



4THOUGHT MARKETING

CO FORM SUBMITTER

CLOUD APP DOCUMENTATION

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Purpose of the CO Form Submitter Cloud App

There are situations where you need to make a form submission with data from a Custom Object (CO) Record. This step is not possible to do using Oracle Eloqua's out of the box features. This is where this Cloud Action comes into play. With CO Form Submitter, you can submit information to an Eloqua or custom form with the CO Record and/or linked entity to it (Contact Or Account) via POST or GET.

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



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/ea674655-2215-4612-bd15-9bc3b44cc26b/4F-6A-0C-5D-40-E4-E3-3D-A0-72-3E-B3-47-57-84-66>

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

CO Form Submitter

Accept and Install




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Description
Submit a form via POST or GET using fields mapped from the CO and/or from the entity mapped to the CO

Services



Action : CO Form Submitter

Submit a form via POST or GET using fields mapped from the CO and/or from the entity mapped to the CO



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

The screenshot shows the Oracle Eloqua Marketing Cloud interface. At the top, the text "Oracle Eloqua Marketing Cloud" is displayed. Below this, a message states: "The following application has requested permission to access Eloqua on your behalf:". The application being requested is "CO Form Submitter", which is associated with "4Thought Marketing Cloud Apps". The description for this app is: "Submit a form via POST or GET using fields mapped from the CO and/or from the entity mapped to the CO". At the bottom of the screen, there are two buttons: "Sign In" and "Cancel".

1.5. You’re all set. The Cloud Action is ready to be used.

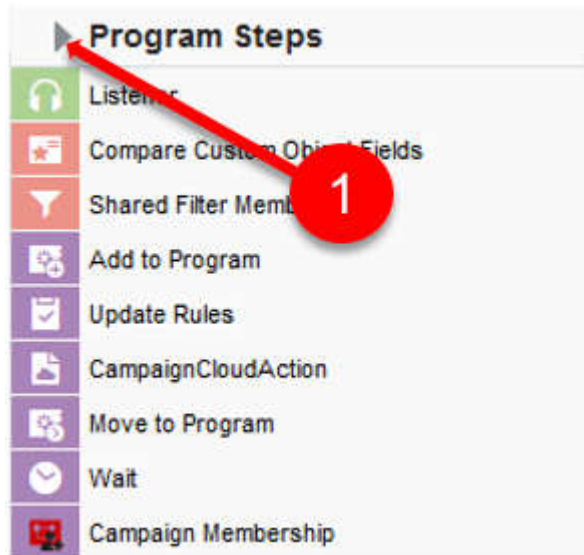
The screenshot shows the "My Apps" section of the Oracle Eloqua interface. It features a search bar with the text "co form|" and a magnifying glass icon. To the right of the search bar is a link labeled "Get More Apps". Further right, there is a "Sort by" dropdown menu currently set to "Name". Below the search bar, the "CO Form Submitter" app is listed, with the same description as seen in the previous screenshot: "Submit a form via POST or GET using fields mapped from the CO and/or from the entity mapped to the CO".

2) How to use

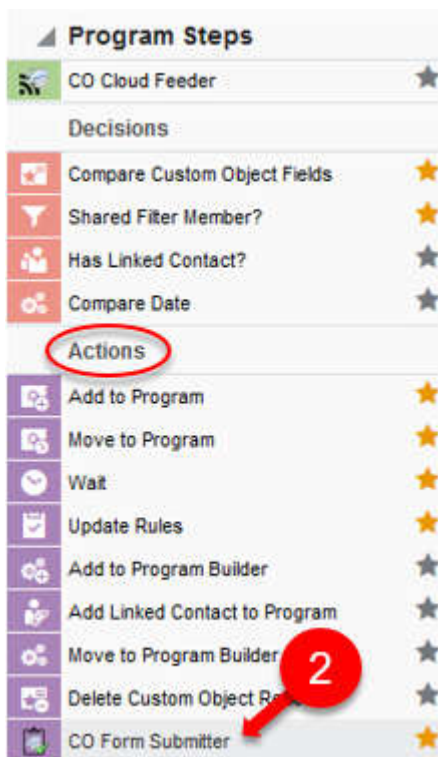
The following instructions show a basic/simple usage. You can incorporate this Cloud Action to any existing Program Canvas for Custom Objects.

