

Country Normalization Cloud App Documentation

Table of Contents

- [Purpose](#)
- [Set-up in Oracle Eloqua](#)
- [How to use](#)
- [License Information](#)

Purpose

There are situations where the values of certain fields greatly differ from each other. Even when those values represent the same thing. This is where this Cloud Action comes into play. With Country Normalization Cloud App, you can normalize the values in the Country field using your own standard or a general standardization list.

This App takes highly varying Country names and converts to low quantity segmentable Countries like (United States, United Kingdom, etc.)

This document will show how this Cloud Action 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”

Country Normalization

Accept and Install



4Thought Marketing Cloud Apps

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Phone

888 356 7824

Description

Normalize Country field by looking up values

Services



Action : Country Normalization

Normalize Country by looking up values against standardized values

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

Oracle Eloqua Marketing Cloud



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

Country Normalization

4Thought Marketing Cloud Apps

Normalize Country field by looking up values

Sign In


Cancel

ORACLE®

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

My Apps [Get more apps at the marketplace](#)

Sort by **Name** ▼

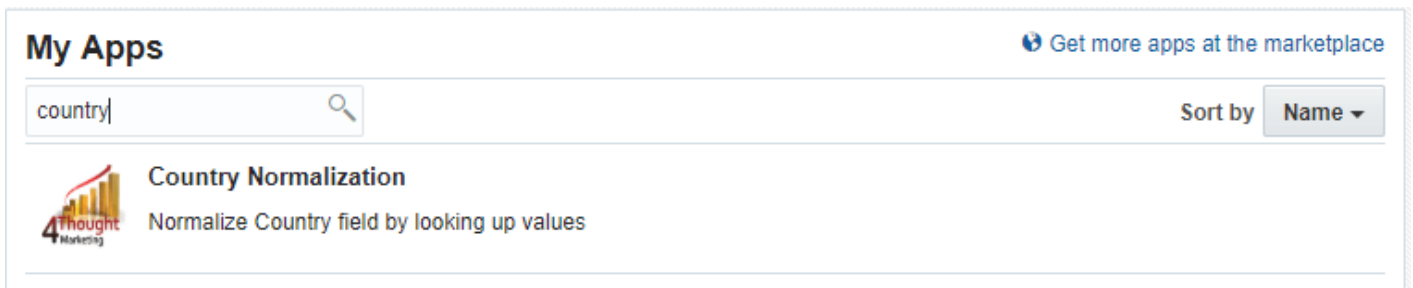
 **Country Normalization**
Normalize Country field by looking up values

How to use

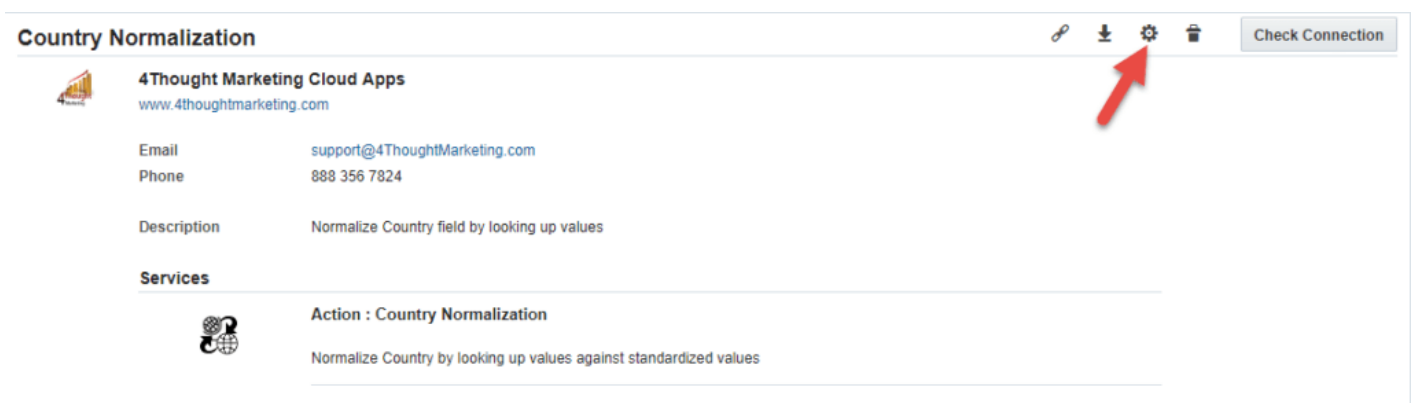
This app requires 2 types of configuration, one is the general configuration and the other one an app specific configuration. The following instructions show a basic/simple usage.

