# Oracle Fusion Cloud Customer Experience

**Integrating Sales with Oracle Eloqua**

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# 1 About this Guide

## Audience and Scope

This guide is intended for anyone who is involved in integrating Oracle Eloqua with Oracle CX Sales.

You must perform the integration steps in this guide to integrate Oracle Service Cloud with Oracle CX Sales.

If you want to set up and work with the additional features of Oracle CX Sales, see Oracle CX Sales documentation on Oracle Help Center at https://docs.oracle.com.

With release 20A (11.13.20.01.0), "Oracle Engagement Cloud" is now known as Oracle CX Sales and Oracle Fusion Service. Existing Oracle Engagement Cloud users will retain access to Oracle CX Sales and Fusion Service features under their preexisting licensing agreements. Any new users created within your current Oracle Engagement Cloud license count will also retain the same access to Oracle CX Sales and Oracle Fusion Service. To obtain additional features or manage your subscription, refer to your Oracle Cloud Applications Console.

This document describes features available to users under Oracle CX Sales, Oracle Fusion Service, and Oracle Engagement Cloud licensing agreements.

## Related Guides

The following table lists related guides which provide more information about the integration tasks covered in this guide.

| Title of Guide | Guide Description |
|---|---|
| Oracle Sales Cloud Integration App User Guide | Describes how use the integration app to create the integration. |
| Getting Started with Your Sales Implementation | Describes how to set up a sales automation solution in Oracle CX Sales using a case study to describe concepts and procedures. |
| Implementation Reference | Describes how to configure and set up CX Sales. |
| Extending CX Sales and Fusion Service | Describes how to use tools to configure CX Sales and Fusion Service. |

# 2  Overview of the Integration

## Overview of the CX Sales and Oracle Eloqua Integration

▶ **Watch video**

This guide outlines the required implementation and configuration steps so you can integrate Oracle CX Sales and Oracle Eloqua processes. The integration aligns sales and marketing activities across the buying cycle by connecting the Segmentation, Campaign Management, and Lead Generation processes in Oracle Marketing with Lead, Contact and Account Management processes in CX Sales.

The integration supports three main data sync flows:

- CX Sales account, contact, and lead data is synchronized to Eloqua where you can use it to perform segmentation, and run targeted marketing campaigns to generate new sales leads.

- Leads generated from marketing campaigns in Eloqua can be nurtured and synchronized with CX Sales as sales leads.

- CX Sales opportunity data is synchronized to Eloqua where you can use it to develop models to measure campaign effectiveness. For example, you can attribute opportunity revenue to marketing campaigns to better calculate the ROI from the campaign.

The integration also features advanced use cases such as:

- You can use preconfigured ROI reports in CX Sales to get information on the relationship between opportunities in CX Sales and contact responses generated in Eloqua (closed loop reporting).

- You can access digital activities data from Eloqua within the CX Sales UI to better understand a contact's digital channel activities and buying behaviors.

  For example you have the option of displaying an embedded digital profile infolet on the Contact - Overview page to show you information such as the number of times a user has submitted a form or visited a Web site in response to a campaign.

- You can display campaign and campaign member information in CX Sales so sales teams can know from which campaign a lead is originating.

- You can display the Eloqua Engage sales tool in CX Sales so that sales representatives can reach out to prospects using purpose built marketing templates.

- You can add contacts and leads from CX Sales to marketing campaigns in Eloqua. You can do this from the Campaign, Contact, Lead pages or the Workspace in the CX Sales UI.

Note that this configuration guide presents the basic integration tasks and use cases as well as more advanced tasks and use cases designed to show how to integrate CX Sales and Eloqua. You can start with the basic integration, and then configure the advanced use cases when your basic integration is up and running.

And finally, know that each implementation of CX Sales and Eloqua is unique, and each customer has different needs that have required certain configurations along the way to support unique business requirements. So, while the steps in this guide describe how to connect a non-configured CX Sales instance to a non-configured Eloqua instance, they can be combined with configurations that you may have already applied to your instance.

