

# Eloqua Integration

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## **Integration Overview**

The Webcast Eloqua Integration offers the capability to pass webcast data into Eloqua as well as take registration for a webcast on a Eloqua form.

The [Webcast Activity Feed](#) is an integration managed by the webcast team that allows you to create / update leads, create custom activity records and capture interaction data in custom objects

The [Registration Integration](#) allows you to take registration on a Eloqua form to leverage the Eloqua intelligence and support your overall marketing campaign steps, while seamlessly registering the user for the webcast.

## **Webcast Activity Feed**

### **Activity Feed Overview**

The Webcasts Activity Feed sends webcast registration, attendance and interaction data into Eloqua. This document outlines the specific data that passes with the integration, as well as setup steps required to complete the integration. The Eloqua activity feed is facilitated by [Workato](#).

The webcast activity feed is setup and managed by the webcast team, please use the [form](#) to request the required support.

### **Included Data and Endpoints**

Clients are able to customize which data and endpoints listed below are included with their implementation. This will be confirmed during the meeting with a webcast integration specialist.

- Create new Eloqua Contacts
  - Standard Webcast Registration Details
  - Custom Webcast Registration Details

- Update Existing Contacts
  - Standard Webcast Registration Details
  - Custom Webcast Registration Details
- Webcast Interaction Data (Eloqua Custom Objects)
  - Standard Webcast Registration Details
  - Custom Webcast Registration Details
  - Webcast Viewing Session Times and Durations
  - Webcast Polling / Survey Responses
  - Webcast Q&A Data
  - Webcast CE Details

## Requirements

- API enabled Eloqua Account
- Custom Data Objects to store webcast interaction data

## Custom Objects

Custom Object Records will be tied to the corresponding contact record, if a match is available.

**Object Name:** Webcast Registration Viewer Data

Field Name	Required	Description	Field Type
External ID	Yes	Stores unique values which connect the data between the webcast and Eloqua	text/textbox(set as unique code field for Custom Object)
Address1	No	Street Address 1	text/textbox
Address2	No	Street Address 2	text/textbox
Attended	No	Did the webcast registrant view, at least a portion, the webcast	text/checkbox
Campaign Source	No	Track the marketing channel that drove webcast registration	text/textbox
Certificate Link	No	Link to download the user's certificate, if applicable	text/textbox
Certification Results	No	Did the user pass the requirements to receive CE credit	text/textbox
City	No	City	text/textbox

Company	No	Company	text/textbox
Cost Center	No	Text field in the webcast setup, generally utilized to capture sponsor or billing code information	text/textbox
Country	No	Country	text/textbox
Custom Registration	No	Non-default webcast registration field. The actual field name implemented should not be "Custom Registration" but reflect the information captured	text/textbox
Email	No	Email	text/textbox(set as email address field for Custom Object)
Fax Number	No	Fax Number	text/textbox
First Name	No	First Name	text/textbox

Hidden Field	No	A registration field that is hidden on the webcast registration form. Similar to the "Custom Registration" field a different field name can be chosen for this field.	text/textbox
IP Address	No	IP Address	text/textbox
Last Name	No	Last Name	text/textbox
Live Session Duration	No	The amount of time the user viewed the webcast live	number/textbox
Mobile Number	No	Mobile number	text/textbox
OD Session Duration	No	The amount of time the user viewed the webcast in their most recent on-demand session	number/textbox
Phone Number	No	Phone Number	text/textbox

Postal Code	No	Postal or ZIP Code	text/textbox
Referrer	No	The address of the website the user accessed the webcast URL from, if included in the browser header.	text/textbox
Registration Date	No	Date of user registration for the webcast	date-time/textbox
Sim Live Duration	No	The amount of time the user viewed the webcast in their most recent simulated-live session	number/textbox
State	No	State or Province	text/textbox
Title	No	Job Title	text/textbox

Unsubscribed	No	Unsubscribe to email communications for this specific webcast event ID.  checked(unsubscribed from communications), unchecked(did not unsubscribe from communications)	text/checkbox
User Agent	No	A characteristic string that lets servers and network peers identify the application, operating system, vendor, and/or version of the requesting user agent.	text/textbox
Webcast Event ID	No	Unique id of the corresponding webcast event	text/textbox
Webcast Event Title	No	Title of the corresponding webcast event	text/textbox

