



# Integrating Oracle Eloqua and Oracle BlueKai

Administrator Guide

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# 1 BlueKai Data Activation app

**i Important:** To request access to this feature, please log in to [My Oracle Support](https://support.oracle.com) (<https://support.oracle.com>) and create a service request.

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

- Market to known contacts through unknown channels.
- Reconnect with unsubscribed customers and customers who are not engaging through email.
- Allow for more targeted and unified messaging by eliminating converters and responders.
- Make the most of your ad spend by eliminating redundant costs.

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

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

## 2 Configuring the Oracle Eloqua and BlueKai integration

To enable the Oracle Eloqua and BlueKai integration:

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

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

# 3 Configuring Oracle Eloqua and BlueKai ID swapping

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

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

## 3.1 How it works

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

with its BlueKai user profile, while ensuring that any personally-identifiable information (PII) remains solely in Oracle Eloqua.

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

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

## 3.2 Anonymous site visits

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

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

```
    if (window.addEventListener) window.addEventListener
('DOMContentLoaded', async_load, false);
    else if (window.attachEvent) window.attachEvent
('onload', async_load);
})(); < /script>
<!--End Eloqua Tracking Tag-->
```

### 3.3 Email opens

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

```
http://tags.bluekai.com/site/{BK site ID}?vid={Eloqua
anonymous visitor ID}&e_id_m={oHash}&e_id_s={oHash}
&elqsiteid={Eloqua Site ID}&redir=http://{Eloqua Site
ID}.t.eloqua.com/visitor/v200/svrGP?pps=80&bk_uuid=${_BK_
UUID}&respondWithGif=1
```

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

### 3.4 Email click-throughs

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

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

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

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

The syntax follows:

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

```

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

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

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

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

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

```

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

## 3.5 Forms

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

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

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

The syntax follows:

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

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

<!--Begin BlueKai CoreTag -->
<iframe name="__bkframe" height="0" width="0"
frameborder="0" src="javascript:void(0)"></iframe>
<script type="text/javascript"
src="http://tags.bkrtx.com/js/bk-coretag.js"></script>
<script type="text/javascript">
  $ (function() {
    $("#tabs").tabs();
    $('#myform').on("submit", function(event) {
```

