

Line-Oracle Eloqua Integration through Cloud APP - User Guide

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Pre-Requisites:

➤ Configure App Cloud:

Step 1: Please access our APP from below link:

<https://login.eloqua.com/Apps/Cloud/Admin/Catalog/Add/767a45b7-07a8-44f8-a311-9413aa49e290/F9-28-4B-E0-6D-53-5B-39-AA-C5-48-1C-DF-A2-07-D3>

Step 2: Once login into Oracle Eloqua, click on the Accept and Install button to perform below process in Verticurl Application.

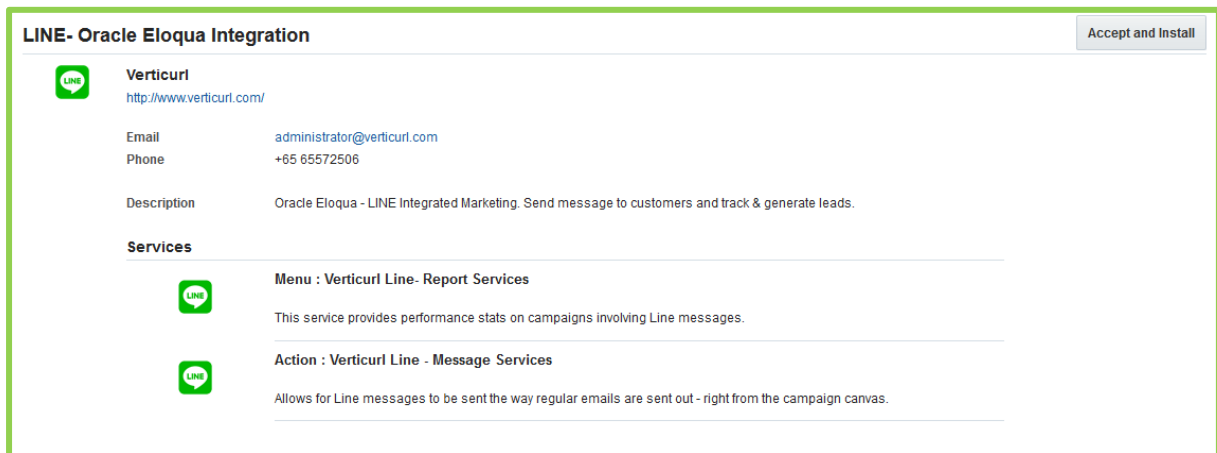
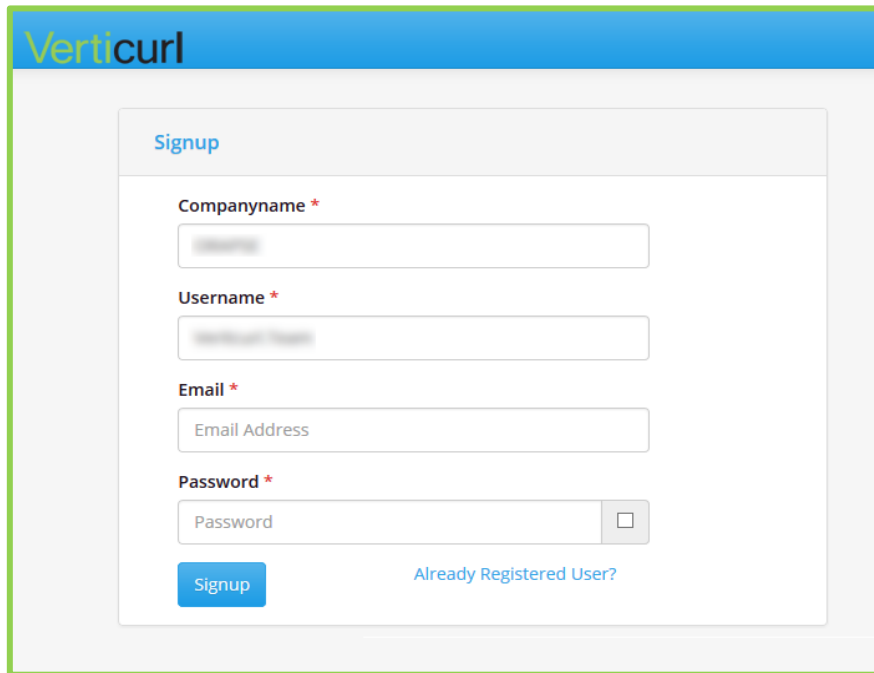


