following items to ensure a smooth experience for attendees:

- Full title of webinar (as entered in Conference Center)
- Instructions for joining the audio portion of the event (phone numbers, broadcast audio)
- ReadyTalk Customer Care contact information
- An “Add to Calendar” link with no “Join Meeting” link

We also recommend that you set up your Eloqua Program to run in “Priority” mode to minimize the delay in getting event details to registrants.

## 5 Downloading & Installing the Cloud Connectors

The Eloqua Cloud Connectors for ReadyTalk are available to customers at no additional charge and can be downloaded at: **[appcloud.eloqua.com](http://appcloud.eloqua.com)**

*Note: You must have an API-enabled account with Eloqua to use the integration.*

If you need specific instructions on how to install the Cloud Connectors into your Eloqua instance, you can refer to this informative [post](#). You can also read Eloqua CTO Steve Woods' blog post on the ReadyTalk integration [here](#).

For additional assistance, please contact the Eloqua support team at 1.866.327.8764.

## 6 Setting Up Eloqua Assets

Depending on how your webinar program is currently structured, you may need to create or modify a number of Eloqua assets. The assets required will vary based on which integration option you choose. As an example, we detail the required assets for Integration Option 1.

### Emails

1. Webinar Invitation Email
2. Registration Confirmation Email
3. 2nd Webinar Invite Email (optional)
4. Webinar Reminder Email for Registrants
5. Thank You For Attending Email
6. Sorry We Missed You Email
7. Additional Follow-Up Emails (optional)

### Landing Pages

1. Registration Landing Page
2. Form to Handle Event Registration

### Creating New Eloqua Fields

In order to use the Cloud Connectors, you will need to create a couple of new fields in the Eloqua Contact to house data passed back from ReadyTalk:

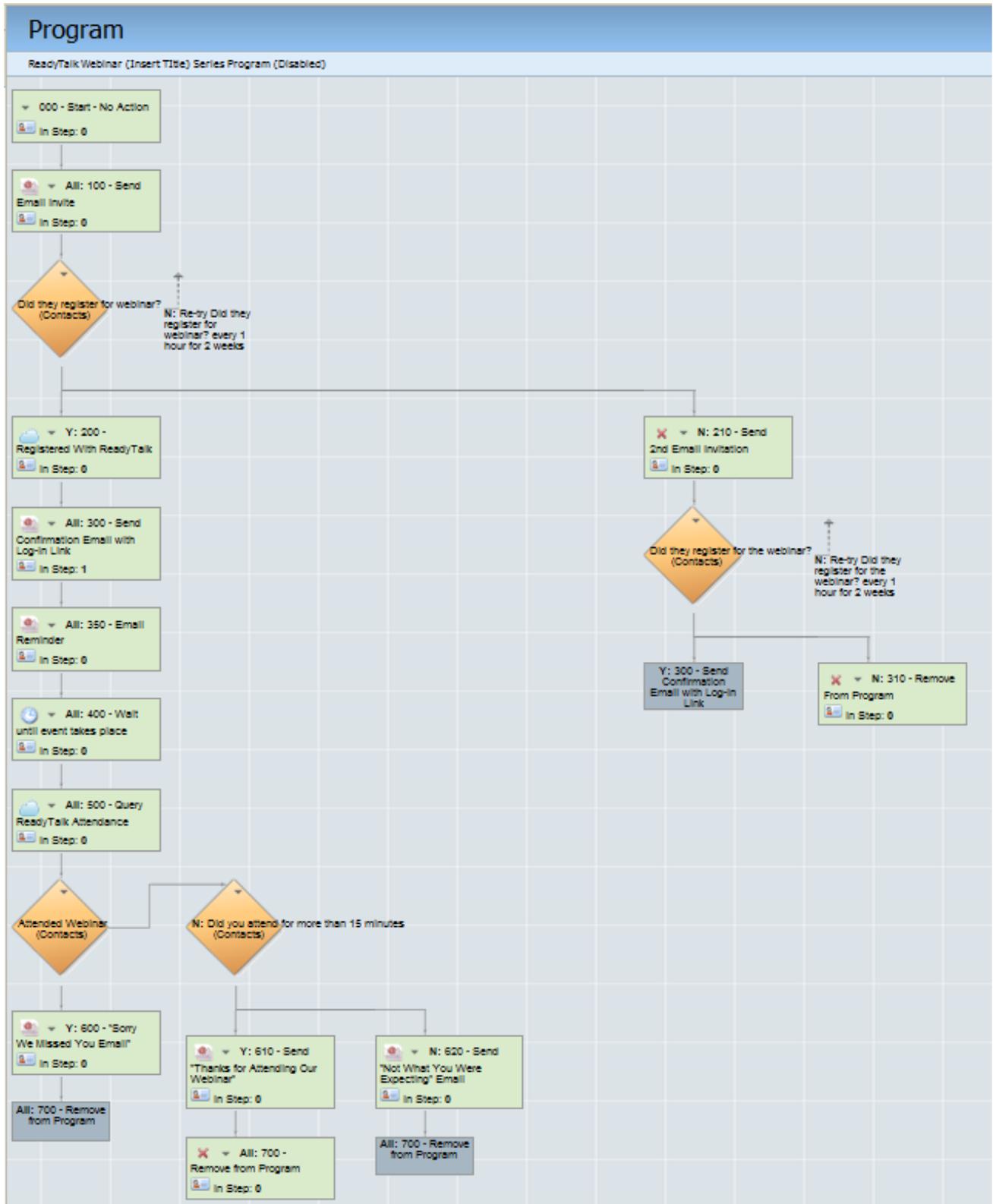
<b>Register Attendee Cloud Connector</b>	<b>ReadyTalk Meeting URL</b> – the unique “Join Meeting” link for each registrant; add to Eloqua Contact record
<b>Query Attendance Cloud Connector</b>	<b>Duration of Attendance</b> - the # of minutes an individual attended the live event; add to Eloqua Contact record or Data Card

