4THOUGHT MARKETING
ANONYMOUS CAMPAIGN ATTRIBUTION CLOUD APP
USER DOCUMENTATION

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Purpose of the Anonymous Campaign Attribution Cloud App

There are situations where Unknown visitors turn into clients after a few visits; wouldn't it be nice to be able to track those previous visits to better target these visitors once they become Eloqua Contacts?

This app tracks campaign responses for Eloqua 'visitors' and when an UNKNOWN visitor turns into a Contact (email address is known), then their campaign responses will be associated to the new contact and thus can be used for campaign attribution.

This document will show how this Cloud App can be used inside Oracle Eloqua Program Canvas.

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 using your credentials. (It's recommended to check the box "Remember me")

1.2. Click the following link:
https://login.eloqua.com/Apps/Cloud/Admin/Catalog/Add/c5db9890-5f02-4321-b454-4112641a98ff/09-67-C4-6F-31-FC-88-78-2D-11-B6-D1-E5-1C-1B-EE . You may be asked to log-in again, please do so if it happens.

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

1.4. In the next screen, click "Sign In" and then "Accept"
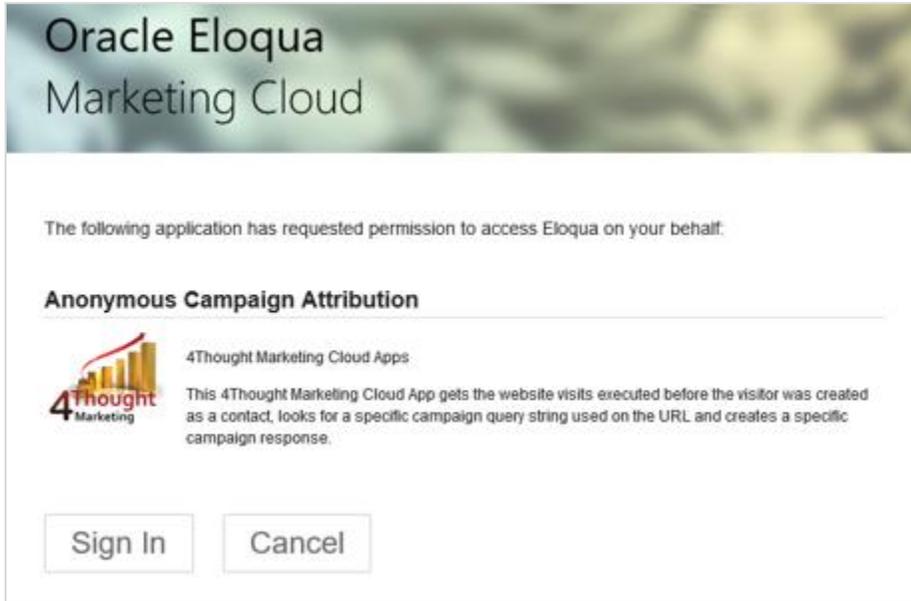
1.5. You're all set. The cloud app is ready to be used.

2) How To Use

The following instructions show a basic usage of the app. You should create a new Oracle Eloqua Program Canvas that is designated for this specific Cloud App.

2.1 Create/Open a Program

2.2 Click on "Program Steps" on the top left side then "Show All Steps". Locate the "Anonymous Campaign Attribution" Cloud App under the Actions options (colored in purple).
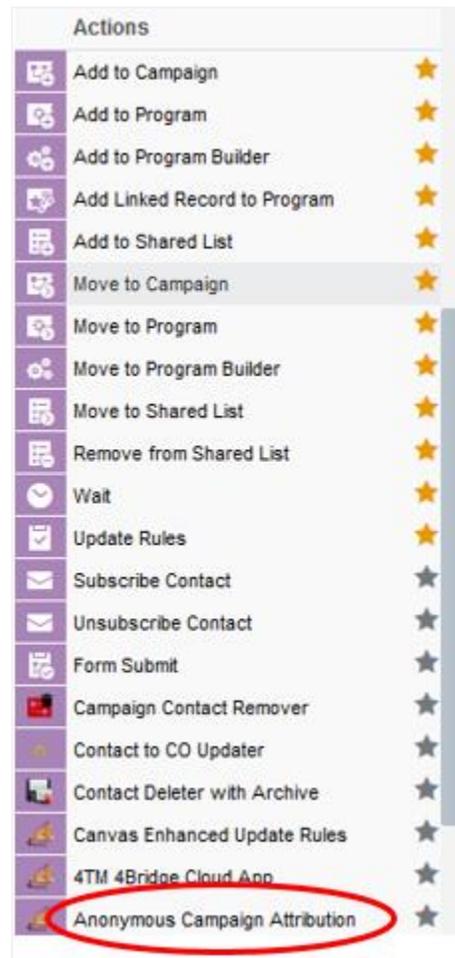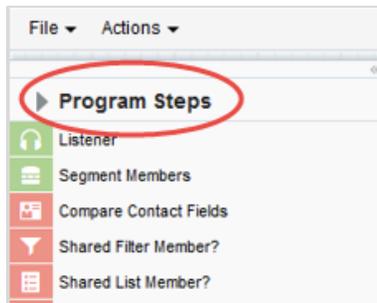
2.3 Drag and drop the 'Anonymous Campaign Attribution' cloud app to the canvas area. Connect the corresponding elements to the dropped cloud action.

