Contact Garbage Indicator Cloud Decision 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 Contact Garbage Indicator Cloud Decision, you can identify the garbage values in the Contact fields using your own standard or a general garbage list.

This Cloud Decision Determines if a Contact field contains any string of characters that you have determined is garbage data (e.g. “asdf” or “xxxx”), and if so, allows you to take whatever action you feel is appropriate.

This document will show how this Cloud Decision can be used inside Campaign/Program Canvas.

Set-up in Oracle Eloqua

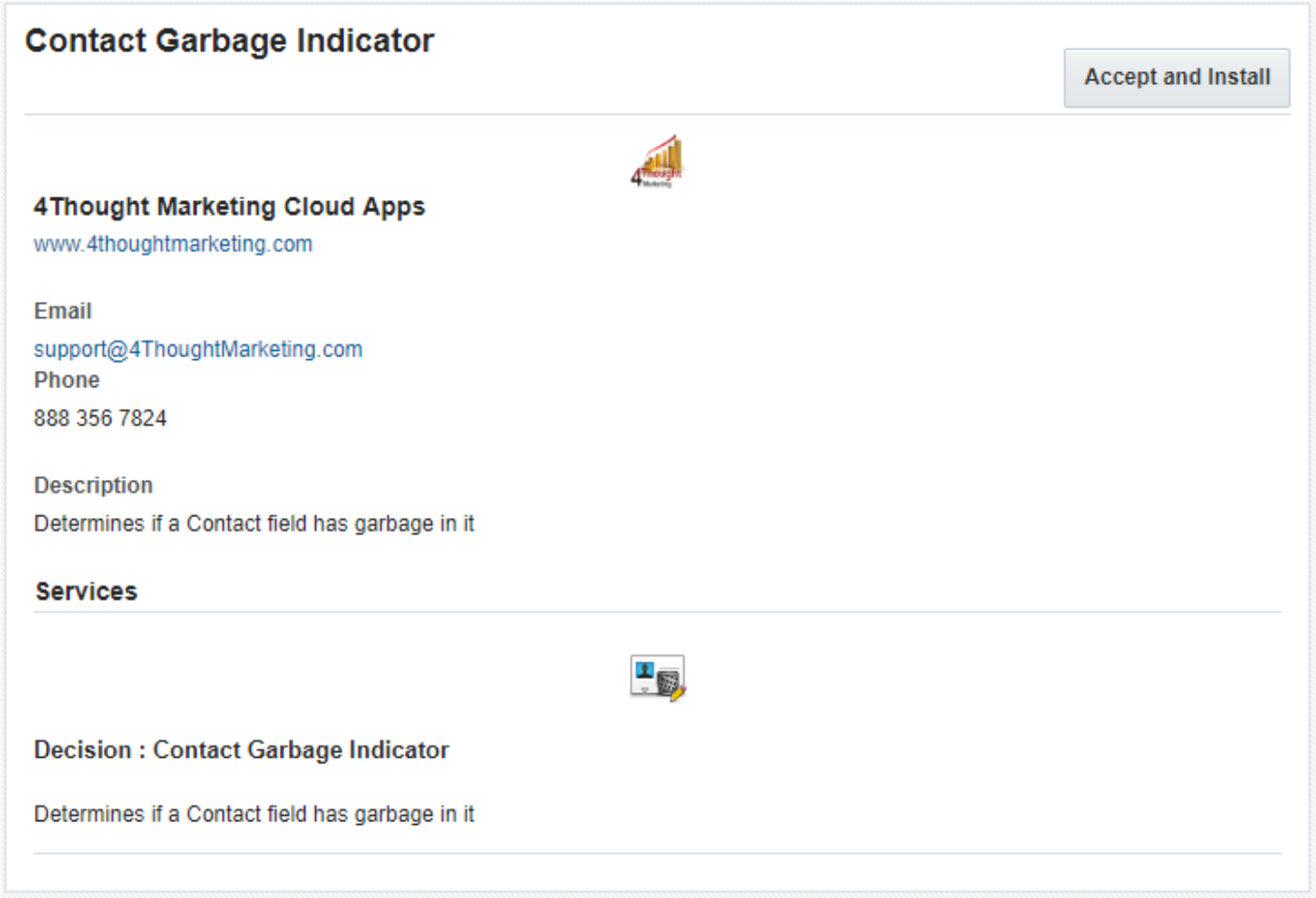
Please follow these instructions to set-up this cloud app in your Oracle Eloqua instance.

