



Oracle Eloqua Landing Pages

User Guide

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Landing pages

Landing pages are often the first significant part of a campaign that a contact will see and an increasingly important part of powering engaging cross-channel experiences. A contact may be directed to your landing page from social media, events, or organic traffic, as well as from an email campaign. The landing page provides the contact with more information and options related to the email or ad that brought them there. On the landing page, a visitor can be asked to participate in the campaign by reviewing detailed information, submitting a form, or clicking a button to receive additional information. The landing page moves prospects through your campaign, and gives them a clearer idea about your product and your company's trustworthiness.

Eloqua provides a landing page editor in which to create customized dynamic landing pages. Using Eloqua, you can insert visitor or contact information directly into your landing pages to provide them with a customized experience. The landing page should grab the visitor's attention, and it should give them a reason to stay and take action.

To keep visitors engaged with your landing pages, keep the following four questions in mind when designing the page:

- **Am I where I expected to be?** Establish familiarity so that your visitor knows exactly where they are. If they are coming from an email, make sure that the "look and feel" of the landing page is similar to that of the email. If they are clicking through from a Pay-Per-Click advertisement on a third-party web site, make sure that the search term is the title of the landing page header.
- **Is it relevant to me?** Ensure that the value proposition on the landing page aligns with what most visitors will expect. Use imagery, language, and tone to write engaging, dynamic copy. Use contact fields to personalize the site for the visitor.
- **Do I believe you?** Leverage testimonials, awards, certifications, customer logos, and third-party validation to establish trust with the visitor.

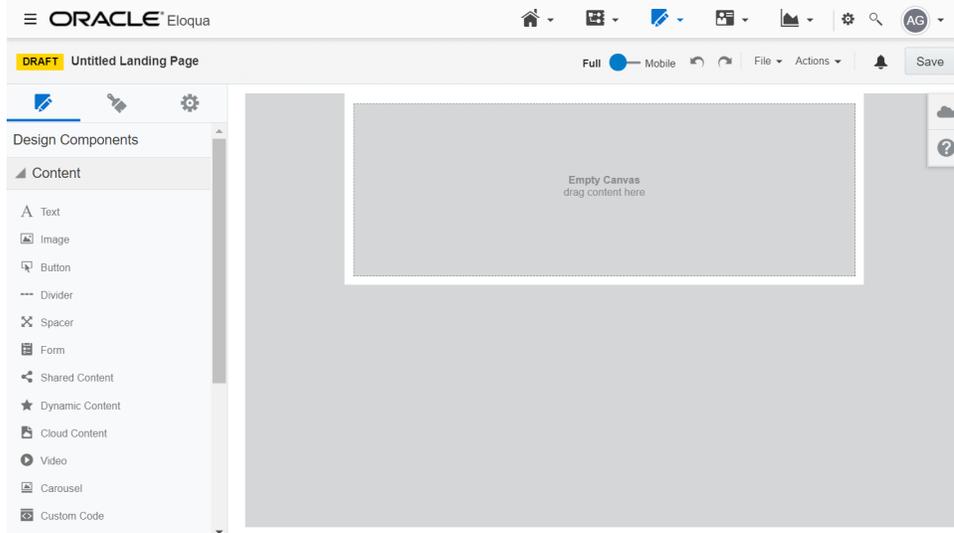
- **Can I easily engage?** Do not use forms that ask for every bit of information about the visitor all at once. You can gradually glean that information as you establish a relationship with the visitor. The incentive on the landing page should be matched to the effort required by the visitor.

 **Example:** For the visitor to download an eBook, perhaps you only need to ask them to submit three fields of information in a form rather than 20 fields. If you are providing a paid-for analyst report, you may be able to ask for more information to match the value you are providing.

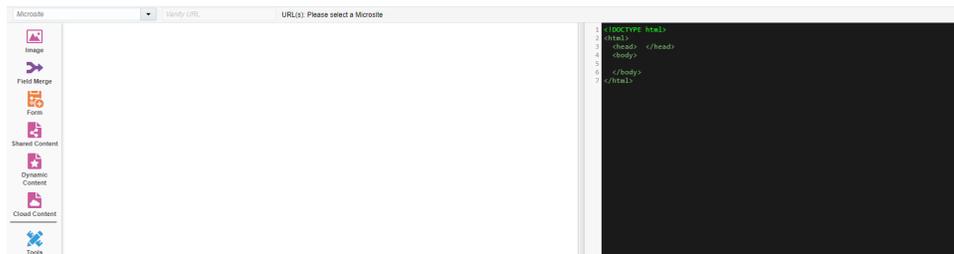
Oracle Eloqua provides you with the following landing page editors to help create your landing pages:

 **Tip:** Learn more about differentiating between these [asset types](#).

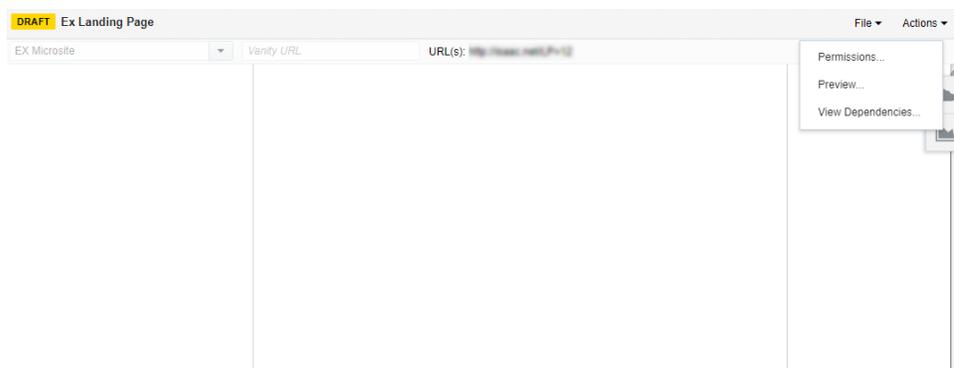
- **Design Editor:** A drag-and-drop interface that let's you easily create fully responsive landing pages without touching any code. Learn more about [creating responsive landing pages using the Design Editor](#).



- **Source Editor:** An HTML code editor that provides you with a live preview and HTML editor. If you're familiar with HTML code, you can build responsive landing pages with full access to the underlying code. Learn more about [creating HTML landing pages](#).



- **Classic Design Editor:** View-only version of Classic Design Editor assets



Learn more by [watching this video!](#)

Landing page examples

Give your visitors a good impression with a crisp, professional design and efficient, valuable information that builds trust and compels them to move through your campaign. It is important that your landing pages are persuasive and informative without wasting the viewer's time.

Here are some examples highlighting the features of a good landing page.

Gating content behind a simple form

This page acts as a gateway to content that was advertised in the email or PPC as that drove the visitor to this location. The strengths of this page lies in its brevity: the page gets straight to the point without too much textual or visual flare, and the visitor must fill in only a few fields before they can access the desired content.

Fat Free. Guilt Free. Yours Free. Modern Marketing Served Fresh.
Demand Gen Pro's Cookbook 2: Tasty Tips From Marketing's Master Chefs

Recipes for Success

No matter how you slice and dice it, Modern Marketing success depends on the techniques and ingredients you use. We scoured kitchens far and wide to bring you the top chef recipes for success in:

- Sales & Marketing Alignment
- Lead Nurturing
- Customer Lifecycle
- And more!

Plus you'll get some tasty tips from the chefs themselves—which you can consider icing on the cake! So let's get cooking!

Share

Clear Form

Email Address *
Email Address

First Name *
First Name

Last Name *
Last Name

Country *
Country

Company Name *
Company Name

Job Title *
Job Title

Yes, send me emails on Oracle Marketing Cloud Products, Services, and Events.

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DOWNLOAD NOW

Event registration and context-specific presentation

The following examples provide an idea as to how you can strategically measure the value of your content against the type of service being provided, and then stage your information accordingly.

In this first example, the goal is to drive RSVPs for a semi-informal, social networking event. The strength here lies in how the type of event is appropriately framed by an informative yet enthusiastic tone. The page invites potential guests using a language that is appropriate to the type of event.

Cocktails & Conversations

Top of the Rock



Join Oracle Marketing Cloud at Advertising Week

 Tuesday, September 27, 2016

 6:30 p.m. – 8:30 p.m. ET

 [Bar SixtyFive Terrace](#)
The Rainbow Room
65th Floor
30 Rockefeller Plaza
New York, NY 10112

Event Details

Join us during Advertising Week as we get inspired by the views from the highest terrace bar in New York City. Be there at 6:30 sharp to catch the sunset!

Join Vik Kathuria, David Barker, and Alan Ginsberg for a quick drink at Bar SixtyFive Terrace on the 65th floor overlooking the city that never sleeps. Come mingle and find out how your marketing could be reaching the right people, with the right message, at the right time—every time.

Need some more time to talk through how Modern Marketing works? [Contact us here](#) to set up a meeting time during Advertising Week.

**This event is invitation only and space is extremely limited. Once registered, the invitation becomes non-transferable.*

[Clear Form](#)

Email Address *

First Name *

Last Name *

Country *

Job Title *

Company Name *

Invited By *

Yes, send me emails on Oracle Marketing Cloud Products, Services, and Events.

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Register Now

Oracle is committed to promoting a corporate culture that is centered on integrity, accountability and ethical business conduct, please [click here](#) for important ethics information regarding this event.

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Conversely, this next example aims to drive event registration for a panel discussion and luncheon with industry leaders. While the event description is much more concise than the previous event, brand recognition, trust, and overall importance are fostered by featuring multi-organization partnerships and personable or recognizable identities.

Note the additional company contact information and social media options at the bottom of the page.

Join us in Manchester for the Modern Marketing Meet-up!



May 24th, 2016

4:00pm – 7:30pm

Great John Street Hotel
Manchester M3 4FD

Event Details

Meet the marketers who know how Modern Marketing works. You'll hear from our expert panel, learn from their success, and have fun doing it! Taste fresh insights. Sip cool ideas. Mingle with best practices. RSVP now to secure your place!

Agenda

4:00pm	Arrival Canapes and Networking
5:00pm	Modern Marketing Panel Discussion
5:45pm	Networking

Moderated by



Sylvia Jensen
Senior Director of Marketing, Oracle Marketing Cloud

Featured Speakers



Andrew Smith
Email Marketing Manager, JD Williams



Lee Hackett
Strategy Director, Blueprint



Stuart Kay
Director of Digital & Social, BPP



Richard Bassinder
Social Media Manager, YBS Group

[Clear Form](#)

Email Address *

First Name *

Last Name *

Country *

Job Title *

Company Name *

Invited By *

Yes, send me emails on Oracle Marketing Cloud Products, Services, and Events.

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Oracle is committed to promoting a corporate culture that is centered on integrity, accountability and ethical business conduct, please [click here](#) for important ethics information regarding this event.

Presented in partnership by



Since 2007 Marketing Cube have helped Australian and global firms realise the rich benefits of Marketing Automation by creating unique digital customer experiences with the Oracle Marketing and Oracle Social Cloud.

[Marketing Cube](#)

Presented in partnership by



Marketing Decisions is a full service digital agency specializing in marketing automation. We bring together best in class designers, digital marketers and in-house web development to support your marketing automation needs.

[Marketing Decisions](#)

Oracle Marketing Cloud is your single source of award-winning solutions for cross-channel, content, and social marketing with digital advertising management and the big data you need to run it all.

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Customer profiling with surveys

These landing pages highlight a few different ways in which you can use surveys to measure customer satisfaction and drive engagement.

This first example allows customers to explicitly state their information, using a custom contact field for the feedback itself.

Feedback Form

Let us know how we're doing.



Thank you for using the Boost Series Plan Builder on your journey to Modern Marketing. How can we make it better? Let us know your thoughts. Just fill out the form below.

Email Address *

First Name *

Last Name *

Feedback *

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SUBMIT

Connect With Us Let's Talk

About Oracle Marketing Cloud
Modern Marketers choose Oracle to create engagement, orchestrate experiences, connect data, and optimize interactions on a system that delivers the best of your brand. Visit oracle.com/marketingcloud

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ORACLE

A second example gives recent webinar attendees a chance to rate their experience. Multi-select and single-select **picklists** help to quickly organize survey results, while explicit answers in a few open questions help to contextualize some of those results.

Follow Up Survey



Thank you so much for joining us to learn how you can deliver the best of your brand with Modern Marketing. We'd love to get your feedback! Did you like the content? Was it relevant to your job? Did you want more? What do you want to hear about in the future?

If you fill out the form below, but still have more to say, remember you can always [contact us!](#)

What did you think of the topics covered? (please select all that apply)

The topics were...

- What I expected when I signed up
- New information for me
- Useful for my work
- Easy to understand
- None of the above

What was your main reason for attending our event? Please select all that apply.

- To expand my professional network
- To learn more about the industry from thought leaders
- To learn more about Oracle Marketing Cloud products
- To support the moderator or one of the panelists
- None of the above

If you could change one thing about the way we conducted this event, what would it be?

What did you think about the content of this webinar?

- Extremely relevant to my work
- Very relevant to my work
- Moderately relevant to my work
- Slightly relevant to my work
- Not at all relevant to my work

Are there any topics that you would like to learn more about during future Oracle Marketing Cloud webinars? If so, please share with us!

If you could change one thing about the way we presented this webinar, what would it be?

By completing and submitting this form, you understand and agree that use of Oracle's web site is subject to the [Oracle.com Terms of Use](#) and [Oracle's Privacy Policy](#), including the fact that Oracle may transfer your personal information collected in connection with your registration on this website to its affiliates globally and to third party entities that provide services to Oracle.

SUBMIT

Connect With Us



Let's Talk



You can also break a larger survey down into a landing series of landing pages. This example is from the first of twenty pages in a survey, all meant to form a cohesive customer profile, while explaining key concepts for the participant to think about while they select their answers.

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MARKETING
CLOUD

In cooperation with: **B2B marketing forum**

Defining the Modern Marketer From Real to Ideal

In this survey, we will examine the core competencies of the digital marketing manager. We will define a set of properties that modern marketing campaigns must have in the digital age to be competitive (for example, social media, automated processes, data analysis, content marketing, email marketing, webinars, white papers, etc.) In particular, we will examine how the modern marketing manager ranks on a scorecard of digital literacy.

1. Which of these statements best describes your organization's use of digital marketing technology? (Choose one statement)

- I am not aware of any use of digital marketing technologies.
- I am aware of digital marketing technologies, but I'm not applying them.
- Digital marketing technology is being evaluated and already partially applied.
- Digital marketing technology is already being used.

Continue

1/20

Oracle Marketing Cloud is your single source of award-winning solutions for cross-channel, content, and social marketing with digital advertising management and the big data you need to run it all.

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Tip: If a survey is going to require a longer commitment from a contact, you might offer an additional incentive to participate, such additional content, promotional deals, or entering a draw to win a prize once the survey is completed.

Alternate landing pages and personalization

You can create multiple versions of the same landing page, and then send them out to different customers based on different audience regions. Alternatively, test alternate landing pages on the same audience, then use campaign reporting to measure which version of the landing page drives more visitor traffic.

This landing page provides visitors with access to a demo for a new product. The demo is the main driver for this page, so the text on the page is minimal.



Here's a slightly different version of the same page. Note the personalization (carried out using a **field merge** of the first name **contact field**) on the post-it note in the image. You can use field merges within the page so that fields such as *First Name* are auto-populated when accessing the landing page.

ELOQUA PROSPECT PROFILER

Eloqua Prospect Profiler

Get ready to feel the love!

- Align marketing and sales to facilitate better communication
- Provide visibility into programs that generate prospect interest
- Increase sales productivity and accessibility to key information

To: Claudia
From: Sales

Julie Smith

90
Last Call
Feb 24, 2009

4
Relationships
Mar 24, 2009

26 (Plus 100%)
Visits
Mar 24, 2009

17 (Plus 17%)
Downloads
Mar 24, 2009

Activity Overview - Internal/Outbound

Prospect is Ready. Set. Go

Give Sales the tools they need to hit their targets

Complete the form to the right to take a quick, self-guided demo and get your complimentary copy of the latest research on driving sales and marketing alignment, by industry analysts Raab & Associates.

