

4THOUGHT MARKETING ANONYMOUS CAMPAIGN ATTRIBUTION CLOUD APP USER DOCUMENTATION

Created May 12th, 2017 Last Modified December 13th, 2018 By Andrea Rojas



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

Anonymous Campaign Attribution	
, , , , , , , , , , , , , , , , , , , ,	Accept and Install
4	
4Thought Marketing Cloud Apps	
www.4thoughtmarketing.com	
Email	
appCloudPortal@4thoughtmarketing.com Phone	
888 356 7824	
Description	
This 4Thought Marketing Cloud App gets the website visits executed before the visitor was created as a specific campaign query string used on the URL and creates a specific campaign response.	contact, looks for a
Services	
4	
Action : Anonymous Campaign Attribution	
This action generates the External Activity in the contact record which is interpreted by Eloqua as the Can	npaign Response.



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

Oracle	Eloqua	
Marke	ting Cloud	
The following a	pplication has requested permission to access Eloqua on your behalf.	
Anonymou	s Campaign Attribution	
	4Thought Marketing Cloud Apps	
4 Marketing	This 4Thought Marketing Cloud App gets the website visits executed before the visitor was created as a contact, looks for a specific campaign query string used on the URL and creates a specific campaign response.	
Sign In	Cancel	

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

	Set More Apps	Sort by Name
4Thought Marketing	Anonymous Campaign Attribution	
	This 4Thought Marketing Cloud App gets the website visits executed before the visitor was created as a contact, looks for a specific campaign guery string used on	



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

100. Cloud Action Anonymous Campaign Attribution	
Step name:	
100. Cloud Action	
Click to configure the cloud action	

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:

4Thought Marketing's App Cloud Portal
Please enter your user information to log in.
Email address
Password
Remember me?
By checking this box you accept our <u>Cloud Services Agreement</u>
Log in
Don't have a Account? Did you forget your password?
Questions? Comments? Ideas? 888-ELOQUA4 (888 356 7824) [Email us at <u>appCloudPortal@4ThoughtCc.com</u> Copyright @ 2009 - 2016 All Rights Reserved.



- 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)



This 4Thought Marketing Cloud App gets the website visits executed before the visitor was created as a contact, looks for a specific campaign query string used on the URL and creates a specific campaign response.

Configurations	Logs
Generate	Campaign Attribution - Enabled Disabled
The query string	gs configured in this section must contain Eloqua Campaign IDs, in order to generate the corresponding campaign responses in Eloqua.
Website Vis	sits in Eloqua Within The Last 6 Months V
Query Strin	ig utm_CampaignID Add
Query Strin utm_Camp	aignID Delete
Query Stri	ing Tracker (Custom Objects) - Enabled O Disabled

្រា	New Contacts Total Sources: 1	
Step name: New Contacts		
Total Sources: 1		
		View Courses

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.

~	100. Cloud Action Anonymous Campaign	n Attribution
Step name:		
100. Cloud Ac	ion	
Click to configu	ly route contacts with errors from clo	ud app
Choose a targ	t step for contacts with errors:	
	998. Error 1 Day	
Choos	<u></u>	2

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 <u>here.</u>

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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Email	Support@4ThoughtMarketing.com	0
Sales	sales@4ThoughtMarketing.com	0
Website	http://www.4thoughtmarketing.com	