Figure 1: Installation

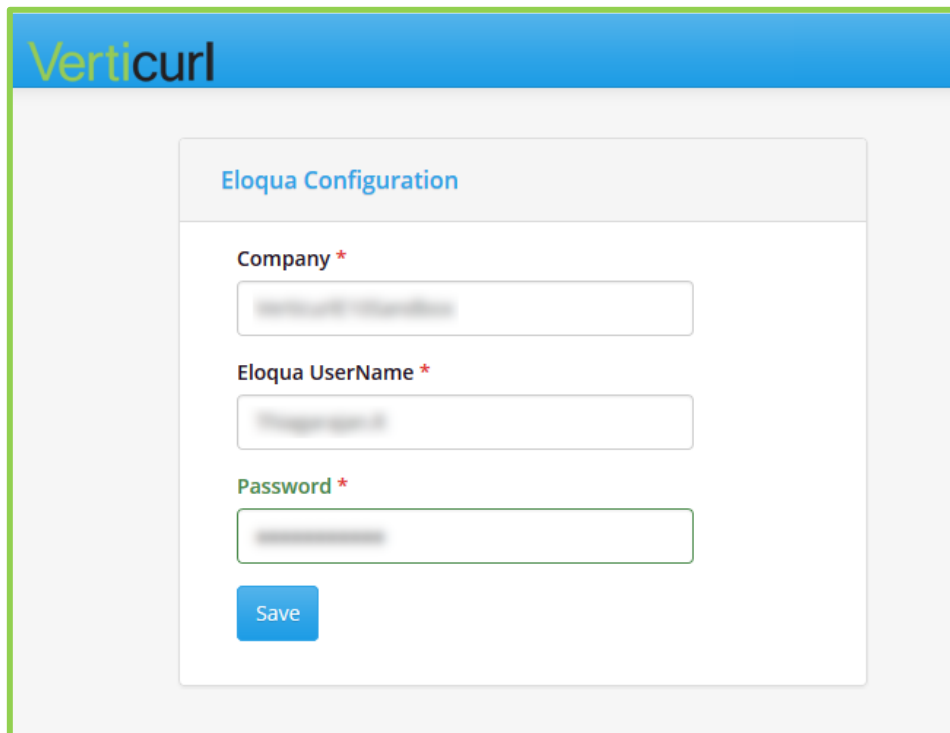
Step 3: Signup into Verticurl Application with Oracle Eloqua Credentials (prepopulated in form) and Email address.



The screenshot shows the Verticurl application interface. At the top, there is a blue header with the 'Verticurl' logo. Below the header, a white box titled 'Signup' contains the following fields: 'Companyname *' with a text input field, 'Username *' with a text input field, 'Email *' with a text input field labeled 'Email Address', and 'Password *' with a text input field and a visibility toggle icon. At the bottom of the form, there is a blue 'Signup' button and a link that says 'Already Registered User?'.

Figure 2: Sign Up Form

Step 4: Submit the valid Oracle Eloqua Instance Details.



The screenshot shows the Verticurl application interface. At the top, there is a blue header with the 'Verticurl' logo. Below the header, a white box titled 'Eloqua Configuration' contains the following fields: 'Company *' with a text input field, 'Eloqua UserName *' with a text input field, and 'Password *' with a text input field. At the bottom of the form, there is a blue 'Save' button.

Figure 3: Oracle Eloqua Login

Step 5: Submit the valid Line Configuration Details.

The screenshot shows a form titled "Line Configuration". It has three input fields, each with a red asterisk indicating it is required: "Channel ID *", "Channel Secret *", and "Channel Access Token *". The "Channel Access Token" field is a text area with a scrollbar. At the bottom left of the form is a green "Save" button.

Figure 4: Line Configuration

Step 6: Upload QR code which downloaded from LINE account and enter name for the image.

Step 7: To have branded QR code, upload Company LOGO and crop the area which to display in centre of a QR code image.

The screenshot shows a form titled "Upload QR and Logo". It has a "Qr Name" input field containing "Line QR Image" and a note "(Max: 50 characters)". Below are two upload sections: "Upload QR Image (Size should be 128K, supports for JPG & PNG)" and "Upload Logo (Size should be 128K, supports for JPG & PNG)". Each section has a "Browse..." button and "No file selected." text. A QR code image is displayed. At the bottom is a green "Save" button.

Figure 5: Upload QR code and Logo

Step 8: Save the details. Two images will be merge and uploaded in Oracle Eloqua Image Components.

