



Integrating Oracle Eloqua and Oracle DMP

Administrator Guide

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BlueKai Data Activation app

🌟 **Important:** *Oracle BlueKai* is now known as *Oracle DMP*. This change in name may not immediately reflect everywhere in the Oracle Eloqua user interface.

🌟 **Important:** To request access to this feature, please contact your BlueKai CSM and provide the following information:

- Eloqua instance name
- Eloqua site ID
- BlueKai seat name
- BlueKai seat ID
- Data Pool Type

The BlueKai Data Activation app is an integration between Oracle Eloqua and Oracle DMP that provides data unification to help marketers find, segment, and target customers at the right time based on their preferences. Leverage the Oracle Eloqua and Oracle DMP integration in your marketing cloud solution to:

- Market to known contacts through unknown channels.
- Reconnect with unsubscribed customers and customers who are not engaging through email.

- Allow for more targeted and unified messaging by eliminating converters and responders.
- Make the most of your ad spend by eliminating redundant costs.

When your marketing assets are accessed by unknown prospects, you do not have enough information about that prospect to add them to a segment. With this integration, Oracle DMP may already have information on your unknown prospect and can provide more information about your prospects.

 **Learn more:** [Activating Eloqua email marketing data](#) in the Oracle DMP documentation

You can manage user permissions on this app by following the instructions listed [here](#).

Configuring the Oracle Eloqua and Oracle DMP integration

🌟 **Important:** *Oracle BlueKai* is now known as *Oracle DMP*. This change in name may not immediately reflect everywhere in the Oracle Eloqua user interface.

To enable the Oracle Eloqua and Oracle DMP integration:

1. Contact your BlueKai CSM to request the installation URL for the Oracle Eloqua and Oracle DMP integration.
2. [Install](#) the app.
3. (Only for non-Oracle Eloqua assets) If you want to perform an ID swap when an anonymous user visits a website, [deploy an Oracle Eloqua tracking script](#) on those pages.

🔗 **Learn more:** [Activating Eloqua email marketing data in the Oracle DMP documentation](#)

Configuring Oracle Eloqua and Oracle DMP ID swapping

🌟 **Important:** *Oracle BlueKai* is now known as *Oracle DMP*. This change in name may not immediately reflect everywhere in the Oracle Eloqua user interface.

When an anonymous contact interacts with a marketing asset, Oracle DMP's data management platform (DMP) can be leveraged to assign an email address to this contact, thus making this contact a known contact. The contact-to-visitor relationship is established through web activity such as an email clickthrough, email open, or form submit. If a visitor is linked to a contact, they have been ID swapped.

🌟 **Important:** If you are using Oracle Eloqua assets, Eloqua tracking scripts were automatically added to these assets when Oracle DMP ID swapping was enabled for your Oracle Eloqua instance. Your contacts will automatically be ID swapped when they open their email or click through and you do not need to complete the configuration described in this section. If you are using forms, with your Oracle Eloqua campaign, ID swapping is automatically enabled. However, if you want to perform an ID swap when an anonymous user visits a web site, you need to [deploy an Oracle Eloqua tracking script](#) on those pages.

How it works

ID swapping occurs when a contact visits a site, opens an email (on email clients that support third-party cookies such as Outlook and Yahoo Mail), clicks within an email or landing page, or submits a form. Tracking scripts retrieve anonymized data (such as the Oracle Eloqua GUID and hashed email address) and passes it to Oracle DMP. Oracle DMP then returns a BlueKai unique user ID (BKUUID). This associates the Oracle Eloqua contact with its Oracle DMP user profile, while ensuring that any personally-identifiable information (PII) remains solely in Oracle Eloqua.

If you opt in to the *Global Match Multiplier ID swap pool*, you can leverage Oracle DMP IDs from all organizations who have also opted in. Enabling you to leverage a larger customer base of contacts.

The following list describes the various scenarios in which you can execute an Oracle Eloqua-Oracle DMP ID swap, and the steps required to set up the ID swapping for that scenario.