# How the Data is Synchronized

The CX Sales and Eloqua integration give marketers and sales teams control over managing prospects and customers at every stage of the customer lifecycle.

Here's a high level look at a typical data flow:

1. A visitor comes to your company's website and fills out a form.
2. Eloqua creates a prospect record.
3. Once Eloqua qualifies the prospect, marketers assign it to a sales user or queue, which creates a new lead in CX Sales and initiates the sales cycle.
4. Updates to the lead, such as campaign membership, contact conversion, and account and opportunity association, all sync back to the prospect record in Eloqua giving your marketer a complete view of the prospect's status with your organization.
5. When a deal closes, revenue from the opportunity is attributed back to the very first visitor touch point in order to calculate closed-loop campaign ROI.

Here's how data is synchronized:

From CX Sales to Eloqua: accounts, contacts, lead historical data, and opportunities are synchronized from CX Sales to Eloqua, as shown in the following illustration. When a sales account, contact, lead, opportunity record is synchronized to CX Sales, the corresponding record in Eloqua is tagged with the CRM ID of the original CX Sales record.

The sync process from Eloqua to CX Sales includes contact data updates, and lead generation. Leads are created from new prospects in Eloqua and synchronized to the Lead object in CX Sales, as shown in the following illustration:
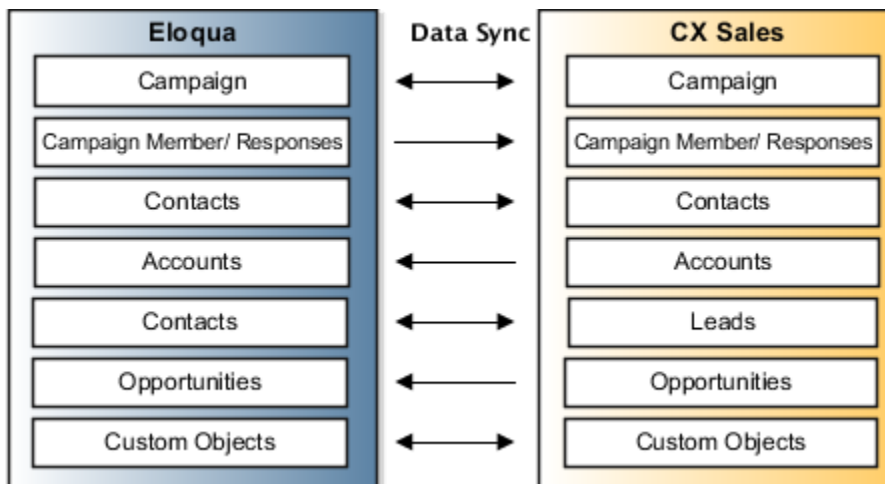


# Configuration Roadmap

It's recommended that you get your integration up and running by performing the initial setup tasks shown in the Preliminary Configuration chapter.

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After you're comfortable with the processes of the integration, then move on to the Advanced Configuration chapter and work though those tasks.

Here's a brief roadmap of the configuration:

- **Initial sync**. The recommended first step toward a successful integration is to pull data (Contacts, Leads, Accounts) from CX Sales into Eloqua. This ensures that your marketing organization targets the same audience base as the sales team. Also, the initial sync ensures that all the overlapping entries (such contacts that may be in both Eloqua and CX Sales) are tagged with shared identifiers. This is helpful for the next steps, where a Lead or Contact is synchronized from Eloqua to CX Sales. Having shared identifiers ensures that duplicate records aren't created in CX Sales.

- **Send Leads to CX Sales**. This step represents the marketing team handing over qualified leads to the sales team. The automation you configure in this step ensures that leads groomed by marketing are sent over to CX Sales for further development. You can start with a basic program in Eloqua, and an integration action to create Leads. As you grow comfortable with the processes, you can build in conditions and logic that suit your business use cases.

- **Sync campaigns, and campaign responses**. sales teams can be more effective when they have a complete context of their marketing responses and activities of the lead. Campaign and campaign response sync functionality automatically associates Eloqua campaigns with leads at the point where the lead was engaged. This association is related in CX Sales for complete transparency with a sales team. You may also configure the Profiler and Engage sales tools to enhance the collaboration between sales and marketing teams.