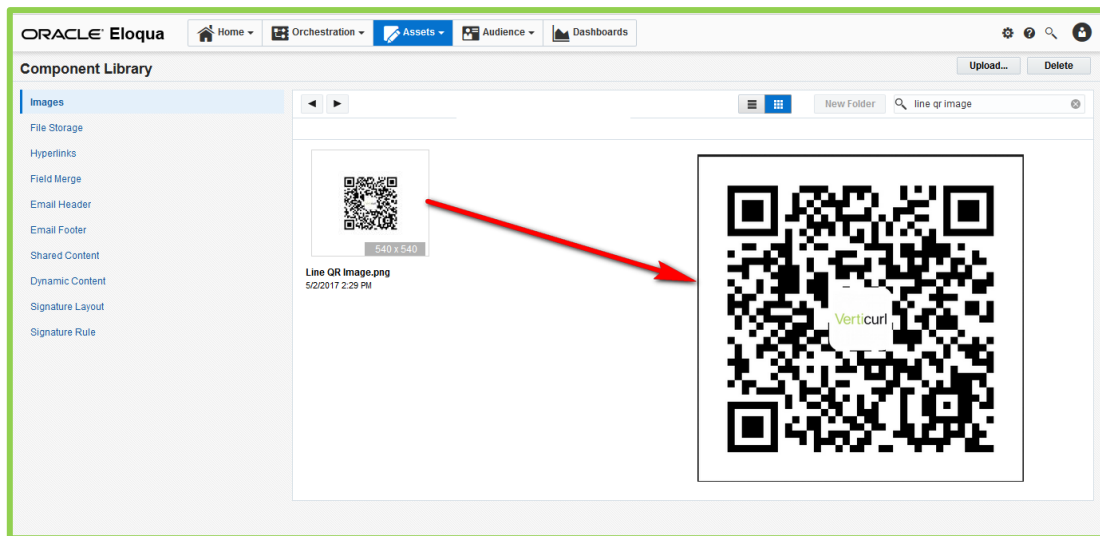


Figure 6: Uploaded Image in Image Component Library

Step 9: Create a CDO List.

The screenshot shows the 'Create CDO List' form. The title 'Create CDO List' is at the top. Below it, there is a field labeled 'Cdo Name *' with a red asterisk indicating it is required. The text 'Verticurl Line CDO List' is entered in the field. Below the field, there is a red note '(Max: 50 characters)'. At the bottom left, there is a green 'Save' button.

Figure 7: CDO Creation

➤ Configure QR Code Message Service:

Step 1: Click on the Settings button and choose Apps from the Platform Extensions tab.

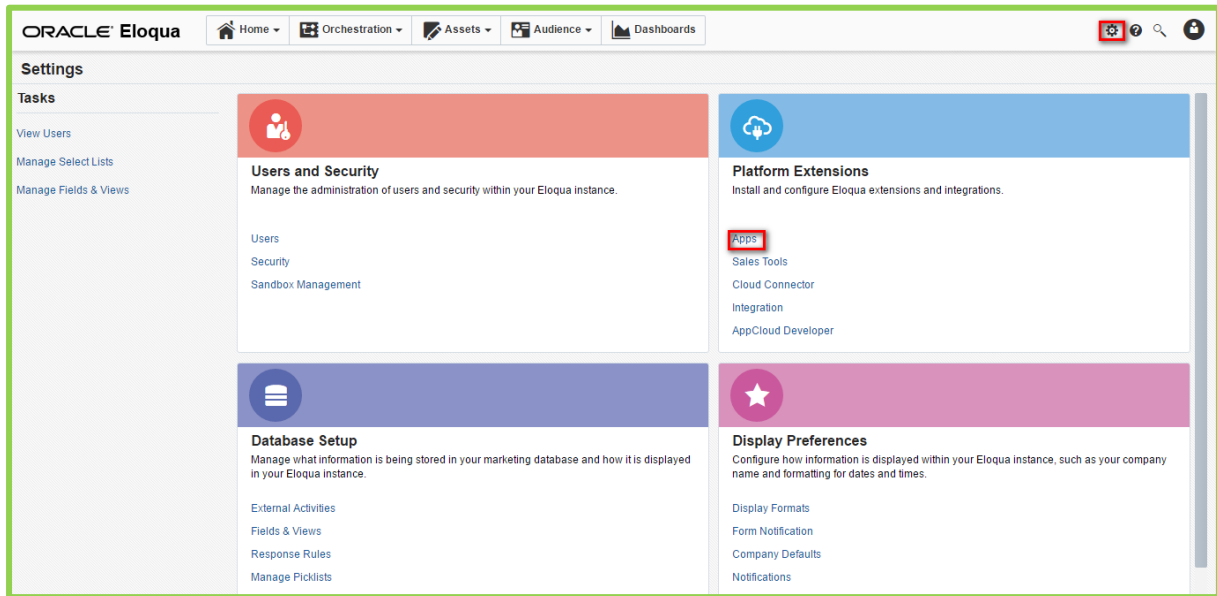


Figure 8: App panel

Step 2: Choose LINE – Oracle Eloqua Integration, then click the configure option.

