Oracle Eloqua Landing Pages

User Guide

Contents

1 Landing pages overview

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:

- 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: You can continue to use the legacy Classic Design Editor to work with your landing pages as you transition to our new Design Editor.

> ⓘ **Important**: Starting May 2019, you will not be able to create new assets using the Classic Email and Landing Page Design editors. Existing assets will be editable. As of August 2019, all legacy assets will be view-only and not editable. We recommend

customers start preparing in advance for this transition by reconfiguring their existing content.

Learn more by watching this video!

2 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.

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 *
[Email Address]

First Name *
[First Name]

Last Name *
[Last Name]

Country *
[▼]

Job Title *
[Job Title]

Company Name *
[Company Name]

Invited By *
[Invited By]

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

By submitting this form, you understand and agree that use of Oracle's web sites are subject to the Oracle.com Terms of Use and Oracle's Privacy Policy

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.

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, Bluprint

Stuart Kay
Director of Digital & Social, BPP

Richard Bassinder
Social Media Manager, YBS Group

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.

Clear Form

Email Address *

Email Address

First Name *

First Name

Last Name *

Last Name

Country *

Job Title *

Job Title

Company Name *

Company Name

Invited By *

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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MarketingCube

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

MD MARKETING DECISIONS

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

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 *   [Email Address]

First Name *   [First Name]

Last Name *   [Last Name]

Feedback *   [Tell us about what you need to implement to be successful]

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

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?

[   ]

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.

👍 **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, the 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.

Multimeda 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.

Journey to Modern Marketing Episode 6: Cross-Channel

00:00   03:32

MODERN MARKETING ESSENTIALS GUIDE
CROSS-CHANNEL MARKETING
A Prescriptive Guide Fortified to Build Stronger Marketing

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	CREATE ENGAGEMENT	ORCHESTRATE EXPERIENCE	MARKETING ECOSYSTEM
Data Management Platforms Demystified	Modern Marketing Essentials Guide to Content Marketing	Gartner Magic Quadrant for CRM Lead Management	Ovum Report: Selecting a Digital Marketing Platform
LEARN ABOUT DATA	**LEARN ABOUT ENGAGEMENT**	**LEARN ABOUT EXPERIENCE**	**LEARN ABOUT ECOSYSTEM**

3 Creating landing pages using the Design Editor

> ℹ **Important**: Starting May 2019, you will not be able to create new assets using the Classic Email and Landing Page Design editors. Existing assets will be editable. As of August 2019, all legacy assets will be view-only and not editable. We recommend customers start preparing in advance for this transition by reconfiguring their existing content.

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, not that many 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. Choose a template or layout for the landing page. To build a fully responsive email in the Design Editor, choose **Blank Responsive Landing Page** or one of the layout options.
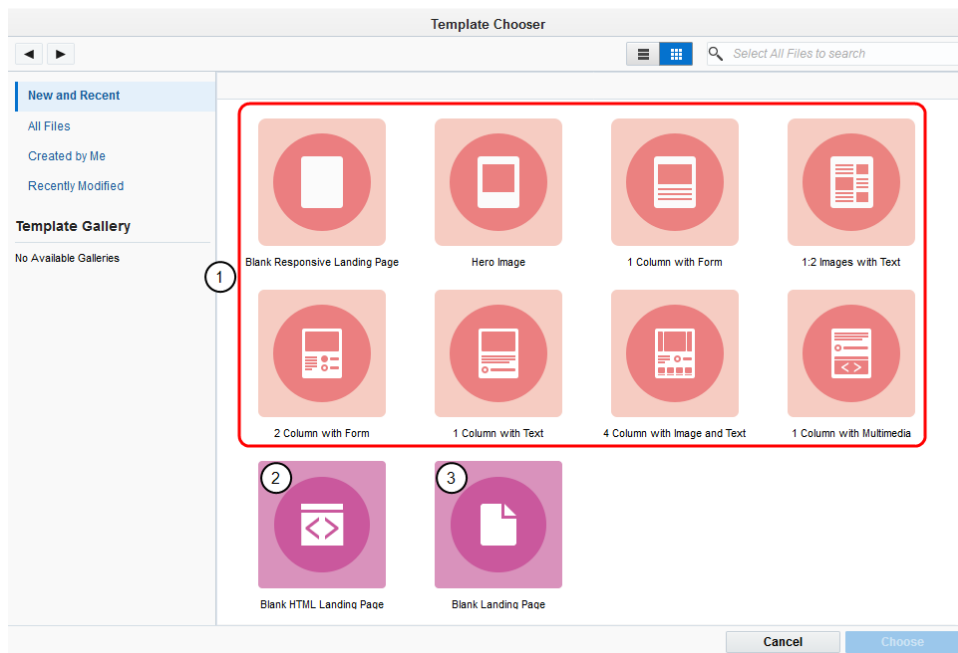
1. Design Editor responsive layouts

2. Source Editor template

3. Classic Design Editor template. Classic Design Editor is a legacy editor that you may not have access to.

4. Name your landing page by clicking *Untitled Landing Page* in the top left and typing a new name.

5. 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.

> ℹ **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.

    b. Advanced Settings:

- To prevent visits to the landing page, toggle the **Externally Visible** option to the off position. 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.

    c. Code and Tracking:

- Add Javascript or Meta Tags to your landing page.

6. Build your page using the components on the left pane of the landing page. Learn about working with content blocks and layouts.

7. Click **Save**.

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

3.1 Working with landing page content blocks and layouts

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

Content blocks

Content blocks 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 blocks to sections of a layout. Content blocks added to layouts create a content block in your landing page.
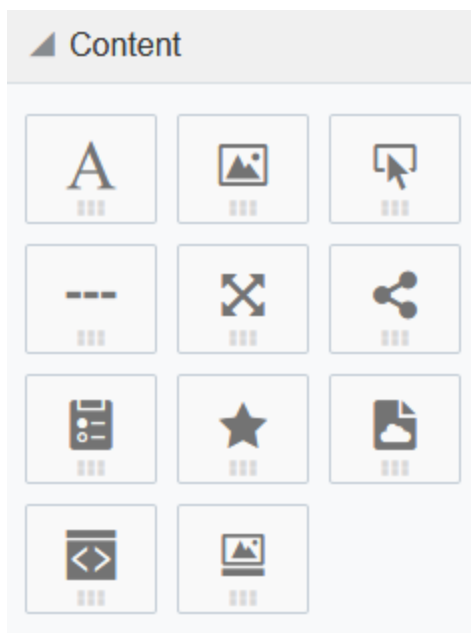
The following content types are available:

- *Text*: Add summaries, instructions, and other relevant information to your landing page using the text content block. 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 Content and Experience.

- *Buttons*: Buttons are an effective way to create calls-to-action in your landing pages. Button content is text only and cannot use images. You can from 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 and background color, 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.

- *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.

Tip: 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 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.

Layouts

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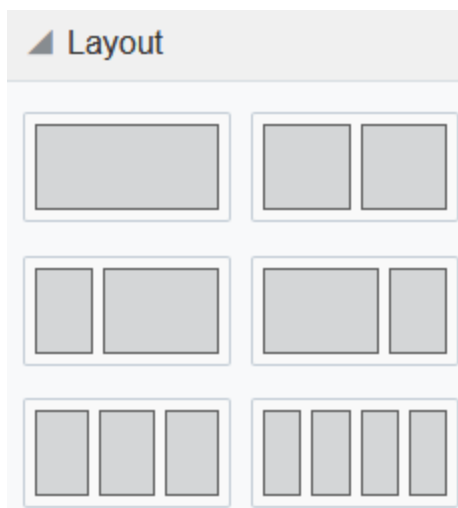
Learn how to work with these design components:

- Adding content blocks or layouts
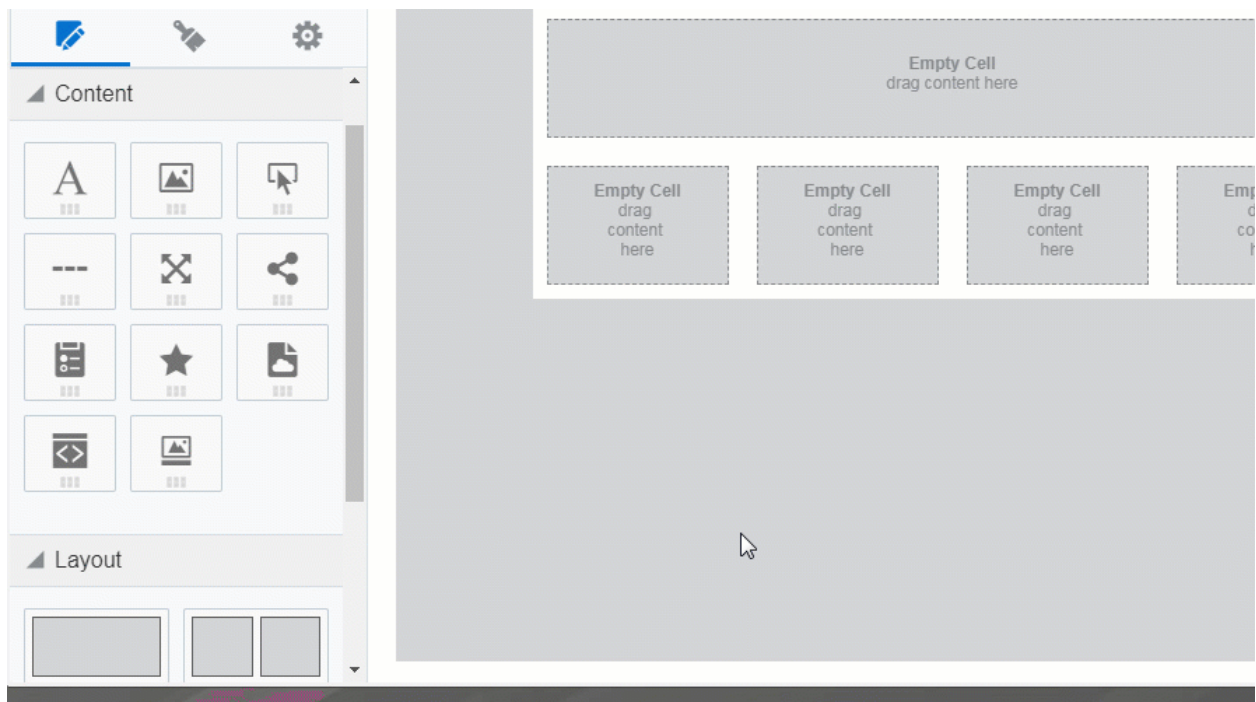
- Copying content blocks or layouts

- [Moving content blocks or layouts](#)

- [Deleting content blocks or layouts](#)

- [Resizing columns](#)

- [Padding and borders](#)