See it in action!

Our records show that your email address is claudia.hoeffner@eloqua.com. If so, please complete any fields that appear below. Then, click the View Demo button. If that's not you, please click [here](#).

[View Demo](#)

Excerpt:
"The easiest and most productive first step in this sales evolution is to make web-based behavior and activities readily available on the salesperson's desktop."

ELOQUA THE POWER TO SUCCEED.

Multimedia and dynamic visuals

This landing page pulls different elements together to create a navigational hub of sorts. The YouTube video at the top, embedded via the HTML source editor, delivers a brief, compelling introduction to the featured content, and this is accentuated by the bright red call to action, "*Download the guide now!*" Images and links to associated products at the bottom offer added value for a visitor looking to educate themselves.

Connect the dots of your cross channel experiences

The marketer often acts like a symphony conductor. You manage a large group and orchestrate their activities to create beautiful music. Maybe the latter point is a stretch, but isn't a happy customer's praise like music to your ears?

Orchestrating an impeccable experience is contingent on the ability to be swift with your conductor wand, and align your channel activity so that your recipients are wowed across the web, in person, and via any touch point they've invested time with you.

Regardless of your marketing mantra - the cross channel struggle is real.

Check out this video to learn about how your friend and marketing peer, Modern Mark, continues his journey to optimize Cross Channel Marketing. See how he aligns data silos and marketing channels to create a better customer experience.



Want to take a deeper dive into the journey to find out how you can enhance your organization's cross channel strategy?

Check out the Modern Marketing Essentials Guide to Cross-Channel Marketing.

[DOWNLOAD THE GUIDE NOW](#)

SHARE



Learn more about Oracle Marketing Cloud's solutions for these challenges and more.

CONNECT DATA



Data Management Platforms Demystified

[LEARN ABOUT DATA](#)

CREATE ENGAGEMENT



Modern Marketing Essentials Guide to Content Marketing

[LEARN ABOUT ENGAGEMENT](#)

ORCHESTRATE EXPERIENCE



Gartner Magic Quadrant for CRM Lead Management

[LEARN ABOUT EXPERIENCE](#)

MARKETING ECOSYSTEM



Ovum Report: Selecting a Digital Marketing Platform, 2015-16

[LEARN ABOUT ECOSYSTEM](#)

Creating landing pages using the Design Editor

It's easy to create dynamic and responsive landing pages using the Design Editor. The Design Editor lets you add elements to your landing page using the graphical user interface without touching any HTML code. Learn more about [creating an HTML landing page using the Source Editor](#) or [uploading an HTML landing page](#).

When creating your landing page, different combinations of devices and operating systems may have differing results. The following browsers have been identified as the most commonly used clients and have been tested for responsive or mobile friendly elements:

- Firefox
- Chrome
- IE11
- Edge
- Safari

Learn more by [watching this video!](#)

To create a landing page using the Design Editor:

1. Navigate to **Assets** , then click **Landing Pages**.
2. Click **Create a Landing Page** to open the *Template Chooser* window.

3. Create a landing page:
 - In the classic UI, click **Create a Landing Page**.
 - In the Redwood experience, click **Create**. In the **New landing page** drawer, provide the **Name** for the landing page. Optionally provide the microsite and vanity URL. Click **Create**
4. Choose a template or layout for the landing page. To build a fully responsive landing page in the Design Editor, choose **Blank Responsive Landing Page** or one of the layout options.
5. Name your landing page by clicking *Untitled Landing Page* in the top left and typing a new name.
6. Click  to configure your landing page settings.

a. General Settings:

- Select the microsite that you want to add the landing page to from the **Microsite** drop-down list. Learn more about [microsites](#).

 **Important:** A microsite is required to launch your landing page.

- To make the landing page URL more descriptive, add a **Vanity URL**. The vanity URL must be unique. Otherwise, Oracle Eloqua uses an ID for the landing page's URL.
- Optionally, add a custom browser title in the *Browser Title* box. Text in the *Browser Title* box it will reflect accordingly in the browser tab of the live landing page.

b. Advanced Settings:

- To prevent visits to the landing page, toggle the **Externally Visible** option off. Visitors will not be able to view the landing page until it is external. Learn more about [changing the visibility of a landing page](#).

Choose the redirect option from the *Redirect Settings* section:

- **None:** No redirect occurs.
- **Automatically Redirect:** Redirect the user to a new page. You can specify how many seconds before redirecting the visitor. The redirect will continue to work if you disable the *Externally Visible* option.
- **Automatically Close Window:** No redirect and the browser window closes. You can specify how many seconds before closing the window.

- To set an expiry date for the landing page, toggle the **Page Expiry Redirect** option on. After the page expires, visitors are redirected the specified page. Learn more about [setting an expiration date for a landing page](#).

Choose the expiry settings:

- Set the **Expires on** date and time.
 - Enter the **URL** to redirect to after the page expires.
 - Choose the **Time zone** for the expiry date and time.
- With the *Enable Legacy Rendering* option, you can choose between legacy rendering and the newer rendering offered by Eloqua. The new rendering uses an updated HTML Doctype and will improve the rendering experience in web browsers..

Important: If any existing landing page contains custom code through code cells, headers, footers, dynamic content, shared content, or signatures, the new rendering might change the way the landing page is displayed. If you enable the new rendering for existing landing pages, make sure to test what the landing pages look like before sending them to contacts.

c. Code and Tracking:

- Add Javascript or Meta Tags to your landing page.

7. Build your page using the components on the left pane of the landing page. Learn about [working with content components and layouts](#).

8. Click **Save**.

After saving your landing page, you can [preview and test it](#) or use the URL to test it in different browsers.

Finding landing pages

Note: We're updating our help center to reflect the new [Redwood experience](#). During the transition, some content reflects the previous version of the UI.

You may need to find and open an existing landing page to continue a task, or you may want to copy a landing page as a starting point for a new landing page. In both cases, you can use the *Landing Pages* page to search for a specific landing page, or to filter for certain criteria.

To find a landing page:

1. Navigate to **Assets** , then click **Landing Pages**.
2. Oracle Eloqua provides several ways to find a landing page:
 - Use the available pre-defined filters:
 - Recently Accessed
 - All Files
 - Created by Me
 - Recently Modified
 - Search for landing pages by browser title or vanity URL.
 - For more advanced filtering, use the Filters tool. You can access it from *All Files* or from some of the pre-defined filters. You can then use the advanced filters to by date, user, status or type.

Legacy rendering for landing pages

In the Oracle Eloqua landing page Design Editor, you can choose between legacy rendering and the newer rendering offered by Eloqua. The new rendering uses an updated HTML Doctype and will improve the rendering experience in web browsers.. In this topic, you'll learn about:

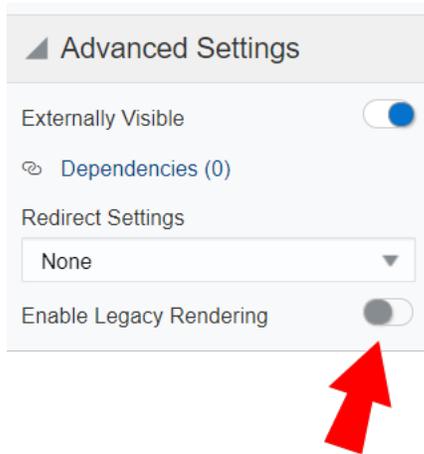
- [Enabling legacy rendering when creating a new landing pages](#)
- [Disabling legacy rendering for landing pages created prior to 20C](#)

Important: If any existing landing page contains custom code through code cells, headers, footers, dynamic content, shared content, or signatures, the new rendering might change the way the landing page is displayed. If you enable the new rendering for existing landing pages, make sure to test what the landing pages look like before sending them to contacts.

To enable legacy rendering when creating a new landing page:

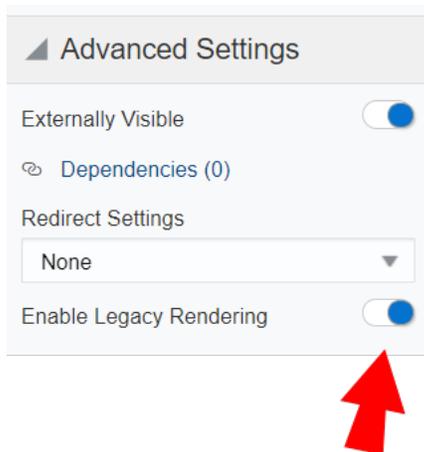
1. Create a new landing page in the Design Editor.
2. Click  to go into *Landing Page Settings*.

3. Under *Advanced Settings*, click **Enable Legacy Rendering**.



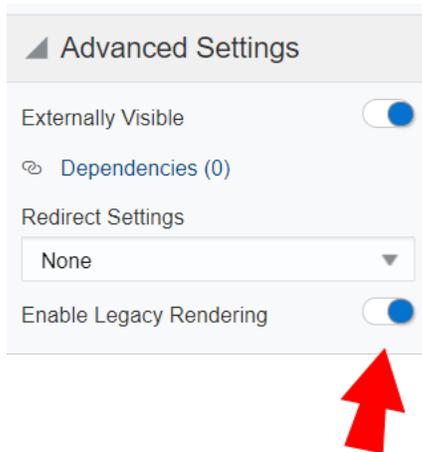
Tip: Legacy rendering is enabled when the toggle is blue.

Legacy rendering will now be enabled.



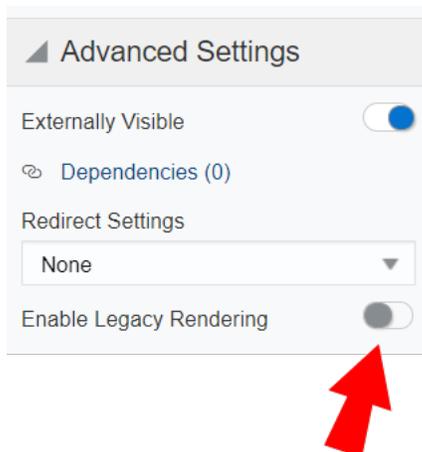
To disable legacy rendering for landing pages created prior to 20C:

1. Open an existing landing page.
2. Click  to go into *Landing Page Settings*.
3. Under *Advanced Settings*, click **Enable Legacy Rendering**.



 Tip: Legacy rendering is enabled when the toggle is blue.

Legacy rendering will now be disabled.



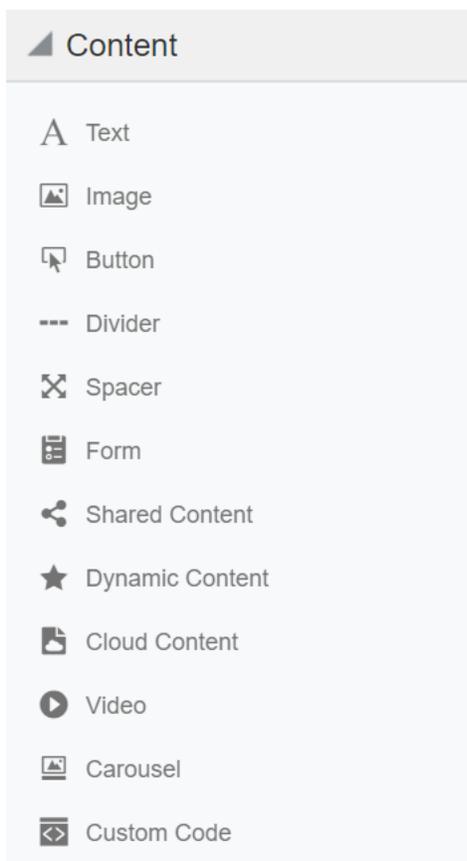
Working with landing page content components and layouts

The Oracle Eloqua landing page Design Editor uses content components and layouts to help you build your landing page.

Content components

Content components are types of elements that you can include in your landing page.

Content types include text, buttons, images, forms, and more. You can add content components to sections of a layout. Content added to layouts creates a content component in your landing page.



The following content types are available:

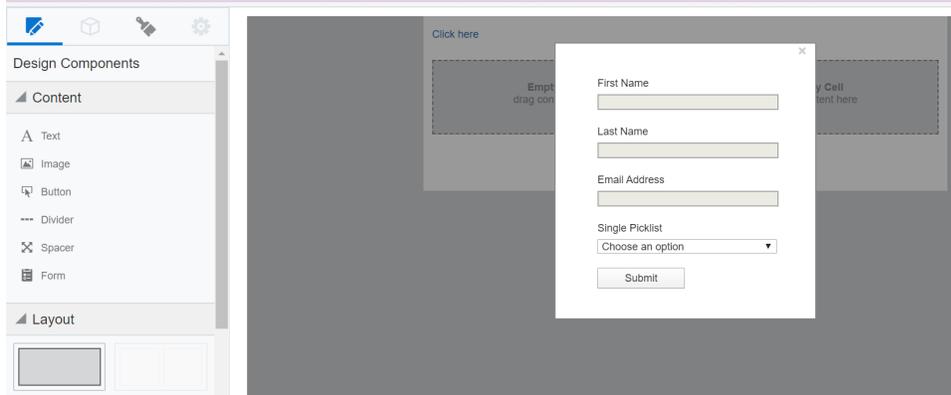
- *Text*: Add summaries, instructions, and other relevant information to your landing page using the text content component. The [default typeface and color](#) will automatically be applied, unless text is customized with the toolbar. Use the toolbar to insert hyperlinks and field merges, modify text style and color, add bullets, and so on. You can also [write right-to-left](#).
- *Images*: Add images from the Oracle Eloqua component library, from your machine, or Oracle CX Content [Oracle CX Content](#) (formerly Oracle Content and Experience Cloud).
- *Buttons*: Buttons are an effective way to create calls-to-action in your landing pages. Button content is text only and cannot use images. Select **hover state** to better indicate when a user hovers over the button. You can [hide buttons in mobile](#) and [write-right-to-left](#) when adding button text.
- *Dividers*: Dividers are horizontal lines used to visually separate content on your landing pages.
- *Spacers*: Spacers are used to create blank areas on your landing pages. The size, background color, and border can be customized.
- *Shared content*: *Shared content* is reusable content snippets that you can create once, then reuse in different emails and landing pages. It allows you to "build once, re-use everywhere" for your most valuable common pieces of content. Shared content is stored in the component library.
- *Forms*: Easily insert Oracle Eloqua forms in your landing pages. The form's styling, such as field spacing, background color, and font, can be customized in the Design Editor to match the rest of your landing page. Existing Oracle Eloqua forms brought into the responsive editor will be automatically responsive. Learn more about [adding forms](#).
- *Dynamic content*: Dynamic content allows you to display information that changes based on specific rules and conditions. For example, you could personalize a landing page with the recipient's sales rep information based on the city, state, country, or region specified in the contact's profile. Dynamic content is reusable content stored in the component library. Learn more about [dynamic content](#).
- *Cloud content*: Cloud content is content provided by an external service. Cloud content apps must be installed by your administrator.

- *Video*: Natively insert Vimeo or YouTube videos to your landing page to better engage users and share rich media content. Learn more about [adding videos](#).
- *Custom code*: Adding custom code provides additional ways to style your landing pages.
- *Carousels*: Image carousels cycle through several image slides automatically at a specified speed or manually. They allow you to present similar and reinforcing content in the same space and make for a more engage landing page. Learn more about [adding image carousels](#).

Note: Oracle Eloqua validates that dynamic and shared content is responsive. If there are issues with responsiveness, a notification appears . Click the notification icon to review the issues. You can edit the content components from the Design Editor or from the component library. As you make changes, review the responsive validation errors in the rich text editor.  indicates that there are no responsive concerns.  indicates that there might be responsive issues.