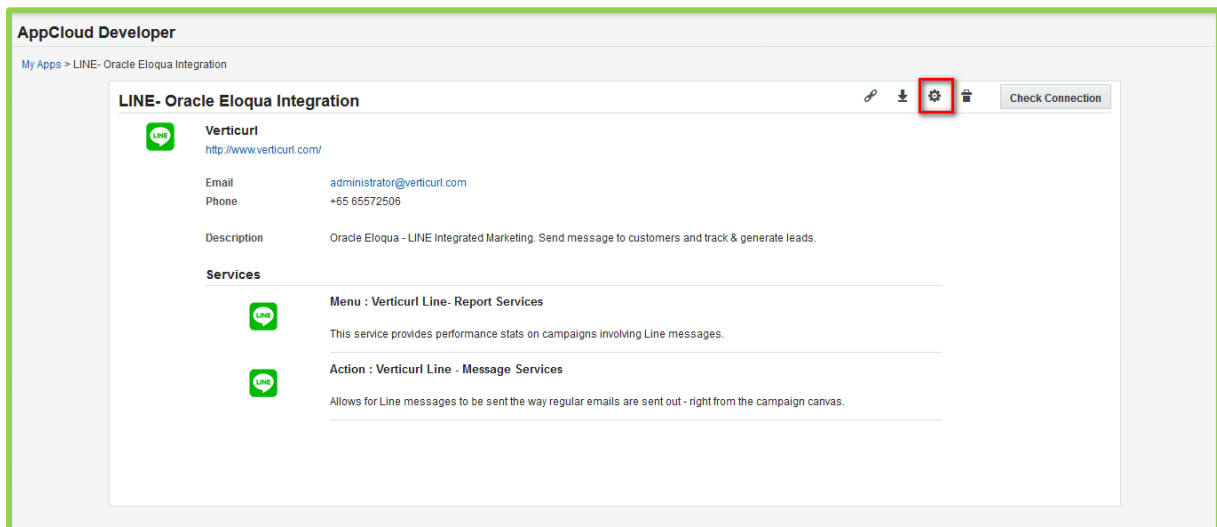


Figure 9: Configure in Line - Oracle Eloqua Integration App

Step 3: Login with the preassigned credentials to the Verticurl app

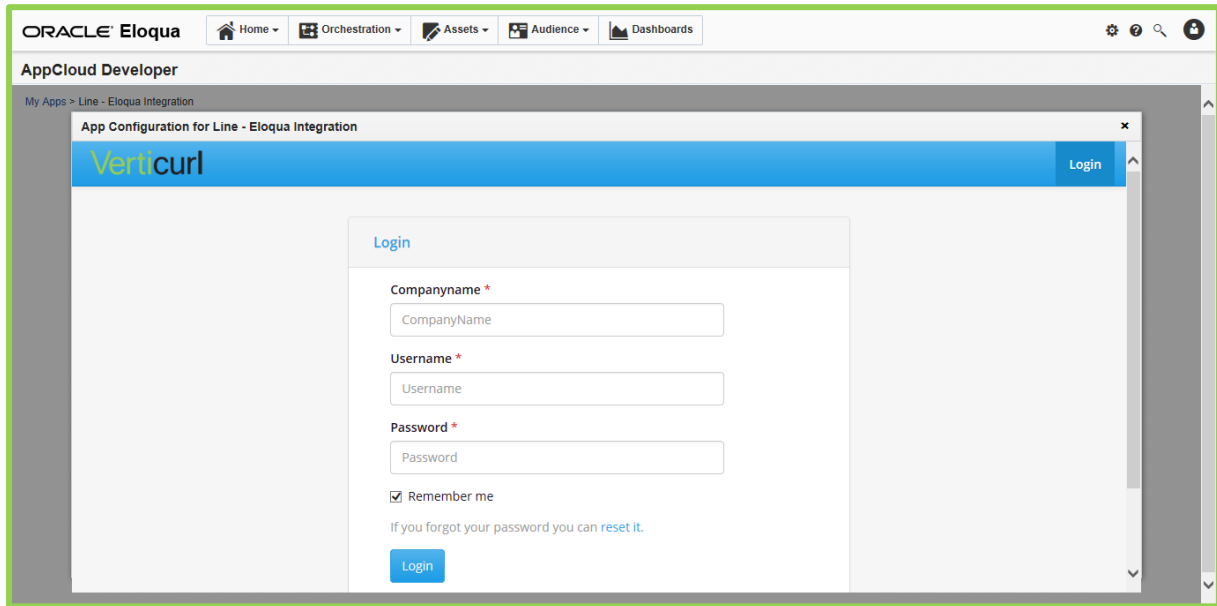


Figure 10: Login for Line App

Step 4: Configure the required acknowledgment message – this is the welcome message that will be sent instantly to the subscriber upon sign up. It can be just a plain text message with a link but can also be a multimedia message such as images, audio, video.