Anonymous site visits

When an anonymous user visits a client's web site, an Oracle Eloqua tracking script on the page gets an Oracle Eloqua GUID, and passes it to Oracle DMP. Oracle DMP then returns a BlueKai unique user ID (BKUUID) via a redirect. For this scenario, you need to get your [Oracle Eloqua site ID](#) and deploy an Oracle Eloqua tracking script on your site that has the following syntax:

```

<!--Start Eloqua Tracking Tag-->
< script type = "text/javascript" >
  var _elqQ = _elqQ || [];
  _elqQ.push(['elqSetSiteId', 'YOUR_ELOQUA_SITE_ID']);
  _elqQ.push(['elqTrackPageView']);
  (function() {
    function async_load() {
      var s = document.createElement('script');
      s.type = 'text/javascript';
      s.async = true;
      s.src = '//img.en25.com/i/elqCfg.min.js';
      var x = document.getElementsByTagName('script')[0];
      x.parentNode.insertBefore(s, x);
    }
    if (window.addEventListener) window.addEventListener('DOMContentLoaded',
  async_load, false);
    else if (window.attachEvent) window.attachEvent('onload', async_load);
  })(); < /script>
<!--End Eloqua Tracking Tag-->

```

Email opens

When a contact opens a client's Oracle Eloqua-based email marketing message, their hashed email address is looked up in the Oracle Eloqua database, and passed into a Oracle DMP ID swap pixel, which sends the hashed email address to Oracle DMP. Oracle DMP then returns the BKUID via a redirect. For this scenario, Oracle Eloqua will deploy a Oracle DMP ID swap pixel in your email marketing messages that has the following syntax:

```

http://tags.bluekai.com/site/{BK site ID}?vid={Eloqua anonymous visitor ID}&e_id_
m={oHash}&e_id_s={oHash}
&elqsiteid={Eloqua Site ID}&redir=http://{Eloqua Site

```

```
ID}.t.eloqua.com/visitor/v200/svrGP?pps=80&bk_uuid=$_BK_
UUID&respondWithGif=1
```

🌟 **Important:** Email open ID swaps will only be executed on email clients that support third-party cookies such as Outlook and Yahoo Mail, or if your contact views your email in HTML. ID swaps will not be executed in email clients that do not support third-party cookies such as Gmail, Hotmail, or if your contact views your email in plain text.

Email click-throughs

You can use one of the following click-through scenarios to execute ID swaps:

- **Click-through to landing page** (Oracle Eloqua tracking script): When a contact clicks on a link to your landing page, an Oracle Eloqua tracking script deployed on your site gets the contact's Oracle Eloqua GUID, hashed email address, and hashed phone number, and passes them to Oracle DMP. Oracle DMP then returns a BKUUID via a redirect. For this scenario, you need to deploy an Oracle Eloqua tracking script on your site. The syntax is identical to the one specified for ID swapping anonymous site visitors.
- **Click-through to landing page** (Oracle DMP tag with URL parsing): When a contact clicks on the link to your landing page, their hashed email address is looked up and added to the query string of the landing page URL. When the landing page opens, the email hash is extracted from the query string, and then passed into an Oracle DMP tag on your site. The Oracle DMP tag is then fired and the email hash is sent to Oracle DMP. Oracle DMP returns the contact's BKUUID to Oracle Eloqua via a redirect. For this scenario, the following will occur:

- Oracle Eloqua will deploy a link to your landing page in your email marketing messages that includes the Oracle Eloqua visitor ID (VID), email address hashes, and phone number hashes and a redirect to Oracle DMP for sending the contact's BKUID to Oracle Eloqua. The syntax follows:

```
http://{example.com/landing_page.html}?vid={Eloqua anonymous visitor ID}&e_id_m={oHash}&e_id_s={oHash}&p_id_m={oHash}&p_id_s={oHash}&elqsiteid=334284386&redir=http://s334284386.t.eloqua.com/visitor/v200/svrGP?p
ps=80&bk_uuid=$_BK_UID&respondWithGif=1
```

- You will deploy a Oracle DMP CoreTag on your site, add code to the CoreTag for extracting the hashed email addresses and phone numbers from the query string, and pass the hashes into the CoreTag's built-in functions for sending user data to Oracle DMP.