***Note:** If you are running multiple webinar campaigns at once, you may want to create multiple fields to house the data returned from ReadyTalk. This will ensure that the data related to one webinar does not overwrite data related to another. See the guide “Running Multiple Webinars with Eloqua and ReadyTalk” for more information.*

## 7 Modifying Your Eloqua Program

The next step is to modify your Eloqua program for webinars to incorporate the Cloud Connector(s) (or create to create a new Eloqua program from scratch). Below is a sample program illustrating Integration Option 1 that can be used as a guide:

1. Invitation Email from Eloqua (Step 100)
2. Decision Rule: Did they register for the webinar?
3. ReadyTalk Register Attendee Cloud Connector (Step 200):
  - a. Sends registrant name and email to ReadyTalk
  - b. ReadyTalk returns a unique “Join Meeting” link
4. Confirmation Email from Eloqua (Step 300)
  - a. Includes unique “Join Meeting” URL
5. Reminder Email from Eloqua (Step 350)
  - a. Includes unique “Join Meeting” URL
6. Wait Until Event is Over (Step 400)
7. ReadyTalk Query Attendance Cloud Connector (Step 500):
  - a. Queries ReadyTalk for attendance data
  - b. ReadyTalk returns attendance status and # of minutes in meeting
8. Post-Event Follow-Up Emails from Eloqua (Steps 600, 610, 620)
  - a. Drive follow-up workflows based on attendance status and # of minutes in meeting



Sample Eloqua Program for Webinars (Integration Option 1)