```
        event.preventDefault();
        bkCoreTag();
    });
});
function bkCoreTag() {
    var email = $('#myform input[name="email"]').val();
    var phone = $('#myform input[name="phone"]').val();
    bk_addEmailHash(email);
    bk_addPhoneHash(phone);
    bk_doJSTag(BKCLIENT_SITE_ID, 1);
}
</script>
<!--End BlueKai CoreTag-->
```

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

# 4 Installing the BlueKai Data Activation app

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

**i Important:** To request access to this feature, please log in to [My Oracle Support](https://support.oracle.com) (<https://support.oracle.com>) and create a service request.

1. Follow the installation URL provided by [My Oracle Support](https://support.oracle.com) (<https://support.oracle.com>).
2. Log in with your Eloqua credentials, if required.
3. Click **Accept and Install**.
4. Log in with your BlueKai credentials if required.
5. Click **Accept**.
6. Click **Proceed**.

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

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

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

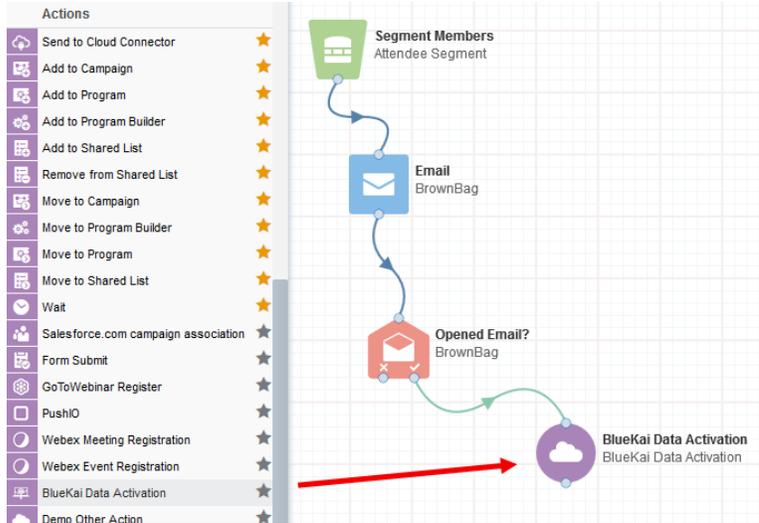
# 5 Adding the BlueKai Data Activation app to your campaign

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

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

## To add the app to your campaign:

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



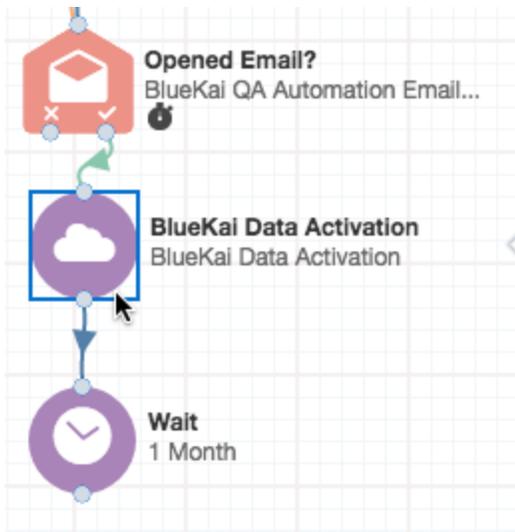
3. Double-click the element, then click **Edit**  to configure the app:

The configuration dialog for the 'BlueKai Data Activation' step is shown. It has a title bar with the step name and icon. The main content area includes:
 

- A text input field for 'Step name:' containing 'BlueKai Data Activation'.
- A link 'Click to configure the cloud action...' with an edit icon.
- A checkbox labeled 'Automatically route contacts with errors from cloud app' which is currently unchecked.
- A section 'Choose a target step for contacts with errors:' containing a large empty box with the text 'No element selected'.
- A 'Choose...' button at the bottom.

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

4. To add an Oracle Eloqua segment to an existing BlueKai category:
  - a. Browse the categories in your **Private-DMP** or **Self-Classification** nodes in your taxonomy, or search for a category by entering its name (whole or partial) in the **Search** box at the top.
  - b. Select the check box for each of the categories to which the Oracle Eloqua segment is to be added.
  - c. The **Categories Selected** field displays the number of BlueKai categories to which the Oracle Eloqua segment will be added.
  
5. To create a new category and add an Oracle Eloqua segment to it:
  - a. Browse to the **Self-Classification** node in your taxonomy. You can only add new categories under this node (you cannot create new categories in the **Private-DMP** node).
  - b. Click **+ add child** on the category (the parent node) under which your new category (a child node) is to be added. A new category is added underneath the selected parent node and is automatically selected (this means that the Oracle Eloqua segment will be added to this new category). To remove the Oracle Eloqua segment from this new category, clear the check box.
  - c. The **Categories Available** field in the lower left-hand corner displays the number of categories you can create. You can typically create a maximum of 50 total self-classification categories, including categories created for Oracle Eloqua segments.
  - d. Double-click the new category and then enter a descriptive name representing the attributes of the users being classified into it, such as *Email Clickers*.
  
6. Click **Save**.
  
