

# Company Garbage Indicator Cloud App Documentation

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## Purpose

There are situations where the values of certain fields have some garbage strings. This is where this Cloud Decision comes into play. With Company Garbage Indicator Cloud Decision, you can identify the garbage values in the Contact's linked Company fields using your own standard or a general garbage list.

This Cloud Decision Determines if a Contact's linked company field has garbage in it.

This document will show how this Cloud Decision can be used inside Campaign/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"

## Company Garbage Indicator

Accept and Install



### 4Thought Marketing Cloud Apps

[www.4thoughtmarketing.com](http://www.4thoughtmarketing.com)

#### Email

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#### Phone

888 356 7824

#### Description

Determines if a Contact's linked company field has garbage in it

#### Services



#### Decision : Company Garbage Indicator

Determines if a Contact's linked company field has garbage in it

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



- You're all set. The cloud action is ready to be used.

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Company garbage



Sort by

Name ▾



### Company Garbage Indicator





Determines if a Contact's linked company field has garbage in it

# How to use


This app requires 2 types of configuration, one is the general configuration and the other one an app specific configuration. The following instructions show a basic/simple usage.

- The first step is to set up the general configuration of the app. To access this section, you need to go into Settings > Apps and search for 'Company Garbage. After locating this app, you just need to click it.

### Company Garbage Indicator

    Check Connection

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Description Determines if a Contact's linked company field has garbage in it





**Services**

---


 **Decision : Company Garbage Indicator**  
Determines if a Contact's linked company field has garbage in it

- On the next section, locate the gear icon and click it. This will open a new window with the general configuration.

### Company Garbage Indicator

    Check Connection

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**Services**

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 **Decision : Company Garbage Indicator**  
Determines if a Contact's linked company field has garbage in it

- The general configuration page of the app will look like this:



# Garbage Company Name

Determines if a Contact Company-field has garbage in it

## Configurations

To see the list of Garbage strings, click [here](#). If you want to overwrite these values, run another upload.

Uploads runs on your browser, files never leave your machine. Because of this, depending on your filesize the browser may lock during the upload, please be patient.

Formulas will be ignored and the whole file will be considered as raw text.

Drop a file here

Or select a file  No file chosen

Select the sheet you want to upload

Select/Drop a file first

Select the column you want to upload with Garbage Strings

Select/Drop a file first

You're logged as ksingh@4thoughtmarketing.com, click [here](#) to Log out.

Having issues? Click [here](#) to send us an email.

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- **Garbage Strings**- This is the table where garbage strings have been defined. It is already created but if you want to overwrite these values you need to run new upload.
- **Select the sheet you want to upload** - Garbage string file can be created by using excel/csv type which will have 1 column i.e. Garbage String.

This file can be directly dropped into given area (Dashed box “Drop a file here”) or file can be selected from the local machine by clicking on “Choose File” button and you need to choose sheet from the file which have the garbage string column.

- **Select the column you want to upload** - After choosing file and sheet, you need to choose column for garbage string.
- **How to Select/Create Garbage string Table** -

You can add, remove or view the table saved on the system. This table is the one that is going to be used in the app.



- Click the link here to view already saved garbage strings.
- Choose the file from the location you saved it before and select the sheet to be having garbage strings.

(You can upload the Custom list with the garbage strings. You can upload an Excel file or a CSV by searching for it on your computer or by dragging and dropping the file into the dashed box in the page. This list needs to have 1 column: Garbage Strings.