- **Closed loop reporting and other advanced tasks**. When leads turn into opportunities the revenue associated with them can in turn be associated with the marketing campaigns that influenced the deals. By importing opportunities to Eloqua, closed loop reporting can be built. You can enhance your integration further by aligning it with your unique business requirements. The lead assignment rules in CX Sales can be configured to detect leads synchronized with Eloqua, for added consideration during their assignment. The lead score calculated by Eloqua can be synchronized over to CX Sales, so the sales team has a qualitative understanding of the lead's interest and engagement.

## Integration Assumptions and Constraints

Before you start on your CX Sales and Eloqua integration, consider the following assumptions and constraints:

- Not all fields visible on the CX Sales Contact, Account and Lead objects are available in the integration. Check the fields that are available before finalizing field mapping.

- Fields that allow multiple selections aren't supported by default in this release of the integration. You can use Oracle Cloud extensibility tools to enable this functionality, though.

- When CX Sales contact and lead records are merged or deleted, these changes aren't synchronized to Eloqua.

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# 3 Basic Configuration

## Required Roles

To do the configurations required for this integration you must have the following CX Sales job roles: Employee, Resource, Sales Administrator and Custom Objects Administration.

Also any role with sufficient privileges to view, modify, and create leads, contacts, accounts, opportunities, and campaigns in CX Sales can be used for configuring the integration.

For Eloqua it's recommended a user with the Administrator persona perform the integration.

## Create Contact and Account Fields in Eloqua

As a prerequisite to the integration, you must create contact and account fields in Eloqua to map contact and account data from CX Sales.

You will use these fields later, in the Connections set up area of Eloqua, when you specify which Eloqua fields are to be used for matching with CX Sales fields.

For more information, see Creating recommended contact and account fields in the Oracle Sales Cloud Integration App User Guide.

*Related Topics*
- Creating recommended contact and account fields

## Install the Integration App and Configure a Connection

Now you install and configure the Oracle Sales Cloud Integration app from Oracle Cloud Marketplace. For more information, see the Installing the Oracle Sales Cloud Integration app in the Oracle Sales Cloud Integration App User Guide.

*Related Topics*
- Installing the Oracle CX Sales Integration app

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# Import Contacts, Accounts and Leads

The next step is to import data from CX Sales into Eloqua. By running the import, the identifiers (email, party ID, party number) for the accounts and contacts are updated in Eloqua.

The initial import ensures that the identifiers are shared between the two systems, and then subsequent imports maintain the sync. You import accounts, contacts, and leads. Once you have set them up, for a given record type, a new import job starts, 15 minutes after the previous one has completed. This ensures that there are no multiple import jobs running in parallel for the same record.

> **Note:** If you include PrimaryAddress fields in your sync configurations you must include the CX Sales PrimaryAddress.AddressNumber field in your mappings. The address number field is required when you want to update contacts from Eloqua into CX Sales using an action and when you're mapping any address field. If you don't include the address number in the action mapping, the call will fail. To have the address number information in Eloqua you must store it in a custom field. You then take the value from CX Sales imports. In the case of mapping contacts, you map the address number along with the registry number that you take from CX Sales after the contact gets created in CX Sales.

Refer to the Related Topics section for information on creating imports, and for creating default assets which will enable you to more quickly create your imports. Both topics are in the Oracle Sales Cloud Integration App User Guide.

*Related Topics*
- Creating imports
- Creating default assets

# Create a Lead Action

You use Actions in the Integration app to sync Contacts and Leads from Eloqua to CX Sales. Now you will create the Lead action. After you do you can sync leads generated from Eloqua campaigns to Sales Leads in CX Sales.

For more information, see Creating step actions in the Oracle Sales Cloud Integration App User Guide.

*Related Topics*
- Creating step actions
- Creating default assets

# Use Recommended Programs to Trigger Actions

Unlike imports, actions aren't triggered automatically. Actions must be triggered based on certain conditions (such as contact activity gathered by Eloqua, or lead score increase tracked by Eloqua).