For example a sample message would be “Thank you for adding me as your friend. Please visit this page for more information <http://www.verticurl.com/>”

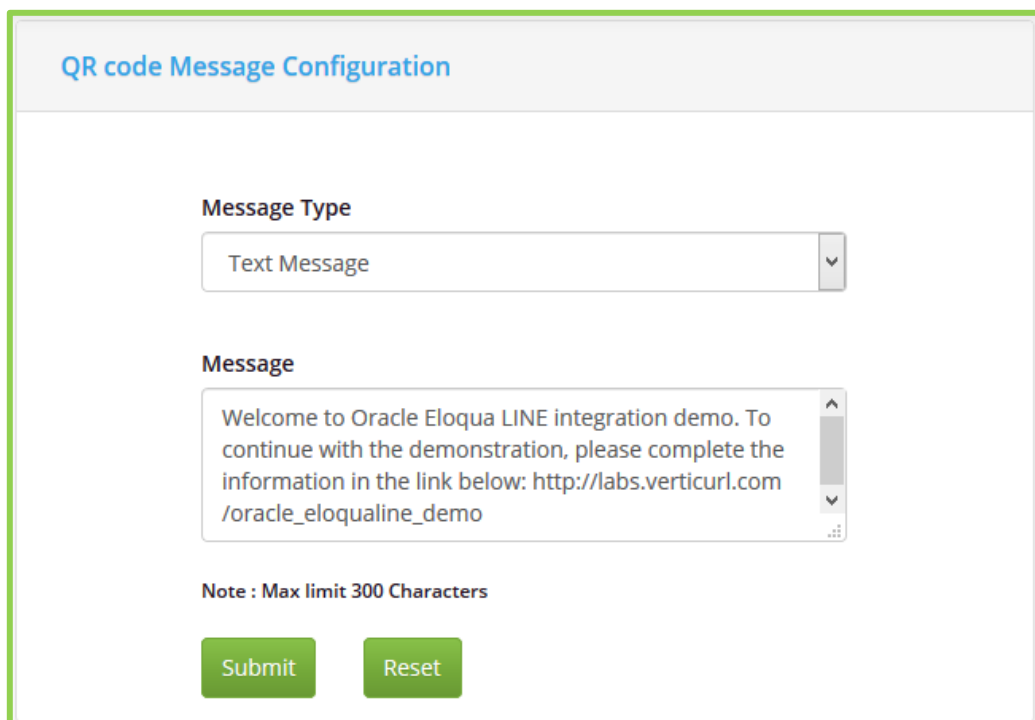


Figure 11: Configure QR Code Message

Step 5: Submit the configuration.

➤ QR Code Service in Landing Page:

Step 1: Go to Assets -> Click on Create a Landing Page

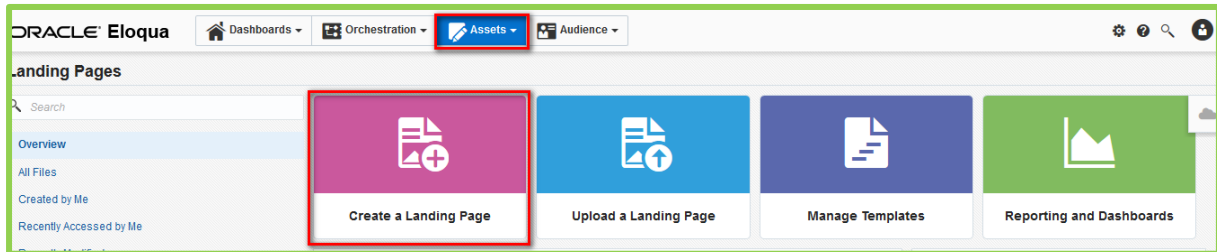


Figure 12: Create Landing Page

Step 2: Choose Template either “Blank Landing Page” or “Blank HTML Landing Page”.

Step 3: Choose “Image” components from Left Panel. Search QR code image with the name which submitted at the time of upload QR code and Logo section.