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

Get app

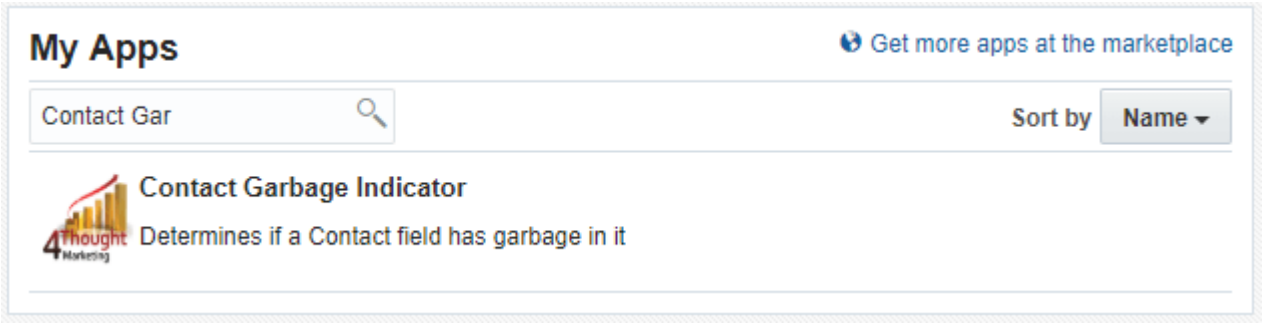
NOTE: If prompted to log again, please do so.

1. On the next screen, click “Accept and Install” on the top-right section



In the next screen, click “Sign In” and then “Accept”

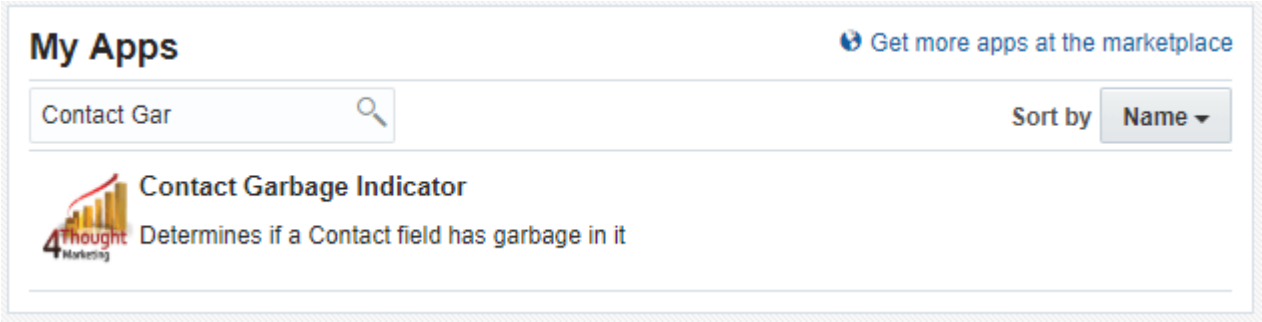
- You’re all set. The cloud action is ready to be used.