2.1 Create/Open a program. Make sure the Program is of the type for Custom Objects.

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

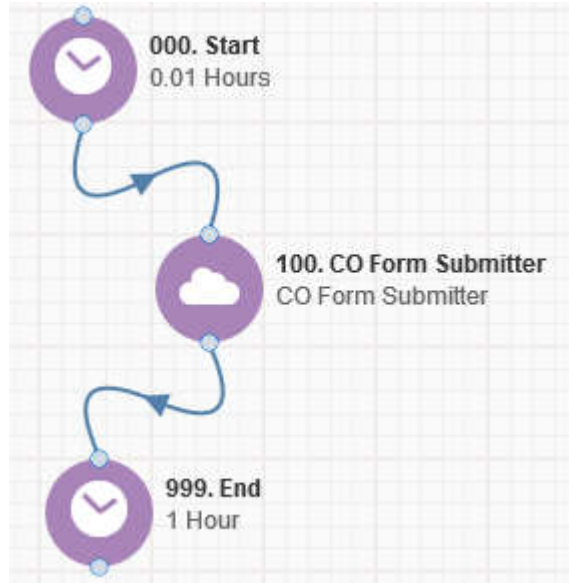


2.3 Under “Actions” locate the CO Form Submitter App (Colored in purple).





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



2.5 Double click the CO Form Submitter 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](#)

[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 The initial configuration will look like this:

The screenshot shows a configuration window with two tabs: "Configurations" and "Logs". The "Configurations" tab is active. The main content area is titled "Cloud Connector Portal Test" and contains several settings:

- CO Set:** Defined in the Program Canvas.
- Web Form Type:** - Select One -
- Form Submit Method:** - Select One -
- Linked Entity to CO Set:** - Select One -
- CO Error Field:** - Select One -
- Delay Between Submissions (seconds):** 0

At the bottom of the configuration area, there are two buttons: "Save Settings" and "Revert Changes".

2.7 The first step in the configuration of this App is to first determine which type of form you're going to be using. The types available are "Eloqua" and "Custom". Depending on the type you choose, a new field will show up to select the form, if you chose Eloqua, or enter the action URL of the form if you chose Custom.



CO Set <small>Defined in the Program Canvas</small>	Cloud Connector Portal Test
Web Form Type	Eloqua
Eloqua Form To Submit	- Select One Form -

CO Set <small>Defined in the Program Canvas</small>	Cloud Connector Portal Test
Web Form Type	Custom
Custom Form Action-Url	<input type="text"/>

2.8 The next step is to choose the submission method. This could be either Post or Get. You can choose whichever you prefer but if don't know which one to use the Post is usually more common and secure than the Get submission.

Form Submit Method	Post
Linked Entity to CO Set	- Select One -
CO Error Field <small>Optional. If there's an error on the submission, it will be placed in this field. A blank value in this field means a successful submission.</small>	- Select One -

2.9 For the linked entity to the CO set the available options are "Account" or "Contact". You'll notice that after selecting a value a new section is available at the bottom of the page. This section is used to select the Mapping (explained further down on point 2.12) of the CO, Account or Contact fields to the form fields. It's worth noting that if you select Contact, then contact fields will be available to map and if you select Account, then Account fields will be available.



Linked Entity to CO Set Contact

CO Error Field
Optional. If there's an error on the submission, it will be placed in this field. A blank value in this field means a successful submission. - Select One -

Delay Between Submissions (seconds)
If this value is zero (default), form submissions will be sent with no delay and there may be simultaneous submissions (faster).
If this value is greater than zero, form submissions will be executed one-after-the-other with a delay between them (useful if you need to, for example, send emails to the same contact using form-processing-steps). 0

Submission Field Mapping

	Source Field	Target Field
<input checked="" type="radio"/> CO Field	- Select One -	
<input type="radio"/> Contact Field	- Select one -	- Select One Field - +
<input type="radio"/> Static Value	<input type="text"/> <small>Type {timestamp} (lower case) to write a date-time stamp of the execution time. For example: 08/23/2017 10:48:02.123</small>	

2.10 The last two fields are optional. The field “CO Error Field” is to select a field that will be used in the CO in case an error occurs while submitting the form. The field will be populated with the error message so you can know what happened. If the CO gets reprocessed and the submission is successful then this field will be cleared out.