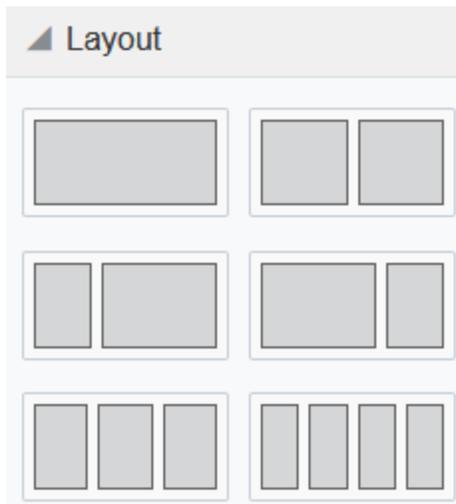
Tip: When inserting hyperlinks on your landing page, you can select *Lightbox* as your link type. Clicking the hyperlink displays a pop-up on your landing page that

can contain images, buttons, text, or a form.



Layouts

Layouts determine where you can place content components. Layouts consist of one or more columns that you can add content components to. Oracle Eloqua provides you with several layouts that you can customize with content components.



Learn how to work with these design components:

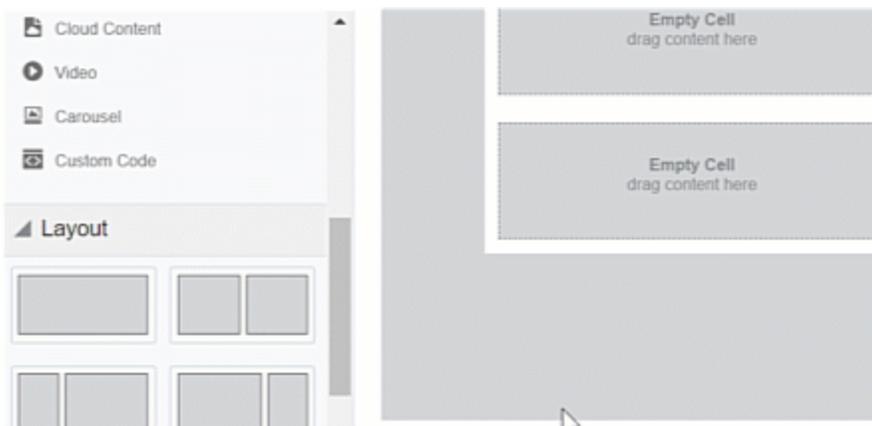
- Adding content components or layouts
- Copying content components or layouts
- Moving content components or layouts
- Deleting content components or layouts
- Resizing columns
- Padding and borders

Adding content components or layouts

After you initially choose a layout for your landing page, you can add content components and layouts to customize the landing page design.

To add content components or layouts:

1. With your landing page open, drag content component or layout to your landing page.



Copying content components or layouts

To copy content components or layouts:

1. With your landing page open, click the content component or layout you want to copy.
2. Click  .



3. [Move the content component or layout](#) to the location you want it.

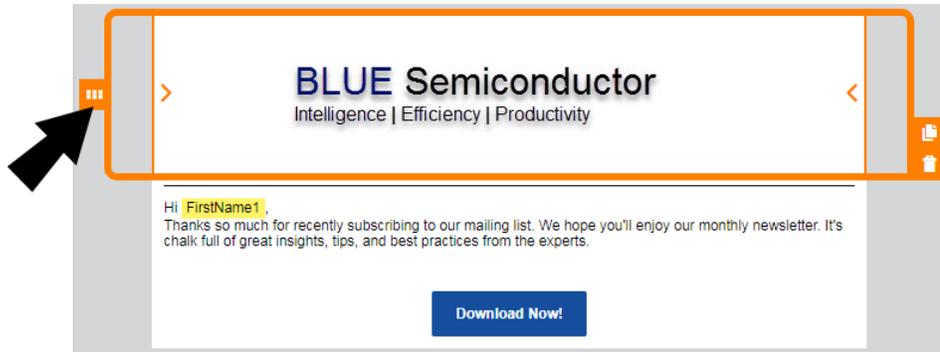
Moving content components or layouts

You can move a content component vertically or horizontally. You can move a content component to a new layout. You can move a layout vertically.

Note: You cannot move content components if you are in the [mobile view](#). You can move a layout in mobile view.

To move content components or layouts:

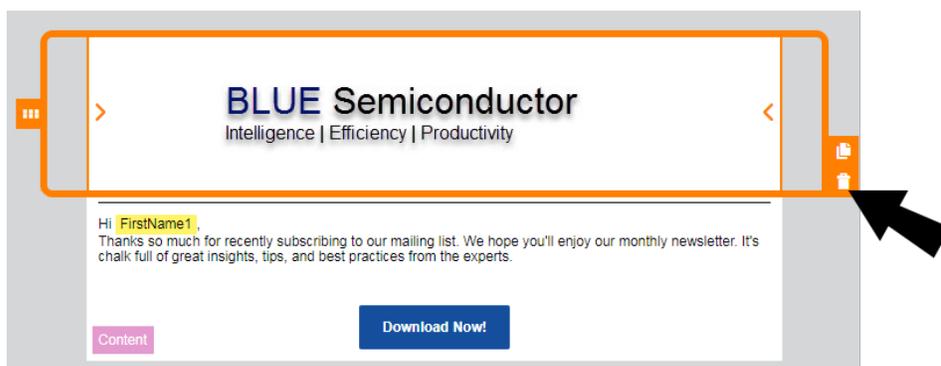
1. With your landing page open, click the content component or layout you want to move.
2. Click  and drag the content component or layout to the new location.



Deleting content components or layouts

To delete content components or layouts:

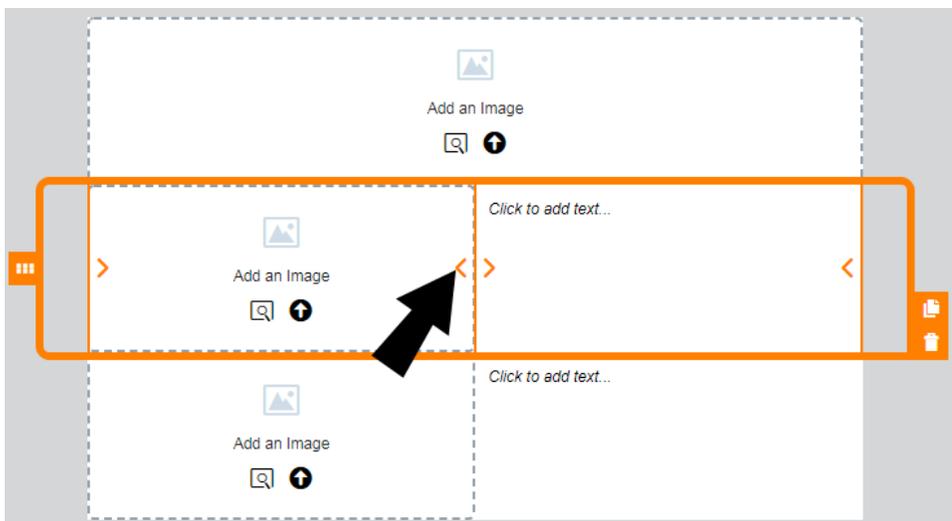
1. With your landing page open, click the content component or layout you want to delete.
2. Click . You can click  to undo your change.



Resizing columns

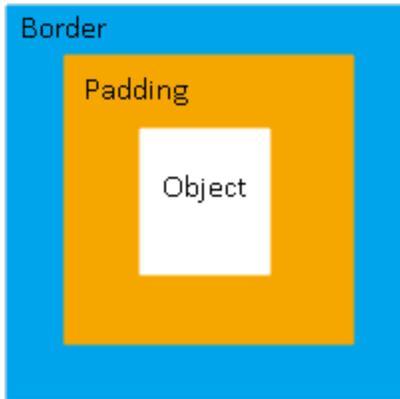
To resize columns in a layout:

1. With your landing page open, click on the layout that contains the columns you want to resize.
2. Click on > or < to decrease or increase the size of the columns.



Padding and borders

You can add padding to most content components and add borders to both a content component and layout.



Padding

You can adjust the space around a content component using the padding options available from the panel. You cannot adjust the padding for a layout.

Borders

Add a border around the content component or layout by turning on borders. For multi-column layouts, you can adjust the borders for each column.

The border goes around the padding.

Content Blocks

Content blocks are groups of layout containers and cells that can be re-used when building responsive [emails](#) or [landing pages](#). They can be a combination of different cell types such as text, images, dynamic content, shared content, and more. By breaking down your most commonly used components and re-assembling them to meet the unique needs of each new email and landing page, you can more quickly create brand-compliant content with ease.

For example, if you find yourself frequently using a particular portion of an email template, you can save that section as a content block and re-use it in several emails to achieve a consistent look and feel instead of maintaining a large template library.

[Learn more by watching this video!](#)

Note: To create, edit, and delete content blocks, the **Manage Blocks** security action permission needs to be enabled. Users without the Manage Blocks permission can only use blocks that appear in the Blocks tab. However, if they have email or landing page editing permissions, they can edit a block after it has been added. For more information, refer to the list of [security action permissions](#).

Next steps:

[Creating a content block](#)

[Adding a content block](#)

[Editing a content block](#)

[Searching for a content block](#)

[Locking a content block](#)

[Deleting a content block](#)

Creating a content block

You can easily create content blocks and save them for future use. In addition to elements like images and text, saved blocks can also include hyperlinks and field merges.

Note: Cloud content cannot be saved into a block. If there is cloud content in a row, you will not be able to save that row as a block.

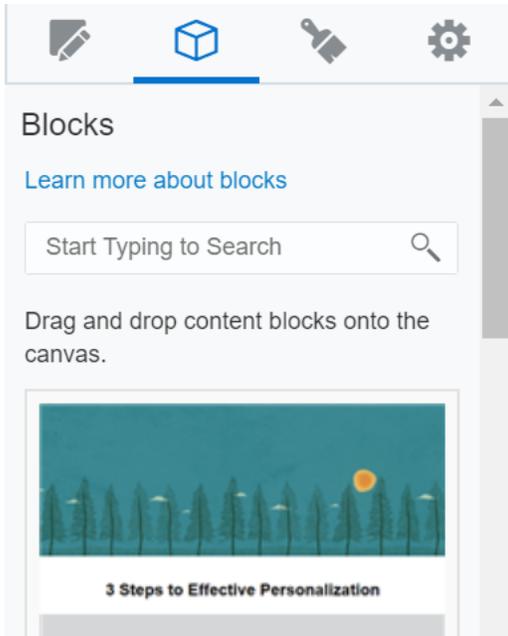
To create a content block:

1. Click the layout that you would like to save as a content block and click .



2. Enter a name and click **Save**.

The content block can now be accessed from the *Blocks* tab.



Tip: For easier management, it is recommended that you have no more than 50 content blocks.

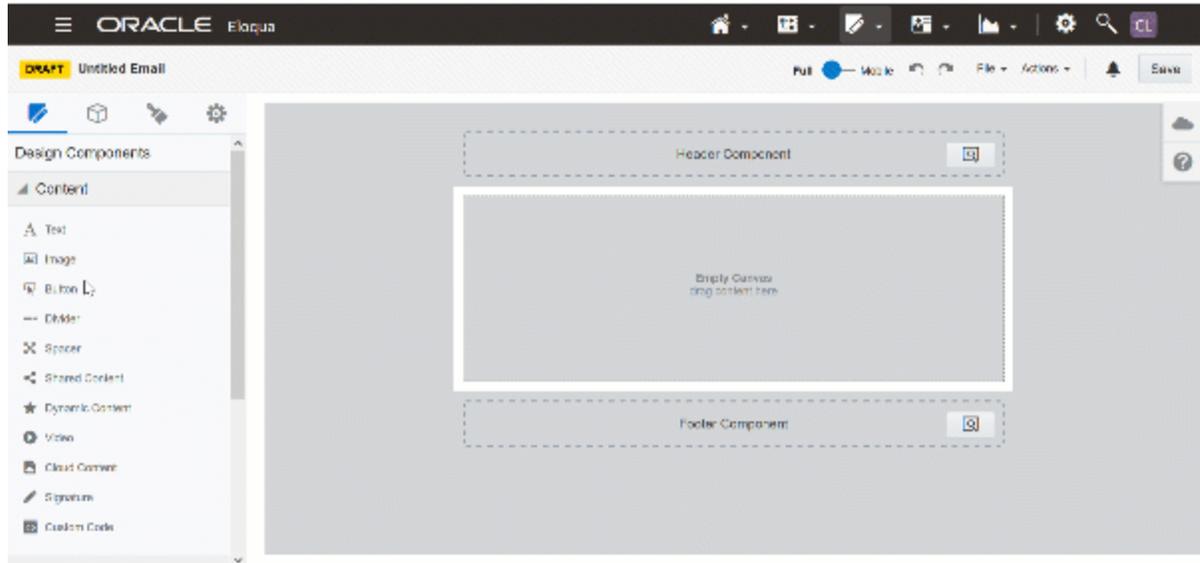
Adding a content block

When you add a block to the canvas, it retains all applied cell, column, and row styling from when it was saved. Any default styles present will reflect the defaults of the email or landing page the block is added to.

If a block contains a hyperlink, that hyperlink will receive a new Eloqua tracking ID each time it is copied or re-used to prevent duplication in reporting.

To add a content block:

1. From the Design Editor, click  to navigate to the *Blocks* tab.
2. Drag and drop the blocks that you would like to use.



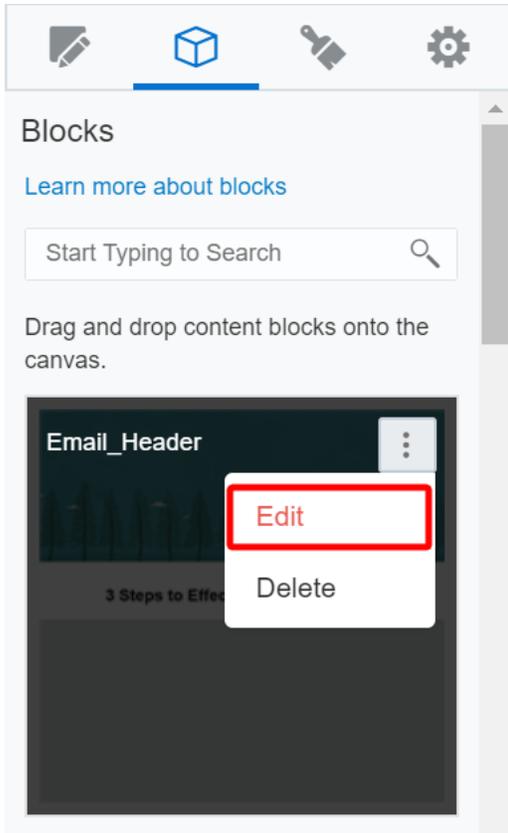
Once a block is added to the canvas, it is separated from the original block and can be edited. Any edits made to the canvas will not impact the original block where the content came from.

Editing a content block

Once saved, a content block can be edited at any time.

To edit a content block:

1. In the *Blocks* tab, locate the content block you want to edit and click .
2. Select **Edit**.



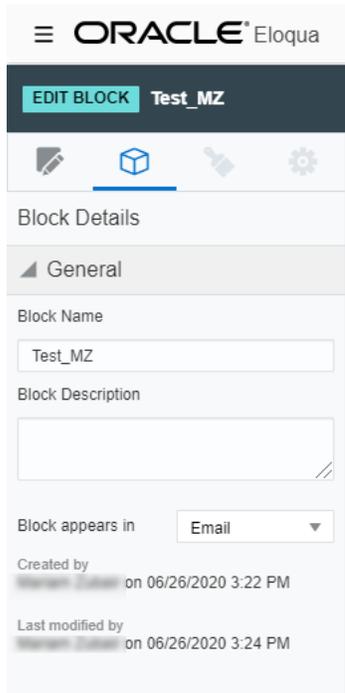
The Block Details tab opens on the left.