Adding content blocks or layouts

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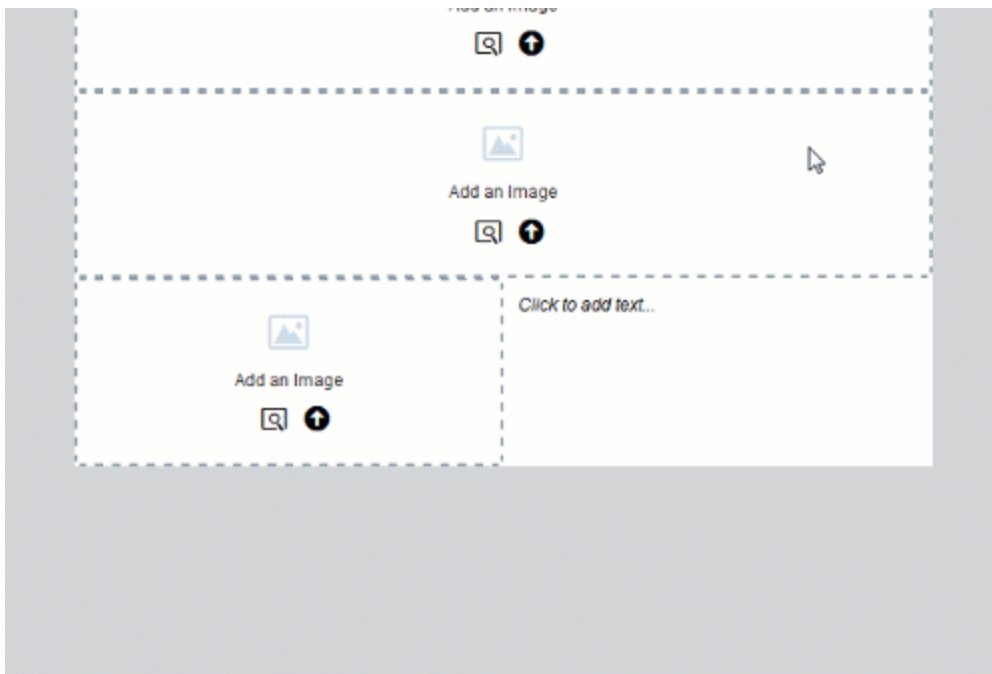
To add content blocks or layouts:

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

3.1.1 Copying content blocks or layouts

To copy content blocks or layouts:

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

2. Click ⎙ .

3. Move the content block or layout to the location you want it.

Moving content blocks or layouts

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

> 💡 **Note**: You cannot move content blocks if you are in the mobile view. You can move a layout in mobile view.

To move content blocks or layouts:

1. With your landing page open, click the content block or layout you want to move.

2. Click ⠿ and drag the content block or layout to the new location.
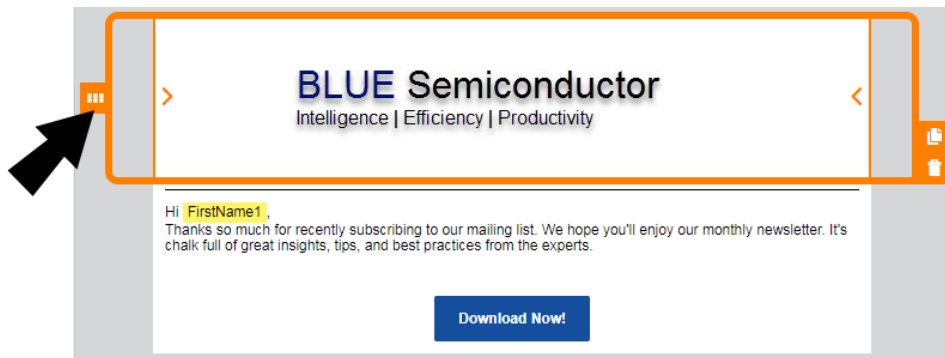
Deleting content blocks or layouts

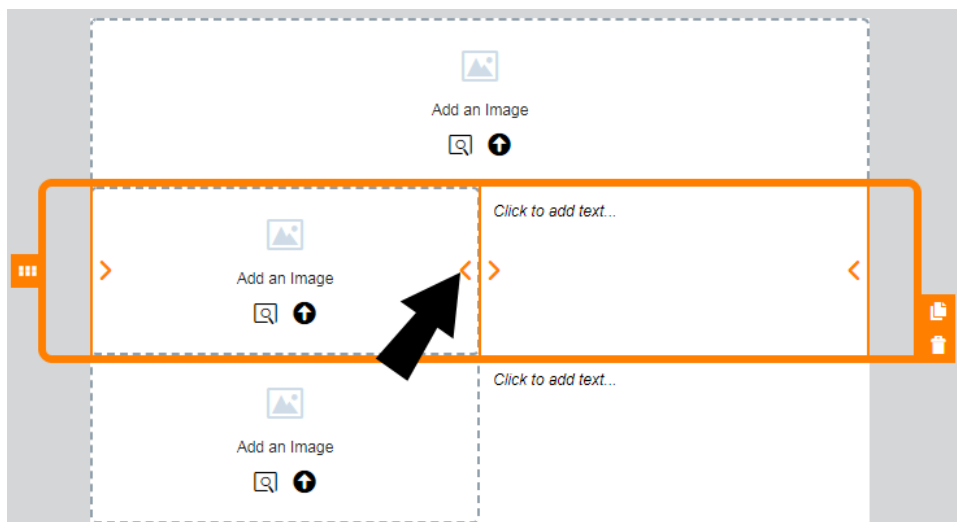**To delete content blocks or layouts:**

1. With your landing page open, click the content block or layout you want to delete.

2. Click ⬛. You can click ↺ to undo your change.
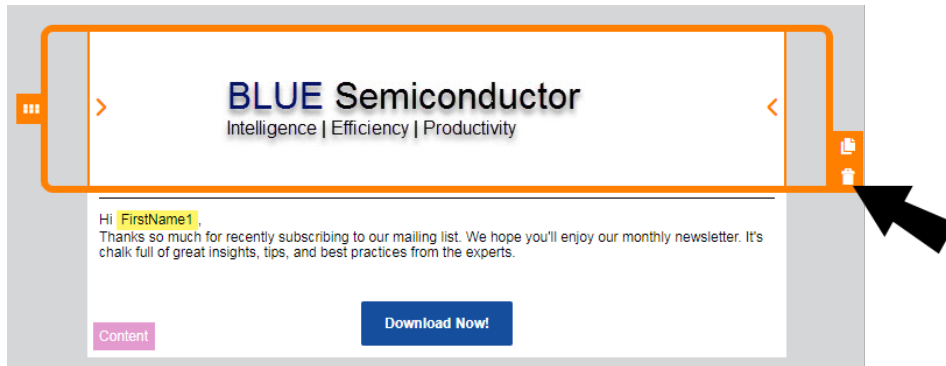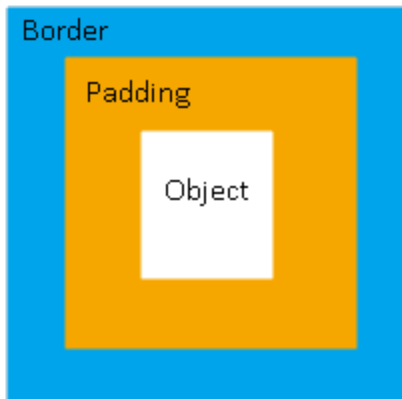

Resizing columns

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 blocks and add borders to both a content block and layout.

Padding

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

Borders

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

The border goes around the padding.

3.2 Landing page styling

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	#942645 ▮
Color Fill Style	
Background Video	
Canvas Color	#FFFFFF ☐
Color Fill Style	
Canvas Width	900px ▼

◢ Text Defaults

Typeface	Calibri ▼
Color	#000000 ▮

◢ Hyperlink Defaults

Color	#145c9e ▮

◢ Advanced Styles

Additional CSS

Add

3.2.1 Background

Select a background color for your landing page and the canvas area. Flat and gradient options are available. A video can be selected to play in the background by providing a URL. When a video is present, the color background will rest 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.

3.2.2 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.

3.2.3 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.

3.2.4 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.
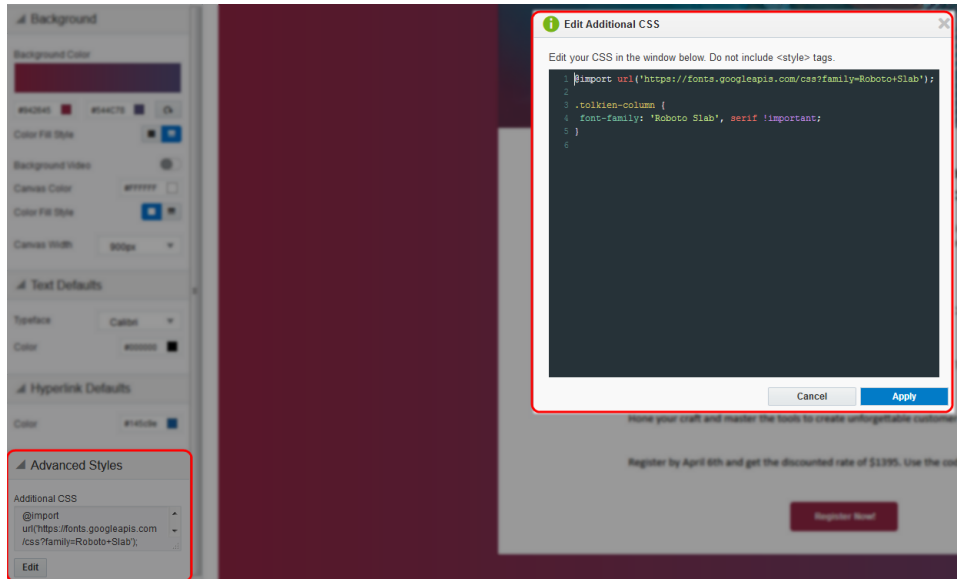
3.3 Adding an image carousel