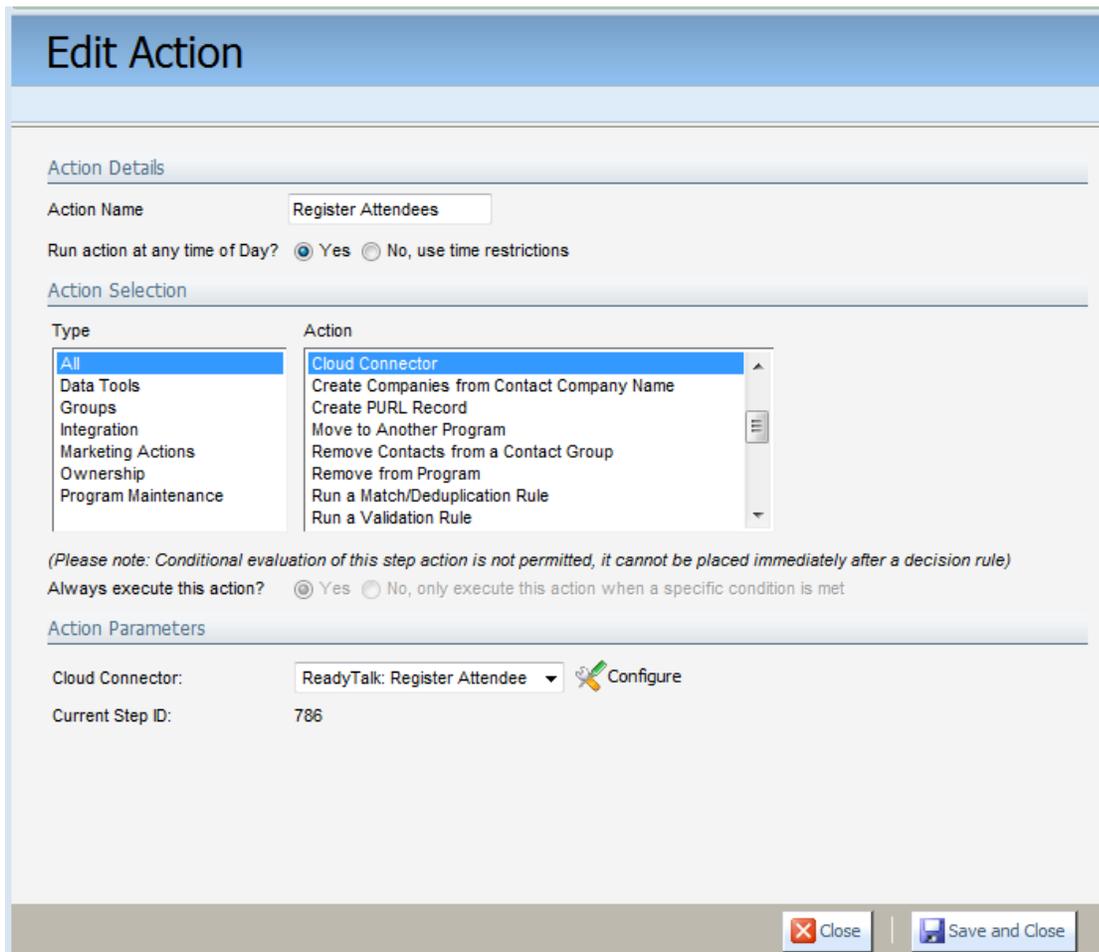
## 8 Using the ReadyTalk Cloud Connectors

### ReadyTalk Register Attendee Cloud Connector

*Note: Add this Cloud Connector to your Program Builder workflow if you are using Integration Option 1 or Integration Option 2.*

When a prospect completes the Eloqua registration form, this Connector passes their First Name, Last Name, and Email Address to ReadyTalk to register them for the event and ReadyTalk passes back a unique “Join Meeting” link for that registrant.

From the “Edit Default Step Action” in Eloqua, choose the ReadyTalk Register Attendee Cloud Connector and hit the **Configure** button. You will be prompted for your username and passcode that you set up when you installed the Connector.



**Edit Action**

**Action Details**

Action Name: Register Attendees

Run action at any time of Day?  Yes  No, use time restrictions

**Action Selection**

Type	Action
All	Cloud Connector
Data Tools	Create Companies from Contact Company Name
Groups	Create PURL Record
Integration	Move to Another Program
Marketing Actions	Remove Contacts from a Contact Group
Ownership	Remove from Program
Program Maintenance	Run a Match/Deduplication Rule
	Run a Validation Rule

(Please note: Conditional evaluation of this step action is not permitted, it cannot be placed immediately after a decision rule)

Always execute this action?  Yes  No, only execute this action when a specific condition is met