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Use the Program Canvas in Eloqua to set up the conditions under which leads and contacts are created or modified from Eloqua to CX Sales.

The actions you have created in the integration app (such as the Create Lead action), can be used as steps in the Program Canvas. When a contact enters the program, they will be subject to the configured steps, depending on the Program definition and conditions specified.

As an example, you may want to configure a program to create a Lead in CX Sales, whenever a contact is created in Eloqua.

For more information, about creating programs and about the Program Canvas, see the Related Topics section.

# Refine the Integration

Once you have the basics of your integration, and it's up and running, you will most likely want to refine certain aspects of it, such as:

- Update lead actions or contact actions.

- Configure data priority for imports.

- Configure filters on imports instead of importing all records.

- Sync fields you created for your organization.

- Avoid synchronizing certain fields that you're not using.

See the Related Topics area for more information.

*Related Topics*
- Creating step actions
- Creating imports
- Using the Oracle CX Sales app in a program or campaign

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# 4  Advanced Integration Tasks and Use Cases

## Overview of Advanced Tasks

▶ **Watch video**

Now that you have gotten your integration up and running, you can turn to more advanced setup tasks and review some use cases.

## Send Eloqua Campaign Responses to CX Sales

Campaign Responses in Eloqua are synchronized to the out-of-box object Campaign Member in CX Sales. Campaign responses and campaign member records associate a lead or a contact with a campaign.

Its attributes also include the status (such as, email opened, email clicked) and the associated time stamp.

Eloqua gathers responses to its marketing campaigns such as emails opened, emails clicked, and so on. Synchronizing these responses to CX Sales provides the marketing context to your sales team. This is achieved by synchronizing campaigns and campaign responses from Eloqua to CX Sales, using respective Actions. A Program in Eloqua automates the continuous sync, and it honors the Response Rules in Eloqua while synchronizing the responses. You also have to make sure that you expose the appropriate sub-tabs and analytics reports in CX Sales, to view the synchronized campaigns and campaign responses.

### Campaign Action and Campaign Response Action

Here are the two actions that you configure:

- The **Campaign Action** runs when the status of a campaign changes in Eloqua, and synchronizes new campaigns or an updates to existing campaign to CX Sales.

- The **Campaign Response Action** runs when, for example, an email is clicked or opened, and the action synchronizes these campaign responses from Eloqua to CX Sales.

For more information creating these actions, see the Related Topics section for a link to the topics in the Oracle Sales Cloud Integration App User Guide

### Program to Sync Campaign Responses

Your implementation includes programs to synchronize campaign responses collected in Eloqua with Sales Leads in Oracle CX Sales.

You create a Program, which uses the Campaign Response Action that you created in the previous section.

For more information, see the Related Topics section for a link to the Using the app in a program or campaign topic in the Oracle Sales Cloud Integration App User Guide.

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# Configure Response Rules

You use Actions to send data from Eloqua to CX Sales, and you use Response Rules to governs the actions themselves.

Response rules define:

- Which campaign responses are synchronized to CX Sales.

- The priority order of responses. For example, you might consider an email click a higher priority than an email open. Any campaign response with lower priority, will be updated and overwritten by a higher priority response.

- The program that syncs the campaign responses.

You can also control which CX Sales Campaign Member status is mapped to each campaign response activity in Eloqua. Oracle CX Sales includes three campaign member status values which are shown in the following list.

**Note:** The Campaign Member subtab in CX Sales only displays the Campaign Members that have the Status ORA_ADDED. Campaign Members that are synchronized from Eloqua to CX Sales that have the Campaign Member Status ORA_SENT or ORA_RESPONDED will not be displayed in the Campaign Member subtab and can only be viewed through analytics.

- ORA_SENT: Can be mapped to an Email Send activity in Eloqua.

- ORA_RESPONDED: Can be mapped to Email Open or Email Click activity in Eloqua.