The syntax follows:

```
<!-- Begin BlueKai CoreTag-->
<iframe name="__bkframe" height="0" width="0" frameborder="0"
style="display:none;position:absolute;clip:rect(0px 0px 0px 0px)"
src="about:blank"></iframe>

<script language="text/javascript" src="http://tags.bkrtx.com/js/bk-coretag.js"></script>
<script language="text/javascript">

//pass oHashes into the 'Value' field of the bk_addPageCtx function
bk_addPageCtx('e_id_m', 'Value'); // MD5 oHash
bk_addPageCtx('e_id_s', 'Value'); // SHA-256 Hash

//block passing of meta data (URL, meta keywords, and page title)
bk_ignore_meta = true;

//pass your BlueKai site ID and the pixel limit using the following syntax:
//bk_doJSTag('Site ID', 'Pixel Limit');
bk_doJSTag(BKCLIENT_SITE_ID, 4);`

</script>
<!-- End BlueKai CoreTag-->
```

- **Click-through to third-party site** (no Oracle Eloqua tracking script or Oracle DMP tag on site): When a user clicks on a link to a third-party site, which does not have any Oracle Eloqua tracking scripts or Oracle DMP tags on it, a redirect is used to send the user to an Oracle Eloqua landing page that has the Oracle Eloqua tracking script. This triggers an ID swap with Oracle DMP, and then redirects the user to the destination URL. For this scenario, no further steps are required. The Oracle Eloqua tracking script was automatically added to your landing pages when Oracle DMP ID swapping was activated in your Oracle Eloqua instance.

Forms

You can use one of the following form submission scenarios to execute ID swaps:

- **Form submission** (via Oracle Eloqua form reposting script): The Oracle Eloqua form reposting script is automatically added to your forms. The Oracle Eloqua and Oracle DMP integration manages the ID swapping, no further action is required.
- **Form submission** (via CoreTag): The CoreTags are automatically placed in the form. The Oracle Eloqua and Oracle DMP integration manages the ID swapping, no further action is required.

When a user submits a form containing their contact information, a CoreTag on the page normalizes the user's email address and phone number, encrypts them using MD5 and SHA-256 hashes, and sends both MD5 and SHA-256 hashes to Oracle DMP. For more details about the CoreTag and the **bkcoretag.js** file that it references, see the [Oracle DMP integration guide](#).

The syntax follows:

```

<script src="//code.jquery.com/ui/1.11.1/jquery-ui.js"></script>

<form id="myform">
  <label>Email Address:</label><input type="email" name="email"
placeholder="user@example.com" autocomplete="on"><br>
  <label>Phone Number:</label><input type="tel" name="phone"
placeholder="408-555-1212" autocomplete="on"><br>
  <input type="submit" value="Submit" id="submitButton"><br><br>
</form>

<!--Begin BlueKai CoreTag -->
<iframe name="__bkframe" height="0" width="0" frameborder="0"
src="javascript:void(0)"></iframe>
<script type="text/javascript" src="http://tags.bkrtx.com/js/bk-
coretag.js"></script>
<script type="text/javascript">
  $(function() {
    $("#tabs").tabs();
    $('#myform').on("submit", function(event) {
      event.preventDefault();
      bkCoreTag();
    });
  });
  function bkCoreTag() {
    var email = $('#myform input[name="email"]').val();
    var phone = $('#myform input[name="phone"]').val();
    bk_addEmailHash(email);
    bk_addPhoneHash(phone);
    bk_doJSTag(BKCLIENT_SITE_ID, 1);
  }
</script>
<!--End BlueKai CoreTag-->

```

 **Learn more:** [Activating Eloqua email marketing data in the Oracle DMP documentation](#)

Installing the BlueKai Data Activation app

🌟 **Important:** *Oracle BlueKai* is now known as *Oracle DMP*. This change in name may not immediately reflect everywhere in the Oracle Eloqua user interface.