**Object Name:** Webcast Survey QA Data

Field Name	Required	Description	Field Type
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External ID	Yes	Stores unique values which connect the data between the webcast and Eloqua	text/textbox(set as unique code field for Custom Object)
Answer	No	Depending on "Record Type" it is either a viewer's response to a poll/survey or an admin's response to a viewer question	large text/textbox
Campaign Source	No	Track the marketing channel that drove webcast registration	text/checkbox
Email	No	Email	text/textbox(set as email address field for Custom Object)
Question	No	Depending on "Record Type" it is either a viewer question or the question for a poll/survey	large text/textbox



Record Type	No	QA: Is a viewer question  In-Event: Is a survey/poll sent during the webcast  Post-Event: Is a survey responded to after the conclusion of the webcast	text/textbox
Webcast Event ID	No	Unique id of the corresponding webcast event	text/textbox
Webcast Event Title	No	Title of the corresponding webcast event	text/textbox

If you need information on how to create Custom Objects in Eloqua, please contact Eloqua Support.

## Implementation Process

To facilitate the integration implementation you will need to schedule a meeting with an integration specialist to review the specific requirements for your integration, which were outlined in the completed [form](#). The integration process is handled almost entirely by the webcast team, there are a couple steps you will need to complete:

1. Create the two custom objects in Eloqua to store webcast activity data
2. Connect Workato to Eloqua. It is recommended that the initial integration setup be completed using a sandbox environment, if available. The connection to Workato will be

completed during your implementation call, but you can review the process by watching the [Workato Connection Setup Tutorial](#).

## Registration Integration

### Introduction

Seamlessly register users for a webcast events using a Eloqua form. The process does not require the audience member to load any pages from the webcast within their browser to register. This integration leverages Eloqua's "Post Data to Server" form processing step, allowing for setup and testing at your convenience.

### Before you get started

- A “pass” parameter is required for Webhooks. If you do not already know your “pass” parameter value please contact [Support](#) for assistance.
- The webcast uses "email" as the primary field and is required for all registrations. Duplicate values will result in a "User already registered" response message.
- User registration data is immutable and will not be updated by resending registration data with a duplicate email address. It is important to include all desired registration data on the initial webhook submission
- All parameters are case-sensitive
- The webcast will only capture data for registration fields enabled on the webcast form
- Parameter values should be properly URL encoded (Ex. Blank spaces should be replaced with %20)
- Fields containing html or other script tags will be blocked by the system's security filter
- To trigger a registration confirmation email from the webcast include the "tp\_regconfemail" parameter and set it equal to “1”. If this parameter is not included or

is included but not equal to 1 the webcast will not send a confirmation email. Additionally, the webcast confirmation email must be enabled in order to be sent.

- Security options enabled for the webcast will not stop registrations. These settings are only tested when the audience member attempts to enter the actual presentation.

### Create a contact field to store the webcast event ID

In order to populate the Webcast Event ID in the Post Data To Server call a custom contact field needs to be setup. The name of the field is up to your discretion, but it is recommended to use an easily identifiable name, e.g., "Webcast Event Id".

### Post Data to Server

1. After the Eloqua form setup is complete, click "Processing" in the top right.

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2. Click "+" and double-click on the "Post Data to Server" option in the menu.

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3. Select "Constant Value" in the dropdown and enter the Server Side Registration URL configured for the event you want to receive the submitted data.

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### URL Configuration

Below is an example of a default URL. The URL you use should include any parameters (registration fields) you would like captured in the Webcast's reports. It is recommended to be inclusive of any potential fields you may wish to pass. The Post Data to Server call is unaffected if additional fields, not enabled on the webcast, are passed, as long as they are not required fields. Refer to the notes and table below for instructions on customizing the link for your event.

## Example URL

`https://event.webcasts.com/viewer/regserver.jsp?ei=1234567&fname=FirstName&lname=LastName&company=CompanyName&title=BusinessTitle&address1=StreetAddress&address2=StreetAddress2&city=City&state=State&country=Country&postalcode=PostalCode&phone=PhoneNumber&cell=CellNumber&fax=FaxNumber&email=Email@Address.com&custom_question1=CustomQuestionAnswer1&pass=abcd001&tp_regconfemail=1`

### Field Mapping

The field mapping between the form Source Fields(Eloqua) and the Target Fields(Webcast) are set up automatically based on the HTML names of the Source Fields. These fields need to match the parameters below.

