

Anonymous Campaign Attribution Cloud App

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Purpose of the Anonymous Campaign Attribution Cloud App

This app tracks campaign responses for Eloqua ‘visitors’. When an UNKNOWN visitor turns into a Contact (email address is known), their campaign responses will be associated with 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.

Set-up in Oracle Eloqua

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

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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"



The following application has requested permission to access Eloqua on your behalf.

Anonymous Campaign Attribution



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Sign In

Cancel

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

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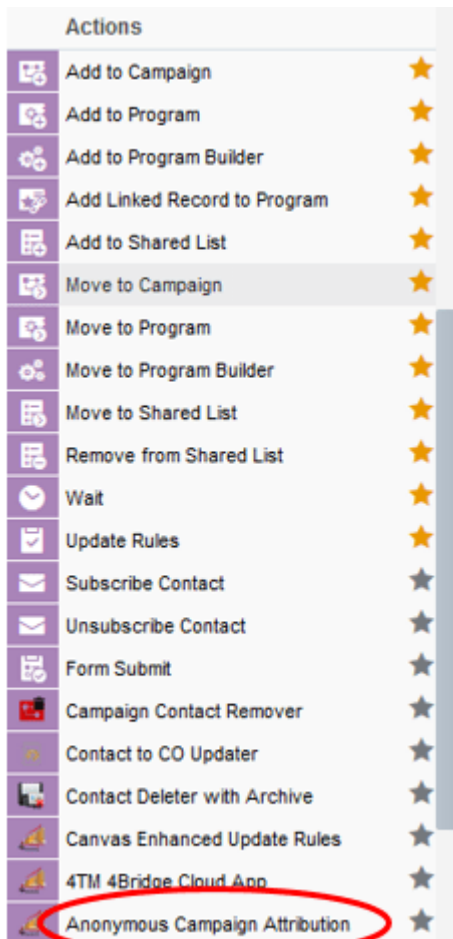
Anonymous Campaign Attribution

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How To Use

The following instructions show a basic usage of the app. You may add this app to an existing contact program that listens for new contact creation, or you can create a new contact program that is designated for this specific Cloud App. The example below shows creating a new contact program

- Create/Open a Program
- 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).



- 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



- 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

[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 | Copyright © 2009 - 2016 | All Rights Reserved.

- Configure the Cloud App as follows:
- Configure the Cloud App as follows:
 - Set “Generate Campaign Attribution” to “Enabled”
 - Specify the timeframe in which you want to ‘look back’ for activities - normally this is set to 6 months
 - Identify the query string(s) to be used by the app to get the Campaign IDs for attribution - e.g. “utm_CampaignID
 - Ensure ‘Query String Tracker’ is set to “Disabled” (this is used for a different application)



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Configurations | Logs

Generate Campaign Attribution - Enabled Disabled

The query strings configured in this section must contain Eloqua Campaign IDs, in order to generate the corresponding campaign responses in Eloqua.

Website Visits in Eloqua Within The Last

Query String

Query String Name Action

utm_CampaignID

Query String Tracker (Custom Objects) - Enabled Disabled

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

New Contacts
Total Sources: 1

Step name:

Total Sources: 1

- 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 6 months based on the contact's create date (or whichever time frame you chose).
- The app will check if the visits contain one of the query strings configured during the setup process and obtains the value.
- 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, then the app will create a campaign response.
- 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 Attribution

Step name:
100. 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...

- 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.