Anonymous Campaign Attribution Cloud App

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Overview

The Anonymous Campaign Attribution Cloud App helps you track anonymous visitors and attribute their activities to your Eloqua campaigns once they become known. This document will show how this Cloud App can be used inside Oracle Eloqua Program Canvas.

Installation

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

- Log in to Oracle Eloqua.
- Click on Get App below to install.

[Get App >](#)

NOTE: If prompted to log again, please do so.

- In the next screen, click "Sign In" and then "Accept"

Anonymous Campaign Attribution

Accept and Install

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 contact, looks for a specific campaign query string used on the URL and creates a specific campaign response.

Services

Action : Anonymous Campaign Attribution

This action generates the External Activity in the contact record which is interpreted by Eloqua as the Campaign Response.

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

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

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Add to Contact Program

The instructions below demonstrate the primary usage of the app. You can integrate this app into an existing contact program that listens for new contact creation or create a new contact program specifically for this Cloud App. The example below illustrates the creation of a new contact program:

- Create/Open a Program
- Click "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).

- Drag and drop the 'Anonymous Campaign Attribution' cloud app to the canvas area. Connect the corresponding elements to the dropped cloud action.

- Double click the 'Anonymous Campaign Attribution' program step icon. You will see some options for this element.
- Rename the step if needed

Configuration

- 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:

Configure Campaign Attribution

- Set "Generate Campaign Attribution" to "Enabled"

- Specify the timeframe in which you want to 'look back' for activities – usually, this is set to 6 months

- Add mappings for the query string(s) to be used by the app to get the Eloqua Campaign IDs for attribution – e.g., "utm_campaignId"
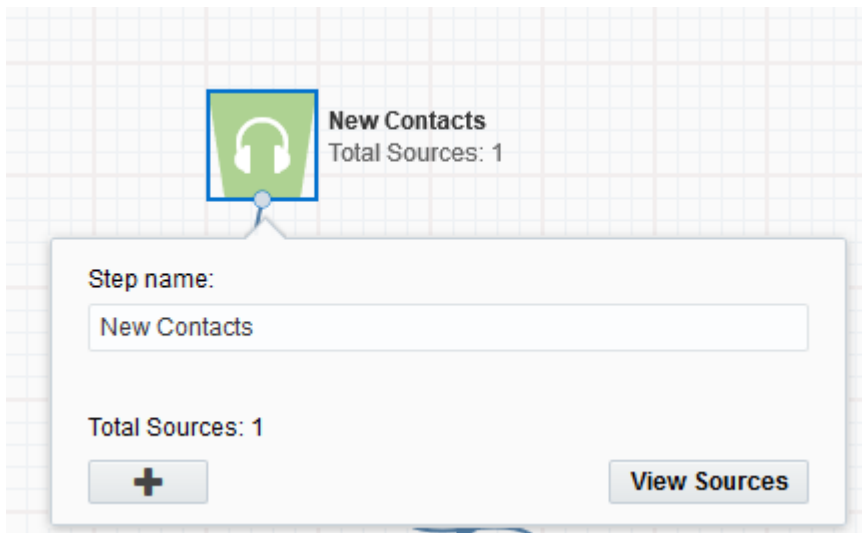
Configure Query String Tracker (Optional)