- 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 'country'. 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:



- **Normalization Table** - This is the table where raw values and normalized values has been defined. If it is already created then it can be selected from the dropdown list or you can create by selecting the option “New - Other” from the dropdown list. (Explained in point no. 2.4.1)
- **Select the sheet you want to upload** - Normalized data file can be created by using excel/csv type which will have 2 columns i.e. Country before Normalization (Raw data) and Normalized data.

| Country Raw | Normalize data |
|---------------|----------------|
| United States | United States |
| UnitedStates | United States |
| USA | United States |
| us | United States |

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 (Explained in point no. 2.4.2)

- **Select the column you want to upload** - After choosing file, you need to select sheet from the file and then need to map columns for Raw Data and Normalized Data.
- Raw Data - Raw data column from the sheet will be used as a source.
- Normalized Data - Normalized data column from the sheet will be used here to define Normalized Values.

• **How to Select/Create Normalization Table -**

You can add, remove or view the tables saved on the system. These tables are the ones that are going to be used in the app.

- Select the option New-Other to create new table and give name to the table in “Type a Table name” field.
- Choose the file from the location you saved it before and select the sheet to be having raw values and normalized values.

(You can upload the Custom list with the values to normalize. 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 2 columns: Raw value, and Normalized values.

The first column is the list of values that need to be normalized. For example, if you want to normalize Country United States, then the first column should look something like this: UnitedStates, united states etc.

The second column should be the normalized value we want. So, for example, if you want to normalize UnitedStates, united states to United States or USA or US, then the last value should be United States

or USA or US for the 2 variants of the country.)

| Country Raw | Normalize data |
|---------------|----------------|
| united states | United States |
| UnitedStates | United States |
| USA | United States |
| us | United States |

| Country Raw | Normalize data |
|---------------|----------------|
| united states | USA |
| UnitedStates | USA |
| USA | USA |
| us | USA |

| Country Raw | Normalize data |
|---------------|----------------|
| united states | US |
| UnitedStates | US |
| USA | US |
| us | US |

- Select the sheet from the list uploaded
- Select the RAW Data from the list uploaded
- Select the Normalized Data Column from sheet for Normalize Values.



Country Normalization

Country field will be normalized by looking up values vs a list of saved values

Configurations

Normalization Table

To create a new table, indicate a name.

To modify an existing one, select the name and upload new values (Existing values will be deleted).

To delete a table, do not upload a file and select the table to be deleted.

New - Other

Type a Table name 4TM Country List

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

Choose File

Test

Test

Test

Test

Test

Test

Test

Test

Test

Test

Test

Test

Test

Test

Test

Select the sheet you want to upload

Country Table uploaded

Select the columns you want to upload

RAW Data

Country Raw

Normalized Data

Normalize data

Save Settings

Revert Changes

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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- Lastly, you need to click on the 'Save Settings' button. You can check that the new table was added by clicking on the drop-down list menu from the first section.

Normalization Table

To change this list, change the Global Settings of this App by clicking [here](#)

Source Contact Field

Destination Contact Field

The result of the lookup will be written in this field.
Destination can be the same as the Source Field.