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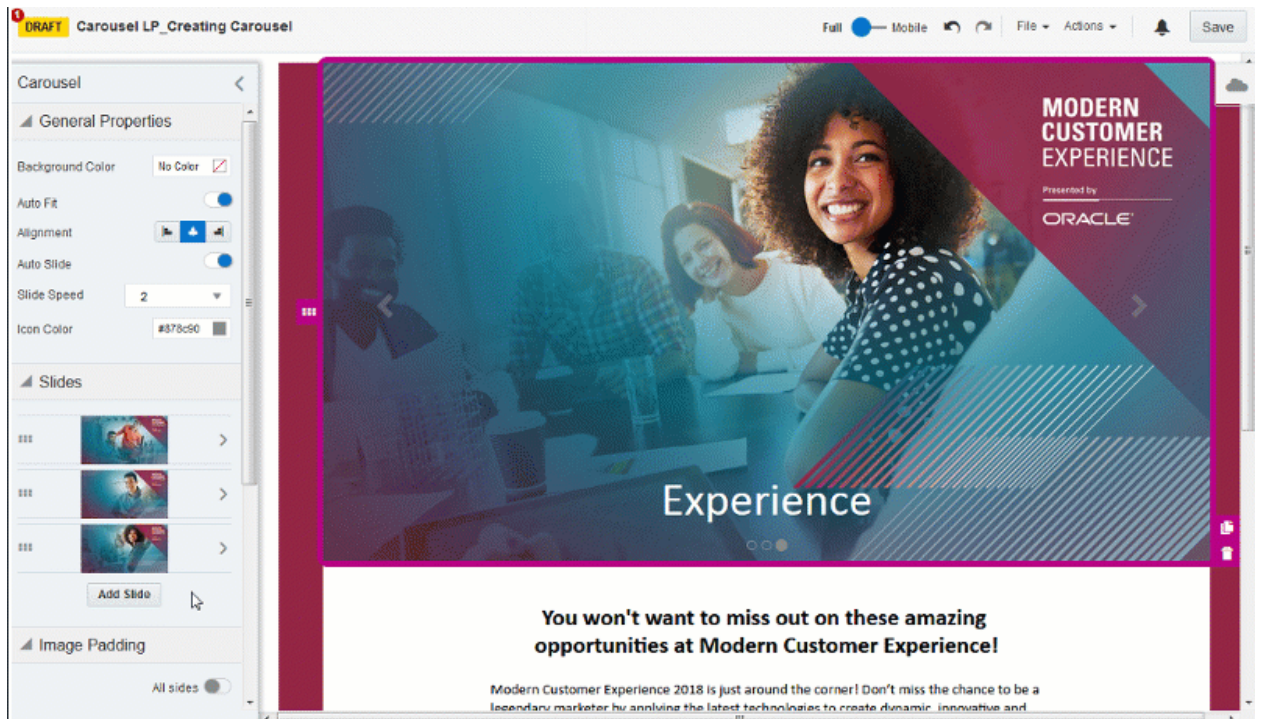
> 👍 **Tip**: The *Browse* and *Upload* options are also available by clicking on the carousel block on the landing page canvas.

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**.

3.4 Adding a form

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, 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**.

3.5 Changing the visibility of landing pages

You can prevent an Oracle Eloqua landing page from being accessed by changing the visibility of the landing page. For example, after an event completes, change the visibility and prevent visitors from signing up. Or change the visibility if you are drafting a landing page and are not ready to make the information publicly available.

Before you begin:

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.

- The landing page's redirect settings are no longer used. 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.

Learn how to:

- Change the visibility of a landing page in the Design Editor

- Change the visibility of a landing page in the Classic Design Editor

To change the visibly 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 to have the landing page visible only within Oracle Eloqua.
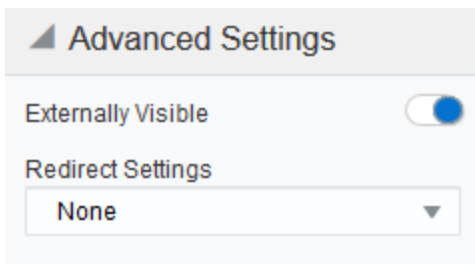
   > 👍 **Tip**: You can make the page externally visible again by toggling the option again.

5. Click **Done** and save your changes.

To change the visibly of a landing page in the Classic Design Editor:

1. Navigate to **Assets** ✏️, then click **Landing Pages**.

2. Open the landing page you want to change.

3. Click **Actions** and then click **Settings**.

4. Select the **Internal (only visible within Eloqua)** option.

> 👉 **Tip**: You can make the page visible again by selecting the **External (Visible to anyone with the URL)** option.

5. Click **Done** and save your changes.
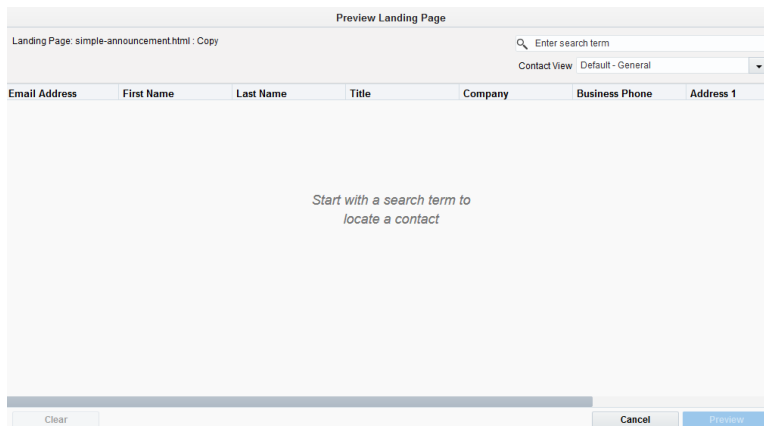
3.6 Previewing landing pages

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.

Preview Landing Page

Landing Page: simple-announcement.html : Copy

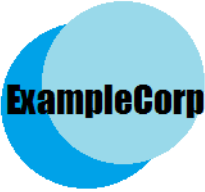Displaying 1 of 1 matching contact(s)

Search: Smith

Contact View: Default - General

Email Address	First Name	Last Name	Title	Company	Business Phone	Address
joe.smith@londenderry.co	Joe	Smith				

Clear   Cancel   Preview

💡 **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.

ExampleCorp has lots of great deals on right now in Country !

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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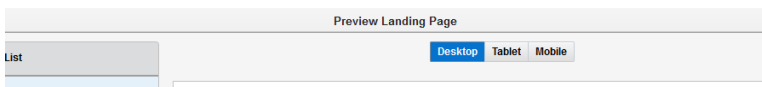
6. Click **Cancel** to close the preview window when you are done.

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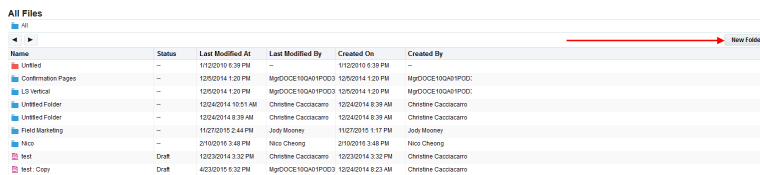
You can create different folders in which to store similar landing pages, this makes it easier to locate the landing page that you need, when you need it.

To create a landing page folder:

1. Navigate to **Assets**, then click **Landing Pages**.

2. Click on **All Files** on the left side menu to bring up a list of all currently existing folders and files available to you.
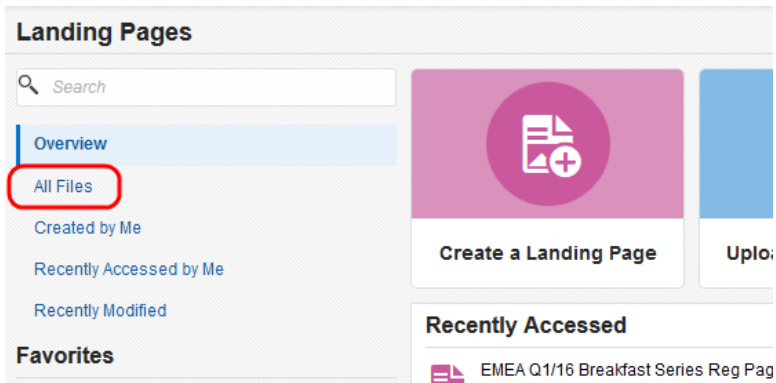
3. (**Optional**) Click on a folder to navigate into a sub-folder location.

4. Do one of two things:

   - Click **New Folder** in the upper-right corner.

- Right-click any file or folder, then select **New Folder**.
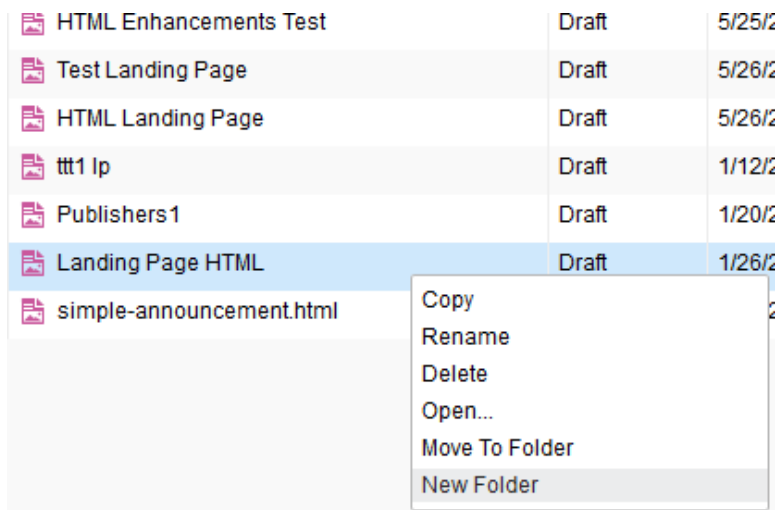
A new folder titled *Untitled Folder* is created at the top of the list.

5. Right-click the new folder, then select **Rename**.

6. Type in a new name, then press **Enter**.

You now have a new folder in which to keep landing pages.

If you want to add any emails to the new folder, drag-and-drop existing files onto the folder.
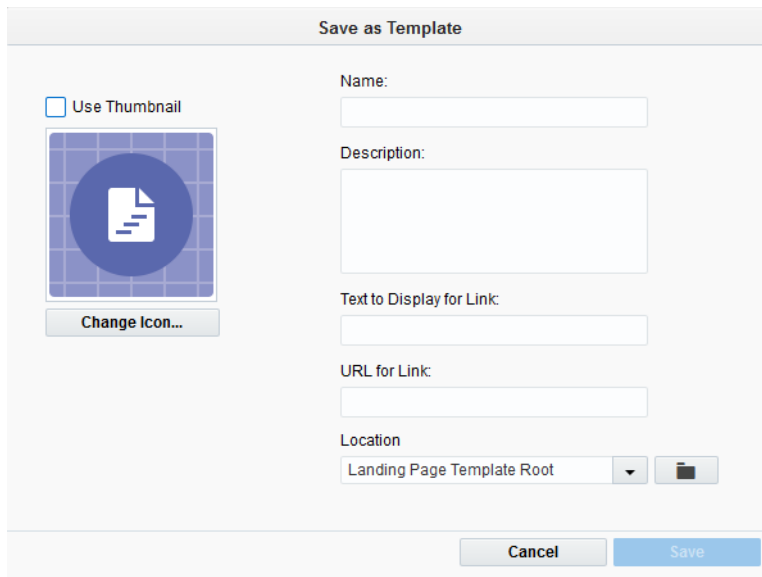
3.8 Saving landing pages as templates

> 💡 **Note**: You must have the correct permissions to save a landing page as a template. Learn more about granting template manager permission.