Garbage Company string
:
;
<
>
?
~
`
^
asdf
lkj
qwer

- Select the sheet from the file uploaded Select the Garbage String column from the sheet uploaded
- Lastly, you need to click on the 'Save Settings' button. You can check that the new garbage strings were added by clicking on here



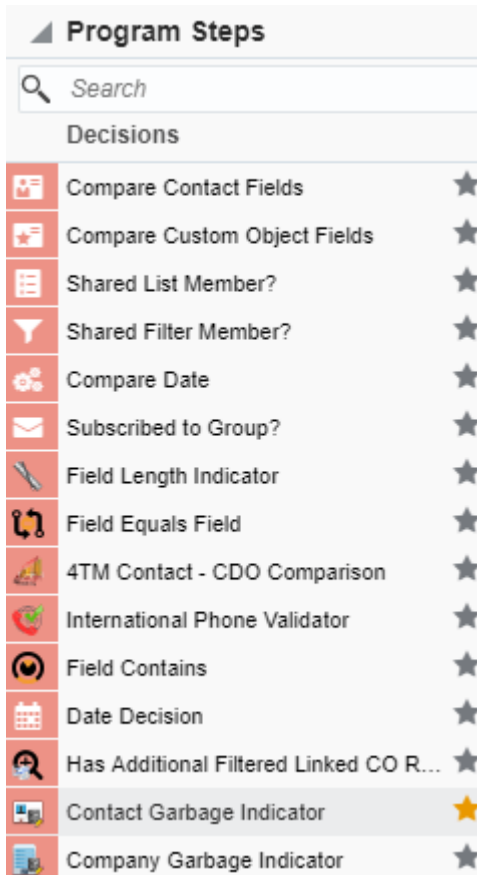
- On this window, the contents of the table will be visible. Sometimes blank (space) characters are relevant. To represent the blank character we'll use the following symbol '␣'. On this window, you can also export the values of the table into a CSV file.



- You also can use the general list provided by 4Thought Marketing.
- 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.
- After saving the table(s) that you uploaded or if you decide to use the general list provided by 4Thought Marketing, you can proceed to include the app in a Campaign or Program Canvas.
- Create/Open a Campaign or Program. Make sure the Program is of the type for Contacts.
- Click on the arrow at the left side menu to show all the apps available to use



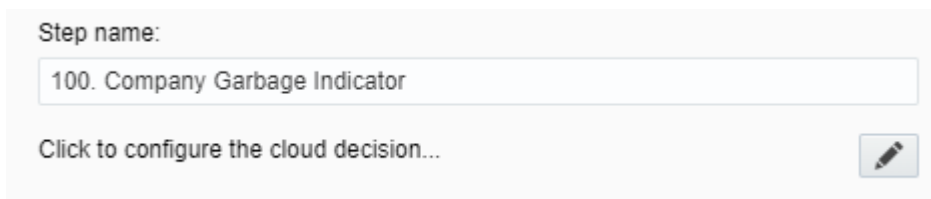
- Under “Decisions” locate the Company Garbage Indicator (Colored in pink).