- ORA_ADDED: Not used for mapping. It's used to indicate contacts and leads added to Eloqua from CX Sales. Refer to the Campaign Member Import Process topic for more information.

**Note:** You can create custom campaign member statuses in CX Sales (such as ORA_EMAIL_OPENED, or ORA_EMAIL_CLICKED) and use them for mapping in the Eloqua Response Rules configuration.

For more information, see the Related Topics section for a link to the Creating response rules in the Oracle Sales Cloud Integration App User Guide.

# Enable Campaign Pages in CX Sales

You enable campaign pages in CX Sales. For Sales Representatives, you expose the Campaigns subtab in the Edit Lead and Edit Contact UI. For Sales Managers you expose the Campaign object in Campaign Analytics tabs. The following table gives you a brief overview of each task you perform.

For more information, see the Related Topics section for a link to the Implementing Sales guide.

| What To Enable | Where to Find Instructions |
|---|---|
| Add the Campaigns subtab in the Edit Lead and Edit Contacts pages. | Use the following topics in the Marketing Campaigns and Campaign Members section of the Implementation Reference Guide:<br><br>• Enable the Campaigns Subtab and Add to Campaign Button in Leads<br><br>• Enable the Campaigns Subtab and Add to Campaign Button in Contacts |
| Add the Campaign Analytics tab to the Campaigns List page | Use the Enable the Campaign Analytics Tab in Campaigns List Page section of the Implementation Reference guide. |

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| What To Enable | Where to Find Instructions |
|---|---|
| Add the Campaign Analytics subtab to the Campaign Details page | Use the second half of the Campaign Analytics Tab in Campaigns List Page section of the Implementation Reference guide. |

*Related Topics*
- Implementation Reference
- Using the Oracle CX Sales app in a program or campaign
- Creating campaign actions
- Creating response actions
- Campaign response rules for CRM integration

# Closed-Loop Reporting Dashboards and Reports

CX Sales opportunity data is synchronized to Eloqua where it can be used to develop models for assessing campaign effectiveness.

Using closed-loop reporting to attribute sales opportunity revenue to marketing campaigns you can analyze your overall campaign revenue performance (ROI), and identify the best and worst performing campaigns. Setting up Closed Loop reporting has a few steps which we will preview here.

To set up closed-loop reporting, you need to perform the following steps.

- Use the integration app to import opportunities. Refer to the Related Topics section for the topic on creating opportunity imports from the Oracle Sales Cloud Integration App User Guide.

- Configure opportunity settings in Eloqua.

  - Associate contacts to opportunities. This configuration determines whether the opportunity is associated with the account or the contact.
  - Create opportunity stages. Make sure you maintain the same opportunity stages and closing percentages in both Eloqua and CX Sales.
  - Configure the Default Revenue Attribution model. The model determines how the opportunity revenue is attributed to campaigns that have influenced the opportunity and its originating lead.
  - Refer to the Related Topics section for the topic on configuring opportunity settings from the Oracle Sales Cloud Integration App User Guide. Here's a brief overview of the setup.

- In Oracle CX Sales modify the copy map for Lead to Opportunity to include the entity mapping for Campaign Member objects.

  - Add entity mapping for the OpportunityCampaignVO from the Campaign Member object. For this entity mapping, add attribute mappings for CampaignId, CampaignMemberId (primary), LeadId and RevenuePercentage.
  - Refer to the Related Topics section for information on setting up leads, and on extending leads and campaigns in CX Sales.

*Related Topics*
- Creating opportunity imports
- Configuring opportunity settings

# Configure Access to the Digital Profile Infolet

You can configure access to the Digital Profile infolet on the Contact Overview and on the Lead Overview page. You set up the infolet in Application Composer, and must have a connection set up to Eloqua prior to doing this set up task.