## Webcast Parameters

Parameter	Required	Description	Values	Character Limit
ei*	Yes	Event ID (Ex. 1234567)	Number	7
email*	Yes	Email Address	Ascii email	128
pass*	Yes	Client ID (Ex. abcd001)	Alphanumeric, utf-8	7

unsubscribe*	Yes, if enabled on the webcast form.	Unsubscribe to email communications for this specific webcast event ID. 1 = yes(unsubscribe from communications ), 0 = no(do not unsubscribe from communications )	0, 1	1
fname	No	First Name	Alphanumeric, utf-8	250
lname	No	Last Name	Alphanumeric, utf-8	250
company	No	Company Name	Alphanumeric, utf-8	250
title	No	Business Title	Alphanumeric, utf-8	250
address1	No	Street Address	Alphanumeric, utf-8	250

address2	No	Street Address - Extra	Alphanumeric, utf-8	250
city	No	City	Alphanumeric, utf-8	250
state	No	State	Alphanumeric, utf-8	250
country	No	Country	Alphanumeric, utf-8	250
postalcode	No	Postal/Zip Code	Alphanumeric, utf-8	20
phone	No	Primary Phone Number	Alphanumeric, utf-8	20
cell	No	Cell/Mobile Number	Alphanumeric, utf-8	20
fax	No	Fax Number	Alphanumeric, utf-8	20
tp_hidden	No	A hidden field not shown on the registration form that does not need to be enabled.	Alphanumeric, utf-8	250

sti	No	Campaign Source Tracking -designed to track the registration source	Alphanumeric, utf-8	250
tp_regconfemail	No	Enable a Registration Confirmation Email from the Webcast	1	1
customQuestion	No	Non-default webcast registration field	Alphanumeric, utf-8	250

## Custom Registration Questions

Any non-default webcast registration field is known as a custom registration question. All default registration questions are listed above. Please familiarize yourself with the below to ensure data for your custom webcast registration questions are captured.

- The parameter names should match the corresponding “Report Column Title” in the webcast setup
- Parameter names are case and space sensitive
- Parameter names have a 75 character limit

- For custom webcast registration questions setup as “Checkboxes” with multiple answers, repeat the parameter name for each answer submitted. The answers will appear grouped together in the reports.

Eg.

“...&customQuestion=answer1&customQuestion=answer2&customQuestion=answer3..  
.”

- For custom webcast registration questions setup as a “Single Checkbox”, include "checked" as the answer if the checkbox was selected. Leave the answer blank if the checkbox was not selected.
- For custom webcast registration questions setup as: “Checkboxes”, “Radio Buttons”, or “Drop Down List”, the value(s) sent must match the webcast “Answers” values exactly to be captured. For this reason if the webcast registration form will not be used it is recommended that all custom registration questions be set to “Open Text Field” or “Open Text Area” type.
- Character limit is 250

## Return Messages

Message	Description
"Success."	The registration has been successfully submitted to the event.
"Event not found."	Invalid Event ID
"Unauthorized."	The client pass ID does not have access to the Event ID.



"Registration for this event is prohibited."	The event is configured for anonymous registration.
"Email not found."	A valid email address is required for registration. This message indicates an email was not passed.
"Email format not valid."	Invalid email formatting
"User already registered."	An audience member is already registered for the event ID based on email address.
"No reg data sent."	General error - Contact <a href="#">Support</a> for help.

## Test the Setup

Once the setup is complete, any submissions of the Eloqua form should appear in the Webcast reports nearly immediately. To test the setup, submit a sample registration through the Eloqua form.

1. In the Webcast platform, select the Webcast where data should be passing and choose the "Reports" button below.

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2. In the Reports interface, choose the "Audience Details" report (default) and click "Run My Report". The report that displays will include any registration fields passed in the setup, but will have blank fields for any data that was not passed or is related to audience participation.

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3. If all the data appears correct in the reports, no further action is needed. If some or all of the data is not received, review the Server Side Registration URL used in setup and confirm all fields have been correctly mapped.

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