When you create a landing page in Eloqua, you are given the option to save the landing page as a template, this is valuable if you need to create the same type of landing page again and again. Saving your landing page as a template can simplify your landing page creation process, instead of creating a whole new landing page you can edit the content of an existing template. You can also create new templates directly from the template manager, from here you can edit an existing template and save it as a new template. Learn more about creating new templates from the template manager.

To save a landing page as a template:

1. Navigate to **Assets** ✏️, then click **Landing Pages**.

2. Open an existing landing page, or create a new one.

3. Click **File**, then select **Save as Template** to open the *Save as Template* window.

4. Complete the template information:

- **Name**: The name of the template.

- **Description**: A description of the template that you can use for future reference. This information is displayed in the template chooser when someone selects the template.

- **Text to Display for Link**: Text that will be linked to the template's URL. This is displayed in the template chooser when someone selects the template. The link directs to a preview of the template.

- **URL for Link**: URL where the template can be previewed.

- **Location**: The folder in which the template is stored. You can also click on the file folder icon to select the folders using the landing page template folder chooser.

5. 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, the template will appear in the chooser as an icon. You can select either a generic blue icon (the default), or you can click **Change Icon** to choose from one of the designs shown below.

6. Click **Save** to save your landing page as a template. It is now available in the *Template Chooser*.

To view your template:

a. Navigate to **Assets** ✎ , then click **Landing Pages**.

b. Click **Create a Landing Page** to open the *Template Chooser*. Your new template is now listed.
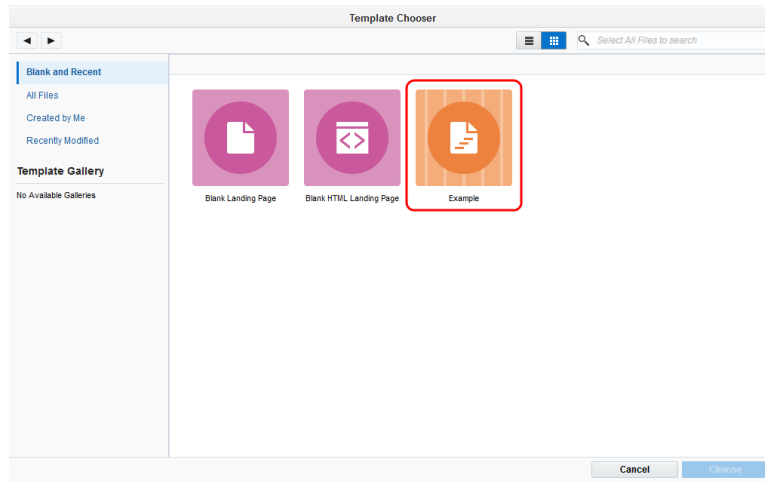
After you have created a template you can use the *Template Manager* to lock the elements in place (to preserve the layout and content), then define which, if any, elements can be edited. Lean more about defining editable elements in the Design Editor.

3.9 Editing landing pages

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 lading 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**.

3.10 Making copies of landing pages

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. To search for existing landing pages, click one of the following from the left menu:

   - **All Files**: Displays a list of all currently existing files available to you, and this includes files authored by others.

- **Created by Me**: Displays a list of files authored by you.

- **Recently Accessed**: Displays a list of files recently opened by you.

- **Recently Modified**: Displays a list of recently edited files, including files modified by others.
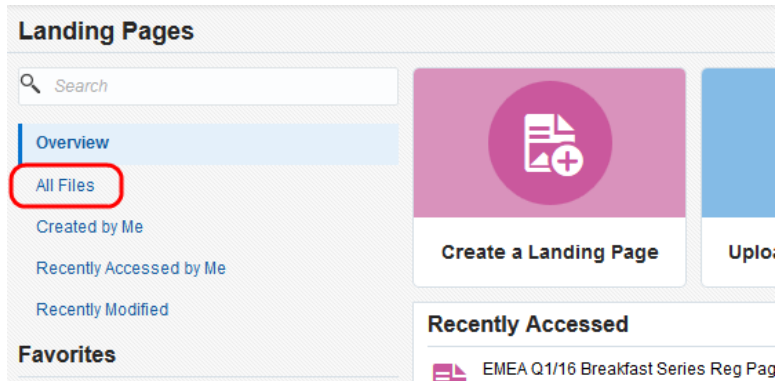
Alternatively, type the name of the desired file in the *Search* field.

3. Right-click the landing page you want to copy, then select **Copy**.
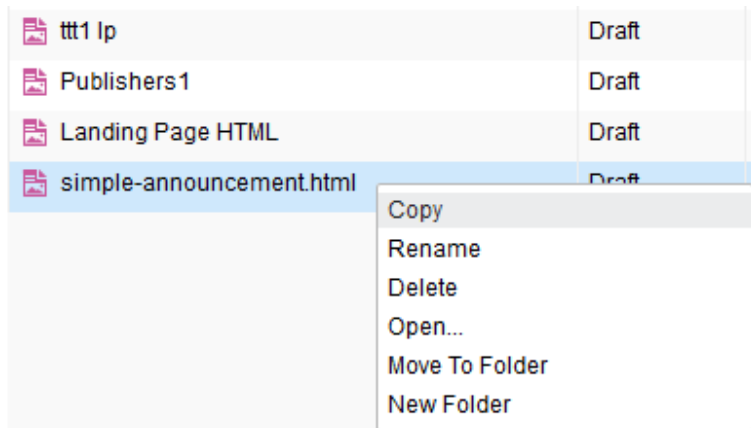
The copied form appears in the list as "*Original Name: Copy*."

4. Open the copied landing pages through one of two ways:

   - Double-click the file.

   - Right-click the file, then select **Open**.

5. Click **Actions**, then select **Settings** to open the settings window.

6. 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.

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

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

9. 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.

3.11 Deleting landing pages

When a landing page is no longer needed, it can be deleted from Oracle Eloqua. After deleting a landing page, 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. Right-click the landing page and select **Delete**.

📑 Test Landing Page		Draft
📑 HTML Landing Page		Draft
📑 ttt1 lp		Draft
📑 Publishers1		Draft
📑 Landing Page HTML		Draft
📑 simple-announcement.h	Copy	
	Rename	
	Delete	
	Open...	
	Move To Folder	
	New Folder	
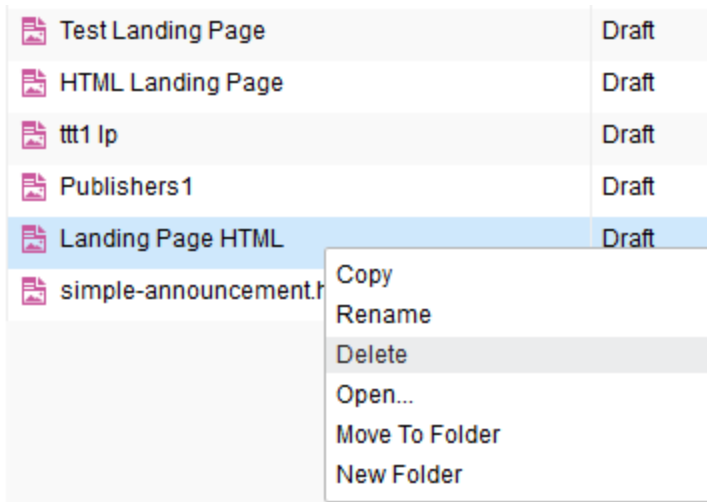
4 Creating landing pages using the Source Editor

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. Click **Create a Landing Page** to open the *Template Chooser* window.

Create a Landing Page
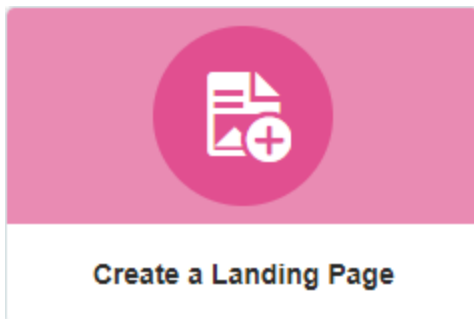
3. Choose a template for the landing page or click **Blank HTML Landing Page**.
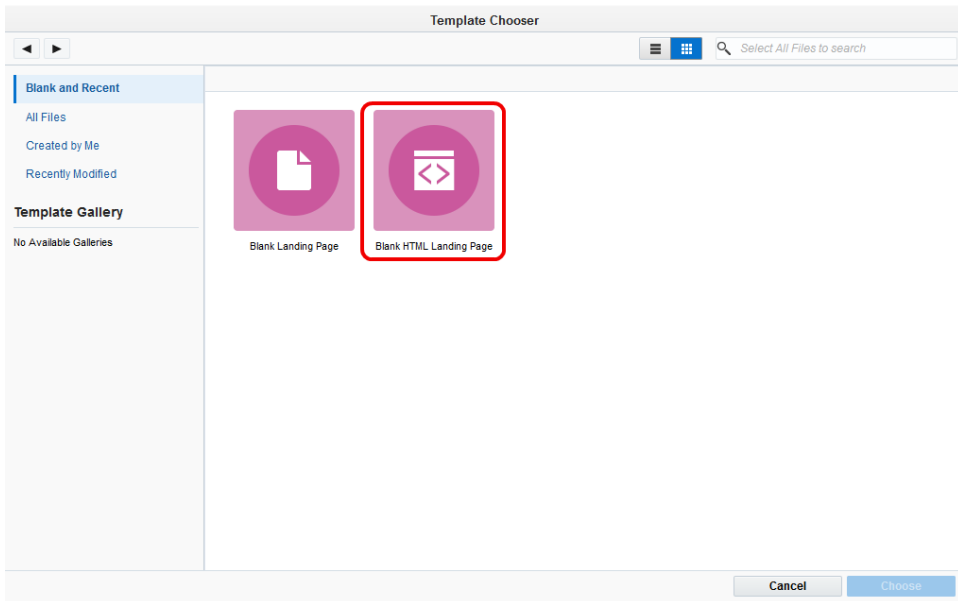
4. Select the microsite that you want to add the landing page to from the **Microsite** drop-down list. Learn more about microsites.

5. 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.

6. 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. See Customizing landing pages for information on formatting images.
	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.

Component	Description
	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.
	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.

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

Landing Page Name:

Successful Subscribe Status LP

PowerWeek ▼   Vanity URL

URL(s): http://www.oracle.com/LP=1

Landing Page Visibility:

◉ Internal (Only visible within Eloqua)
   Total Dependencies: 6

◯ External (Visible to anyone with the URL)

Redirect Settings:

◯ Don't automatically redirect or close.