**Action Parameters**

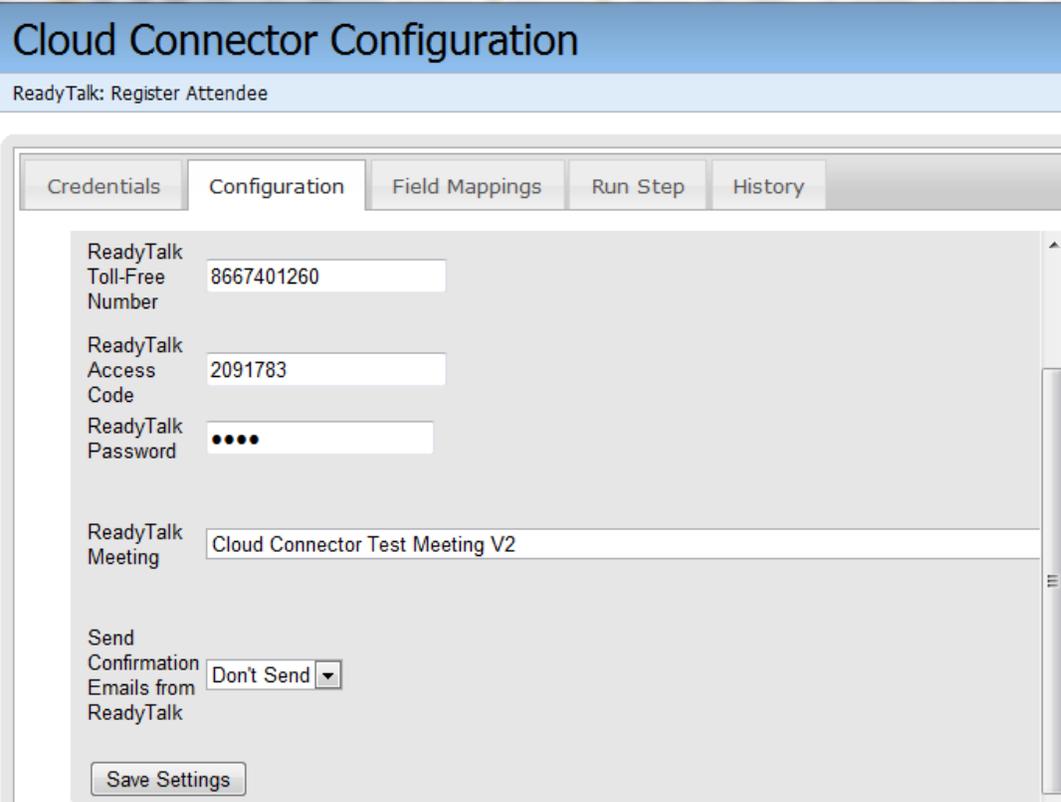
Cloud Connector: ReadyTalk: Register Attendee  Configure

Current Step ID: 786

Close | Save and Close

*Accessing the Register Attendee Connector*

Choose the **Configuration** tab to continue set-up.



#### *Register Attendee Connector: Configuration*

First, you must connect Eloqua to ReadyTalk using the log-in credentials for the ReadyTalk account under which the webinar is scheduled:

- Enter your ReadyTalk on-demand toll-free number (for most, this is 8667401260)
- Enter your ReadyTalk Access Code
- Enter your ReadyTalk Password

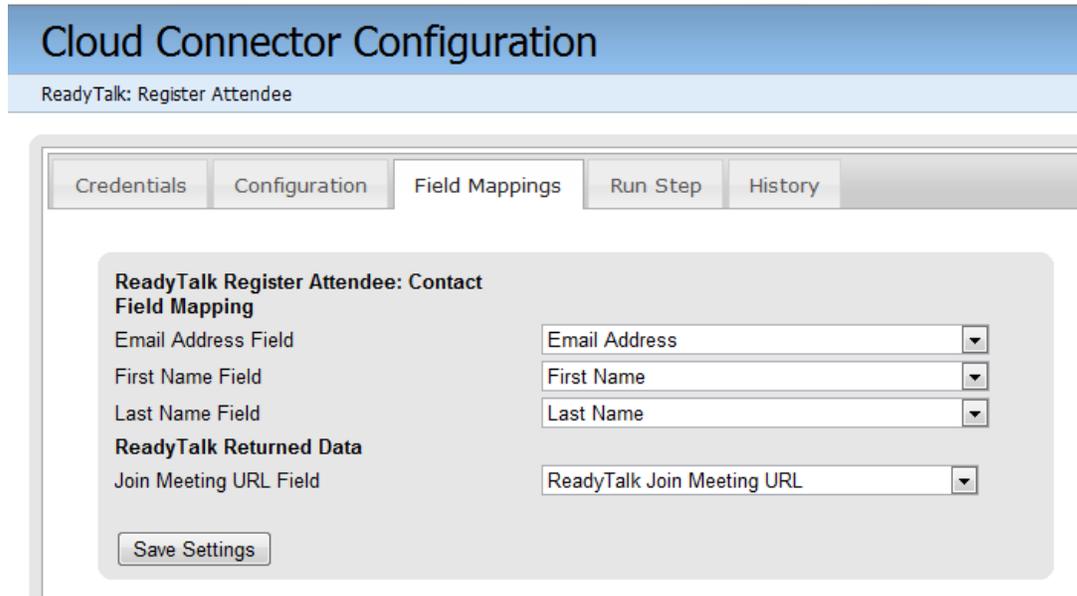
Once you enter these credentials and clicked **Save Settings**, the ReadyTalk Meeting drop-down list will be populated with upcoming events scheduled on this ReadyTalk account. Select the webinar you wish to map for this program from the drop-down list.