2.4 Double click the 'Anonymous Campaign Attribution' program step icon. 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 *4Thought Marketing App Cloud Portal* user to log in and configure this 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:
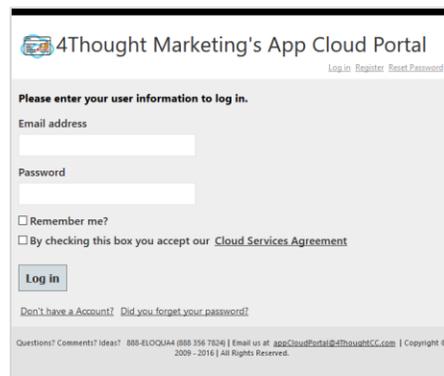
2.5 Configure the Cloud App as follows:

a. Set "Generate Campaign Attribution" to "Enabled"

b. Specify the timeframe in which you want to 'look back' for activities – normally this is set to 6 months

c. Identify the query string(s) to be used by the app to get the Campaign IDs for attribution – e.g. "utm_CampaignID

d. Ensure 'Query String Tracker" is set to "Disabled" (this is used for a different application)

2.6 Create a *Listener* to send all New Contacts to this program
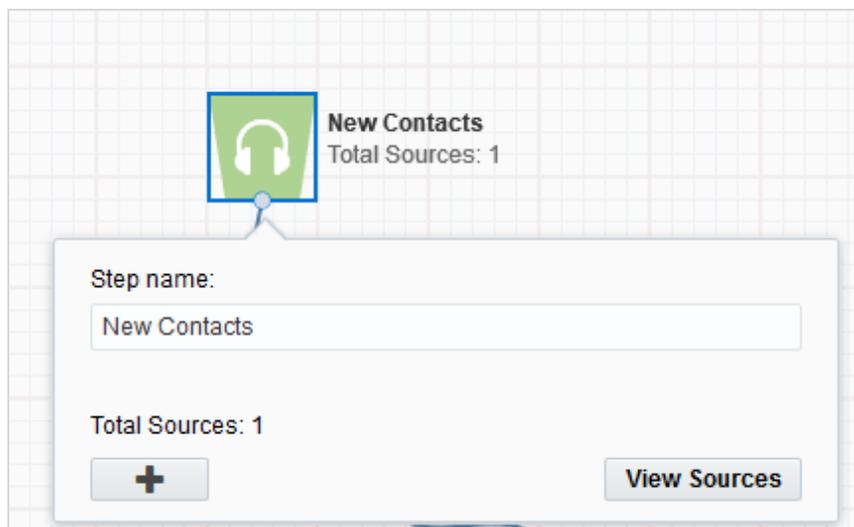
2.7 With these components configured, the app will work as follows:

    a.   New contacts will be sent to the program for processing (Program Canvas).

    b.   In the app step, the app will look for the website visits generated within the last 6 months based on the contact's create date (or whichever time frame you chose).

    c.   The app will check if the visits contain one of the query strings configured during the setup process and obtains the value.

    d.   The app will generate an Oracle Eloqua external activity to the corresponding contact with the values found in the previous step.

    e.   If a contact has an external activity of this type, then the app will create a campaign response.

    f.   Recommended: Create an element in your Program in case an error happens. In this example, we've included 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 to.
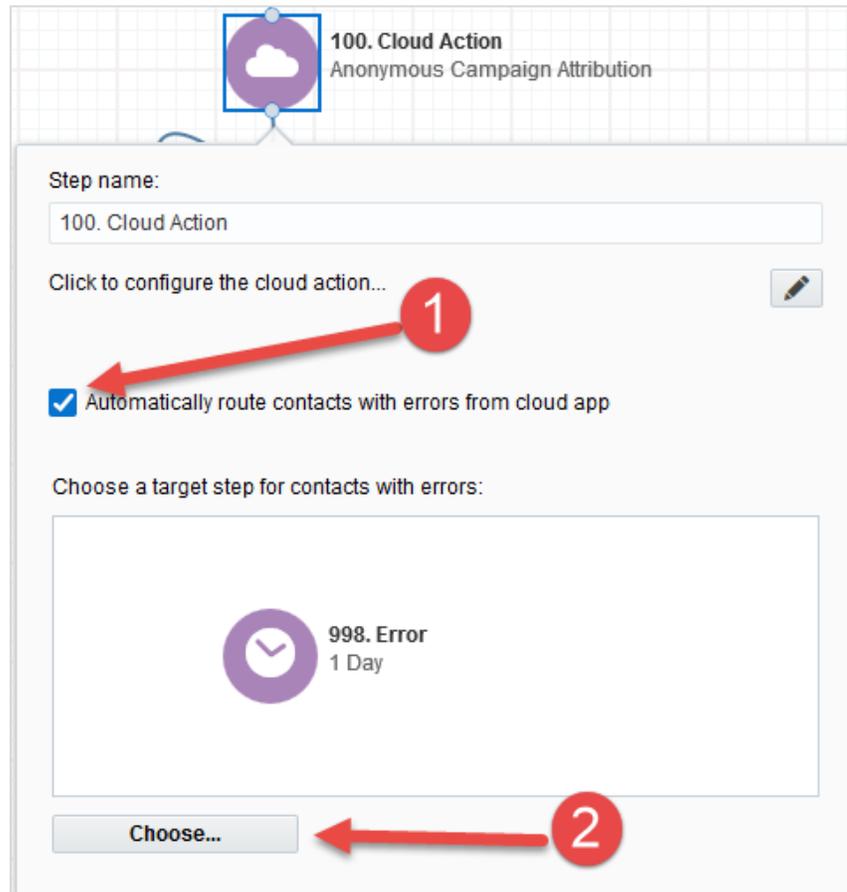
2.8 Activate the program, and wait for your new contacts to be added…and see the Anonymous Campaign Attribution in action!

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 App step, it may be due to a missing or expired license. You may contact your 4Thought Marketing Account Manager to address licensing questions.

Contact Us

If you have any questions or comments, feel free to reach us:

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