



# **4THOUGHT MARKETING**

## **CONTACT DELETER W/ ARCHIVE**

### **CLOUD APP DOCUMENTATION**

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## **Purpose of the Contact Deleter w/ archive Cloud Action**

There are situations where you might need to delete Contacts from your Oracle Eloqua database, create a backup of the data but you need it to happen automatically. That's now possible with this Cloud App.

There may be several reasons to delete Contacts, here are some examples:

- I. Hard Bounces
- II. Globally Unsubscribed
- III. Competitors
- IV. Contacts from certain countries that shouldn't receive emails (Canada and CASL law)

This document will show how this Cloud Action can be used inside Campaign Canvas.



## 1) Set-up in Oracle Eloqua

Please follow these instructions to set-up this cloud action in your Oracle Eloqua instance.

1.1. Log in Oracle Eloqua as usual, it's recommended to check the box "Remember me".

1.2. Click the following link:


<https://login.eloqua.com/Apps/Cloud/Admin/Catalog/Add/176e8748-2294-47b1-8de5-a2f83ca83e72/12-A2-D3-CB-BF-1A-6A-BC-D1-88-7B-1B-A5-12-2B-80>

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

1.3. In the following screen, click "Accept and Install" on the top-right section

**Contact Deleter with Archive** Accept and Install

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 **4Thought Marketing Cloud Apps**  
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Email [appCloudPortal@4thoughtmarketing.com](mailto:appCloudPortal@4thoughtmarketing.com)  
Phone 888 356 7824

Description Before removing Eloqua Contacts, exports the fields within a Contact View to a CSV file and uploads it to your SFTP server

**Services**

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 **Action : Contact Deleter with Archive**  
Before removing Eloqua Contacts, exports the fields within a Contact View to a CSV file and uploads it to your SFTP server

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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:

## Contact Deleter with Archive



4Thought Marketing Cloud Apps

Before removing Eloqua Contacts, exports the fields within a Contact View to a CSV file and uploads it to your SFTP server

Sign In

Cancel

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

### My Apps

 Sort by **Name** ▼



**Contact Deleter with Archive**  
Before removing Eloqua Contacts, exports the fields within a Contact View to a CSV file and uploads it to your SFTP server

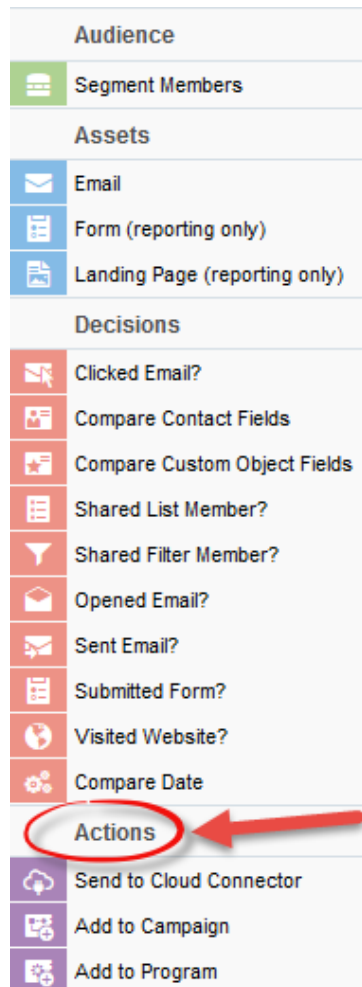
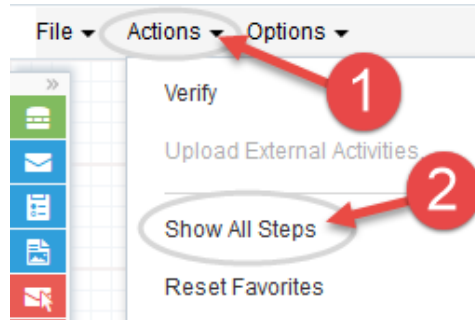
## 2) How to use

The following instructions show a basic/simple usage. You can incorporate this Cloud Action to any existing campaign.