3. You can modify the following settings from the Block Details tab:

- **Block Name:** Enter a new name for the content block.
- **Block Description:** Enter a description for the content block.
- **Block appears in:** Choose whether you want the block to appear in an email, landing page, or both.

- **Note:** If a signature rule, form, or carousel is present, the option to select where the block appears in will be disabled. Only generic content can be shared across both email and landing page.

View-only information such as *Created by* and *Last modified by* are also displayed here along with the date and time stamps.

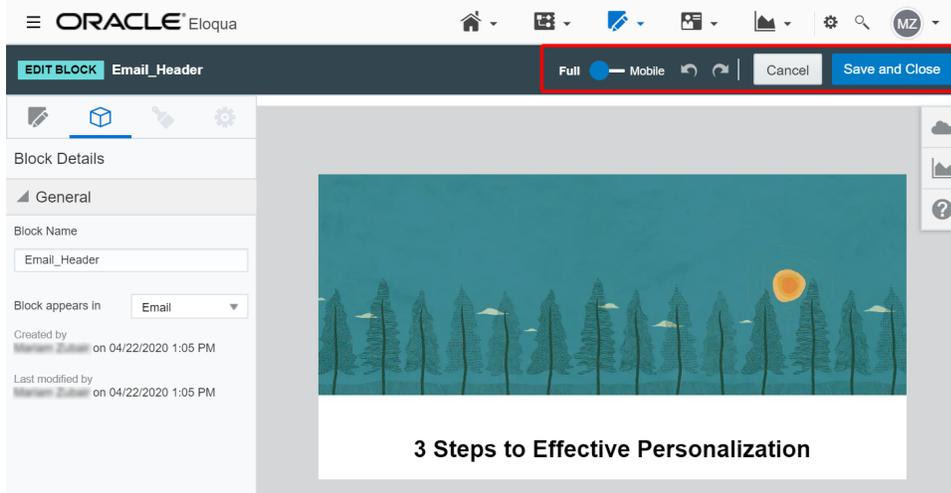


4. Click  if you want to add new content components or layout containers to your block. You can also edit each individual content component such as an image or text in the existing block by clicking on it directly, just like you would for any [emails](#) or [landing pages](#).

When you are editing a block, it will show the text and color defaults saved from the original block. However, the default styling will change once the block is added to a new email or landing page.

Note: You can add a maximum of 3 layout containers for each content block.

5. There are additional settings available on the top right of the editor:



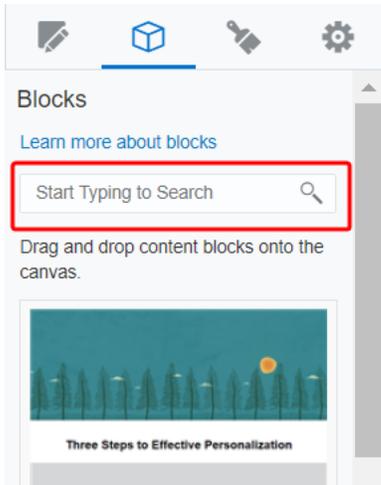
- Switch between **Full** and **Mobile** views.
- Use the arrow buttons to undo and redo your changes.
- If you click **Cancel**, a dialog will prompt you to save. To save your changes, click **Save**. To return to the original content block and undo your changes, click **Don't Save**. To return to the editor and continue editing, click **Cancel**.
- When you are done editing, click **Save and Close** to save your changes.

Searching for a content block

All content blocks are listed in alphanumeric order in the *Blocks* tab. You can narrow down the list using the search functionality.

To search for a content block:

1. From the Design Editor, click  to navigate to the *Blocks* tab.
2. Enter a name or keyword in the search field to find the content blocks you are looking for.



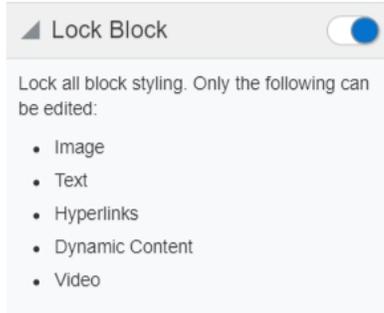
Locking a content block

Content Blocks are unlocked by default, but you can lock all styling changes and make certain components uneditable. Once you have locked a block, you can only edit images, text, hyperlinks, dynamic content, videos, and carousels (for landing pages) without changing styling, such as colors, background, alignment, or column width. This allows you to use content blocks while still enforcing brand compliance and simplify content creation. All other components will be locked and can only be edited if the content block is unlocked again. Once a locked block is added to an email or a landing page it remains locked, even if the original block in the block library is subsequently unlocked.

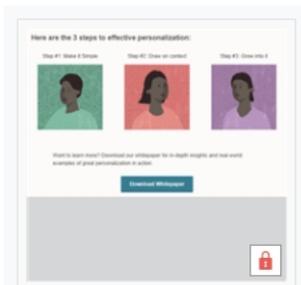
Note: Locked blocks are supported in Engage and styling restrictions are respected. However, Locked blocks are not supported in the Oracle Eloqua Sales Tools for the Microsoft Outlook add-in. Sales users will be able to edit the locked block styling.

To lock a block:

1. From the Design Editor, click  to navigate to the *Blocks* tab.
2. Select **Lock Block**.



3. Click **Save and Close** to save your changes and close the content block.
4. Once it is locked, a lock symbol will display on the content block as shown in the following image:

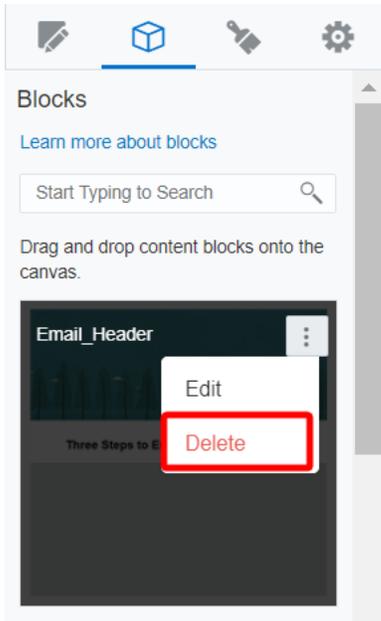


5. You can easily unlock a block by clicking **Edit** and disabling the **Lock Block** feature.

Deleting a content block

To delete a content block:

1. In the Blocks tab, locate the content block you want to delete and click .
2. Select **Delete**.



Landing page styling in the Design Editor

It's easy to style your landing pages to create a unique look and feel using the Design

Editor. Using the Style  tab, you can quickly set a background image or video, text and hyperlink defaults, and add custom CSS.

Landing Page Style

Background

Background Color 

Color Fill Style 

Background Video

Canvas Color 

Color Fill Style 

Canvas Width 

Text Defaults

Typeface 

Color 

Hyperlink Defaults

Color 

Advanced Styles

Additional CSS

Background

Select a background color for your landing page and the canvas area. Flat and gradient options are available. You can also select a video to play in the background by providing a URL. The video URL must be a direct link to the hosted video. YouTube or Vimeo URLs will not work. The video link is validated for HTTPS as most browsers do not render videos from unsecure links. When a video is present, the color background rests behind it. If the video fails to play, the color will simply show instead.

Select your canvas width from the available options: 600px, 756px, 900px, 1080px, 1320px, and 100% of the full browser width.

Text Defaults

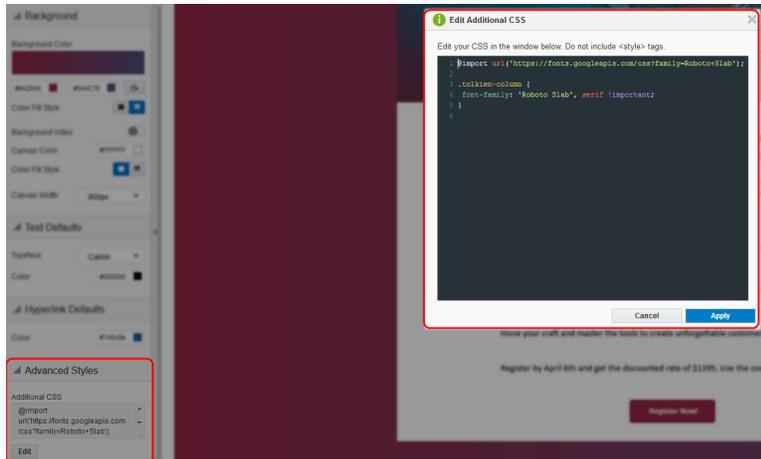
Set your default font and color. These are applied automatically to any new text on your landing page, and existing text that has not been customized. Additionally, these styles are applied to any text in the *Form* content block.

Hyperlink Defaults

Set your default hyperlink color. This is applied to any new hyperlinks on your landing page, and existing hyperlinks that have not been customized.

Advanced Styles

Add CSS to further customize your landing page. For example, you may want to add your own web font to your landing page. CSS added in the CSS code block will automatically render in the editing canvas, so that you can see how your CSS is being applied without having to toggle between preview and edit mode.



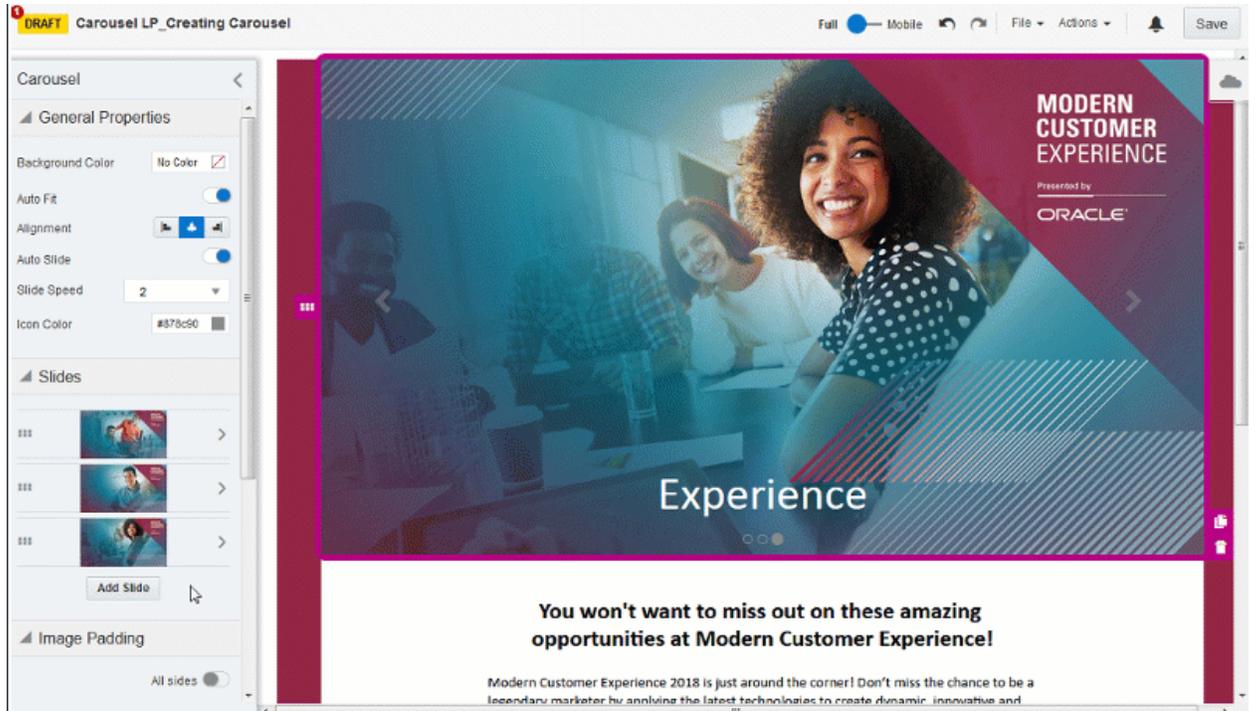
Learn more by [watching this video!](#)

Adding an image carousel in the Design Editor

Using the landing page Design Editor, you can add image carousels to your landing pages. The carousel cycles through up to 5 images. With a responsive design, the images will be resized for desktop and mobile.

To add an image carousel to your landing page:

1. Open an existing landing page or [create a new one](#).
2. In the *Design Components* tab, drag the **Carousel** content block to the desired layout cell.
3. Click the *Carousel* content block to select it.
4. Click **Add Slide** in the left panel to add up to 5 images.
 - Click **Browse** to select an image from the Oracle Eloqua image library.
 - Click **Upload** to select an image from your machine.
 - Rearrange the images by dragging and dropping them in the desired order.



Tip: The *Browse* and *Upload* options are also available by clicking on the carousel block on the landing page canvas.

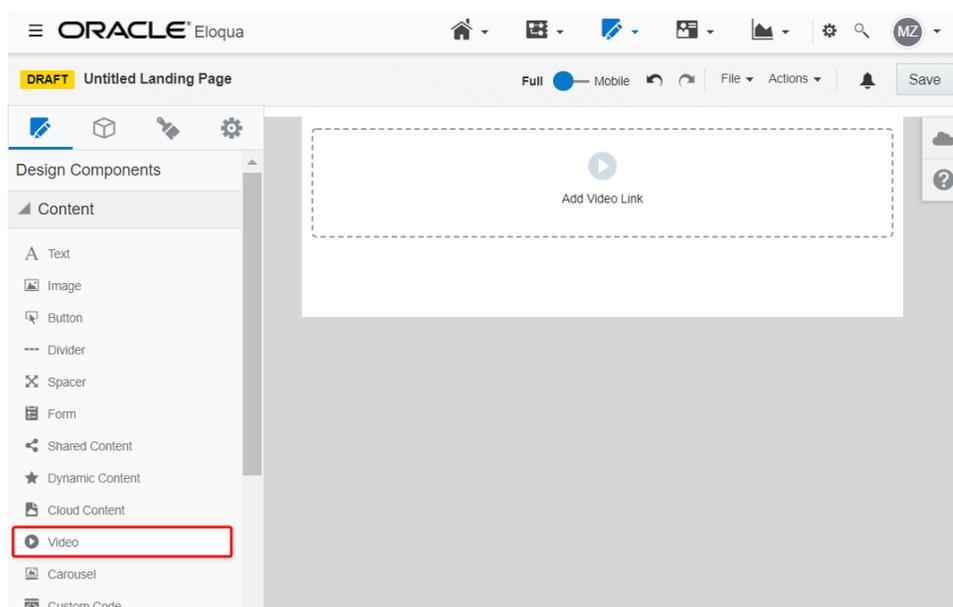
5. Customize the carousel content block by modifying the background color, alignment, padding, and borders. Set your slide speed from 1-10 seconds. Learn more about [working with contents and layouts](#).
6. In the *Slides* section, click each image to add alt text, a hyperlink, or caption. You can also replace or delete the slide using this menu.
7. Click **Save**.

Adding a video to landing pages in the Design Editor

You can embed Vimeo or YouTube videos natively to your landing page to better engage users and share rich media content.