**Note:** Each time you run a webinar, you must update this Connector to point to the appropriate scheduled event in ReadyTalk.

Finally, you must specify which tool you wish to use to send confirmation emails in the Send Confirmation Emails from ReadyTalk field:

- If you would like to send confirmation emails from Eloqua, select “Don’t Send”
- If you would like to send confirmation emails from ReadyTalk, select “Send”

Click **Save Settings** and then select the **Field Mappings** tab.



The screenshot displays the 'Cloud Connector Configuration' window for the 'ReadyTalk: Register Attendee' connector. The 'Field Mappings' tab is active, showing a configuration box for 'ReadyTalk Register Attendee: Contact Field Mapping'. This box contains four rows of field mappings, each with a dropdown menu:

- Email Address Field: Email Address
- First Name Field: First Name
- Last Name Field: Last Name
- ReadyTalk Returned Data: ReadyTalk Join Meeting URL

A 'Save Settings' button is located at the bottom left of the configuration box.

### *Register Attendee Connector: Field Mappings*

Under the “ReadyTalk Returned Data” section, select the field to which you would like to map the unique “join meeting” link returned by ReadyTalk for each registrant. In this example, we are mapping to the custom Eloqua Contact record field we created called “ReadyTalk Join Meeting URL.”

Click **Save Settings** and then close the connector.

## ReadyTalk Query Attendance Connector

After the live webinar, this Connector queries ReadyTalk and receives back a list of the email addresses of those who attended and a duration of stay for each attendee.

From the “Edit Default Step Action” in Eloqua, choose the ReadyTalk Query Attendance Cloud Connector and hit the **Configure** button. You will be prompted for your username and passcode that you set up when you installed the Connector. Click on the **Configure** button.

## Edit Action

**Action Details**

Action Name:

Run action at any time of Day?  Yes  No, use time restrictions

**Action Selection**

Type	Action
All	Cloud Connector
Data Tools	Create Companies from Contact Company Name
Groups	Create PURL Record
Integration	Move to Another Program
Marketing Actions	Remove Contacts from a Contact Group
Ownership	Remove from Program
Program Maintenance	Run a Match/Deduplication Rule
	Run a Validation Rule

Always execute this action?  Yes  No, only execute this action when a specific condition is met

**Action Parameters**

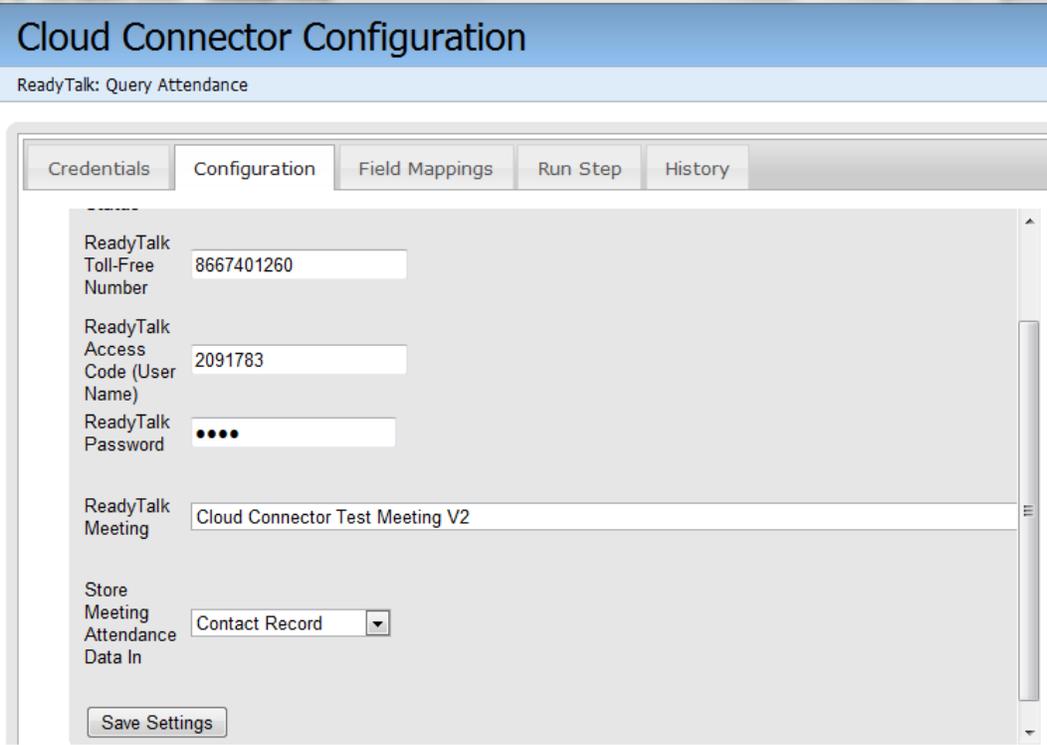
Cloud Connector:   Configure

Current Step ID: 789

|

### *Accessing the Query Attendance Connector*

Select the **Configuration** tab.