Step 4: Drag and place the image in the landing page

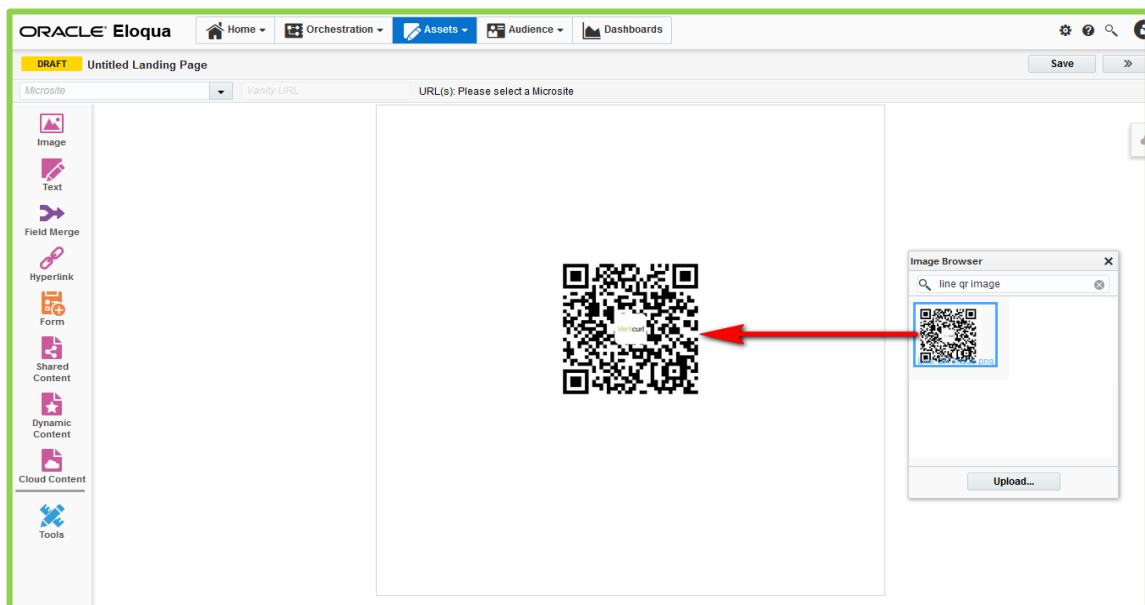


Figure 13: QR code in Landing Page

➤ Configure Message Service:

Step 1: Go to Campaigns -> click on “Create a Multi-Step Campaign”.

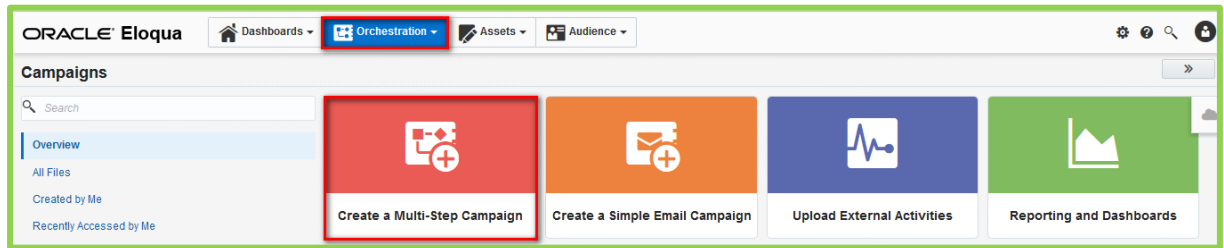


Figure 14: Create a Campaign

Step 2: Choose the Template (or go with blank).

Step 3: Expand the ‘Campaign Steps’ so that all the options are visible.

Step 4: In the actions section, check if “Verticurl Line - Message Service” is listed among the Cloud Applications. If it is not listed, it may not yet be installed for your instance. Contact your system admin to have the app installed.

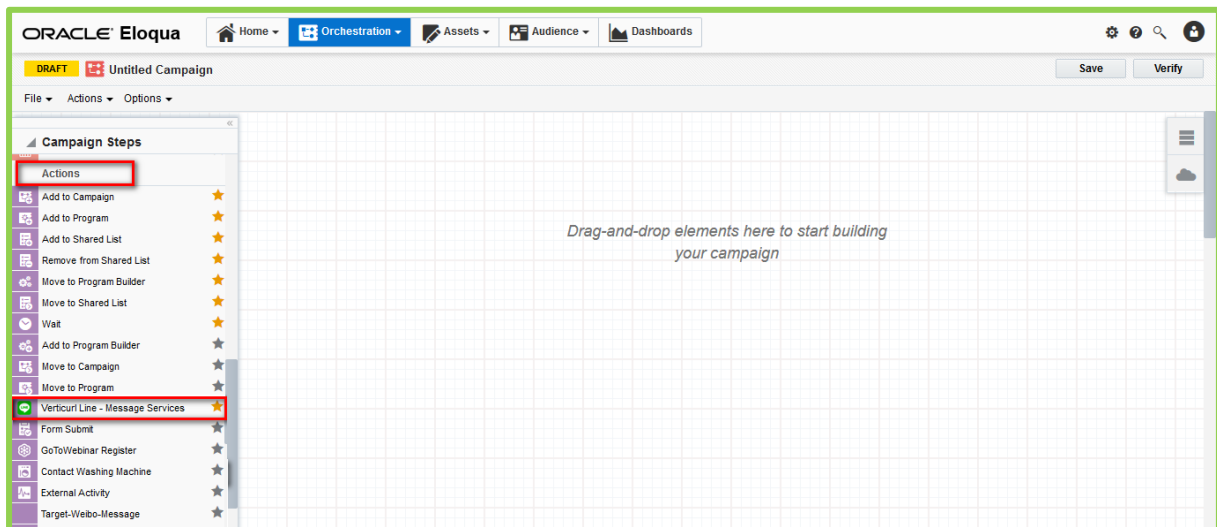


Figure 15: Choose action service

Step 5: Select your segment – the usual way.