◉ Automatically re-direct after [15] seconds

   CompanyURL

◯ Automatically close window after [   ] seconds

[Cancel]   [**Done**]

8. 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.

9. 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.

10. 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.

4.1 Code requirements for uploading HTML landing pages

> ❶ **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.jslint.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,h
6,pre,code,
form,fieldset,legend,input,button,textarea,p,blockquote,th
td{margin:0;padding:0;}table{border-
collapse:collapse;borderspacing:0;}fieldset,img{border:0;}address,
caption,cite,code,dfn,em,strong,th,varoptgroup{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.

4.2 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 lading page. Landing pages created using the HTML upload wizard cannot be edited using the Design Editor.
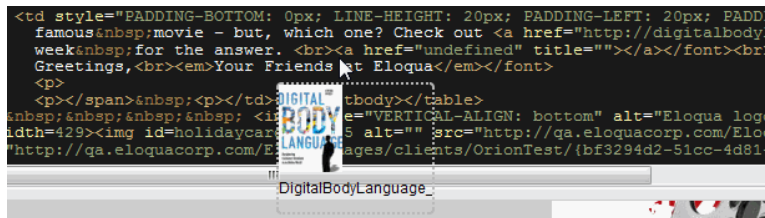
To edit a landing page in the Source Editor:

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.
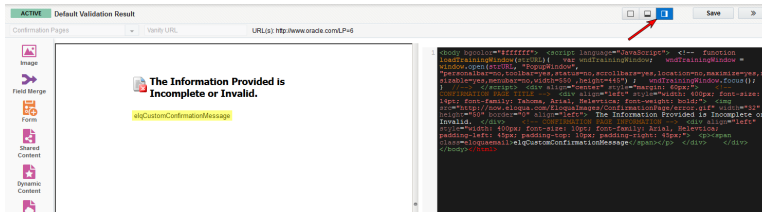

2. Add or edit the landing page using one of the following methods:

- 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.
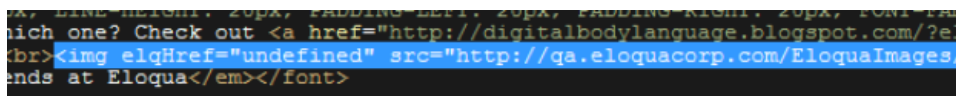
> 💡 **Note**: If you use dynamic content, shared content, or signature layouts in your HTML landing page, the source code that displays for this content is limited. You cannot edit

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.

4.3 Creating new landing pages and templates using the HTML upload wizard

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.

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

1. Navigate to **Assets** ✏, then click **Landing Pages**.

2. Click **Upload a Landing Page**.
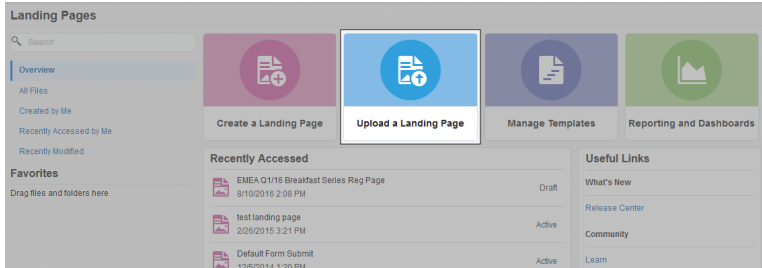
3. Click **Upload Landing Page** to import a landing page, or click **Upload Template** to import a landing page template.
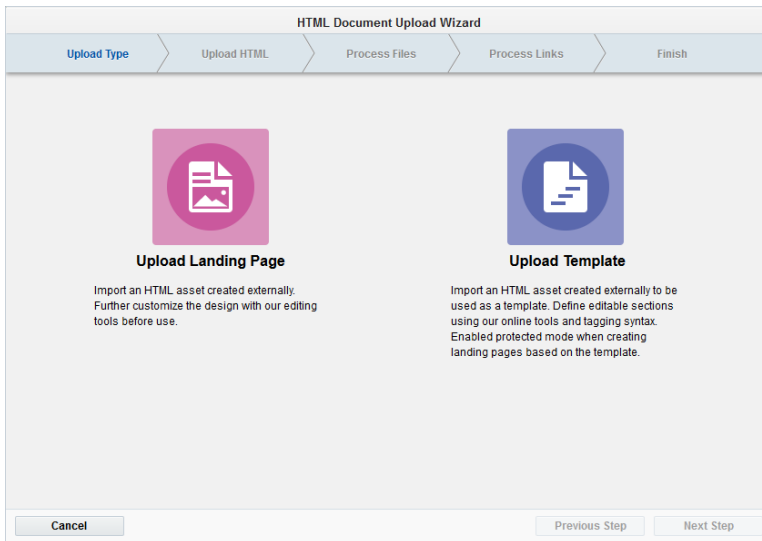

💡 **Note**: The following steps are the same for both uploading a landing page and uploading a template.

4. Click on the cloud graphic to begin the wizard. Browse to the location of your HTML or ZIP file

for the landing page that you want to upload, then click **Open**. Then, click **Next Step**.

Click the cloud to select an HTML or ZIP file
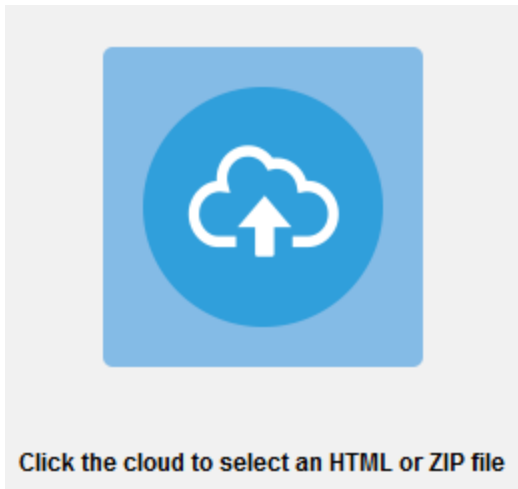
5. In the *Process Files* step of the upload wizard, review the list of images and other files and choose to either use the existing files or upload new ones.
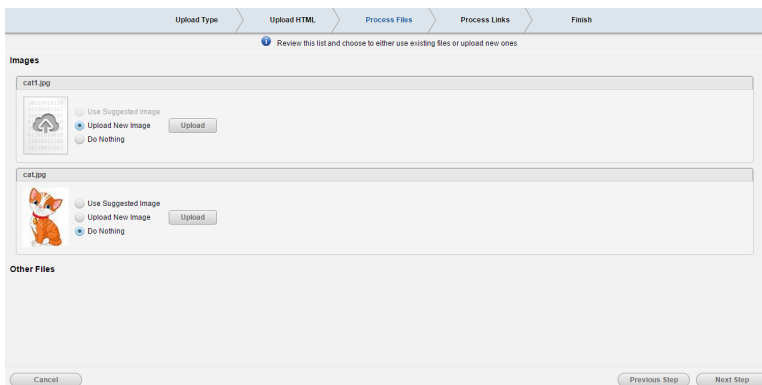

Choose one of the options listed beside each image:

- **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**, when you are finished.

6. In the *Process Links* step, 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**.
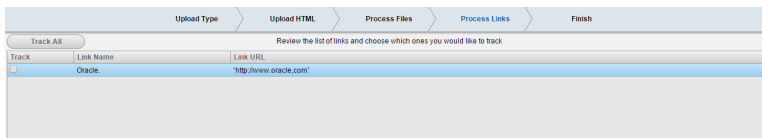
7. In the *Finish* step of the upload wizard, name your HTML document and, if needed, change the destination folder where you want it to be stored. This is an optional step, the location can be changed at a later date if required.
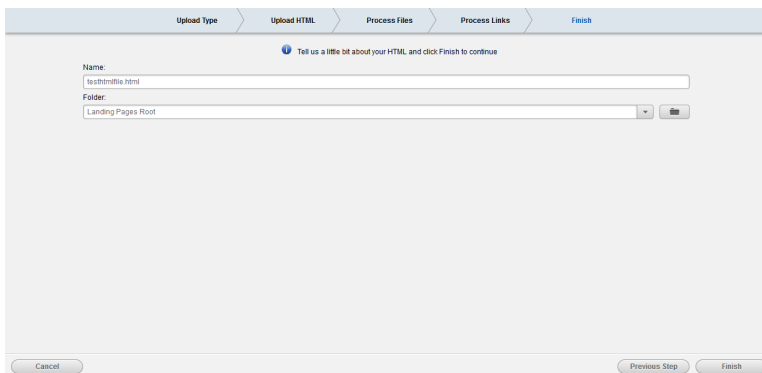

If you are uploading a template, you also have the option to add a description, and choose the image that will represent this template in the *Template Chooser*.
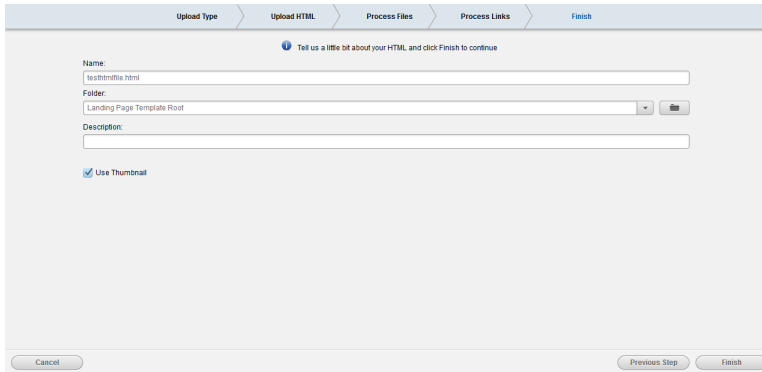
Select the *Use Thumbnail* check box if you want a thumbnail image of your template to be shown in the *Template Chooser*. If you clear this check box, you are presented with the option to select either a generic (blue) icon, or by clicking **Change Icon**, you can choose one of the available icon designs shown below.

8. Click **Finish** to complete the upload process. The upload wizard closes and the Source Editor opens.

9. If you want to make changes to the uploaded landing page, click one of the page view buttons in the upper right-hand corner to open the HTML pane (you can choose to set the pane to the right, or along the bottom of the screen).
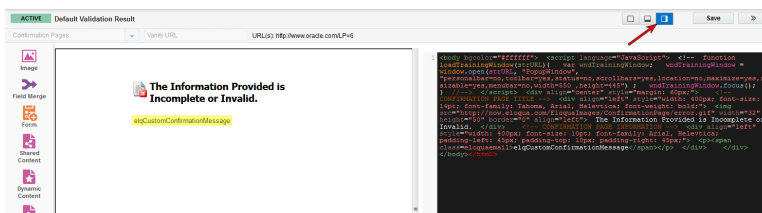
Add content to the uploaded landing page as needed. Elements can be added using one of the following methods:

- Type the HTML code directly into 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. When an element is added in the HTML code, the preview pane reflects the change.