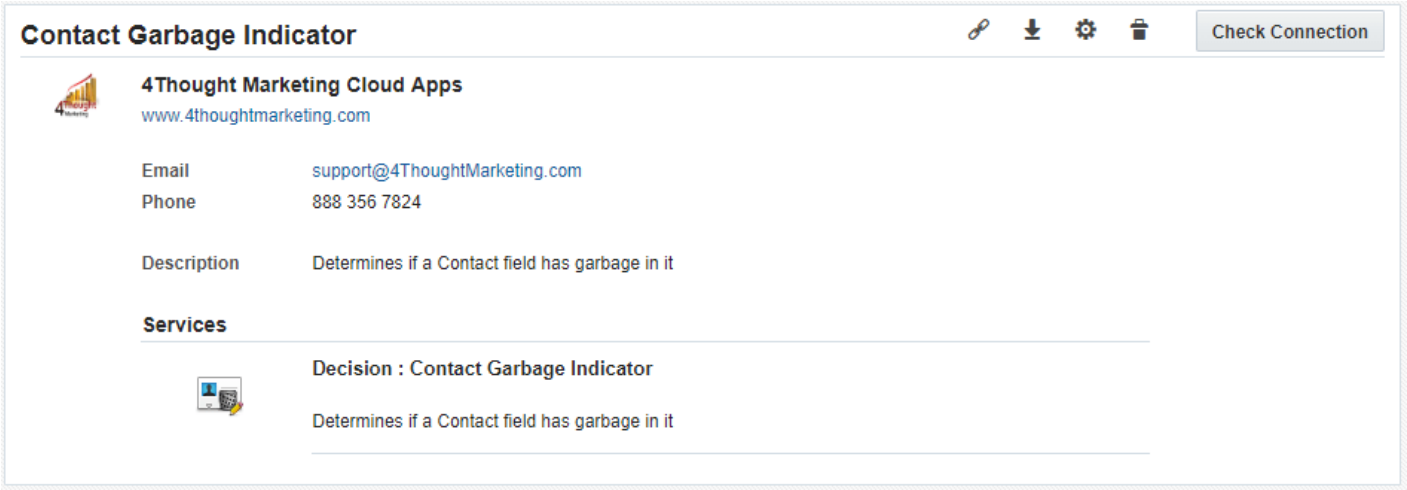
How to use

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 'Contact Garbage. After locating this app, you just need to click it.



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



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

- **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.

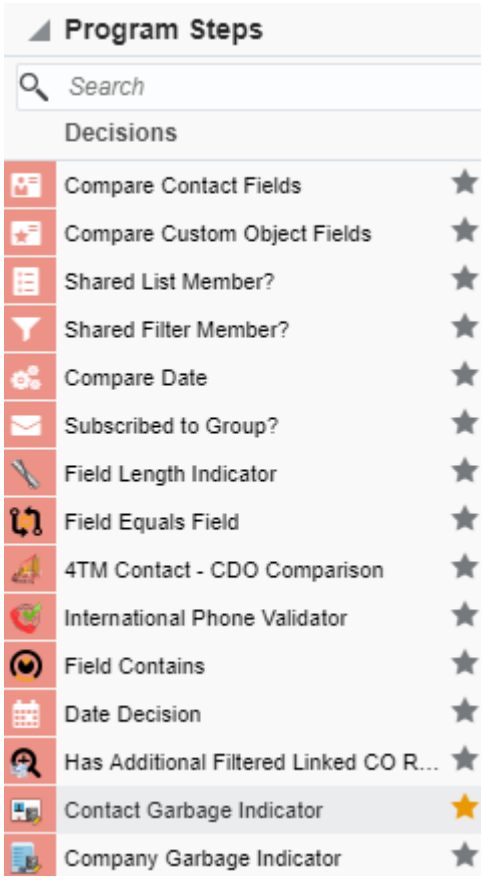
Garbage Contact String
,
.
;
"
:
{
]
\
www

- 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.

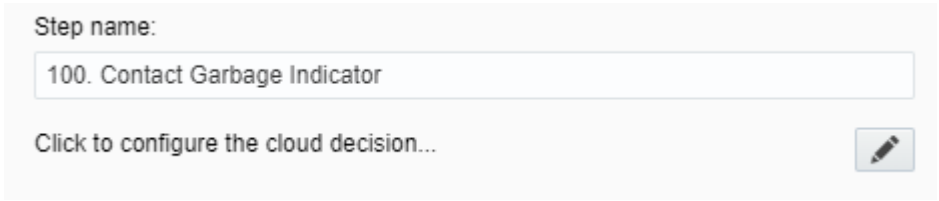
- You also can use the general list provided by 4Thought Marketing.
- Make sure you click on ‘Save Settings’ to save your configuration. If you make any undesired changes after you can click on ‘Revert Changes’ to go back to the last saved configuration.
- After saving the table(s) that you uploaded 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 Contact Garbage Indicator (Colored in pink).