Cloud Connector Configuration

ReadyTalk: Query Attendance

Credentials Configuration Field Mappings Run Step History

ReadyTalk Toll-Free Number 8667401260

ReadyTalk Access Code (User Name) 2091783

ReadyTalk Password ●●●●

ReadyTalk Meeting Cloud Connector Test Meeting V2

Store Meeting Attendance Data In Contact Record

Save Settings

### *Query Attendance Connector: Configuration*

As with the ReadyTalk Register Attendee Connector, you must connect Eloqua to ReadyTalk using the log-in credentials for the ReadyTalk account under which the webinar is scheduled:

- Enter your ReadyTalk on-demand toll-free number (for most, this is 8667401260)
- Enter your ReadyTalk Access Code
- Enter your ReadyTalk Password

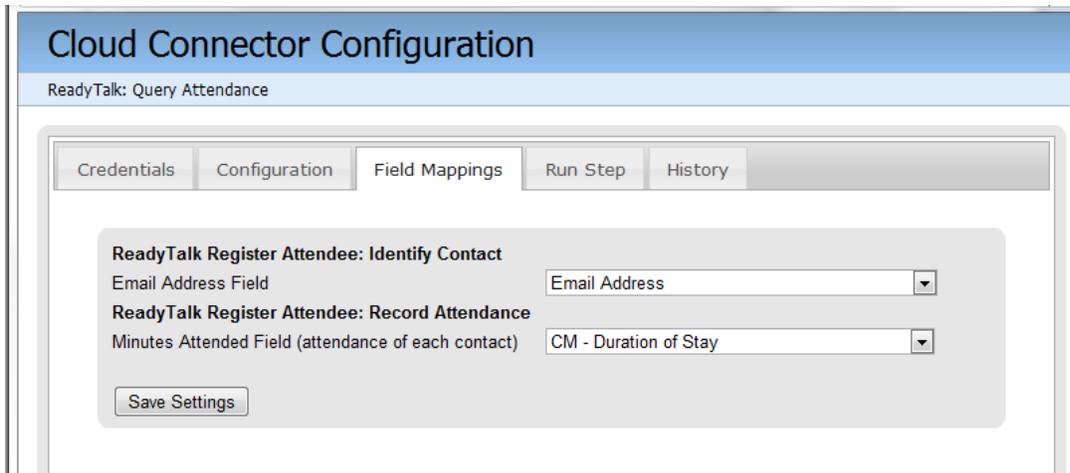
Once you enter these credentials and click **Save Settings**, the ReadyTalk Meeting drop-down list will be populated with upcoming events scheduled on this ReadyTalk account. Select the webinar you wish to map for this program from the drop-down list.

***Note:** Each time you run a webinar, you must update this Connector to point to the appropriate scheduled event in ReadyTalk.*

Finally, you must select where you would like the attendance data returned from ReadyTalk to be captured within Eloqua:

- To record on the Eloqua Contact Record, select Contact Record
- To record on an Eloqua Data Card, select Data Card

Click **Save Settings** and then select the **Field Mappings** tab.



*Query Attendance Connector: Field Mappings*

Under the **Field Mappings** tab, select which Eloqua field you wish to map the duration of attendance to. In this example, we are mapping the data to the custom field we created on the Eloqua Contact record called “CM – Duration of Stay.”

Click **Save Settings** and then close the Cloud Connector.

## ReadyTalk All Viewers Feeder Cloud Connector

This Connector creates new Eloqua Contacts for attendees with an email address that does not match an existing Eloqua Contact record.

After your live event, go to [appcloud.eloqua.com](http://appcloud.eloqua.com) and log in. From the “Products” drop-down, select the “Feeder” menu to get to **ReadyTalk All Viewers**.

**Eloqua Cloud Connectors (beta)**

Home Products Account Help

**ReadyTalk: All Viewers Query**

ReadyTalk All Viewers Query allows you to pull into an Eloqua group all the people who attended a ReadyTalk event.