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

The landing page or template is saved.

# 5 Creating landing pages using the Classic Design Editor

> **ⓘ Important**: Starting May 2019, you will not be able to create new assets using the Classic Email and Landing Page Design editors. Existing assets will be editable. As of August 2019, all legacy assets will be view-only and not editable. We recommend customers start preparing in advance for this transition by reconfiguring their existing content.

Using Oracle Eloqua, you can build your landing page using the landing page Classic Design Editor. Using the Classic Design Editor, you can add elements to your landing page using the graphical user interface (as outlined below). Learn more about creating an HTML landing page using the Source Editor or uploading an HTML landing page.
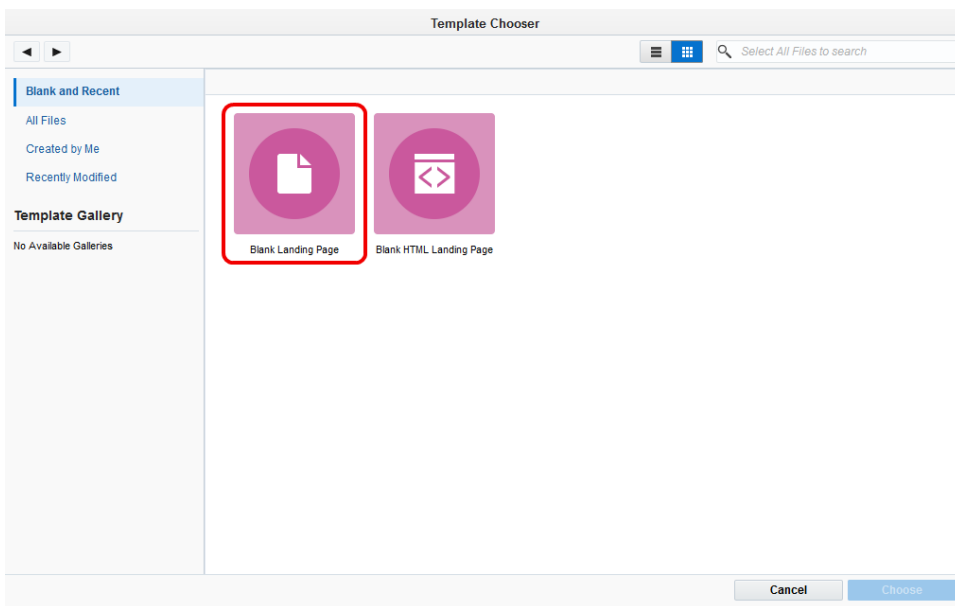
Learn more by watching the video!

To create a landing page using the Classic Design Editor:

1. Navigate to **Assets** ✎, then click **Landing Pages**.

2. Click **Create a Landing Page** to open the *Template Chooser* window.
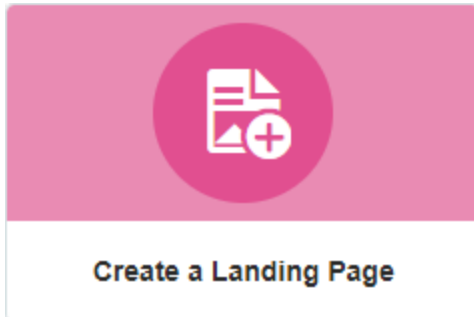
3. Choose a template for the landing page or click **Blank Landing Page**.

4. Select the microsite that you want to add the landing page to from the **Microsite** drop-down list. Learn more about microsites.

5. 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.

6. Build your page using the components on the left pane of the landing page Design Editor. 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. See Customizing landing pages for information on formatting images.
	Text: Add text boxes to your landing page. Click the icon to add a text box to your landing page, then double-click in the box to edit the content.
	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.
	Hyperlink: Add a link to your landing page. You can enable text or images as hyperlinks, you can then configure the link in a number of different ways. A hyperlink can route your clients to a landing page, a file, a web page, a system action, or a pre-addressed email that they can fill out and send. Select text or an image and click the *Hyperlink* icon, select the *Enable as Hyperlink* check box then configure the link as needed.
	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.

Component	Description
	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.
	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.

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

Landing Page Name:

Successful Subscribe Status LP

PowerWeek ▼ Vanity URL

URL(s): http://www.oracle.com/LP=1

Landing Page Visibility:

◉ Internal (Only visible within Eloqua)
  [Total Dependencies: 6](#)

○ External (Visible to anyone with the URL)

Redirect Settings:

○ Don't automatically redirect or close.

◉ Automatically re-direct after 15 seconds

CompanyURL

○ Automatically close window after   seconds

Cancel   **Done**

8. 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.

9. 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.

10. 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.

5.1 Adding text boxes to landing pages

> **ⓘ Important**: This feature is currently only available in the Classic Design Editor.

> **ⓘ Important**: Starting May 2019, you will not be able to create new assets using the Classic Email and Landing Page Design editors. Existing assets will be editable. As of August 2019, all legacy assets will be view-only and not editable. We recommend customers start preparing in advance for this transition by reconfiguring their existing content.

Text boxes can be added to landing pages and formatted as needed.

To add a text box to a landing page:

1. Navigate to **Assets** 🖊, then click **Landing Pages**.

2. Open an existing landing page, or create a new one.

3. Click **Text** on the left-side menu. A text box opens in the email editor canvas.

4. Double-click in the text box to enter editing mode for that particular text box.

5. Enter your own text in place of the existing content.
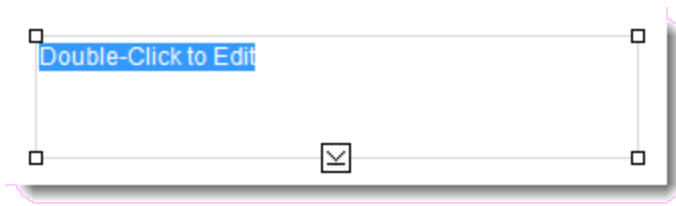
6. Right-click in the text box and select **Format Text**, or highlight the text and click **Tools** on the left-side menu. The *Tools* window opens. This window has six different tabs that give you a number of different customization options. Learn more about customizing landing page text boxes.

7. Click the **X** in the upper-left corner of the *Tools* window when you are done.

8. It is also possible to edit the contents of a text box directly in the source (HTML) code. To edit the source code of a text box:

   a. Right-click on the text box and select **Edit Source**.
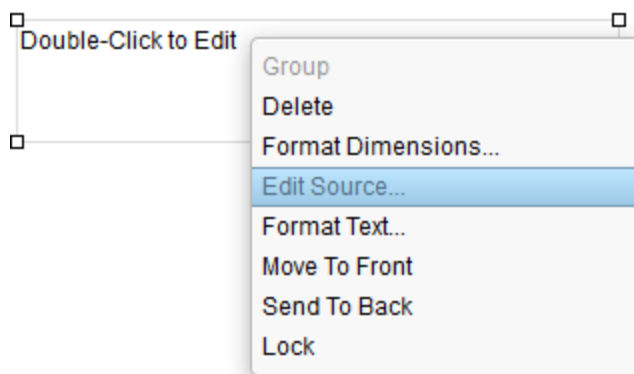
   b. Enter text and formatting code as needed.
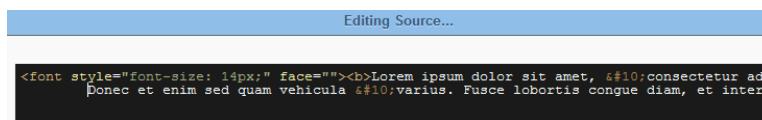
   Content created in this editor is checked against a whitelist of permissible HTML tags and attributes. If you attempt to save a landing page containing a text box with prohibited

(blacklisted) tags or attributes, Eloqua will display a validation error and you will not be able to save your landing page until you remove them.

> 💡 **Note**: Content created in this editor is checked against a whitelist of permissible HTML tags and attributes. If you enter prohibited (blacklisted) tags or attributes, Eloqua displays a validation error and you will not be able to save your landing page until you resolve the issues. Some of the prohibited tags include: custom HTML elements, custom HTML attributes, script tags, and style tags.

9. Click **Save** to save your changes.

5.2 Customizing landing page text boxes and images

> ℹ️ **Important**: This feature is currently only available in the Classic Design Editor.

> ℹ️ **Important**: Starting May 2019, you will not be able to create new assets using the Classic Email and Landing Page Design editors. Existing assets will be editable. As of August 2019, all legacy assets will be view-only and not editable. We recommend customers start preparing in advance for this transition by reconfiguring their existing content.

After you add a text box or an image to a landing page, you can customize the field in a variety of ways using the *Tools* window.

Highlight the text or image, then click **Tools** on the left menu to open the *Tools* window. This window has six different tabs, that give you a number of different customization options.
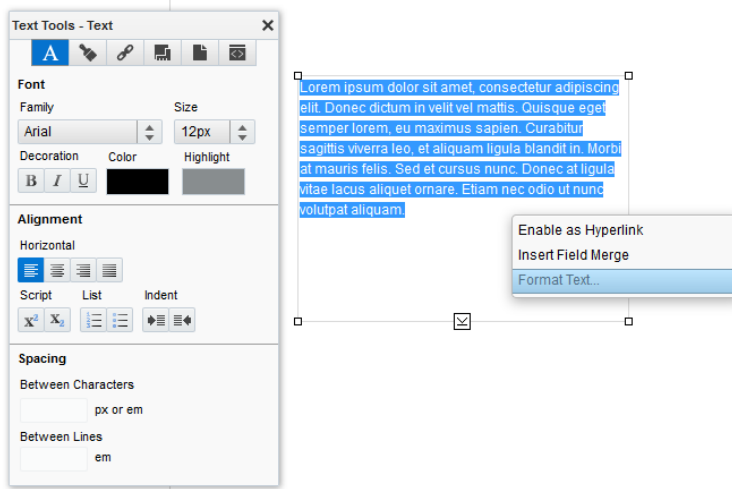
Text Tools

Click the button at the top of the window, the *Text Tools* tab opens. In this tab you can edit text boxes in the following ways:

- **Change the font family**: Click the *Family* drop-down list to display the list of available font families. Click on the desired font family to select it.

- **Change the text size**: Highlight the text then click the *Size* drop-down list and select the size (in pixels) that you want to make the text. Only the highlighted text is affected by this setting.

- **Change the style (decoration) of the text**: Highlight the text then click one or more of the style buttons to change it to bold, italic, or underlined.

- **Change the color of the text**: Highlight the text then click in the *Color* box, the color chooser opens. Use the slider bar to select the color that you want to use, then select the shade by

clicking on the large color tile to the left.