The infolet displays a summary of a contact's digital activities recorded by Eloqua, such as the number of websites visited or form submissions made. You drill down on each activity type to access the Eloqua Digital Profiler tool to access detailed information for each activity. Here's a screen shot of the infolet:
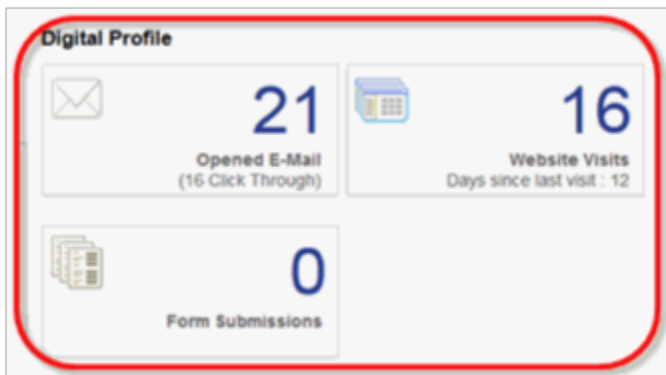


For more information on setting up the infolet, see the Extend Leads and Campaigns topics in the Implementation Reference Guide.

# How Lead Scores are Synchronized from Eloqua to CX Sales

You can configure automated lead scoring, ranking and qualification in Eloqua which lets you:

- Define lead scoring rules to assign number-based score to the lead.
- Assign ranking rules quantitatively, with values such as, Hot, Warm, or Cold
- Define qualification rules with a combination of conditions that can automatically turn the status of a lead to Qualified.

Synchronize all these values in Eloqua and define scoring models to calculate lead scores. Scoring models keep the lead score updated every 24 hours, or whenever a contact performs a relevant marketing activity.

To enable this functionality, you just need to perform the following setup steps. For more information on the CX Sales steps, see the Fields topic in the Extending Sales and Service guide.

1. Create a custom field for the CX Sales Lead object, and call the field Eloqua Lead Score.

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2. The Create Lead and Update Lead actions create a mapping to CX Sales. While you're mapping, you use the Eloqua field **Rating: (Lead Scoring Model Name)** to map to the Eloqua Lead Score field in CX Sales. This synchronizes the Lead Score value (A1, B1, C2, and so on) from Eloqua to CX Sales.

3. Use the synchronized values of the Eloqua Lead Score to rank the leads in CX Sales with values of Hot, Warm and Cold.

> **Note:** You can also use the Lead score value in the Program Canvas, so that only leads with high score are synced from Eloqua to CX Sales.

*Related Topics*
- Lead scoring

# Assign Synchronized Eloqua Leads to CX Sales

You can set up your configuration to enable you to identify which marketing source a lead came from. Configuring a Lead Source field in CX Sales complements the Eloqua Create Lead and Update Lead actions.

You can then use this field to identify whether a lead was synchronized from Eloqua and to enable you to determine the source of the lead.

# Add Contacts and Leads from CX Sales to Campaigns in Eloqua

Your sales team is in regular touch with customers and has a good understanding of their needs.

This puts your sales staff in the best position to recommend whether a contact or a lead would best fit a specific marketing campaign, such as a special event or a key account marketing campaign. Use the CX Sales and Eloqua integration to make collaboration between sales and marketing easier.

Using the integration, your sales team can add contacts or leads to Eloqua marketing campaigns from these locations within your CX Sales application:

- Campaigns subtab on the Edit Contact page, using the Add to Campaign button.
- Campaigns subtab on the Edit Lead page, using the Add to Campaign button.
- Campaign Members subtab on the View Campaign page, using either of Add Leads or Add Contacts buttons.

## Prerequisites

The CX Sales instance must be integrated with an Eloqua instance, and Campaign synchronization from Eloqua to CX Sales must be set up.

> **Note:** If you plan to synchronize Eloqua Campaigns to CX Sales, it's recommended that you specify distinguishing names and descriptions for each campaign. These fields are be mapped to corresponding fields in CX Sales, and will help guide sales users to choose the correct campaigns when adding prospects to them.

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# Required Changes in CX Sales

You must use Application Composer to enable at least one the following touch-points to allow your users to add contacts and leads to Eloqua campaigns.