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

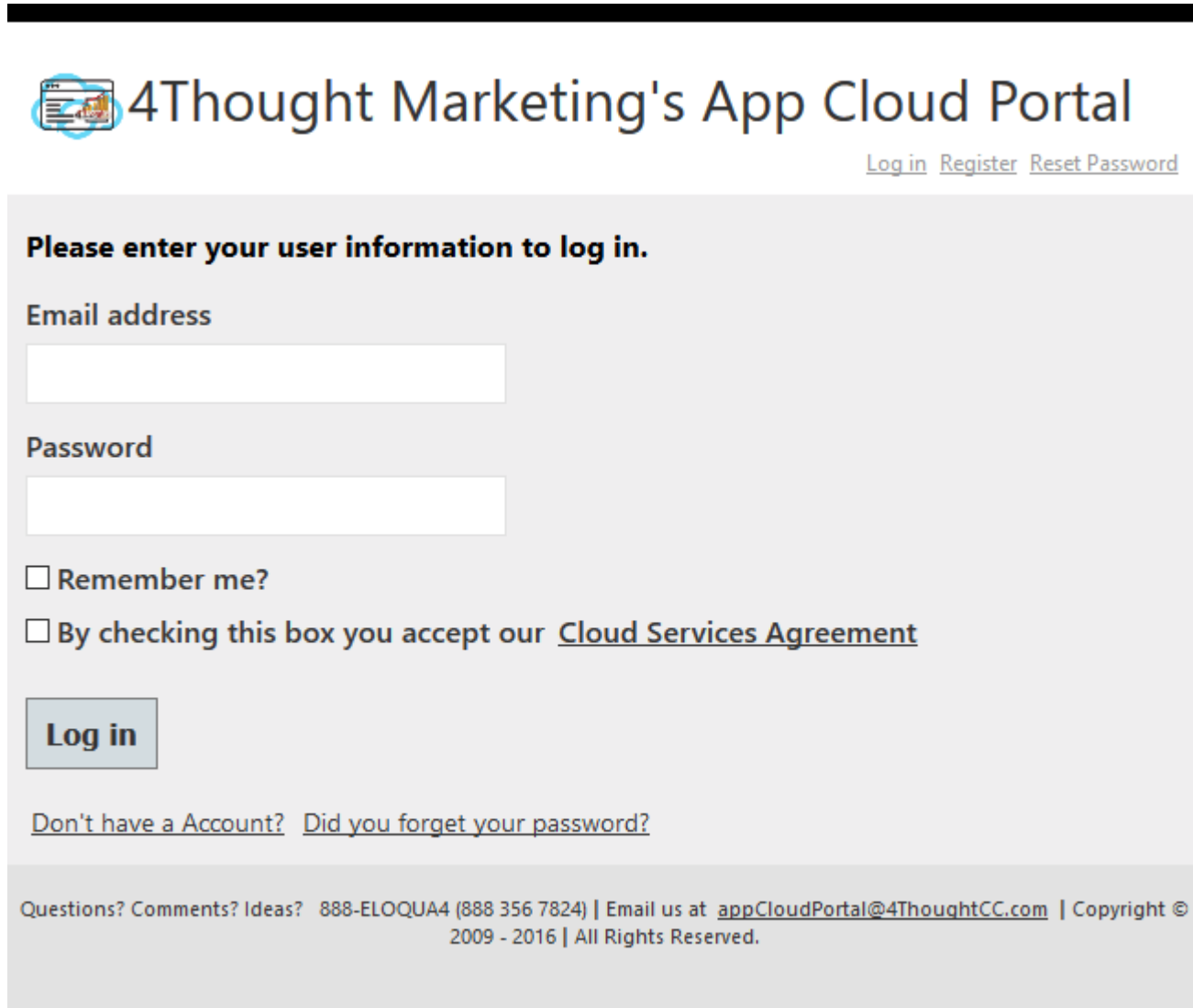


- Double click the Company Garbage Indicator, you will see some options for this element.
  - Rename the step if needed



- Click the pencil icon to open the settings for this step.

You will need a 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:



The screenshot shows the login page for 4Thought Marketing's App Cloud Portal. At the top left is the 4Thought Marketing logo. The main heading is "4Thought Marketing's App Cloud Portal". To the right of the heading are links for "Log in", "Register", and "Reset Password". Below the heading is a grey box containing the login form. The form has the instruction "Please enter your user information to log in." followed by two input fields: "Email address" and "Password". Below the password field is a checkbox for "Remember me?" and another checkbox for "By checking this box you accept our [Cloud Services Agreement](#)". A "Log in" button is located below the checkboxes. At the bottom of the form are two links: "Don't have a Account?" and "Did you forget your password?". Below the form is a footer with contact information: "Questions? Comments? Ideas? 888-ELOQUA4 (888 356 7824) | Email us at [appCloudPortal@4ThoughtCC.com](mailto:appCloudPortal@4ThoughtCC.com) | Copyright © 2009 - 2016 | All Rights Reserved."

- For this cloud decision, you can indicate the Company field to Evaluate, can see the list of Garbage String and can consider garbage records which have 3 repeated consecutive characters in the field.
  - Click here to see already created garbage string
  - Click here if need to change global setting of the app
  - Checked the box if you want to consider 3 repeated consecutive characters as garbage.



- Select the Company field from the list to evaluate.
- Select the correspondent Contact and Company fields to Contact-Account Linkage.
- 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.