The BlueKai Data Activation app is used in your Oracle Eloqua campaign to classify your Oracle Eloqua segments and import them into your Oracle DMP data management platform.

🌟 **Important:** To request access to this feature, please contact your BlueKai CSM and provide the following information:

- Eloqua instance name
- Eloqua site ID
- BlueKai seat name
- BlueKai seat ID
- Data Pool Type

1. Follow the installation URL provided by your BlueKai CSM.
2. Log in with your Eloqua credentials, if required.
3. Click **Accept and Install**.
4. Log in with your Oracle DMP credentials if required.

5. Click **Accept**.

6. Click **Proceed**.

The app is now installed and can be viewed in your *Apps* list (**Settings**  > **Apps**, under the *Platform Extensions* section). Select an app to view a description, reinstall, or uninstall it. You can also check its status and dependencies.

 **Warning:** Selecting the **Reinstall** option  for an app will force you to go through the entire installation process again. The app will be unavailable for all users during the reinstall.

 **Learn more:** [Activating Eloqua email marketing data in the Oracle DMP documentation](#)

Adding the BlueKai Data Activation app to your campaign

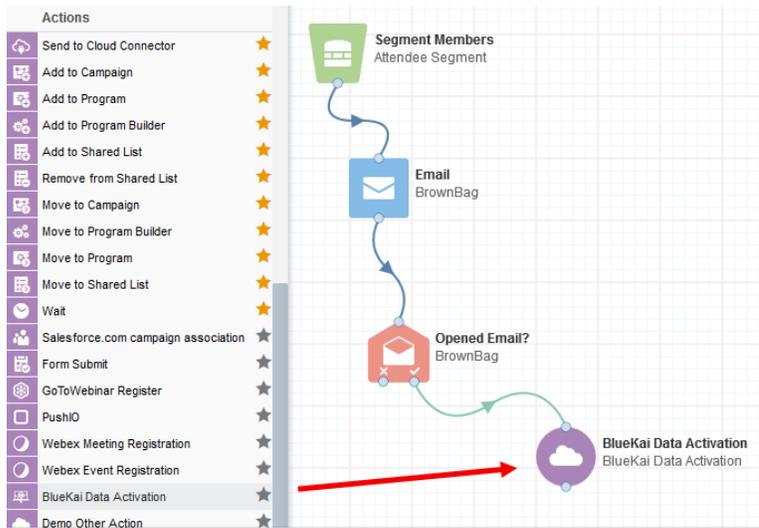
🌟 **Important:** *Oracle BlueKai* is now known as *Oracle DMP*. This change in name may not immediately reflect everywhere in the Oracle Eloqua user interface.

You can use the BlueKai Data Activation app in your campaign to classify your Oracle Eloqua segments and import them into your Oracle DMP. This app enables you to create new Oracle DMP categories or select existing ones, and link them to your Oracle Eloqua segments (for example, email openers, email clickers, and so on) via Oracle DMP classification rules. [Create your segment](#) using the **Has Visitor Profile** filter to ensure that there is an association between the visitor and the contact. As contacts flow into the app, it will call Oracle DMP with their Oracle Eloqua segment-based attributes, and the classification rules will map them into categories in your Oracle DMP taxonomy.