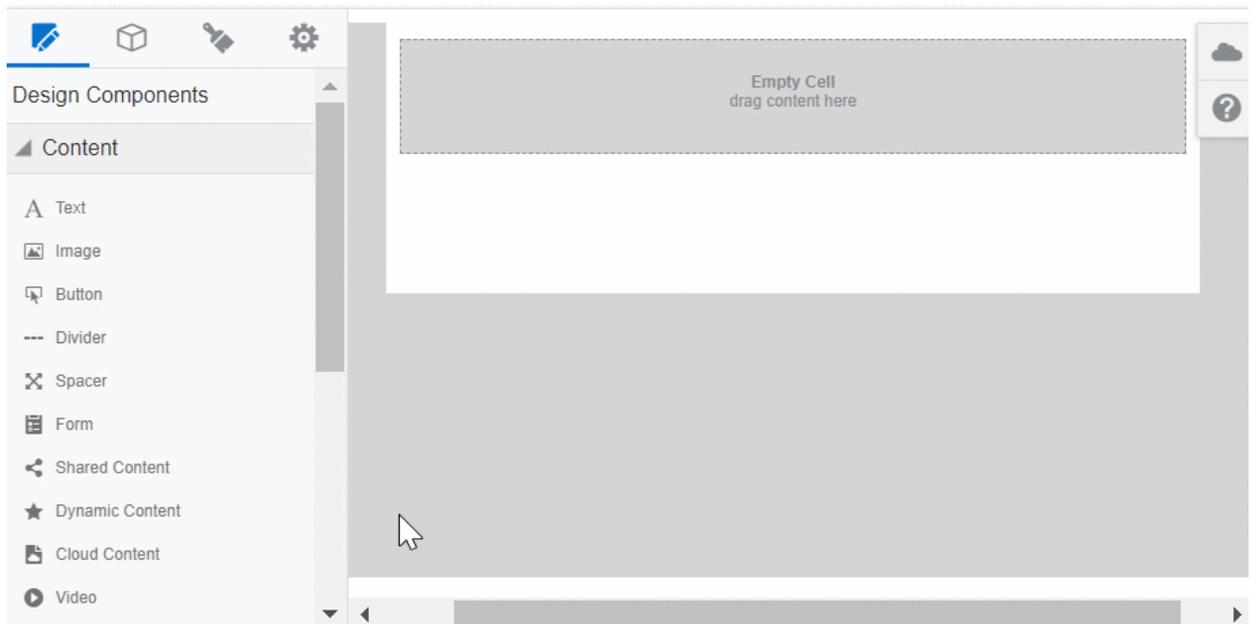
To add a video using the Design Editor:

1. Drag the video content component onto the canvas.



2. Click **Add Video Link**.
3. Paste your video's URL in the **Video Link** field.
4. When you paste your video link, the following *General Properties* display:
 - **Alt text:** Alternate text allows you to describe your video for recipients that have videos blocked or turned off.
 - **Autoplay:** Plays the video automatically when the user scrolls to it on the landing page.

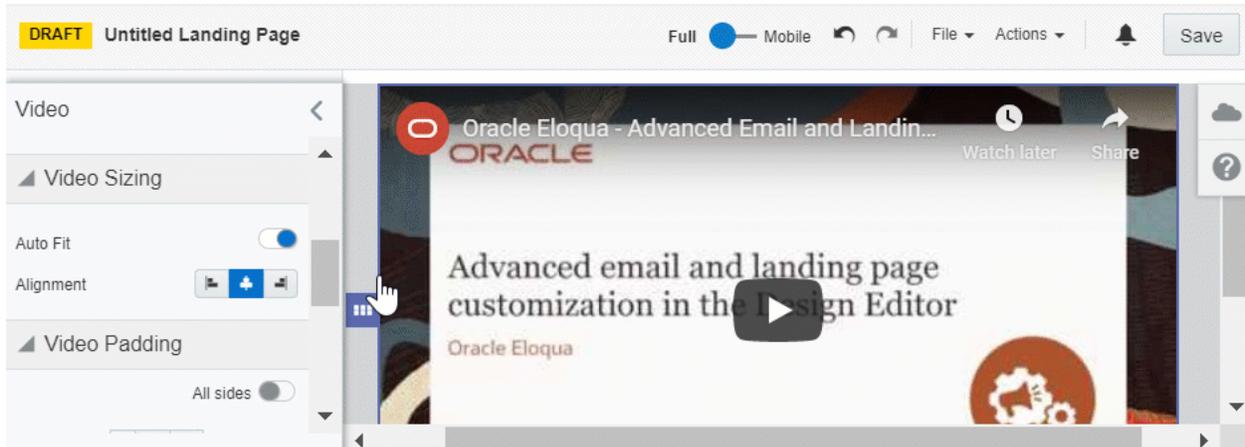
- **Loop:** Repeatedly replays the video without pausing.
- **Background Color:** Allows you to select a custom background color for your video.



Sizing and Alignment

Use the Video Sizing options available from the Video panel to change the video alignment or to scale the video.

- **Auto Fit:** Enabling *Auto Fit* allows you to adjust the video height and width proportionality to fit the entire content component.
- **Scale:** If you turn off *Auto Fit*, you can manually scale the width of the video by percentage.
- **Alignment:** Lets you align the video to the right, center, or left of the content component.



Padding and Borders

Adjust the padding and borders around the content component using the options available from the Video panel. Learn more about [padding and borders](#).

Adding a form in the Design Editor

Using the landing page Design Editor, you can easily insert Oracle Eloqua forms in your landing pages. The form's styling, such as field spacing and background color, can be customized in the Design Editor to match the rest of your landing page. Oracle Eloqua forms will be automatically responsive.

To add a form to your landing page:

1. Open an existing landing page or [create a new one](#).
2. In the *Design Components* tab, drag the **Form** content block to the desired layout cell.
3. Click the *Form* content block to select it.
4. Click **Browse** and select the form you want to add.

5. Customize the form content block by modifying the background color, alignment, font, padding, and borders. You can also replace or delete the form using this menu. Learn more about [working with contents and layouts](#).
6. Click **Save**.

Hide landing pages using the Design Editor

You can hide a landing page from Oracle Eloqua visitors. For example, you may want to hide a page after an event completes or you are drafting a landing page and are not ready to make it publicly available.

Here are the options available:

- [Visibility setting - Change the visibility of the page](#)
- [Expiry setting - Set an expiry date for the landing page](#)

Changing the landing page visibility

After you change the visibility of a landing page, note the following:

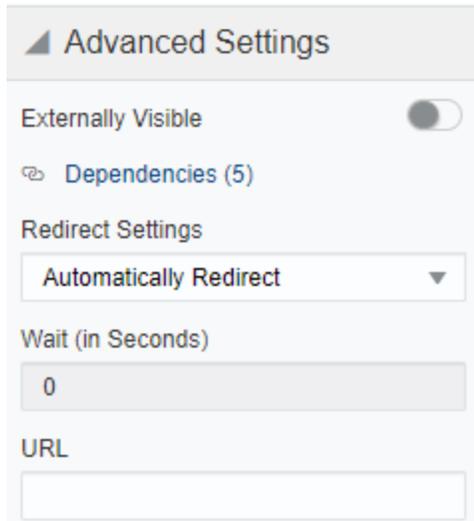
- The landing page remains available in Oracle Eloqua and no dependencies are impacted.
- You can no longer access the landing page from its URL. A message displays instead indicating the page is unavailable.
- You cannot change what is displayed to a landing page visitor in place of the landing page.

To change the visibility of a landing page in the Design Editor:

1. Navigate to **Assets** , then click **Landing Pages**.
2. Open the landing page you want to change.

3. Click .

4. In the *Advanced Settings* section, toggle the **Externally Visible** option off. When the setting is off, the page is only visible within Oracle Eloqua.



Advanced Settings

Externally Visible

Dependencies (5)

Redirect Settings

Automatically Redirect

Wait (in Seconds)

0

URL

5. Choose the redirect option from the *Redirect Settings* section:

- **None:** No redirect occurs.
- **Automatically Redirect:** Redirect the user to a new page. You can specify how many seconds before redirecting the visitor. The redirect will continue to work if you disable the *Externally Visible* option.
- **Automatically Close Window:** No redirect and the browser window closes. You can specify how many seconds before closing the window.

6. Click **Save** and save your changes.

After you finish: You can make the page externally visible again by toggling the option on.

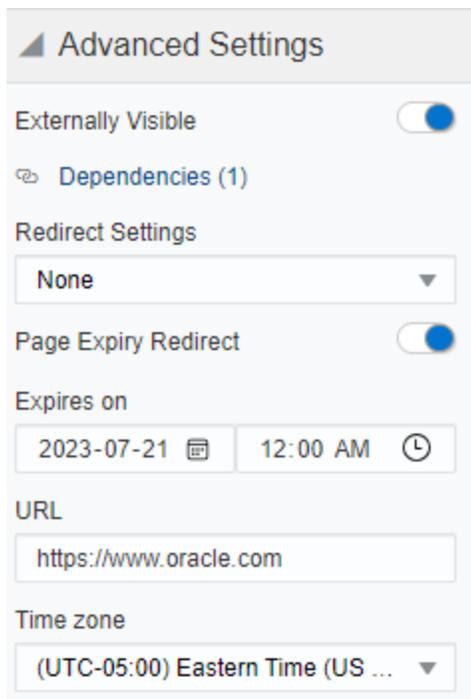
Setting an expiry date for a landing page

Before you begin:

- After the landing page expires, visitors are redirected to the URL you provide.
- Your expiry schedule includes a time zone setting.

To set an expiry date of a landing page in the Design Editor:

1. Navigate to **Assets** , then click **Landing Pages**.
2. Open the landing page you want to change.
3. Click .
4. In the *Advanced Settings* section, toggle the **Page Expiry Redirect** option on.



Advanced Settings

Externally Visible

 Dependencies (1)

Redirect Settings

None ▼

Page Expiry Redirect

Expires on

2023-07-21  12:00 AM 

URL

https://www.oracle.com

Time zone

(UTC-05:00) Eastern Time (US ... ▼)

5. Set the **Expires on** date and time.
6. Enter the **URL** to redirect to after the page expires.
7. Choose the **Time zone** for the expiry date and time.
8. Click **Save** and save your changes.

Customizing Design Editor emails and landing pages with CSS

CSS can be used to heavily customize the layout of emails and landing pages.

Standalone CSS classes allow for more flexibility with email and landing page designs, and custom styles in the Design Editor. Custom CSS will be reflected immediately in the editing canvas. It's best practice to confirm your styling in preview mode as well as testing live.

In this topic, you'll learn about:

- [Class names](#)
- [Sample code](#)
- [Things to consider](#)

Learn more by [watching this video!](#)

Class names

Use these classes to identify the parts of your email or landing page that you would like to customize.

Design Editor Element	Class Name	Description
Text	.elq-text-cell	This class targets the text in text cells.
Images	.elq-image-cell	This class targets image cells.
Button	.elq-button-cell	This class targets button cells.
Shared rules/signature rules	.elq-external-cell	This class targets both shared content and signature rules.
Divider line	.elq-divider-cell	This class targets divider cells.
Dynamic content	.elq-dynamic-content-cell	This class targets dynamic content cells.

Design Editor Element	Class Name	Description
Cloud content	.elq-cloud-cell	This class targets cloud content cells.
Spacers	.elq-space-cell	This class targets spacer cells.
Custom code cells	.elq-code-cell	This class targets custom code cells.
Cells by location	.row .col .cell	Target specific rows, columns, and cells.

Sample code

See the following design goals and the corresponding example code samples to achieve these goals:

Goal	Code Sample
Adding a webfont	<pre> @font-face { font-family: 'Roboto Slab'; font-style: normal; font-weight: 400; src: local('Roboto Slab Regular'), local('RobotoSlab-Regular'), url (https://fonts.gstatic.com/s/robotoslab/v8/BngMUXZYTXPIvIBgJJSb6ufA5q Wr4xCCQ_k.woff2) format('woff2'); unicode-range: U+0460-052F, U+1C80-1C88, U+20B4, U+2DE0-2DFF, U+A640-A69F, U+FE2E-FE2F; } @import url('https://fonts.googleapis.com/css?family=Roboto+Slab');</pre>

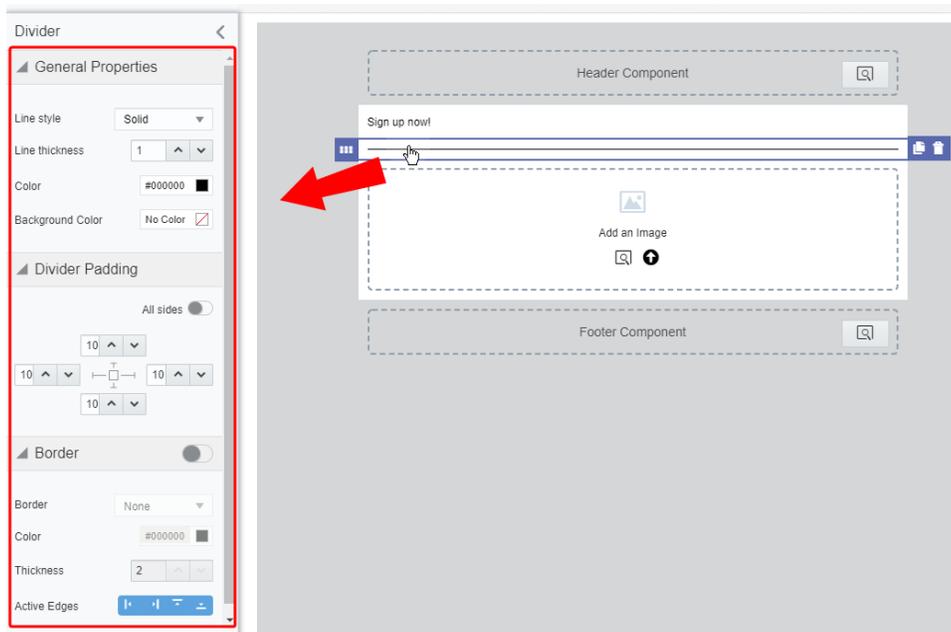
Goal	Code Sample
Style Headers 1-6	<pre>.elq-text-cell h1 { color: red; text-decoration: underline; }</pre>
Style bullets and numbered lists in text cells	<p>Unordered list:</p> <pre>.elq-text-cell ul { color: #666666; font-weight: bold; }</pre> <p>Ordered list:</p> <pre>.elq-text-cell ol { color: #444444; font-weight: normal; }</pre>
Linking to external style sheets	<pre></style> <link href="http://example.com/mystyles.css" rel="stylesheet"> <!-- here we are in html, so re-open the style to get back to CSS --> <style></pre>
Style specific cells using their location	<pre>.row-0 .col-0 .cell-1 { color: blue; }</pre> <p>The editor counts left-to-right, top-to-bottom.</p>

Goal	Code Sample
Style body text in every text cell	<pre>.elq-text-cell > div > div { font-family: 'Roboto Slab'; font-size: 1.3em; }</pre>
Use both <code><div></code> elements, otherwise you will style all text in all cells.	

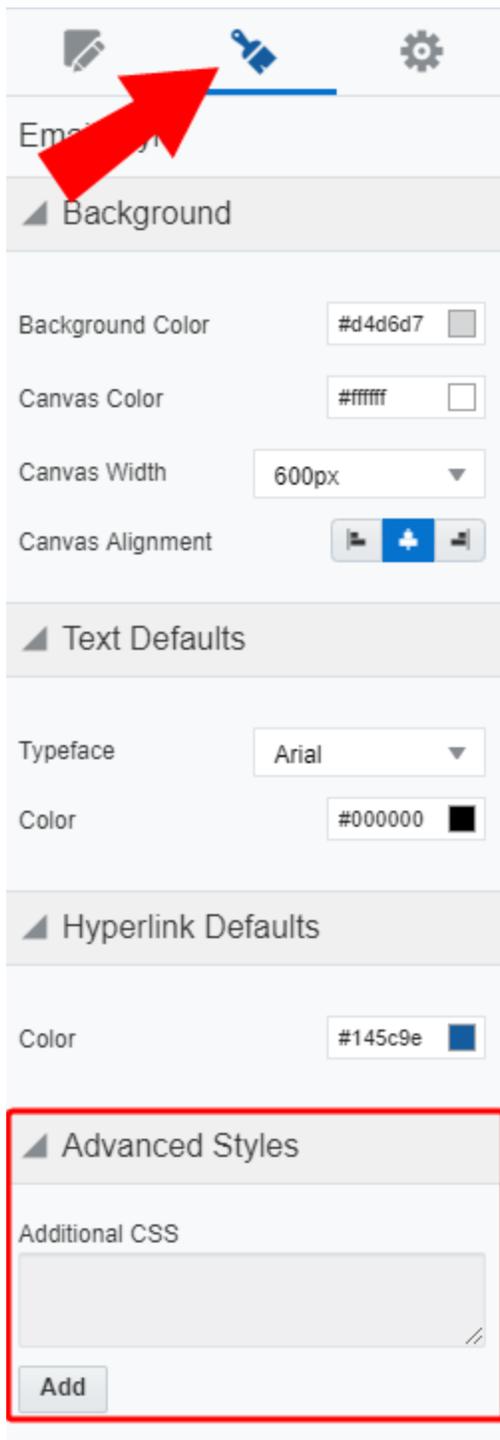
Things to consider

- Old Shared Content, Dynamic Content, Header, and Footer content components use the `` tag rather than ``. Newly created component library assets will use the `` tag.
- If you use the "em" unit inside the CSS block, it may be scaled up or down to the "px" fonts that the `<div>` defaults have been overridden with by styles within the text cell itself.
- Font size for Spacer and Divider cells is default coded to 0.
- The default styles from the Styles tab, as well as other styles needed for consistent rendering, are inserted into the document at the column level, via a `style` attribute.