[New Step](#)

Delete	Edit	Owner	Instance Name	Program Step	User Name	Step Type	Total Queries	Valid Queries	Enabled	Last Run	Error Count
<a href="#">Delete</a>	<a href="#">Edit</a>	bentgate	ReadyTalk	0	Mike.McKinnon	30	0	0	<input type="checkbox"/>	1/1/2000	0
<a href="#">Delete</a>	<a href="#">Edit</a>	bentgate	ReadyTalk	0	Mike.McKinnon	30	0	0	<input type="checkbox"/>	1/1/2000	0
<a href="#">Delete</a>	<a href="#">Edit</a>	bentgate	ReadyTalk	0	Mike.McKinnon	30	0	0	<input type="checkbox"/>	1/1/2000	0
<a href="#">Delete</a>	<a href="#">Edit</a>	bentgate	ReadyTalk	0	Mike.McKinnon	30	0	0	<input type="checkbox"/>	1/1/2000	0
<a href="#">Delete</a>	<a href="#">Edit</a>	bentgate	ReadyTalk	0	Mike.McKinnon	30	1	79	<input checked="" type="checkbox"/>	5/11/2011	0

Click on **New Step** to create a new ReadyTalk All Viewers Query. Enter your Eloqua credentials (Client Name, User Name, Password, Admin Email Address) and select the query frequency (Every Day, Every Week, or Every Month).

**New Step**

Eloqua Cloud Connectors (beta): ReadyTalk: All Viewers Query

**ReadyTalk All Viewers Query** allows you to pull into an Eloqua group all the people who attended a ReadyTalk event.

Create a new automated "ReadyTalk: All Viewers Query"

Eloqua Client Name	<input type="text" value="ReadyTalk"/>	(your company name, as seen in the Eloqua login screen)
Query Frequency	<input type="text" value="Every Day"/> ▼	(the frequency at which this query will be rerun)
Eloqua User Name	<input type="text" value="mike.mckinnon@readytall"/>	(a user account that has API priveleges)
Password	<input type="password" value="●●●●●●●●"/>	(the password for that user account)
Admin Email Address	<input type="text" value="mike.mckinnon@readytall"/>	(used for any notifications or issues)

Click **Go**. As with the other Connectors, you must connect Eloqua to ReadyTalk using the log-in credentials for the ReadyTalk account under which the webinar is scheduled:

- Enter your ReadyTalk on-demand toll-free number (for most, this is 8667401260)
- Enter your ReadyTalk Access Code
- Enter your ReadyTalk Password

Once you enter these credentials and click **Save Settings**, the ReadyTalk Meeting drop-down list will be populated with upcoming events scheduled on this ReadyTalk account. Select the appropriate webinar from the drop-down list.

Enter the name of the Eloqua Contact Group to which you want to add attendees in the “Contact Group for Results” field. Then, select whether you want to save the ReadyTalk attendance data to the Eloqua Contact Record or to an Eloqua Data Card in the “Store Event Attendance Data In” field.

**Note:** If you wish to capture this data in a new Eloqua Contact Group, make sure you create the Contact Group before running the All Viewers Connector.

**New Step**

Credentials	Configuration	Field Mappings	Run Step	History
<b>All Viewers Feeder Setup</b>				
Toll-Free Number	<input type="text" value="8667401260"/>			
Access Code	<input type="text" value="2091642"/>			
Password	<input type="password" value="••••"/>			
Meeting	<input type="text" value="Eloqua Cloud Connectors for ReadyTalk: 5/24 Live Demo"/>			
Contact Group for Results	<input type="text" value="Eloqua Demos"/>			
Store Event Attendance Data In	<input type="text" value="Contact Record"/>			
<input type="button" value="Save Settings"/>				

*All Viewers Query: Configuration*

Click **Save Settings** and then select the **Field Mappings** tab.

**New Step**

Credentials	Configuration	Field Mappings	Run Step	History
<b>Attendees: Returned Data</b>				
Email Address Field	<input type="text" value="Email Address"/>			
Meeting ID Field	<input type="text" value="Demo Date"/>			
Minutes Attended	<input type="text" value="CM - Duration of Stay"/>			
<input type="button" value="Save Settings"/>				

*All Viewers Query: Field Mappings*

Select the Eloqua fields to which you would like to map the ReadyTalk Meeting ID and the Minutes Attendees and click **Save Settings**.

Finally, click on the **Run Step** tab and select “Dry Run” or “Full Run” to run the feeder and import the ReadyTalk attendance data into Eloqua.