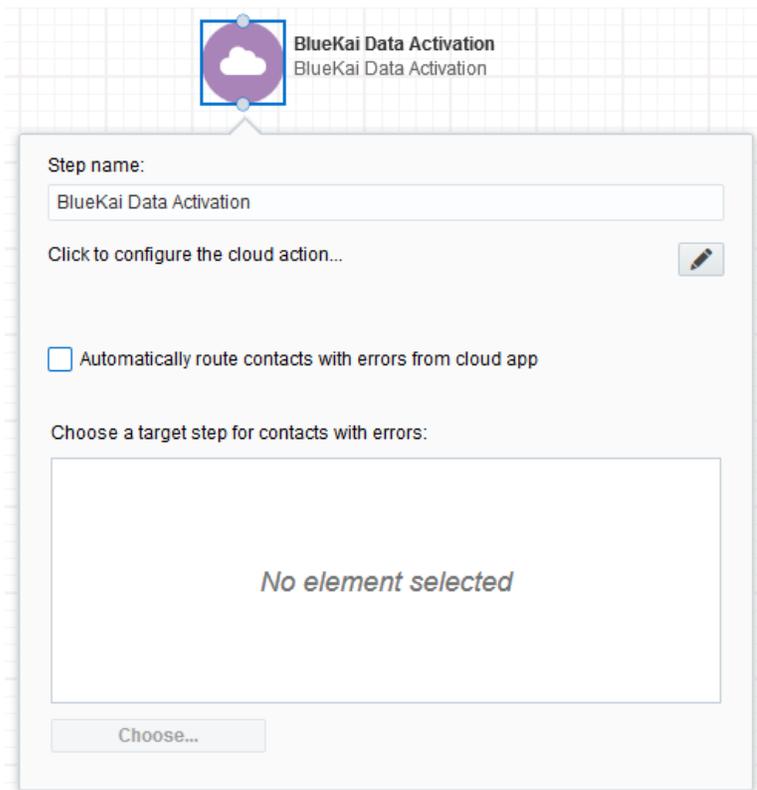
🔗 **Learn more:** [Activating Eloqua email marketing data](#) in the Oracle DMP documentation

To add the app to your campaign:

1. Click the **Campaign Steps** drop-down arrow to expand the list.
2. Locate the **BlueKai Data Activation** app under the *Actions* section, then click-and-drag it onto your canvas.



3. Double-click the element, then click **Edit**  to configure the app:



In the *BlueKai Data Classification* page, you can add your Oracle Eloqua segments to new or existing Oracle DMP categories in your taxonomy.

4. To add an Oracle Eloqua segment to an existing Oracle DMP category:
 - a. Browse the categories in your **Private-DMP** or **Self-Classification** nodes in your taxonomy, or search for a category by entering its name (whole or partial) in the **Search** box at the top.
 - b. Select the check box for each of the categories to which the Oracle Eloqua segment is to be added.
 - c. The **Categories Selected** field displays the number of Oracle DMP categories to which the Oracle Eloqua segment will be added.
5. To create a new category and add an Oracle Eloqua segment to it:
 - a. Browse to the **Self-Classification** node in your taxonomy. You can only add new categories under this node (you cannot create new categories in the **Private-DMP** node).
 - b. Click **+ add child** on the category (the parent node) under which your new category (a child node) is to be added. A new category is added underneath the selected parent node and is automatically

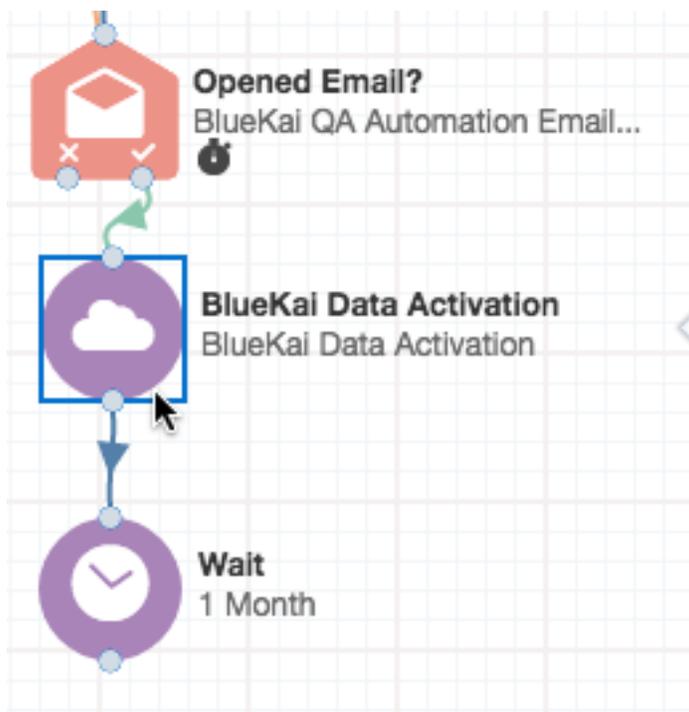
selected (this means that the Oracle Eloqua segment will be added to this new category). To remove the Oracle Eloqua segment from this new category, clear the check box.