- Oracle Eloqua prioritizes CSS styling in the Design Editor as such:
 1. Styles defined at the local cell level (when you click on a content component and configure it).



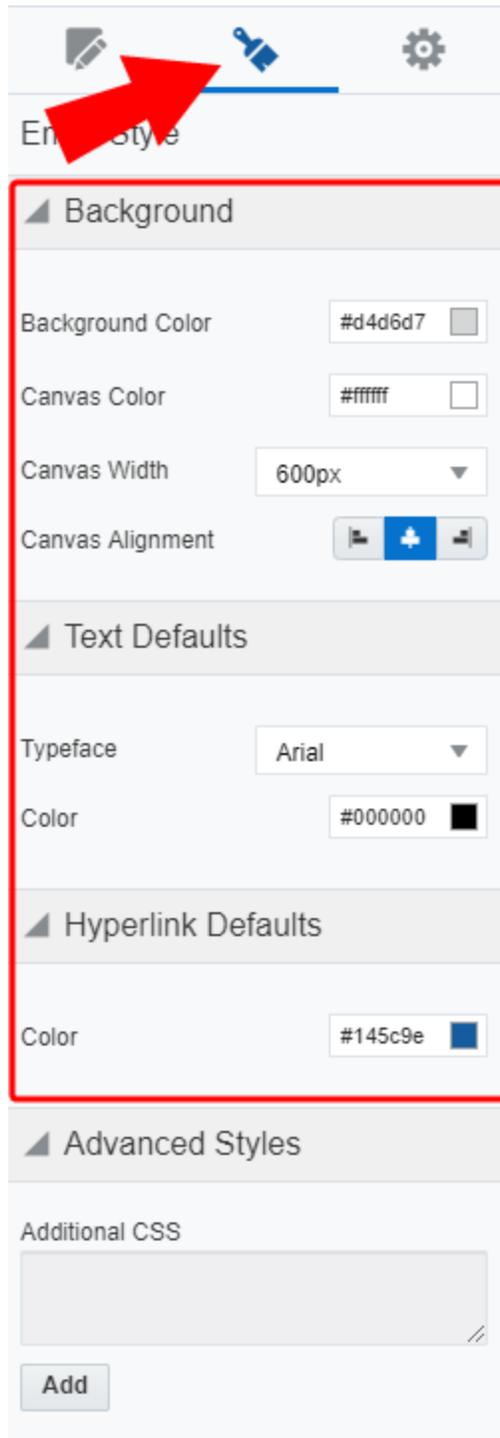
2. Custom CSS (as defined in the *Advanced Styles* section in the *Style*  panel).



The image shows a 'Style' panel with several sections:

- Background**: Includes 'Background Color' (#d4d6d7), 'Canvas Color' (#ffffff), 'Canvas Width' (600px), and 'Canvas Alignment' (center).
- Text Defaults**: Includes 'Typeface' (Arial) and 'Color' (#000000).
- Hyperlink Defaults**: Includes 'Color' (#145c9e).
- Advanced Styles**: This section is highlighted with a red box and contains an 'Additional CSS' text area and an 'Add' button.

3. Global defaults (as defined in the *Style*  panel).



The image shows a software interface for defining global defaults. At the top, there are three icons: a pencil, a paintbrush, and a gear. A red arrow points to the paintbrush icon. Below the icons is the text 'Enter style'. The main content area is divided into several sections, each with a collapsed header icon (a triangle pointing left):

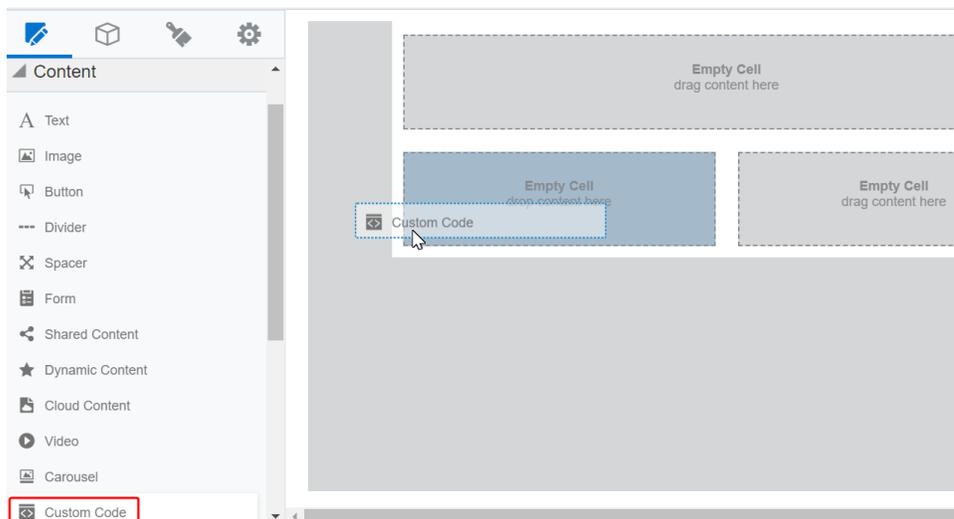
- Background**
 - Background Color: #d4d6d7 (with a color swatch)
 - Canvas Color: #ffffff (with a color swatch)
 - Canvas Width: 600px (with a dropdown arrow)
 - Canvas Alignment: (with three icons: left-align, center-align, right-align)
- Text Defaults**
 - Typeface: Arial (with a dropdown arrow)
 - Color: #000000 (with a black color swatch)
- Hyperlink Defaults**
 - Color: #145c9e (with a blue color swatch)
- Advanced Styles**
 - Additional CSS: (with a text input field)
 - Add: (with a button)

Customizing landing pages with HTML code in the Design Editor

Add your custom HTML code to an Oracle Eloqua landing page using the Design Editor. For example, you can use a code block to fully customize some of your landing page's HTML code.

To add custom HTML code to your landing page:

1. With your landing page open, drag the code content to the layout.



2. Click the code block and use the HTML editor to add your HTML code. Use the *Custom Code* panel to format the content block.

```
1 <style type="text/css">
2   p, h1, h2, h3, h4, h5, h6 {margin: 20px 0;}
3   h1, h2, h3, h4, h5, h6 {color: #00adef !important;}
4 </style>
5 <h2 style="font-size: 18px; color: #00adef !important;" class="">Lorem Ipsum</h2>
6 <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam risus urna,
7   ultricies eu hendrerit gravida, luctus sed lorem. Phasellus malesuada mollis magna
8   sit amet facilisis.</p>
9
10 <p>Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac
11   turpis egestas. Mauris pharetra porttitor dolor rutrum ultrices. Nam pharetra ipsum
12   ultrices magna aliquet, in aliquet arcu euismod. Etiam commodo ante nec odio
13   fermentum semper. Sed tempus purus ante, non sollicitudin velit pharetra eget.</p>
```

Button

Note: You must click outside of the code block to preview your changes. If you need a full feature editor, create an HTML landing page instead using the Source Editor. Learn more about [HTML landing pages](#).

HTML guidelines

The code content in the Design Editor is intended for snippets of custom HTML code. If you need greater control over the landing page, you should use the Source Editor to create an HTML landing page. Learn more about [HTML landing pages](#).

Here are some guidelines for your HTML code:

- Write HTML code that is standards compliant. For example, be sure to nest and close elements correctly and use lowercase element names, attributes, and values.
- Avoid using the following HTML elements in a code block: `<html>`, `<head>`, `<body>`, `<iframe>`, `<form>`. The Design Editor does not support the use of some of these elements.
- Be aware of reserved characters like `<`, `>`, and `&`. These characters make up the HTML language. If you want them to appear in the content of your landing page, you must use the entity name or number instead. For example `<`, `>`, and `&`.

- To prevent CSS conflicts with Oracle Eloqua:
 - Avoid the following class names: `.body`, `.ExternalClass`, `.button`.
 - Always name classes to be applied to `<table>` elements. If you are using tables, note the potential responsive issues below.
- If your HTML code contains tables or long text strings, a notification appears  in the Design Editor. Tables and long strings can potentially cause responsive issues, preventing content from adapting to different screen sizes. For landing pages, it's a best practice to use `<div>` instead of tables. Oracle Eloqua doesn't prevent you from using a landing page with these potential issues, but you should test your content on different screen sizes and browsers.

Padding and borders

Adjust the padding and borders around the content block using the options available from the *Custom Code* panel. Learn more about [padding and borders](#).

Background color

Set the background color of the content block using the *Custom Code* panel. You can set the color using hexadecimal or RGB values.

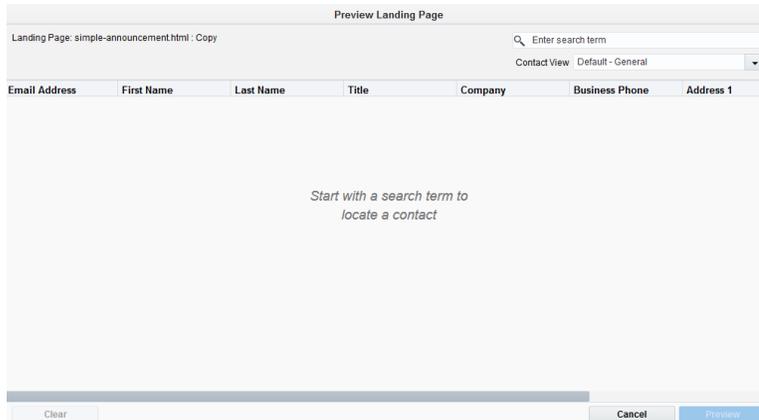
Previewing landing pages

Eloqua provides a rich suite of tools that you can use to build, preview, and test your landing pages before you publish them. The preview feature lets you view your page as your contacts will see it, including any field merges and dynamic or cloud content. This way, you can be sure that the personalization features you've used in your landing pages will display properly when a contact visits the landing page.

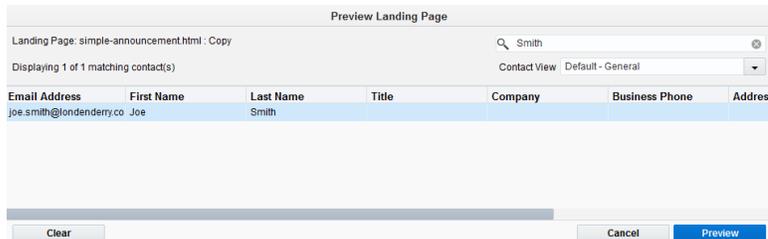
The preview window also lets you view the asset as it will display in a desktop/laptop browser, on a tablet, or on a smart phone, letting you test responsiveness across device types.

To preview a landing page:

1. Navigate to **Assets** , then click **Landing Pages**.
2. [Open an existing landing page](#), or [create a new one](#).
3. Click **Actions**, then select **Preview** to open the *Preview Landing Page* window.

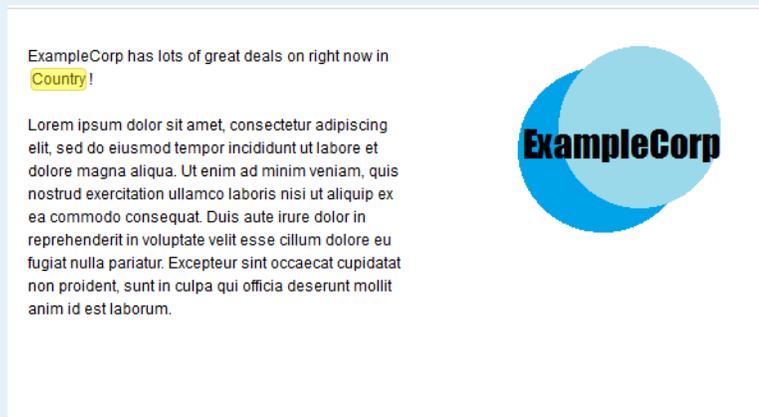


4. Search for the names of the contacts for whom you wish to see the preview. Select a contact from the list then click **Preview**, the landing page preview opens displaying any personalized content for the selected contact.



Note: You can select up to ten contacts by pressing the **Ctrl** or **Shift** key then clicking the contacts on the list. You can then view the landing page for these different contacts by clicking their names in the left-hand panel.

Example: This landing page includes a field merge for the contact's country.



Danilo is located in Brazil



Lauren is located in Canada:



5. Click **Desktop**, **Tablet**, or **Mobile**, at the top of the preview window to view the landing page as it will display on different devices. Here you can ensure that any responsive features are behaving as expected, you can click the rotate icon in the upper left-hand corner of the window to view the landing page in both portrait and landscape form in the tablet and mobile views.



6. Click **Cancel** to close the preview window when you are done.

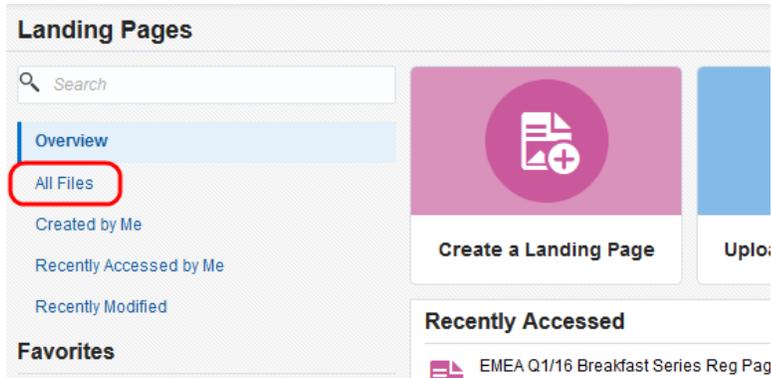
Creating folders for landing pages

Note: We're updating our help center to reflect the new [Redwood experience](#). During the transition, some content reflects the previous version of the UI.

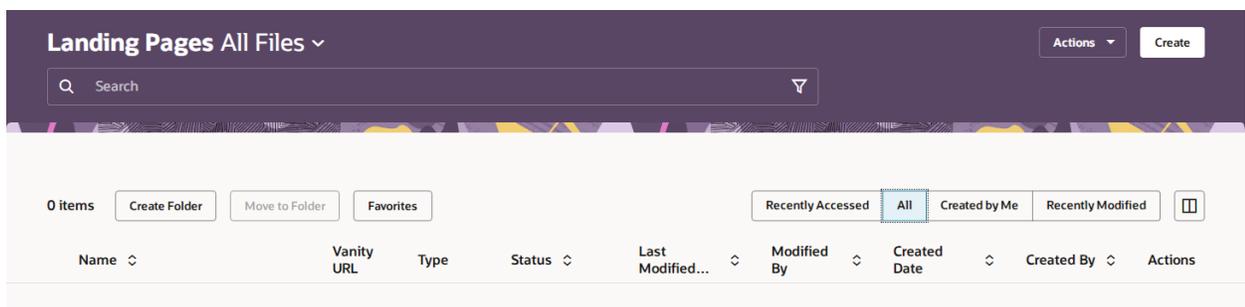
You can create different folders in which to store similar landing pages, this makes it easier to locate the landing page that you need, when you need it.