You can add highlighting (similar to a shadow effect) by once more selecting the appropriate text, clicking in the *Highlight* box and using the same steps as above to apply a highlight.

> 💡 **Note**: If you know the hexadecimal code for the color you wish to use, you can enter it in the *#* box in the color chooser.

- **Align the text in your text box horizontally**: Highlight the text then click one of the buttons under *Horizontal* in the *Alignment* section of the window. From left to right they are: left, center, right and full alignment.

- **Align the text in your text box vertically**: Click one of the buttons under *Vertical* in the *Alignment* section of the window. From left to right they are: top, center, and bottom alignment.

- **Format your text as a list**: Highlight the list of items then click one of the buttons in the *List* section. The first button converts the text into a numbered list and the second button creates a bulleted list.

  If you do not already have text entered in the text box, selecting one of these buttons automatically formats any new text you enter as a list. When you are done with the list, click the button again to remove the list formatting.

- **Outdent or indent your text**: Click on a line of text then select either the outdent or indent button under the *Indent* section.

- **Change the position of one or more characters in your text box**: Highlight the character(s) and select either the superscript or subscript buttons under the *Script* section.

- **Spacing between characters**: Click in the *Between Characters* box and enter a number measured in either pixels (px) or em to specify your desired value. Make sure to include the "px" or "em" with the desired value.

- **Spacing between lines of text** : Click in the *Between Lines* box and enter a number measured in em.
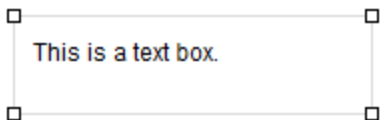
Style Tools

Click the 🖊 button at the top of the window, the *Style Tools* tab opens. In this tab you can edit the text box or image in the following ways:
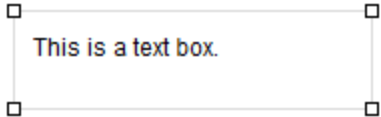
- **Change the background color**: Click in the box under the *Background* section of the *Styles Tools* tab, the color chooser opens. Use the slider bar (pointed out it the image below) to select the color that you want to use, then select the shade by clicking on the large color tile to the left.

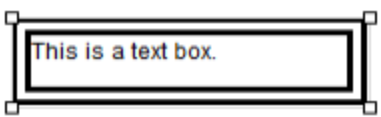 > 💡 **Note**: If you know the hexadecimal code for the color you wish to use, you can enter it in the *#* box on the color chooser.

- **Choose a border style**: By default, no border is selected, click on the *Borders* drop-down list to select a border type to add.

  The following table shows an example of each border type using a value of 10 pixels:

Border Type	Example
None	This is a text box.

Border Type	Example
Hidden	This is a text box.
Solid	This is a text box.
Groove	This is a text box.
Dotted	This is a text box.
Dashed	This is a text box.
Double	This is a text box.
Ridge	This is a text box.
Inset	This is a text box.
Outset	This is a text box.

- **Change the border color**: Click in the box under the *Borders* section of the *Styles Tools* tab, the color chooser opens. Use the slider bar to select the color that you want to use, then select the shade by clicking on the large color tile to the left. When you are done, click outside the box to close it.

> 💡 **Note**: If you know the hexadecimal code for the color you wish to use, you can enter it in the # box on the color chooser.

- **Border Sides**: Select which sides will have a border, enable the check box for each side individually to control which will have borders and which will not: left, top, bottom, right
- **Change the amount of space between the text and the border**: In the *Padding* section of the *Style Tools* window, enter a value in the **px** box next to each side of the border. You can enter different number of pixels for each side, and the image will move in the text box accordingly. Enter different numbers until you have found the exact format and location that you want.

Hyperlinks Tools

Click the 🔗 button at the top of the window, the *Hyperlink Tools* tab opens. In this tab you can add hyperlinks to your landing pages in the following way:

a. Select the text or image that you want to use for the hyperlink, then click the *Enable as Hyperlink* check box in the *Hyperlinks Tools* tab.
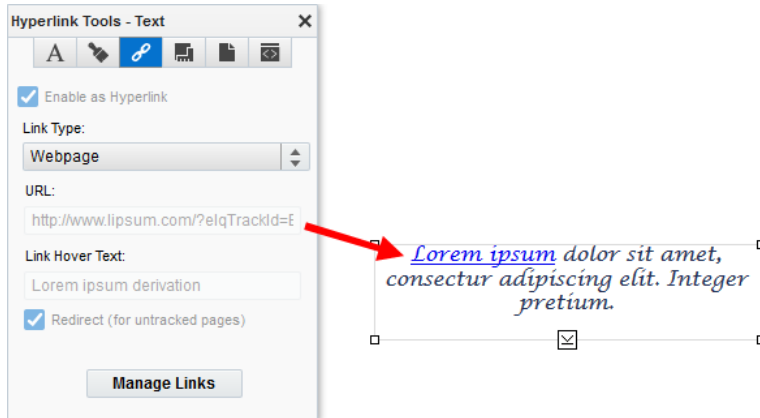
b. In the window, choose one of the following options from the *Link Type* drop-down list:

- **Landing Page**: Link to an existing landing page in the application. Click the file icon next to the landing page address line, the landing page chooser window opens. Select a landing page and click **Choose**.

> ♀ **Note**: There is no tracking option for this type of hyperlink.

- **File in File Storage**: Link to a file in the file storage area in the application, such as a PDF file. Click the file icon next to the *File* field, the file storage chooser window opens. Select a file to use then click **Choose**.

- **Webpage**: Link to a company or external web page. Enter the URL of the web page in the *URL* field. Click the *Redirect (for untracked pages)* check box to enable tracking on an otherwise untracked web site.

> ♀ **Note**: The URL entered above will change to reflect the tracking function.

- **System Action**: Allow the recipient to configure a viewing or subscription option. Choose one of the following options from the *Action* drop-down list.
  - **Send to Subscription List**: Sends the recipient to the Subscription Management Page where they can manage all of their email group subscriptions as well as globally opt-in or opt-out of emails from your organization.

  - **Send to Subscription Page**: Sends the recipient to a page that communicates their subscription status for the email group for the current email.

  - **Subscribe to All**: Allows the recipient to globally subscribe to all emails.

  - **Unsubscribe from All**: Allows the recipient to globally subscribe to all emails.

> 💡 **Note**: There is no tracking option for this type of hyperlink.

- **New Email Message**: Link to a new email. Enter the *To:* email address.

> 💡 **Note**: There is no tracking option for this type of hyperlink.

c. In the *Link Hover Text* field, enter the text that you want the recipient to see when they hover over the hyperlink with their mouse.

Layout Tools

Click the ▦ button at the top of the window, the *Layout Tools* tab opens. In this tab you can edit the text box or image in the following ways:

- **Size**: This setting controls the size of the section in the landing page. Enter values in the *Width* and *Height* fields to change the size of the text box or image.

- **Position**: This setting controls the position of the section relative to the "0" point (the upper-left hand corner of the landing page). Enter a value in the *From left (X)* and *From Right (Y)* fields to change the position of the text box or image.

After setting the size and position of the text-box or image, click the *Lock Size and Position* check box to maintain those settings. The size and position can be changed later, if required, by returning to the landing page editor, selecting the text box or image, and clearing the *Lock size and Position* check box.
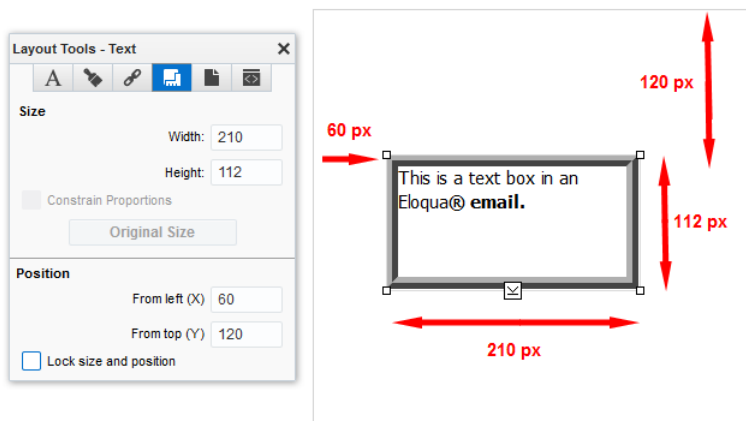
Page Style Tools

Click the button at the top of the window, the *Page Styles* tab opens. In this tab you can style the entire page:

- **Alignment**: You can set the alignment for the entire page. Make sure that nothing on the landing page canvas is selected, then click one of the buttons under the *Alignment* section of the window. From left to right, the options are, align left, align center, and align right.

- **Padding**: You can control the amount of space that will pad the top and bottom of the page.

- **Width and Height**: Enter a value (in pixels) in the *Width* and *Height* fields, this controls the width and height of landing page content area.

- **Content Background**: Select the type and color of the content background.

- **Browser Background**: Select the type and color of the browser background.

Page Snippet Tools

Click the ⬚ at the top of the window, the *Page Snippet* tab opens. In this tab you can control code snippets in your landing page. You can view and edit the following elements in your landing page code:

- **Meta Tags**: The meta tags provide metadata about the content of your landing page, and provides format and character set information and keywords related to the content. You can add meta tags by clicking the **+** button, and remove them by selecting the one to be removed, then clicking the **-** button.

> 📖 **Example**: A meta tag used to describe content as related to free web tutorials could be: *<meta name="description" content="Free Web tutorials"/>*.

- **Header**:The header information is placed between the <head> tags and contains details about the sender, route, and recipient of the email.

> 📖 **Example**: *<title>Document_Title</title>,* where *Document_Title* is the actual title of the document.
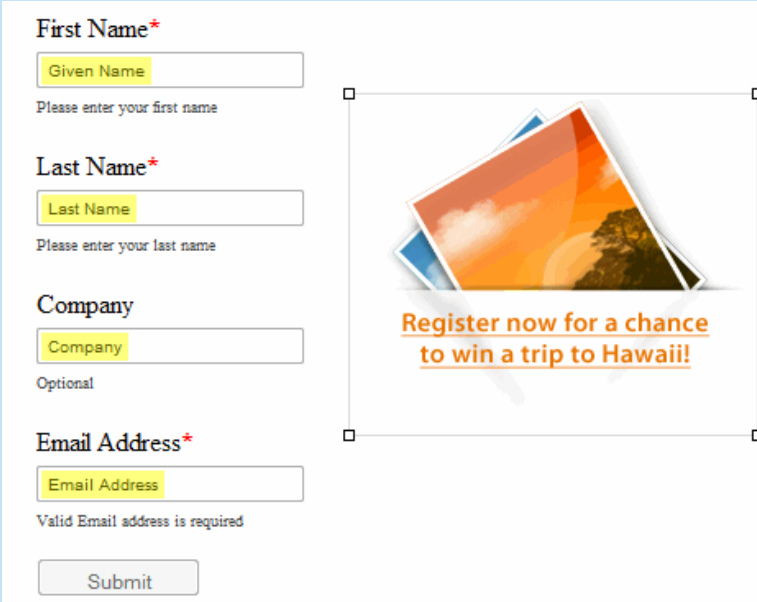
The header can be customized using a CSS, HTML, and JS editor. Click to open one of the editors and add custom code as needed.