**Logs Tab:** This section shows the execution logs for the respective cloud app

Configurations | Logs

This section will show the executions Logs for this Cloud App. Logs older than 2 months will be deleted.

Show

Within the following timeframe  and

No logs to display, select a criteria from above and click 'Get Logs'.

You're logged as ksingh@4thoughtmarketing.com, click [here](#) to Log out.

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- Show:** Here you can select what type of log you want to see, it gives you an option to select “All logs”, “Successful logs only”, “Failed logs only”
  - Within the following timeframe:** This field allows you to select the timeframe to view the execution logs.

**Note:** You can view up to 2 months of logs




- **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.

Select the Step where you want the contacts to be routed.

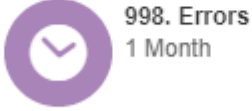


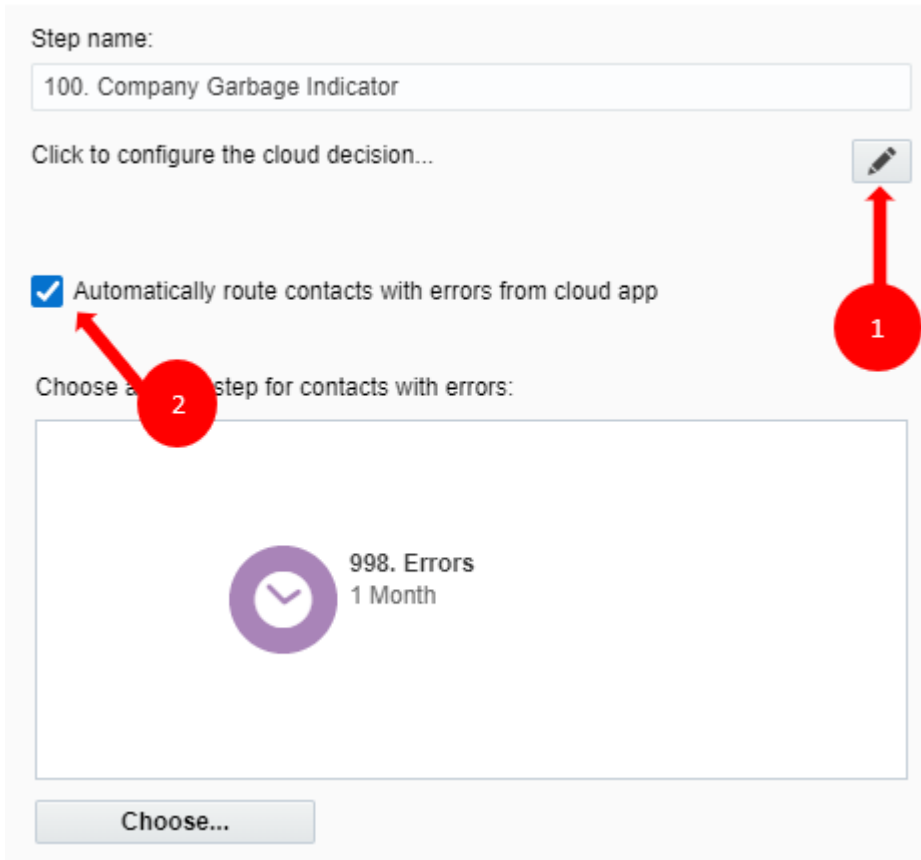
Step name:  
100. Company Garbage Indicator

Click to configure the cloud decision... 

Automatically route contacts with errors from cloud app

Choose a step for contacts with errors:





That's all. Activate the campaign or program, put some Contacts in it and see the Contact Garbage Indicator in action!

**Note:** Most 4Thought Marketing apps use the Eloqua BULK API to export/import records, therefore when an app is used in a campaign or program the user that activates the campaign should have the following permissions:

- API
  - Consume API
- Contacts
  - Upload Contacts/Prospects/Companies
  - Manage Data Export
  - Manage Contacts

## 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](#).