You can configure the app to store activity in a custom object if you store query strings for contact activity.
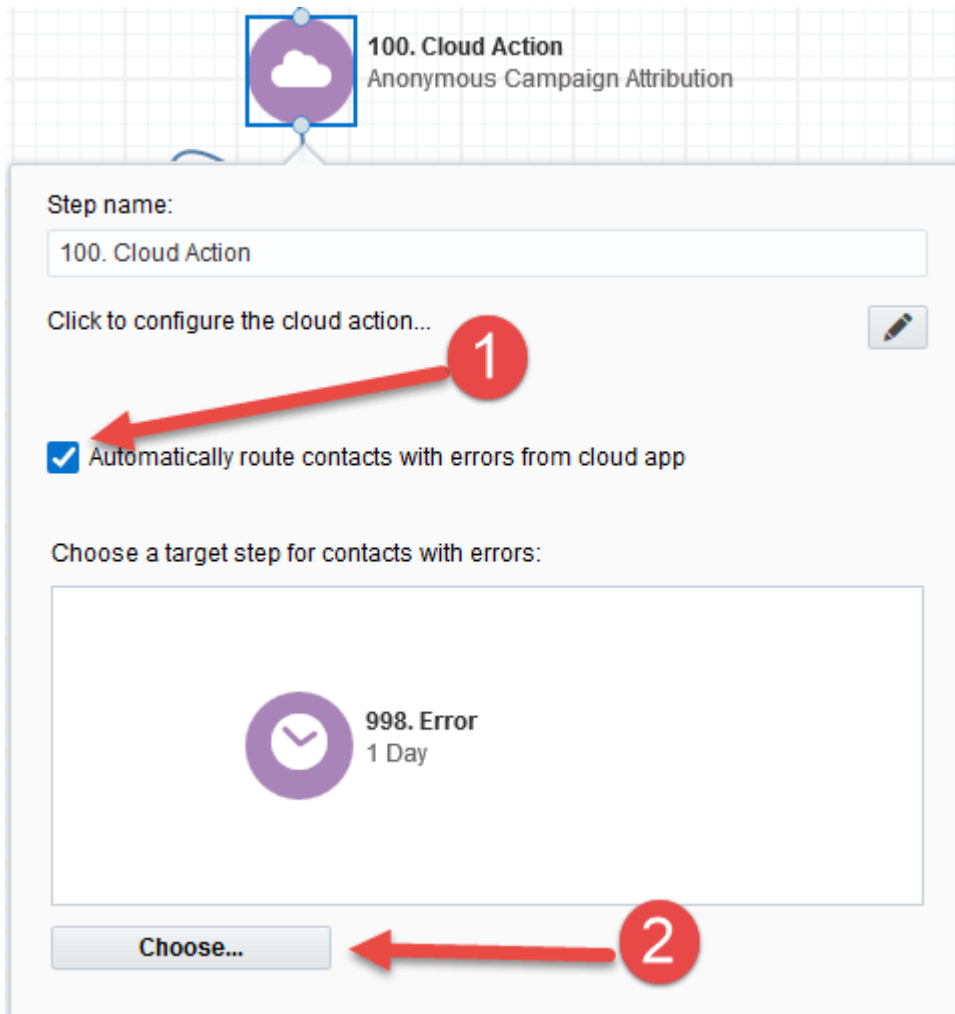

Complete Installation

- Create a *Listener* to send all New Contacts to this program

With these components configured, the app will work as follows:

- New contacts will be sent to the program for processing (Program Canvas).
- In the app step, the app will look for the website visits generated within the last six months based on the contact's creation date (or whichever time frame you choose).
- The app will check if the visits contain one of the query strings configured during the setup process and obtain the value.
- If the Eloqua Campaign ID is active when processed, an external activity will be created
- Eloqua automatically processes page visits, which will appear in the activity table once they are known.
- The app will generate an Oracle Eloqua external activity to the corresponding contact with the values found in the previous step.
- If a contact has an external activity of this type, the app will create a campaign response.
- Recommended: Create an element in your Program in case an error occurs. In this example, we've included a *Wait Step*. Check the box to "Automatically route contacts with errors from cloud app" and select the step where you want the contacts to be routed.

- 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. If you don't have a license, an error message will appear on the configuration page.

If you don't see CO Records being processed by the app, it may be because your license is missing or expired. To obtain a license, contact your account manager or contact us.

- Each Eloqua instance requires a separate cloud app license.
- Each cloud app license includes a reasonable usage limitation of 250k records processed

daily and up to 5 app instantiations per Eloqua instance. Higher usage tiers are available at extra cost.

- For additional license details, please review the [Cloud Services User License Agreement](#).