Save Settings

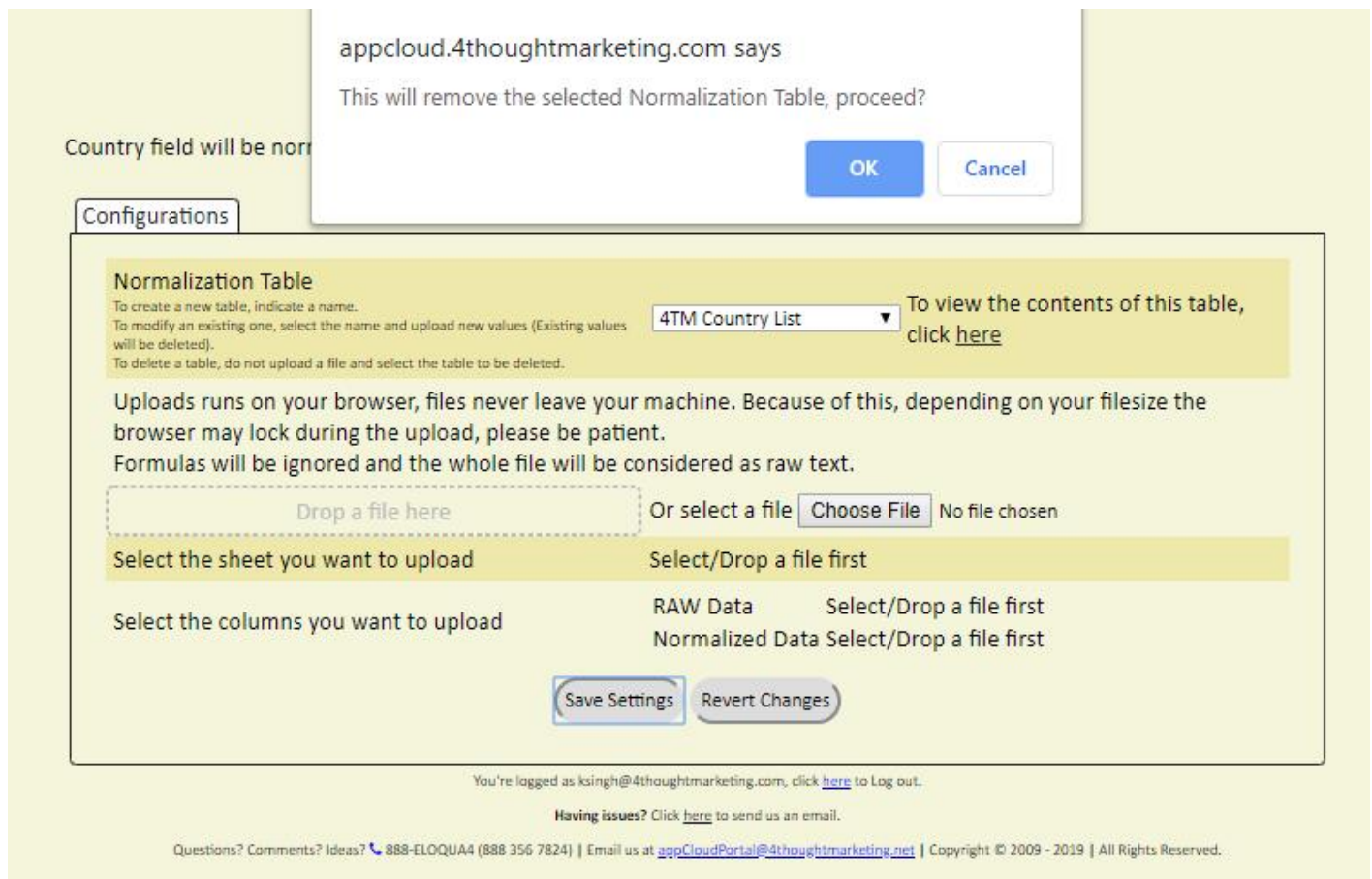
4TM Country List

- Select One -

Custom Country Normalization

4TM Country List

- To remove a table, you just need to select the one you want to delete and click the 'Save Settings' button. A confirmation dialog will appear confirming that the table will be deleted. Please note that tables that are already being used in an app on a campaign or program canvas will not be deleted.



- To view the contents of a table:
 - Select the table from right next to the drop-down list a text will appear with a link to view the contents. You need to click the link and a new window will appear with the table's contents.




- 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.