### 2.1 Create/Open a campaign



2.2 Click on “Actions” on the top left side then “Show All Steps” and then locate the “Contact Deleter w/ archive” under the Actions options (colored in purple).



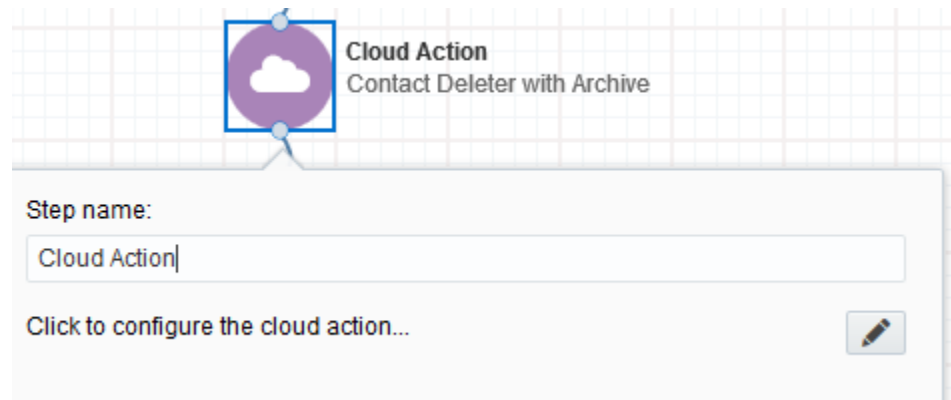


2.3 Drag and drop the cloud action to the canvas area. Connect the corresponding elements to the dropped cloud action



2.4 Double click the Contact Deleter w/ archive 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 Action. 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](mailto:appCloudPortal@4ThoughtCC.com) | Copyright © 2009 - 2016 | All Rights Reserved.

For this cloud action, you can indicate an existing Contact View and backup the Contact Data using the fields in it. If you don't select a View, Contacts will be deleted without a backup.

When you select a View from the dropdown, you can indicate the SFTP settings (Hostname – can be either an IP or a domain, it can include a folder path/Username/Password), the CSV Settings (Filename, Delimiter, if you want each value surrounded with quotes, file encoding) and the email address to send a notification on success/failure. Additionally you can test the SFTP Credentials by clicking the button “Test Credentials” and it will indicate if they've valid or not.



## Contact Deleter with Archive

If selected, exports the fields within a Contact View to a CSV file and uploads it to your SFTP server.

**Configurations** **Logs**

Backup records using the following Contact view  
If no View is selected, Contacts will be deleted  
without backup

- Select One -

Save Settings

Revert Changes



- c. **Recommended:** Create an element in the campaign in case an error happens, in this example it's a Wait Step. Check the box to "Automatically route contacts with errors from cloud app", select the step where you want the contacts to be routed.

A screenshot of a software configuration interface for a 'Cloud Action' step. The step is titled 'Cloud Action' with the subtitle 'Contact Deleter with Archive'. The 'Step name' field contains 'Cloud Action'. Below this is a link 'Click to configure the cloud action...' with a pencil icon. A checkbox labeled 'Automatically route contacts with errors from cloud app' is checked. Underneath, there is a section 'Choose a target step for contacts with errors:' containing a single selectable item: a purple circle with a white checkmark, labeled '998. Error' and '1 Day'. A 'Choose...' button is located at the bottom of this section.

Cloud Action  
Contact Deleter with Archive

Step name:  
Cloud Action

Click to configure the cloud action...

Automatically route contacts with errors from cloud app

Choose a target step for contacts with errors:

998. Error  
1 Day

Choose...

2.5 That's all. Activate the campaign, put some contacts in it and see the Contact Deleter w/ archive in Action!

## 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 see records stuck in the Cloud Action step, 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:

Phone 888-ELOQUA4 (888-356-7824)



Email [Support@4ThoughtMarketing.com](mailto:Support@4ThoughtMarketing.com)



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Website <http://www.4thoughtmarketing.com>