7. Connect a decision to the app.
  
8. Connect a decision to the BlueKai Data Activation app and connect the Data Activation app to another step if you want contacts to keep flowing through your campaign after they have been classified into a category.



After the campaign has been activated, when a contact flows into the BlueKai Data Activation app, it calls the BlueKai [user data API](#) with the contact's hashed email address and Oracle Eloqua segment-based attributes. BlueKai classification rules map the attributes into the categories you created or selected above, and add the categories to the contact's BlueKai anonymous online profile. Your Oracle Eloqua data is instantly ready for activation in the BlueKai platform. Data is on-boarded and ready for use once the BlueKai user data API calls successfully complete. However, there is some delay regarding when inventory for an Eloqua category is displayed in the [BlueKai audience builder](#) (up to 96 hours) and the [inventory trend report](#) (up to 36 hours).

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

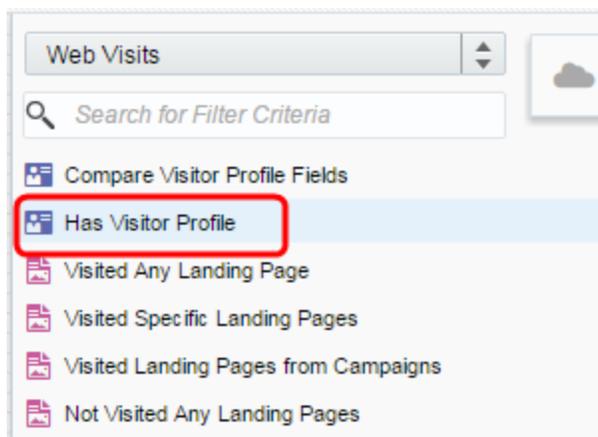
As your Oracle Eloqua segments are imported into your BlueKai DMP, you can add the categories representing them to your target audiences, and create a campaign to deliver your Oracle Eloqua segments across multiple media execution platforms.

## 5.1 Best practices: ensuring ID swaps

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

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

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



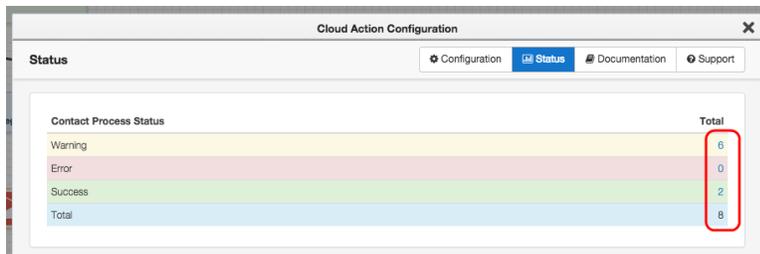
 **Learn more:** [Adding contacts to segments using filter criteria](#)

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

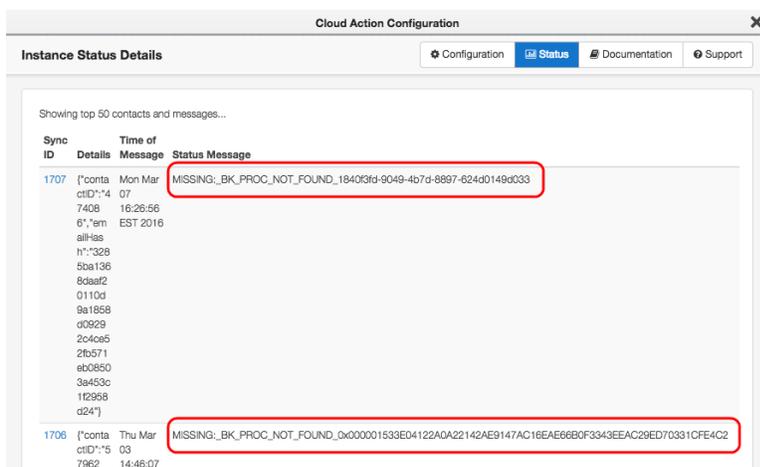
 **Note:** The **Has Visitor Profile** filter includes visitors for Oracle Eloqua from the last 120 days. If ID swapping is turned on at the same time as the filter, matching data does not yet exist and you may receive [unmatched contact errors](#). ID swapping may need to be active for up to four months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

# 6 Troubleshooting the BlueKai Data Activation app

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



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



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

Message Type	Status Message	Description	Action Required
Warning	BK_PROC_NOT_FOUND	BlueKai returned a 404 because a contact in Eloqua was not	No action required. This error occurs when an Oracle Eloqua contact

Message Type	Status Message	Description	Action Required
		matched against a BlueKai audience member. To limit the number of unmatched contact errors, see <a href="#">ensuring ID swaps</a> .	cannot be found in BlueKai.
Warning	BK_PROC_NOT_PERMITTED	BlueKai returned a 400 response code because a BlueKai user does not have access to a site.	No action required. The BlueKai user needs to have access to the site.
Warning	BK_PROC_WARNING	BlueKai returned a 4xx, but not a 400 or 404.	No action required. This is a rare occurrence where an error occurs on the request to BlueKai.
Error	BK_PROC_ERROR_NO_EMAIL	BlueKai cannot process the contact because the email hash for a contact is missing.	No action required. An email hash will be created for the contact automatically.
Error	BK_PROC_ERROR_UNKNOWN	BlueKai services are temporarily unavailable. You may also see this message if segments are not optimally configured. For more details, see <a href="#">ensuring ID swaps</a> .	Please wait until BlueKai services are available.

Message Type	Status Message	Description	Action Required
Error	BK_PROC_ERROR_IO	BlueKai is having a network issue.	Please wait until the network issue is resolved.