- The Campaigns subtab on the Edit Contact page, and the Add to Campaign button on this subtab.
- The Campaigns subtab on the Edit Lead page, and the Add to Campaign button on this subtab.
- The Campaign Members subtab on the View Campaign page, along with either or both of the Add Leads button and the Add Contacts button on this subtab.
- The Add to Campaign Smart Action on the Contacts list in the Workspace.
- The Add to Campaign Smart Action on the Leads list in the Workspace.

You must also add the following two functional security privileges for those users who will be adding leads and contacts to campaigns:

- MKT_MANAGE_MARKETING_INTEGRATION_CAMPAIGN_MEMBER_PRIV
- MKT_VIEW_MARKETING_INTEGRATION_CAMPAIGN_PRIV

When a user adds a lead or a contact to a campaign, a Campaign Member record is created within CX Sales with MemberStatus value of: ORA_ADDED.

# Required Changes in Eloqua

Now, here are the required changes you must make in Eloqua.

# Campaign Member Custom Object

You must create this custom object in Eloqua. The Campaign Member custom object corresponds to the Campaign Member object in CX Sales. When campaign member records are imported from CX Sales to Eloqua, they will be stored in Eloqua as records of the Campaign Member custom object type.

# Campaign Member Import Process

You must create a new import process inside the Sales Cloud Integration App. This import process synchronizes the Campaign Members from CX Sales to the Campaign Member custom object in Eloqua, created in the previous section. To do this see the Creating Imports topic in the Oracle Sales Cloud Integration App User Guide.

Make sure you use the filter MemberStatus = 'ORA_ADDED' when you create the import.

You must select the check box to link the CDO records to Contacts in Eloqua.

And finally, map the following campaign member attributes from CX Sales during the import process:

- Campaign Member Id
- Campaign Id
- Lead Id
- Contact Id
- Email
- Member Status

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- Response Date

## Create a Segment of Eloqua Contacts to Use in Campaigns

You must create a segment of contacts linked to the Campaign Member CDO in Eloqua. This will represent the campaign members imported from CX Sales.

It's recommended that you create one segment of imported campaign members for each Eloqua campaign. By doing this, you can easily count prospects added to each campaign and use individual segments as one of the Listener steps in Campaign Canvas.

If you do create one segment for each campaign in Eloqua, makes sure you use the Campaign Id from the imported campaign member as a "field condition".

*Related Topics*
- Creating imports

# Synchronize the Do Not Email Preference from CX Sales to Eloqua

CX Sales includes a provision that enables you to store email opt-out information for Contact records. Sales representatives can use the Do Not Email check box field to store whether or not a contact wants to receive emails.

With the integration you can sync this preference to Eloqua, and unsubscribe those contacts from Eloqua emails.

Here's how you do it:

1. Create a new Contact import in the integration app.

   > **Note:** This import is an additional import, apart from the regular Contact import.

2. Use the Filter (DoNotEmailFlag='true') in the contact import to tell the import job to only process those contacts that have the **Do Not Email** check box selected in CX Sales.
3. In the **Post Processing** section of the contact import, add a row **Global Subscribe = Unsubscribe**.

Now that you have enabled this import, it will run every 15 minutes like the rest of the imports. It will find any contacts in CX Sales that have the Do Not Email check box selected, and opt them out of Eloqua emails.

*Related Topics*
- Creating imports

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# 5  Oracle Eloqua Sales Tools

## Overview of Profiler and Engage

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The Eloqua sales tools, Profiler and Engage, can be embedded within CX Sales screens.

- Profiler gives your sales representatives details about contacts along with activity information and lead score value from Eloqua.

- Engage helps your sales force organization maintain a consistent branding message in communications to contacts and leads.

Since the tools are embedded in the CX Sales UI, the user doesn't need to leave CX Sales.

To access Profiler or Engage, your Sales team members must have their user login information created in Eloqua. These users must also have Eloqua Profiler or Eloqua Engage licenses, respectively.

*Related Topics*
- Profiler documentation
- Embedding Profiler as a subtab in Oracle CX Sales
- Engage documentation
- Embedding Engage as a subtab in Oracle CX Sales

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