To create a landing page folder:

1. Navigate to **Assets** , then click **Landing Pages**.
2. Go to **All Files**
 - In the classic UI, Click on **All Files** on the left side menu to bring up a list of all currently existing folders and files available to you.



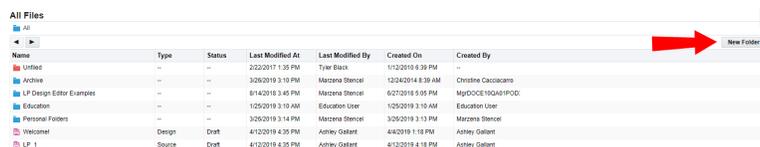
- In the Redwood Experience, choose **All Files** from the page selector. Then click the **All** filter.

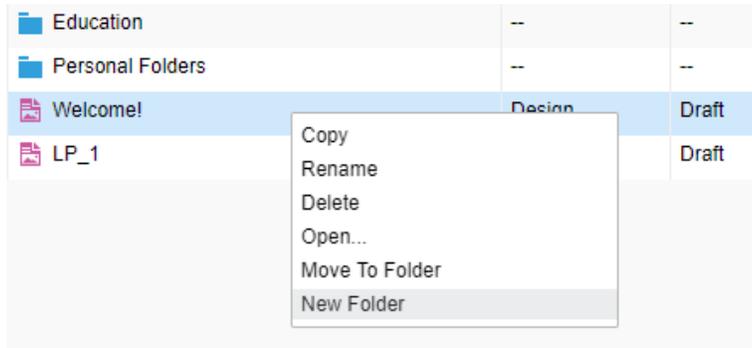


3. (Optional) Click on a folder to navigate into a sub-folder location.

4. Create a new landing page folder:

- In the classic UI, click **New Folder** in the upper-right corner or right-click any file or folder, then select **New Folder**. A new folder titled *Untitled Folder* should be created at the top of the list. Right-click the new folder, then select **Rename**.





- In the Redwood Experience, click **Create Folder** in the upper-left corner and name the folder.

Editing landing pages in the Design Editor

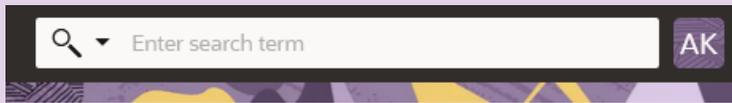
You can update a landing page at anytime. This allows you to fix problems or add new content.

Note: You cannot change the URL of an Active landing page.

To edit a landing page:

1. Navigate to **Assets** , then click **Landing Pages**.
2. Open the landing page you want to change.

Tip: Use the search to quickly find an asset in your instance.



To search for an asset which has a colon in the name, you must specify that you are searching for the name of the asset. For example, to search for an asset named *events:tradeshow:march*, type the following into the search field *name:"events:tradeshow:march"*.

3. Edit the landing page as required.
4. Click **Save**.

Exporting landing page HTML

You can export the HTML for landing pages created in the Design Editor. The exported HTML also includes custom CSS, JavaScript, and meta tags. This enables you to share content and utilize the output for other use cases, giving you greater flexibility while also having the benefit of the editor. You can also easily re-upload the HTML back into Oracle Eloqua using the [Source Editor](#).

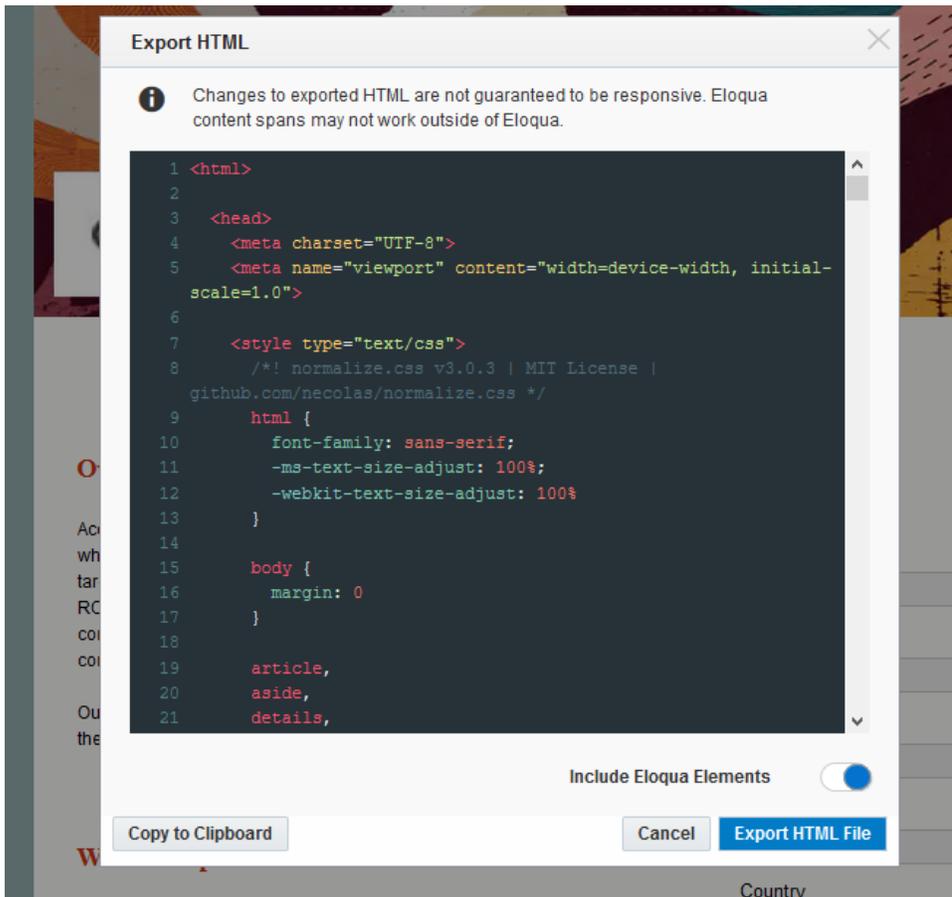
Prior to exporting HTML, note the following:

- Exported HTML does not include package images. It will always reference the images hosted in Oracle Eloqua.
- Cloud content is removed when HTML is exported as it will not function outside of Oracle Eloqua, and may not function if re-uploaded to Oracle Eloqua.

- Changes to exported HTML are not guaranteed to be responsive. Oracle Eloqua content spans may not work outside of Oracle Eloqua.

To export landing page HTML:

1. Navigate to **Assets** , then click **Landing Pages**.
2. [Open an existing landing page](#), or [create a new one](#).
3. Click **Actions**, then select **Export HTML**.



4. With the *Include Eloqua Elements* option, indicate whether to include Oracle Eloqua-specific component spans such as dynamic content, shared content, field merge, and so on.

- If you want to use the HTML outside of Oracle Eloqua, toggle this option off.
- If you want to re-upload and use the HTML in Oracle Eloqua, toggle this option on.

Note: If the *Include Eloqua Elements* toggle is on, and you attempt to use that HTML outside of Eloqua, images and Eloqua-specific elements will not work.

5. Click **Export HTML File**, then open or save the file.

Tip: You can use the *Copy to Clipboard* option to quickly copy and paste your HTML.

6. Click **Cancel** to close the Export HTML window when you are done.

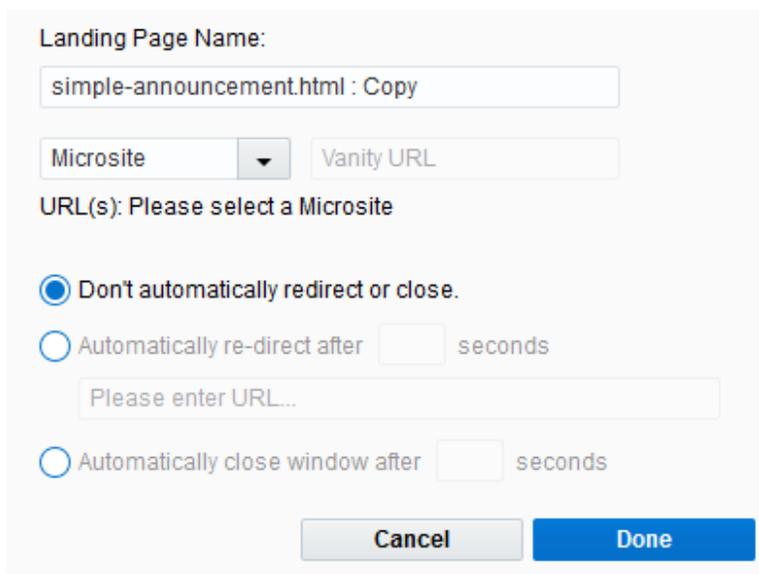
Making copies of landing pages in the Design Editor

Note: We're updating our help center to reflect the new [Redwood experience](#). During the transition, some content reflects the previous version of the UI.

You can make a copy of an existing landing page, this allows you to create a new landing page with slight variations without having to start from the beginning.

To make a copy of a landing page:

1. Navigate to **Assets** , then click **Landing Pages**.
2. Search for the landing page.
3. Copy the landing page:
 - In the classic UI, right-click the landing page you want to copy, then select **Copy**. The copied form appears in the list as "*Original Name: Copy.*"
 - In the Redwood experience, click **Actions**  > **Copy**.
4. Rename the new landing page:
 - In the classic UI, right-click and select **Rename**.
 - In the Redwood experience, click **Actions**  > **Rename**.
5. Open the copied landing page.
6. Click **Actions**, then select **Settings** to open the settings window.



The screenshot shows a dialog box titled "Landing Page Name:". It contains a text input field with the value "simple-announcement.html : Copy". Below this is a dropdown menu set to "Microsite" and a "Vanity URL" input field. A label "URL(s): Please select a Microsite" is positioned above three radio button options: "Don't automatically redirect or close." (selected), "Automatically re-direct after [] seconds" (with a "Please enter URL..." input field below it), and "Automatically close window after [] seconds". At the bottom are "Cancel" and "Done" buttons.

7. Configure the landing page settings:

- **Name:** Name the landing page. The name will help you find this landing page later when you need it.
- **URL:** Select a microsite and enter a vanity URL.
- **Redirect/Close:** Choose one of the redirect/close options and add additional information if required for your chosen action.

8. Click **Done** when you are finished with configuration.

9. Add, remove, or modify the landing page as needed.

10. Click **Save** in the upper-right corner.

You now have a renamed copy of the landing page which you can edit further without deleting or modifying the original file.

Deleting landing pages

 **Note:** We're updating our help center to reflect the new [Redwood experience](#). During the transition, some content reflects the previous version of the UI.

You can delete a landing page if it is no longer needed and you have the necessary permissions. Once deleted, it is no longer available to be used in a campaign and cannot be loaded if the landing page URL is accessed.

 **Note:** You cannot delete a landing page that has dependencies (for example, if it is active and being used in a campaign). Oracle Eloqua shows all dependencies

when you attempt to delete. You can prevent the page from being accessed by [changing the visibility](#).

To delete a landing page:

1. Navigate to **Assets** , then click **Landing Pages**.
2. Search for the landing page you want to delete.
3. Delete the landing page:
 - In the classic UI, right-click the landing page and select **Delete**
 - In the Redwood experience, click **Actions**  > **Delete**.

Creating landing pages using the Source Editor

Using Oracle Eloqua, you can build your landing page using the HTML Source Editor.

Using the Source Editor, you use a combination of HTML code and standard Oracle Eloqua shared content such as images, forms, field merges, and so on. Learn more about [creating a landing page using the Design Editor](#) or [uploading an HTML landing page](#).

To create an HTML landing page:

1. Navigate to **Assets** , then click **Landing Pages**.
2. Create a landing page:
 - In the classic UI, click **Create an Email**.
 - In the Redwood experience, click **Create**. In the **New landing page** drawer, provide the **Name** for the landing page. Optionally provide the microsite and vanity URL. Click **Create**.
3. In the template chooser, select the **Blank HTML Landing Page** or [your own template](#).
4. In the editor, configure the landing page settings:
 - Select the microsite that you want to add the landing page to from the **Microsite** drop-down list. Learn more about [microsites](#).
 - To make the landing page URL more descriptive, add a **Vanity URL**. The vanity URL must be unique. Otherwise, Oracle Eloqua uses an ID for the landing page's URL.
5. Build your page using the source pane and components on the left pane of the landing page Source Editor. Learn more about the [HTML landing page code requirements](#).
Click for an overview of the editor components

Component Description



Image: Add images to your landing page. Click the icon to open the *Image Browser*, then drag-and-drop an image from the browser onto the landing page canvas.



Field Merge: Add a field merge to your landing page. Field merges personalize landing pages by drawing information from specified fields in contact profiles. Click the icon to open the *Field Merge Browser*, select the text that you want to convert to a field merge, then double-click on the field name in the browser.



Form: Insert a form on your landing page. Click this icon to open the *Form Browser* window. Locate a form in the browser then place it in your landing page by dragging it from the browser and dropping it onto the page.



Shared Content: Add shared content to your landing page, this is content that can be reused in multiple Oracle Eloqua assets.

Click the icon to open the *Shared Content Browser*, then drag-and-drop shared content from the browser onto the landing page canvas.



Dynamic Content: This component allows you to configure your landing page to substitute different content depending on specific rules and conditions.



Cloud Content: Cloud content is content that is provided by an external service. (Cloud content can be added to the browser from Apps in the Settings area of Oracle Eloqua.) Click the icon to open the Cloud Content browser, then drag-and-drop the service that you want to add from the browser onto the landing page canvas.

Note: After you add the cloud component to your landing page, you must configure it. Double-click on the component on the landing page, the *Cloud Content Configuration* window opens. You are prompted to log in to cloudconnectors.eloqua.com, from here you can configure the component as needed.

Component Description



Tools: Click this icon to open the Tools window. This component allows you to access settings related to the component you are working with, or to change the overall landing page settings (like page size, alignment, etc.). If you are using the landing page Design Editor, this component also allows you to access code snippets.

6. To redirect visitors, change the landing page visibility, set an expiry date, click **Actions**, then select **Settings**.

- To prevent visits to the landing page, click the **Internal (Only visible within Eloqua)** option. Visitors will not be able to view the landing page until it is external. Learn more about [changing the visibility of a landing page](#).

Choose the redirect option from the *Redirect Settings* section:

- **Don't automatically redirect or close:** No redirect occurs.
 - **Automatically re-direct:** Redirect the user to a new page. You can specify how many seconds before redirecting the visitor.
 - **Automatically close window:** No redirect and the browser window closes. You can specify how many seconds before closing the window.
- To set an expiry date for the landing page, select the **Expires on** check box and choose the expiry date and time. Learn more about [setting an expiration date for a landing page](#).
 - Set the **Expires on** date and time.
 - Enter the **URL** to redirect to after the page expires.
 - Choose the **Time zone** for the expiry date and time.

7. Save your landing page.

After saving your landing page, you can [preview and test it](#) or use the URL to test it in different browsers.

Code requirements for uploading HTML landing pages

Important: If you have asked a third-party to create the code for your landing page, it is important that you provide them with this information in order to avoid integration problems in Eloqua.