**New Step**

Credentials Configuration Field Mappings **Run Step** History

**NOT ENABLED:** This step will not run automatically. Change this under 'Credentials' if desired.

Run Step

Perform a dry run or a full run of the task against the members of this step.

Dry Run Full Run

*All Viewers Query: Run Step*

## 9 Supporting Multiple Webinars

This section is designed to help marketers who run multiple webinars a month effectively use the Eloqua Cloud Connectors for ReadyTalk. It outlines the steps necessary to:

- Set up the ReadyTalk Cloud Connectors to handle multiple webinars
- Configure each Eloqua program correctly
- Verify that the Eloqua registration pages are feeding into the correct Eloqua programs

### The Challenge

Each Eloqua program is tied to a specific ReadyTalk webinar, and you will need an Eloqua program for each webinar you are running. For example, if you host four webinars in a month, you will need four Eloqua programs, each with the Cloud Connectors configured to point to the specific webinar scheduled in ReadyTalk.

The challenge presented by the multiple webinars use case is that you don't want the data passed back from ReadyTalk from Webinar A to overwrite the data passed back from Webinar B. This means that you don't want the Cloud Connectors to capture the unique joining link or attendance duration in the same Eloqua fields.

### Solution Options

There are two options for configuring your Eloqua programs and the Cloud Connectors to support multiple webinars:

- Multiple Fields on Contact for Join Meeting URL and Duration
- Multiple Fields on Contact for Join Meeting URL and Data Card for Duration

#### Option 1: Multiple Fields on Contact for Join Meeting URL and Duration

If you do not use Eloqua Data Cards, we suggest that you build out multiple Join Meeting URL and Duration of Stay fields on the Eloqua contact record. For example, if you typically conduct four webinars per month, create four sets of fields on the contact record (see example A below):

Join Meeting URL A	Duration of Stay A
Join Meeting URL B	Duration of Stay B
Join Meeting URL C	Duration of Stay C
Join Meeting URL D	Duration of Stay D

### Contact Details

mike.mckinnon@readytalk.com

Lead Score - High Value Website Content	
Lead Score - Last High Touch Event Date	
Lead Score - Profile (Explicit)	
Lead Score Date - Engagement - Most Recent	
Lead Score Date - Profile - Most Recent	
Lead Source - Most Recent	Web - Web Seminar Attendee
Lead Source - Original	Web - Whitepaper
Lead Status	New
Marketing Automation Product	Eloqua
Minutes Attended	
No. of Employees	Greater than 500
Opt-In	
Permission Date	
Permission Medium	
Permission Source	
Product/Solution of Interest	
Prospect Email Opt in	<input checked="" type="checkbox"/>
Prospect Status	-- Please Select --
Purchase History - Most Recent	
PURL Name (Meet)	
Rating	G
ReadyTalk Join Meeting URL B	
ReadyTalk Join Meeting URL A	
ReadyTalk Join Meeting URL C	
ReadyTalk Join Meeting URL D	
Referral Partner	-- Please Select --
Region	
SFDC EmailOptOut	<input type="checkbox"/>
SFDC Lead Rating	

When you configure the Cloud Connectors in the program for your first webinar each month, map the ReadyTalk Register Attendee “Join Meeting URL Field” to “Join Meeting URL A” and the ReadyTalk Query Attendance “Minutes Attended Field” to “Duration of Stay A.” For the second webinar each month, map to the “B” fields; for the third webinar each month, map to the “C” fields; and so on.

This approach will help prevent the Cloud Connectors from overwriting data should a prospect register for or attend more than one webinar.

As the final step in your program, you may want to clean up the data in one or both of these fields. To do this, use the Update Contact/Prospect/Company data step to create an update rule that sets the value of your field(s) to empty.

## Option 2: Use Eloqua Data Cards

The second option involves creating an Eloqua Data Card for each webinar to capture the data returned from ReadyTalk.

Currently, the ReadyTalk Register Attendee Cloud Connector cannot write directly to an Eloqua Data Card. You must first write the Join Meeting URL to the Eloqua Contact Record and then use the Cloud Connector called Form Submit: Contact to write the Join Meeting URL from the Contact Record to the appropriate Data Card.

The ReadyTalk Query Attendance Cloud Connector gives you the option to write directly to an Eloqua Data Card. On the Configuration tab for this Connector, select “Data Card” for the “Store Meeting Attendance Data In” field and then map the “Minutes Attended Field” to the field you created to house Duration on the appropriate Data Card.