Step 6: Drag & Drop Cloud APP “Verticurl Line – Message Services”

Step 7: Include a 'wait step' after the Verticurl Cloud App Step and connect all three steps

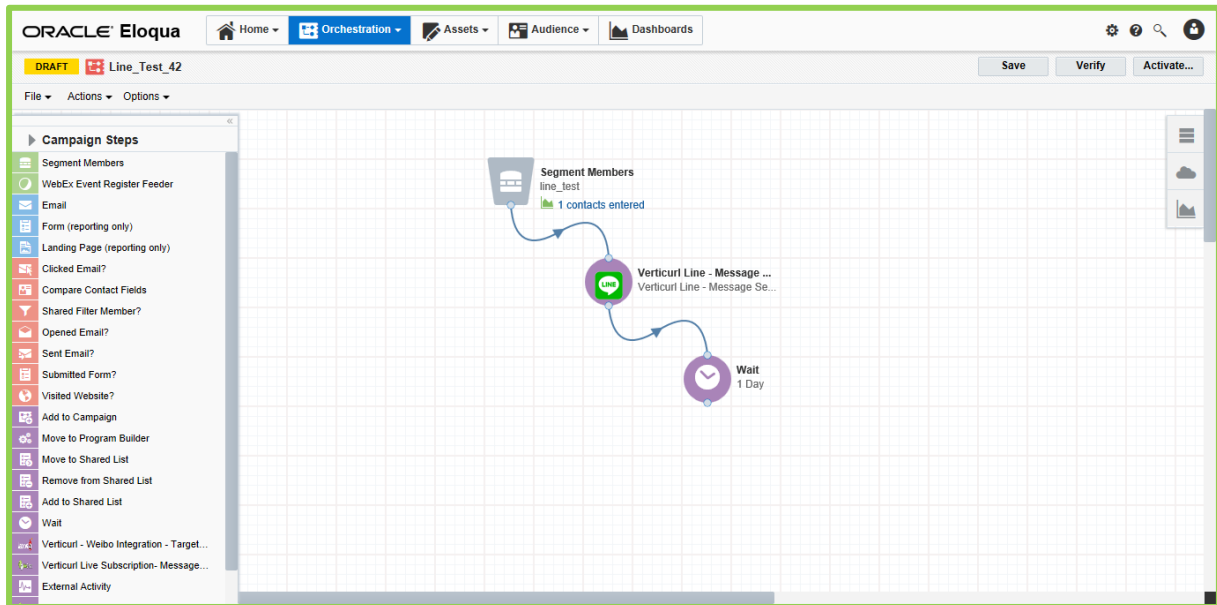


Figure 16: Setup Campaign Canvas

Step 8: Double click on Configure button in the Cloud App – this will pop up an overlay with a login screen. Key in your credentials to the Verticurl cloud service.

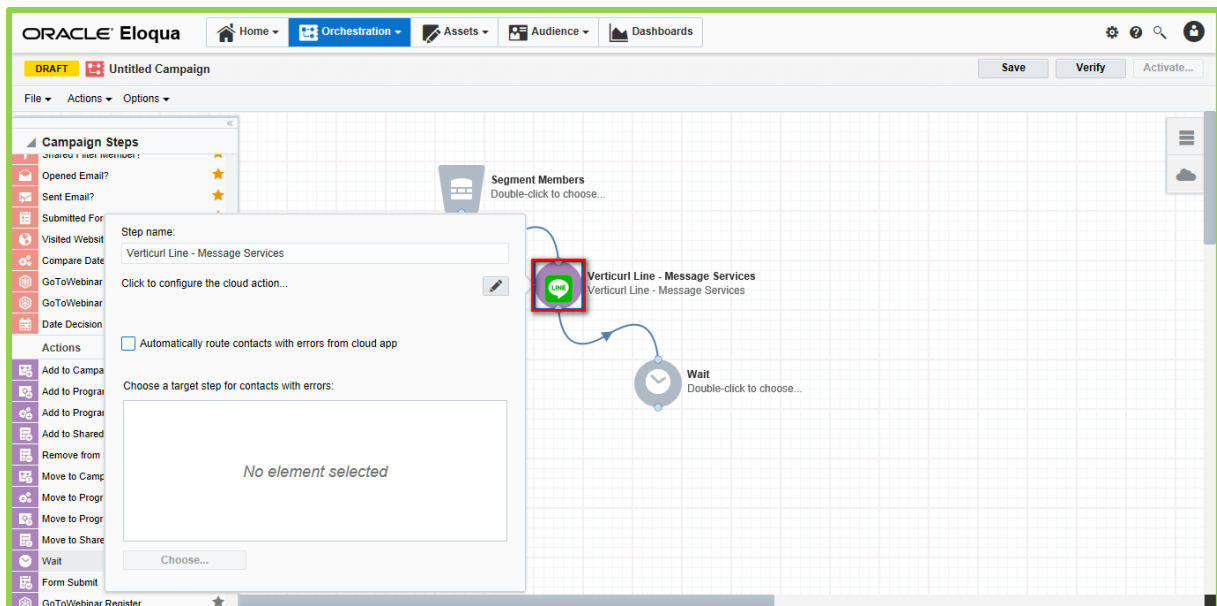


Figure 17: Configure the cloud action

Step 9: Configure the target message in Verticurl Application.