Saved Normalization Strings

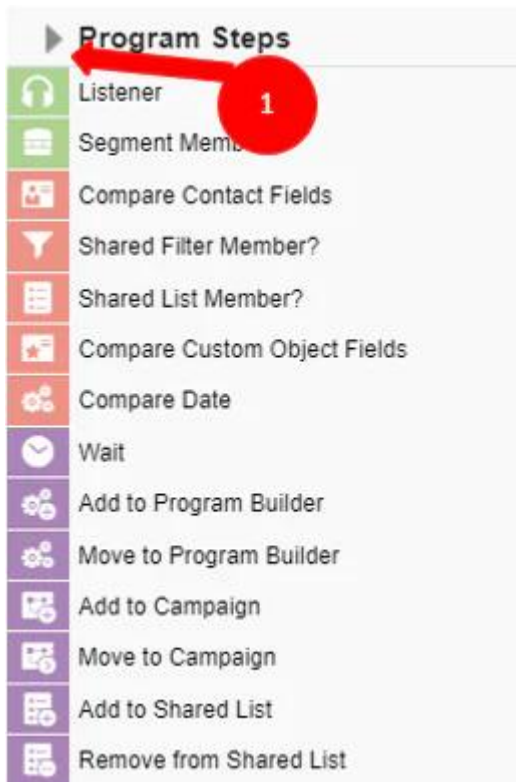
To export the values of the following table, click [here](#).

The character  represents a space.

| Raw Data | Normalized Data |
|---|-----------------|
| united  states | United States |
| UnitedStates | United States |
| USA | United States |
| us | United States |
| Usa | United States |



- 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 “Actions” locate the Country Normalization App (Colored in purple).

| Actions | | |
|---------|------------------------------|---|
| | Add to Campaign | ★ |
| | Add to Program | ★ |
| | Add to Program Builder | ★ |
| | Add Linked Record to Program | ★ |
| | Add to Shared List | ★ |
| | Move to Campaign | ★ |
| | Move to Program | ★ |
| | Move to Program Builder | ★ |
| | Move to Shared List | ★ |
| | Remove from Shared List | ★ |
| | Wait | ★ |
| | Country Normalization | ★ |


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



- Double click the Country Normalization, you will see some options for this element.
- Rename the step if needed

Step name:

Click to configure the cloud action...



- 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 login 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?](#)

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- For this cloud action, you can indicate the Normalization table, Source field and Destination field to execute the normalization process.
 - Select the already created normalization table or create a new normalization table by selecting option 'New - Other' from the drop-down list.
 - Select Source Contact Field for raw data.
 - Select Destination Contact Field to store data after normalization.

here'. It contains three dropdown menus: 'Select One -', 'Select a field -', and 'Select a field -'. There are also 'Save Settings' and 'Revert Changes' buttons. Four blue callout bubbles are present: bubble 1 points to the 'Select One -' dropdown, bubble 2 points to the first 'Select a field -' dropdown, bubble 3 points to the second 'Select a field -' dropdown, and bubble 4 points to the 'Normalization Table' title. At the bottom, there is a footer with login information, a link to log out, a link to send an email, and copyright information."/>

Country Normalization

Country field will be normalized by looking up values vs a list of saved values

Configurations | **Logs**

Normalization Table
To change this list, change the Global Settings of this App by clicking [here](#)

Source Contact Field - Select a field -

Destination Contact Field - Select a field -
The result of the lookup will be written in this field.
Destination can be the same as the Source Field.

[Save Settings](#) [Revert Changes](#)

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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- To change the normalization Table values or for a new normalization table please click on here as shown in the above snapshot (Bubble no 4).
- 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

[Get Logs](#) [Clear Values](#)

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.

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

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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

Configurations | **Logs**

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

Show **1** → All logs ▼

Within the following timeframe 11/21/2018 and 01/21/2019 **2** →

Get Logs Clear Values

| Total Records | Success | Failed | Entry Date | End Date | Message |
|---------------|---------|--------|------------------------|------------------------|--------------------------------------|
| 1 | 1 | 0 | 01/18/2019 14:24:10 | 01/18/2019 14:24:14 | 4Thought Marketing App Re-Processed. |

- **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.

Country Normalization
Country Normalization

Step name:
Country Normalization

Click to configure the cloud action...

Scheduling Routing

☒ Automatically route contacts with errors from cloud app

Choose a target step for contacts with errors:

998. Errors
10 Weeks

Choose...

That's all. Activate the campaign or program, put some Contacts in it and see the Country Normalization 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. 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 Action step, it may be due to a missing or expired License which you can get with your corresponding Account Manager.