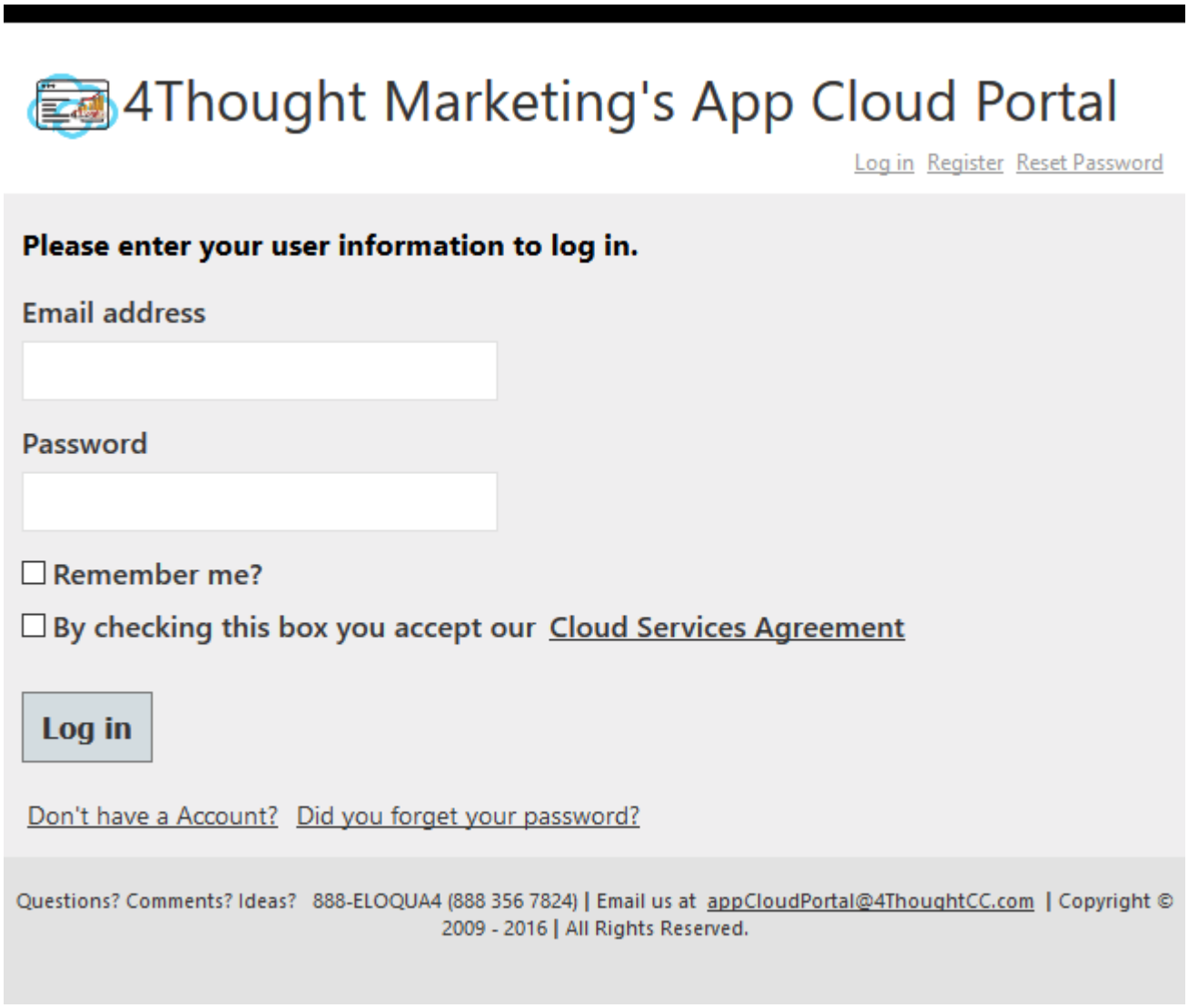


- Drag and drop the cloud decision to the canvas area. Connect the corresponding elements to the dropped cloud action

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



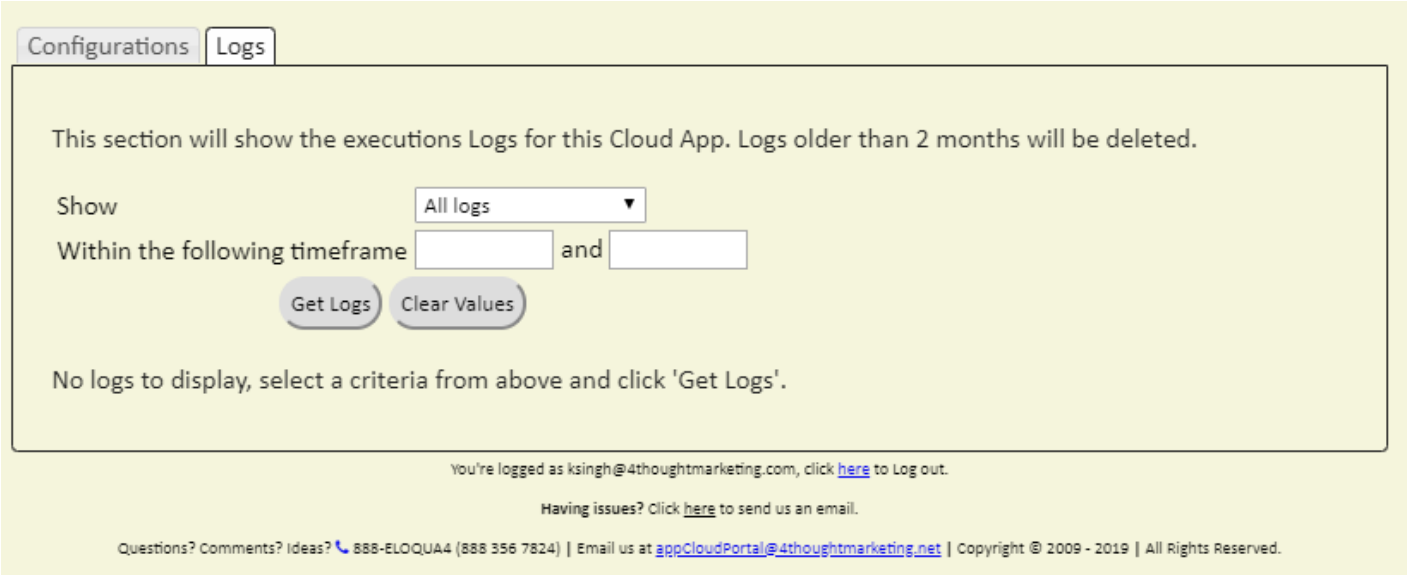
a. Click the pencil icon to open the settings for this step.
You will need a user to log in and configure this Cloud Action. If you don't have one, you can create one. If you do, use your user to Log In in the page shown in the following screenshot:



- For this cloud decision, you can indicate the Contact field to Evaluate, can see the list of Garbage Strings and can consider garbage records which have 3 repeated consecutive characters in the field.Click here (NOTE: need to identify where “here” is on these items) to see already created garbage string
    - Click here (NOTE: need to identify where “here” is on these items) 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 Contact field from the list to evaluate.

- 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

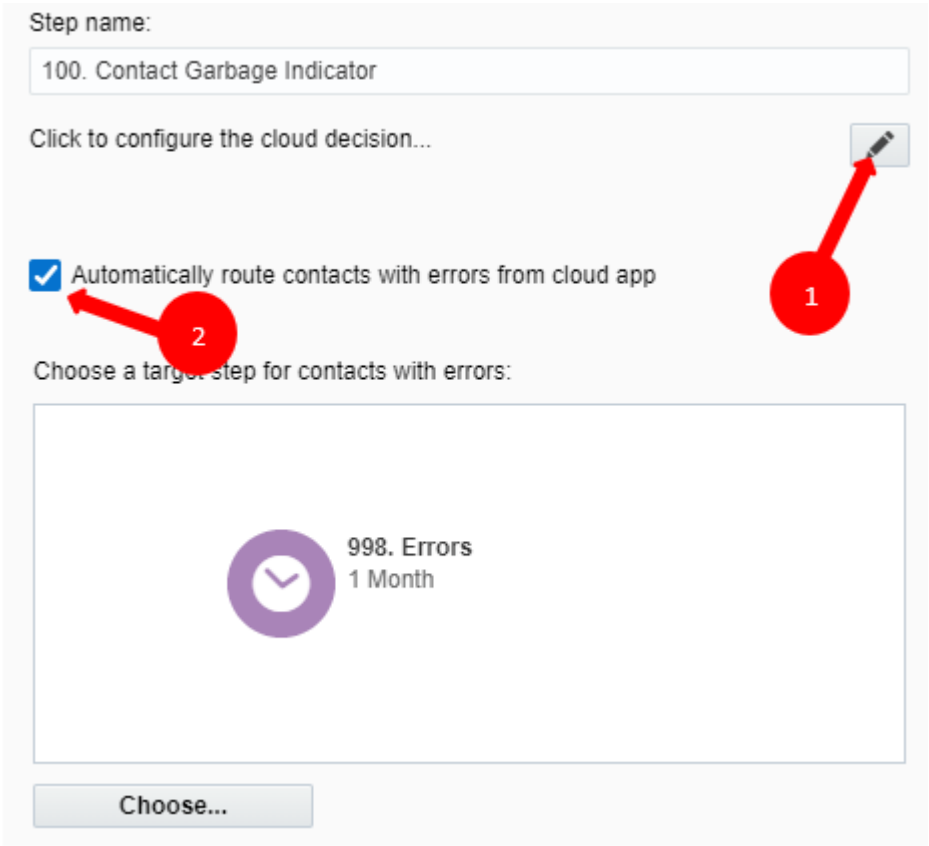


a. **Show**: Here you can select what type of log you want to see, it gives you an option to select “All logs”, “Successful logs only”, “Failed logs only”
b. **Within the following timeframe**: This field allows you to select the timeframe to view the execution logs.

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.



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.