The screenshot shows the 'Campaign Message Configuration' window in the Verticurl application. The interface includes several dropdown menus and text input fields, each with a corresponding callout box:

- Message Type:** A dropdown menu with 'Text Message' selected. Callout: 'Choose type of Message'.
- Field Merge:** A dropdown menu with 'FirstName' selected. Callout: 'Choose Contact Field to Merge with text message to have a Personalized message.' A 'Merge' button is located below this field.
- CDO LIST:** A dropdown menu with 'CDO LIST' selected. Callout: 'To merge CDO field value, then choose CDO Name'.
- CDO Fields:** A dropdown menu with 'Choose CDO Fields' selected. Callout: 'Choose CDO Field whose value to be merge.' A 'CDO Merge' button is located below this field.
- Message:** A text input field containing the message: 'Hi C_FirstName, Thanks for your interest and please follow "https://webinar.com" to register for event.' Callout: 'If Text, draft your message here other wise configure the message with necessary multimedia file.'

At the bottom of the form, there are 'Submit' and 'Reset' buttons. A character count shows '103 characters entered' and a note states 'Note : Max limit 300 Characters'.

Figure 18: Configure the Message

Step 10: Submit the Configuration.

Step 11: Add wait duration in "Wait Step".

Step 12: Save & Activate the Campaign.

➤ Report Services:

Step 1: Click on Menu in the Right Side.

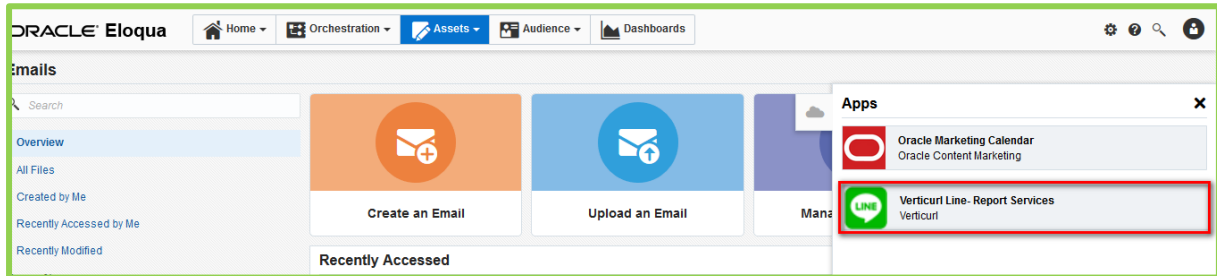


Figure 19: Choose Report Menu

Step 2: Click on the “Verticurl Line - Report Service”.

Step 3: Login into Verticurl Application with pre-assigned credentials.

Step 4: Reports -> Followers Report: This report will list down complete Followers details.

Customers Report

Follower Count - 15

Nick name	Mid	Photo
Gary	Udeb6b5caefe4aa831805c54a2bccdf53	
たたく	U76b3bddaa16f5ac89dc3ce988542eed8	
Nicholas Hirayama	U04107f5bed172d32f5694f802f71ff69	
Raj	Ub70a6d32b99ad3aa5dc0b58341150732	

Figure 20: Followers Report

Step 5: Reports -> Message Service Report: This report will show up with statuses on the messages sent from the campaign canvas, along with timestamps for the same.

Messages Service Report

Eloqua Campaign Message Service Report gives the status of each message sends to target followers from Eloqua Campaign.

Select Message Type

Submit

Reports :

Name	Line Mid	Type	Message	Status	Date
Krishna Kumar	U11e5f1a2bb7ce67f12acfb924bedc7d4	Text	Krishna, Verticurlは、Oracle Eloquaのようなエンタープライズ・マーケティング自動化プラットフォームとLineのリーチのメリットを兼ね備えた世界初の統合マーケティングソリューションを開発しました。このアプリケーションにより、Eloqua PlatformとLine - Social Messengersの統合されたマーケティング活動を拡大することができます。	Success	2017-04-06
Carol	U25e823c35331f938dbafa52d77e5bff4	Text	Carol, Verticurlは、Oracle Eloquaのようなエンタープライズ・マーケティング自動化プラットフォームとLineのリーチのメリットを兼ね備えた世界初の統合マーケティングソリューションを開発しました。このアプリケーションにより、Eloqua PlatformとLine - Social Messengersの統合されたマーケティング活動を拡大することができます。	Success	2017-04-06

Figure 21: Message Service Report

Step 6: Reports -> Campaign Statistics Report: This report will show up with statistics report on the messages sent from the campaign canvas.

Overview Report

Campaign

Submit

Friends Count - 15

53%

Targeted Friends - 8

Carousel Message

100%

Success Count - 8

0%

Failed Count - 0

Figure 22: Message Service Statistics Report