- c. The **Categories Available** field in the lower left-hand corner displays the number of categories you can create. You can typically create a maximum of 50 total self-classification categories, including categories created for Oracle Eloqua segments.
- d. Double-click the new category and then enter a descriptive name representing the attributes of the users being classified into it, such as *Email Clickers*.

6. Click **Save**.

7. Connect a decision to the app.

8. Connect a decision to the BlueKai Data Activation app and connect the Data Activation app to another step if you want contacts to keep flowing through your campaign after they have been classified into a category.



After the campaign has been activated, when a contact flows into the BlueKai Data Activation app, it calls the Oracle DMP [user data API](#) with the contact's hashed email address and Oracle Eloqua segment-based attributes. Oracle DMP classification rules

map the attributes into the categories you created or selected above, and add the categories to the contact's Oracle DMP anonymous online profile. Your Oracle Eloqua data is instantly ready for activation in the Oracle DMP platform. Data is on-boarded and ready for use once the Oracle DMP user data API calls successfully complete. However, there is some delay regarding when inventory for an Eloqua category is displayed in the [BlueKai audience builder](#) (up to 96 hours) and the [inventory trend report](#) (up to 36 hours).

⚠ Important: It may take up to approximately 30 minutes for the classification categories and rules created in Oracle DMP to be propagated across all the Oracle DMP Pixel Servers. Schedule the activation of your campaign for a minimum of two hours later.

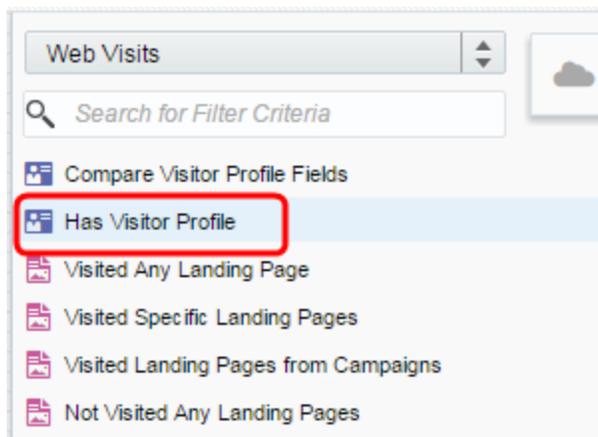
As your Oracle Eloqua segments are imported into your Oracle DMP, you can add the categories representing them to your target audiences, and create a campaign to deliver your Oracle Eloqua segments across multiple media execution platforms.

Best practices: ensuring ID swaps

The contact-to-visitor relationship is established through web activity such as an email clickthrough, an email open, or a form submit. If a visitor is linked to a contact, they have been ID swapped with Oracle DMP.

To increase the number of matches and limit the number of unmatched contact errors:

- Use the [Oracle OnRamp app](#) with your Oracle DMP to onboard your offline users.
- Configure your Oracle Eloqua-DMP campaigns so that only users who have been ID swapped will be included.
- [Create your Oracle Eloqua segment](#) using the **Has Visitor Profile** filter to ensure that there is an association between the visitor and the contact.



 **Learn more:** [Adding contacts to segments using filter criteria](#)

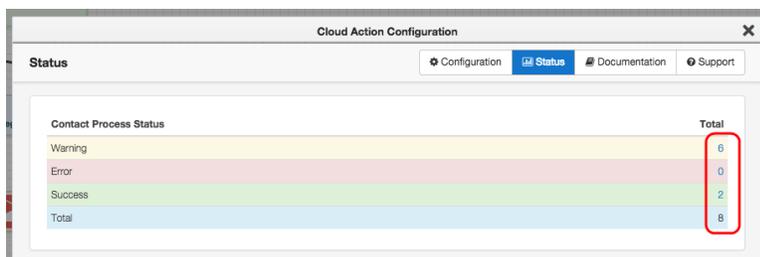
- Allow up to four months for ID swaps to occur and thus increase the number of matched contacts.