CO Error Field
Optional. If there's an error on the submission, it will be placed in this field. A blank value in this field means a successful submission. Error Message(Text)

2.11 The other optional field is “Delay Between Submissions”. This field is used to determine if all the form submissions should be sent immediately one after the other. If any value other than 0 is specified in this field then the App will wait that number of seconds between form submissions. For example, if 5 COs enter the App at the same time at 10:00:00 AM and there’s a 5 second delay between submissions then the first CO will have a submission time of 10:00:00 AM, the second 10:00:05 AM, the third one 10:00:10 AM and so forth.

Delay Between Submissions (seconds)
If this value is zero (default), form submissions will be sent with no delay and there may be simultaneous submissions (faster).
If this value is greater than zero, form submissions will be executed one-after-the-other with a delay between them (useful if you need to, for example, send emails to the same contact using form-processing-steps). 5



2.12 For the mapping, you need to select first the source field (left column). This field could be taken from the CO set, Contact/Account or a Static Value. To select one, you need to click on the radio button on the left of the type of field you want to add and select the field or enter a static value.

After selecting the source field, you need to select the target field on the form (right column). If you choose to use an Eloqua form then a dropdown will become available with all the form fields. But if you choose to use a Custom form then you need to manually input the HTML name of the field.

To add the mapping, you just need to click the + button at the right of the Target field. You can add as many mappings as form fields are available. If you want to delete a mapping, you can click on the trash bin icon on the right.

Submission Field Mapping

Source Field

CO Field - Select One -

Contact Field - Select one field -

Static Value
Type {datestamp} (lower case) to write a date-time stamp of the execution time.
For example: 08/23/2017 10:48:12.496

Target Field

- Select one field - +

- Select one field -
- Company (Text)
- Business Phone (Text)
- Email Address (Text)
- Submission Date (Date)
- Last Visit Date (Date)

Mapped Fields

1 CO Field	Company (Text) v	Company (Text) v	🗑
2 CO Field	Product (LargeText) v	Last Vist Date (Date) v	🗑
3 Contact Field	Eloqua Contact ID (Text) v	Business Phone (Text) v	🗑
4 CO Field	Email Address (Text) v	Email Address (Text) v	🗑



Submission Field Mapping

	Source Field	Target Field
<input checked="" type="radio"/> CO Field	- Select One -	
<input type="radio"/> Contact Field	- Select One -	
<input type="radio"/> Static Value	Activity Date (Date)	
	Company (Text)	
	Email Address (Text)	
	First Name (Text)	
	Key (Text)	
	Last Name (Text)	
	Lead Source (Text)	
	Lead Source Referrer (Text)	
	Product (LargeText)	
	Email Address (Text)	emailAddress
1 CO Field		
2 Contact Field	Eloqua Contact ID (Text)	businessPhone
3 CO Field	Product (LargeText)	LastVisitDate
4 CO Field	Company (Text)	company

Map Fields

2.13 Make sure you click on ‘Save Settings’ to save your configuration. If you make any undesired changes after you can click on ‘Revert Changes’ to go back to the last saved configuration.

2.14 **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 configuration dialog box for a step named '100. CO Form Submitter'. The dialog has a title bar with a cloud icon and the text '100. CO Form Submitter' and 'CO Form Submitter'. Below the title bar, there is a 'Step name:' field containing '100. CO Form Submitter'. A link 'Click to configure the cloud action...' is present with a pencil icon. A checkbox labeled 'Automatically route contacts with errors from cloud app' is checked, with a red circle containing the number '1' and an arrow pointing to it. Below this is a section titled 'Choose a target step for contacts with errors:' containing a single option: 'Errors' with a clock icon and '2 Months'. At the bottom, there is a 'Choose...' button with a red circle containing the number '2' and an arrow pointing to it.

That’s all. Activate the Program, put some CO Records in it and see the CO Form Submitter 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 not see CO Records being processed by the App, 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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