In order for your HTML to render properly in Eloqua and across all browsers, it is recommended to use the following guidelines:

- DocType is XHTML-1.0-Strict (except for migrated pages). This DocType is used to ensure the best possible rendering of landing pages across browsers, and therefore all uploaded content must also use this DocType:

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">
```

- Code must validate properly according to W3C Markup Validation Service at <http://validator.w3.org/>.
- JS code must pass the JSLint JavaScript Code Quality Tool (see <http://www.jshint.com/>):
 - All JS should live in the header tag.
 - Broken JS will cause your page to not render in Internet Explorer.
- **Do not** target the `<BODY>` tag with CSS.
- Ensure compatibility with the following basic Eloqua CSS reset included in the application for proper rendering across different browsers:

```
html
{color:#000;background:#FFF;}body,div,dl,dt,dd,ul,ol,li,h1,h2,h3,h4,h5,h6,p
re,code,
form,fieldset,legend,input,button,textarea,p,blockquote,th
```

```
td{margin:0;padding:0;}table{border-collapse:collapse;border-spacing:0;}fieldset,img{border:0;}address,caption,cite,code,dfn,em,strong,th,var,optgroup{font-style:inherit;font-weight:inherit;}del,ins{text-decoration:none;}caption,th{text-align:left;}input,button,textarea,select,optgroup,option{font-family:inherit;font-size:inherit;font-style:inherit;font-weight:inherit;}input,button,textarea,select{*font-size:100%;}
```

- **Do not** use these System class names:
 - .sc-view
 - .sc-view-overflow
 - .sc-container-view
 - .overlays-active
 - .inline-styled-view
 - .inline-styled-view{}
 - .hidden-border
 - .body
 - .sc-view.static-layout
 - .main
 - .elq-form
 - .elq-form-ce
- Use static or absolute positioning, and avoid relative or fixed-positioned elements.
- Use of tables is permitted.
- **Do not** use relative paths to reference images, stylesheets, and so on.
- **Do not** use `<html>`, `<head>`, `<body>` opening or closing tags within a text or shared content section.
- Ensure all elements have correct opening and closing tags.

Note: If you re-save any transitioned content in the landing page editor, you must reset the following: page dimensions, body background color/images, document background color/images.

After you have verified that all requirements have been met, you can proceed to upload the HTML code for your landing pages. See [Creating landing pages using the HTML upload wizard](#).

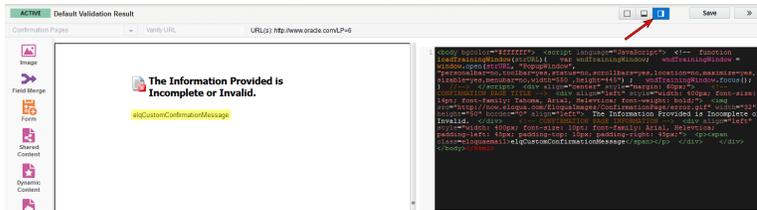
Editing HTML landing pages using the Source Editor

After you [create an HTML landing page](#) or [upload a landing page using the HTML upload wizard](#), you can edit the contents of the page using the Source Editor. You can use the editor to drag and drop elements into the code or change the code directly.

Note: You cannot change the URL of an Active landing page. Landing pages created using the HTML upload wizard cannot be edited using the Design Editor.

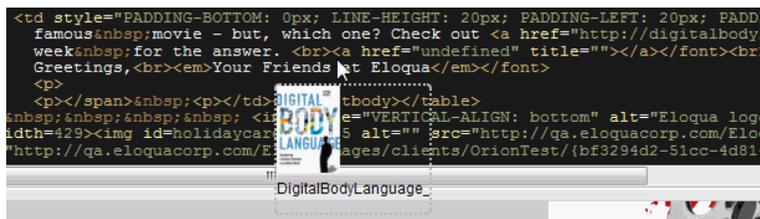
To edit a landing page in the Source Editor:

1. With the landing page opened in the Source Editor, click one of the page view buttons in the upper right-hand corner of the canvas. You can choose to set the pane to the right, or along the bottom of the screen. This pane gives you access to the code for the email you are editing.

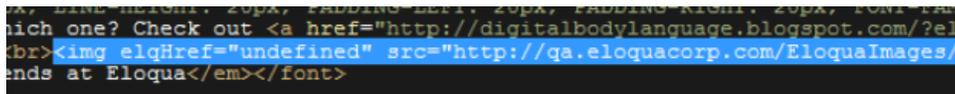


2. Add or edit the landing page using one of the following methods:

- Type the HTML code directly into the HTML pane. You can use standard keyboard shortcuts in the HTML pane.
- Click one of the icons on the left-side pane. Locate the element that you want to add in the browser, then drag-and-drop the element into the code at the desired location.



- After the element is released, it is converted to code and the preview pane reflects the change in the HTML code.



Note: If you use dynamic content, shared content, or signature layouts in your HTML landing page, the source code that displays for this content is limited. You cannot edit this content (for example, its dimensions) directly via the source code editor.

Instead, right-click the content on the left design panel, click **Edit**, and then edit that content in its respective editor. Learn more about editing [dynamic content](#), [shared content](#), and [signature layouts](#).

3. To redirect visitors or change the landing page visibility, click **Actions**, then select **Settings**.

Learn more about [changing the visibility of a landing page](#).

4. Save your changes.

Creating new landing pages and templates using the HTML upload wizard

Note: We're updating our help center to reflect the new [Redwood experience](#). During the transition, some content reflects the previous version of the UI.

With Eloqua, you are able to upload HTML landing pages that were created outside of the application, after uploading the content you can edit the code using the Source Editor. The content can be uploaded as a new landing page that can be used directly, or as a template that can be reused within the application to create new landing pages.

Important: When creating an HTML landing page outside of Eloqua, you should make sure that your code adheres to the [code requirements](#).

Before you begin:

- Make sure your code adheres to the [code requirements](#).
- You can upload an HTML file or a ZIP file. If you upload a ZIP, Oracle Eloqua will extract the files during the upload process.
- The maximum file size you can upload is 10 MB.

- Files uploaded will be scanned for malware before the upload process will complete. Any files with malware detected will not be uploaded.

To create a landing page or template using the HTML upload wizard:

1. Navigate to **Assets** , then click **Landing Pages**.
2. Choose the upload action:
 - In the classic UI, click **Upload an Landing Page**. In the wizard, choose if you are uploading a landing page or a template.
 - In the Redwood experience, click **Actions > Upload a Landing Page**. If you are uploading a template, choose **Templates** from the page selection, and then click **Upload Template**.
3. On the **Upload HTML or Zip** choose the file you want to upload. You can upload an HTML file or ZIP.
4. On the **Process files** step, review the list of images and other files and choose to either use existing files or upload new ones.

Choose one of the options listed beside each image. These options are the same in both the classic UI and the Redwood Experience:

- **Use Suggested Image:** Choose this option if the image is already in the image library. If an image is available that matches the title of the image file in the HTML code, the application will automatically suggest that file as the correct mapping.
- **Upload New Image:** Choose this option if the image is not in the library. Click the **Upload New** button, then navigate to the designated file (often in a subfolder of the HTML file), double-click on the file name, then click **Upload** to upload the image to Eloqua. Once uploaded, a thumbnail of the image is shown.
- **Do Nothing:** Choose this option if you do not wish to change the image shown in the thumbnail, select for that image.

Click **Next Step** in the classic UI or **Next** in the Redwood Experience, when you are finished.

5. In the *Process Links* step

- In the classic UI, all hyperlinks in the uploaded landing page are listed. If you want to track these hyperlinks and ensure that clickthroughs are reported in Eloqua, select the *Track Link* check box next to each hyperlink. If you wish to track visits to all links in the landing page, click the *Track All* button in the upper-left hand corner. Repeat as required, then click **Next Step**
- In the Redwood Experience, all hyperlinks in the uploaded landing page are listed. If you want to track these hyperlinks and ensure that clickthroughs are reported in Eloqua, select the *Redirect Tracking for Untracked Pages*. If you wish to track visits to all links in the landing page, click the *Track All* button in the upper-left hand corner. Repeat as required, then click **Next**.

6. In the *Finish* step, give the final details about the landing page or template.

- Name your HTML document and, if needed, change the destination folder where you want it to be stored. This is an optional step, the location can be changed at a later date if required.
- If you are uploading a template, you also have the option to add a description, and choose the image that will represent this template in the *Template Chooser*.
- Select the *Use Thumbnail* check box if you want a thumbnail image of your template to be shown in the *Template Chooser*. If you clear this check box, you are presented with the option to select either a generic (blue) icon, or by clicking **Change Icon**, you can choose one of the available icon designs shown below.

7. Click **Finish** in the classic UI or **Process** in the Redwood experience to complete the upload process.

Landing page template manager

 **Note:** You must have template manager permissions in order to access this feature.

Landing page templates allow you to create standard landing pages that can be re-used multiple times, you can create a new landing page then save it as a template, you can [upload an HTML template](#) that was created outside of Eloqua, or you can [create a new template from the *Template Manager*](#). The *Template Manager* (accessed from the landing pages launchpad), allows you to create, modify, and customize landing page templates for users at your organization. It allows you to assign very granular settings to areas of your landing pages, you can lock all elements in place, then define which specific elements, if any, can be modified when creating new landing pages. This allows you to maintain control and consistency when creating similar types of landing pages, it also ensures that important elements are not accidentally deleted.

Creating new landing page templates from the template manager

When you create a new template from the template manager, you are able to customize the layout and content, then save the changes for future use. After you have created a new template, you can also set the template to *Protected* mode to prevent it from being altered.

Note: To manage templates, you must have the Manage Templates action permission and asset permissions for the asset.

To create a new template from the template manager:

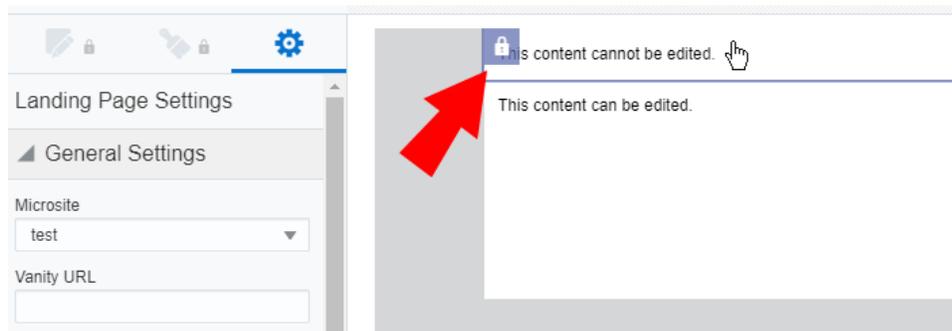
1. Navigate to **Assets** , then click **Landing Pages**.
2. Open the templates list:
 - In the classic UI, click **Manage Templates**.
 - In the Redwood experience, choose **Templates** from the page selector.
3. Choose a template or select **Blank Template** or **Blank HTML Template**.
 - In the classic UI, choose a template, **Blank Template** or **Blank HTML Template**.
 - In the Redwood experience, click **Create Template** and provide the template name and details. In the template chooser drawer, choose a template, **Blank Template** or **Blank HTML Template**.
4. Create your template. Learn more about [creating landing pages](#).
5. Save your template.
6. If prompted, complete the **Save as Template** dialog with information about the template. This information appears for marketers in the *Template Chooser* window when the user selects the template.
 - You can choose to use a thumbnail of the template or use a custom icon. To use an icon, clear the **Use Thumbnail** check box and choose the icon.
 - To link to a web page that provides more information about the template, complete the **Text to Display for Link** and **URL for the Link** fields. When users select the template, they can follow the link to find out more.
7. Click **Save**.

If you added protections to the template, the template status is Protected. Otherwise, the template status is Standard. After you save the template, users can use the template based on the permissions you've assigned the template.

Adding protections in landing page templates for the Design Editor

Protected templates allow you to prevent marketers from deleting or changing elements of a landing page created from that template. After adding protections, elements with protections appear with a protected indicator.

When a marketer creates a landing page using the template, Oracle Eloqua identifies the content they can edit.



To protect elements of a landing page template:

1. Navigate to **Assets** , then click **Landing Pages**.
2. Open the templates list:
 - In the classic UI, click **Manage Templates**.
 - In the Redwood experience, choose **Templates** from the page selector

3. Choose an option:

Option	Steps
If you are using the Design Editor	<ol style="list-style-type: none">a. Click  to open the <i>Template Settings</i> panel.b. Click Protected Content and choose what users can change:<ul style="list-style-type: none">• To allow users to change the layout settings (background image or border settings) or the default landing page style, click Allow Changes to Style.• To allow changes to the overall landing page design, such as adding or moving content and layouts, click Allow Changes to Design.c. Click the content components in the landing page that you want to allow users to change and click Allow Changes to Content. By default, the setting is off and users cannot change the content component. When you're editing a protected template, a locked icon shows what elements will be locked for users creating landing pages from that template. Additionally, you cannot protect a layout, but you can prevent users from changing the settings for all layouts using the Protected Content settings above.
If you are using the Source Editor	<ol style="list-style-type: none">a. Right-click a landing page element that you want to allow users to change and select Mark as Editable.b. Choose the options you want to enable from the <i>Settings</i> dialog:<ul style="list-style-type: none">• To allow users to change the element, click the Mark as Editable check box and give the element a descriptive name. The name can help users identify the intent of the element.• To allow users to remove the element from the landing page, click the Allow Delete check box.c. Click Save to close the dialog.

 **Tip:** If you are using the Source Editor, you can manually add the `elq-edit="true"` and `elq-delete="true"` attributes to elements of the landing page. See the [reference below](#) for more information.

4. Click **Save**.

After you apply protections to the template, the status of the template changes to Protected.

Protected HTML landing page reference

If you are using HTML code, refer to the following table for the attributes you can use to protect elements of your landing page.

Attribute	Description
<code>elq-edit="true"</code>	<p>Defines an element as editable in a template.</p> <p>Supported elements:</p> <ul style="list-style-type: none">• Some block level elements and HTML5 elements (<code><article></code>, <code><aside></code>, <code><blockquote></code>, <code><caption></code>, <code><div></code>, <code><details></code>, <code><fig></code>, <code><figure></code>, <code><footer></code>, <code><header></code>, <code><nav></code>, <code><section></code>, <code><summary></code>)• Headers (<code><h1></code>, <code><h2></code>, <code><h3></code>, and so on)• Images (<code></code>) <p>Tip: These are the supported elements. You can try to use the attribute on other elements, but Oracle Eloqua cannot verify the functionality.</p>
<code>elq-delete="true"</code>	<p>Defines an element as deletable. You can apply this to the same elements listed above.</p>

Creating an intermediate unsubscribe landing page

If you use Eloqua's [unsubscribe system action link](#) in an email, and are not sending contacts to a subscription management page, we recommend that you setup an intermediate unsubscribe page. This is a landing page created in Eloqua using a template we provide. When a contact clicks an unsubscribe link, they are presented this page to confirm the unsubscribe. If you do not use this type of landing page, contacts can be unsubscribed by email scanning tools unintentionally. To enable the intermediate unsubscribe page, [update your email defaults](#).

The intermediate unsubscribe page template includes:

- The email address being unsubscribed
- Button to confirm the unsubscribe page

You can customize your page as required.

Before you begin:

- Only customer administrators can access the unsubscribe landing page template.
- The template we provide includes a confirmation button. This button is configured specifically for the contact to confirm their unsubscribe. It cannot be removed from the email.

To create an intermediate unsubscribe landing page:

1. Navigate to **Assets** , then click **Landing Pages**.
2. Create a new landing page
 - In the classic UI, Click **Create a Landing Page** to open the *Template Chooser* window.
 - In the Redwood experience, click **Create**. In the **New landing page** drawer, provide the **Name** for the landing page. Optionally provide the microsite and vanity URL. Click **Create**.
3. In the template chooser, search for the template **Intermediate Unsubscribe Template**.
4. Click  to configure your landing page settings.
5. Customize the page as needed.
6. Click **Save**.

After saving your landing page, [update your email defaults](#) to use this page when an unsubscribe link is clicked.