Note: The **Has Visitor Profile** filter includes visitors for Oracle Eloqua from the last 120 days. If ID swapping is turned on at the same time as the filter, matching data does not yet exist and you may receive [unmatched contact errors](#). ID swapping may need to be active for up to four months before its matches are almost the same as the filter.

Troubleshooting the BlueKai Data Activation app

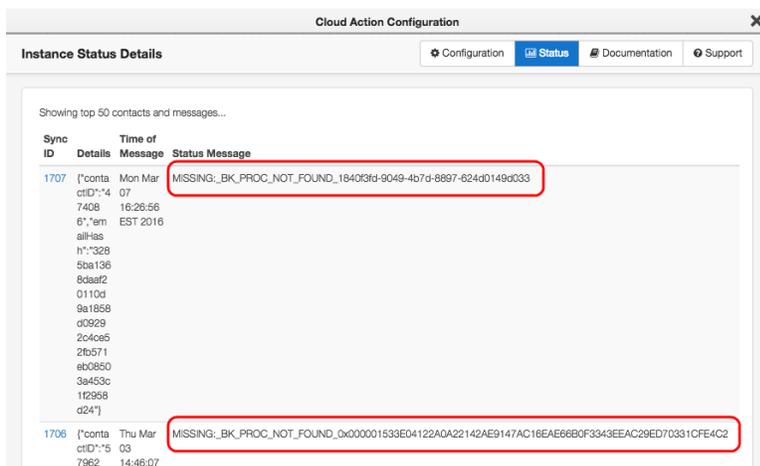
✪ **Important:** *Oracle BlueKai* is now known as *Oracle DMP*. This change in name may not immediately reflect everywhere in the Oracle Eloqua user interface.

If the app encounters an issue connecting to Oracle DMP, a status message is reported in the app configuration page, under *Status*. Each status message has a category.



Contact Process Status	Total
Warning	6
Error	0
Success	2
Total	8

You can learn more about the status message by drilling into a specific category to see the status message details.



Sync ID	Details	Time of Message	Status Message
1707	["conta ctID": 4 7408 6", "em all-has h": 5ba136 8daaf2 0110d 9e1858 d3929 2c4ca85 2b571 eb0850 3a453c 1f2958 d24"]	Mon Mar 07 16:26:56 EST 2016	MISSING_BK_PROC_NOT_FOUND_184036d-9049-4b7d-8897-624d0149d033
1708	["conta ctID": 5 7962	Thu Mar 03 14:46:07	MISSING_BK_PROC_NOT_FOUND_0x000001533E04122A0A22142AE9147AC16EAE66B0F3343EEAC29ED70331CFE4C2

To learn more about these status messages, see the table below.

Message Type	Status Message	Description	Action Required
Warning	BK_PROC_NOT_FOUND	Oracle DMP returned a 404 because a contact in Oracle Eloqua was not matched against a Oracle DMP audience member. To limit the number of unmatched contact errors, see ensuring ID swaps .	No action required. This error occurs when an Oracle Eloqua contact cannot be found in Oracle DMP.
Warning	BK_PROC_NOT_PERMITTED	Oracle DMP returned a 400 response code because a Oracle DMP user does not have access to a site.	No action required. The Oracle DMP user needs to have access to the site.
Warning	BK_PROC_WARNING	Oracle DMP returned a 4xx, but not a 400 or 404.	No action required. This is a rare occurrence where an error occurs on the request to Oracle DMP.
Error	BK_PROC_ERROR_NO_EMAIL	Oracle DMP cannot process the contact because the	No action required. An email hash will be created for

Message Type	Status Message	Description	Action Required
		email hash for a contact is missing.	the contact automatically.
Error	BK_PROC_ERROR_UNKNOWN	Oracle DMP services are temporarily unavailable. You may also see this message if segments are not optimally configured. For more details, see ensuring ID swaps .	Please wait until Oracle DMP services are available.
Error	BK_PROC_ERROR_IO	Oracle DMP is having a network issue.	Please wait until the network issue is resolved.