Click the **X** in the upper-right of the **Text Tools** box to close it when you are finished.

Layering elements, Grouping, and Locking

If you have more than one element on your landing page that you would like to superimpose over another, you can use the **Move to Front** and **Send to Back** functions on the right-click context menu. Right-click the object you want to move and select either **Move to Front** to layer it over another object, or **Send to Back** to have it lay beneath another object.

📖 **Example**: In the landing page below, there is a form with fields that a contact should fill out in order to enter to win a trip to Hawaii.

It would be more appealing, perhaps, if the form were superimposed on top of the graphic to form one image. To do this, simply drag-and-drop the form over the graphic. Then right-click on the form and select **Move to Front**. The fields are superimposed over the graphic as shown below.
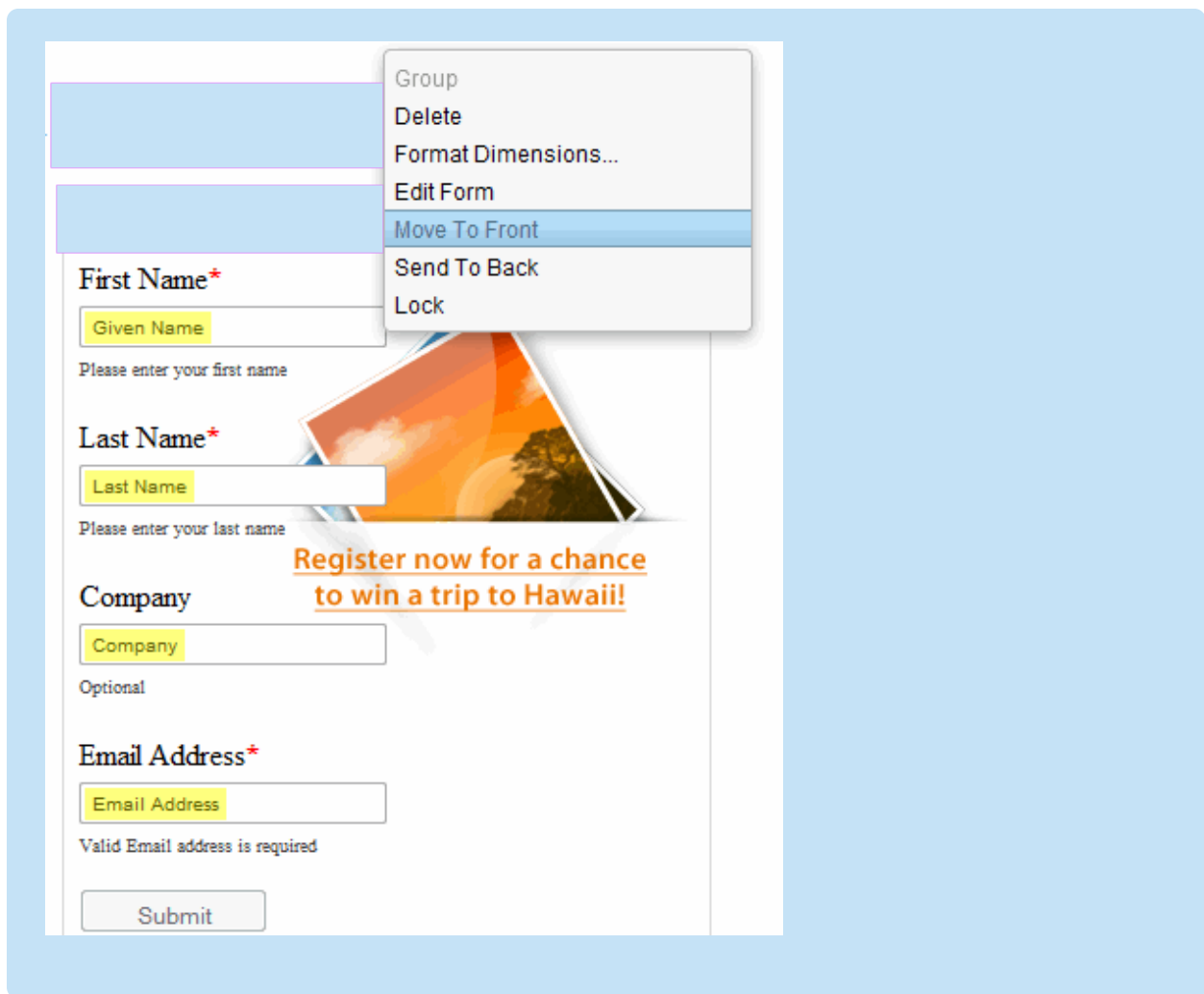
After you add two or more objects that interact with one another, you can group those objects together so they will move as a single object. See Grouping objects in landing pages.

When you are happy with the position of an object on your landing page, you can lock its position. See Locking and unlocking objects in landing pages.

5.3 Locking and unlocking objects in landing pages

> ⓘ **Important**: This feature is currently only available in the Classic Design Editor.

> ⓘ **Important**: Starting May 2019, you will not be able to create new assets using the Classic Email and Landing Page Design editors. Existing assets will be editable. As of August 2019, all legacy assets will be view-only and not editable. We recommend customers start preparing in advance for this transition by reconfiguring their existing content.

When you are happy with the position of an object on a landing page, you can lock it in place.

To lock and unlock objects in a landing page:

1. Navigate to **Assets** 🖊, then click **Landing Pages**.

2. Open an existing landing page, or create a new one.

3. Single left-click on the object that you want to lock into its current position. The object is outlined, and small boxes appear in each of the four corners to indicate that it is selected.

4. Right-click on the object, then select **Lock**. When the object is locked, a lock icon 🔒 appears in the upper-right corner of the border, and the object cannot be moved around the editor canvas

until you unlock it.
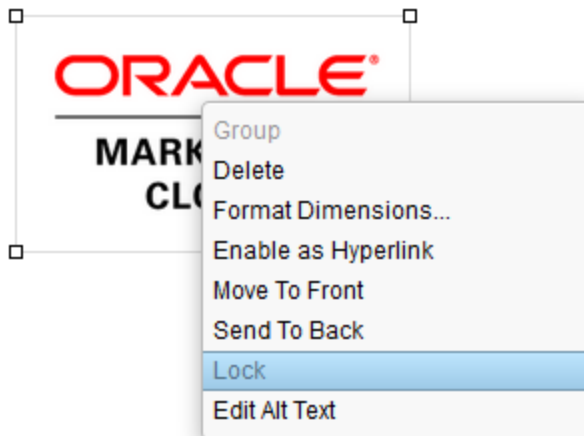
To unlock the object, right-click on it and select **Unlock**. The 🔒 icon disappears when an object is unlocked.
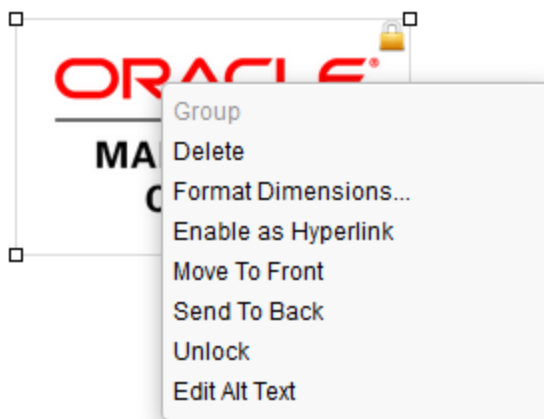
5. Click **Save** in the upper-right corner to save your changes.

Notes for formatting locked objects

- **Format the dimensions of an image or text box**: You can right-click the object and select **Format Dimensions**, the *Layout Tools* window opens. Deselect the *Lock size and position* check box, then change the dimensions or position as needed.
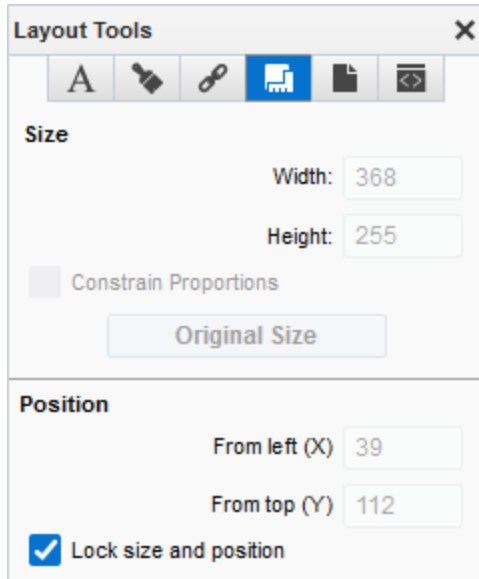
If you want to maintain the ratio of width versus height for an image, select the *Constrain Proportions* check box. Then, if you change the width setting, the height automatically adjusts in order to retain the same proportions as the original.

📖 **Example**: In the following screenshot, if the *Constrain Proportions* check box is selected, and you modify the width to be 220, when you click height it changes from 60 (px) to 154 to maintain the correct width to height ratio:
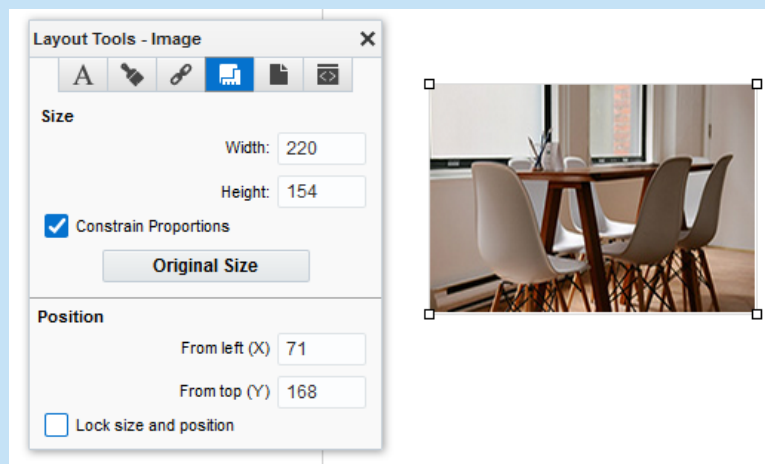
If the *Constrain Proportions* check box is cleared, when you change either the width or height setting, the other does not automatically change and the image can become distorted:
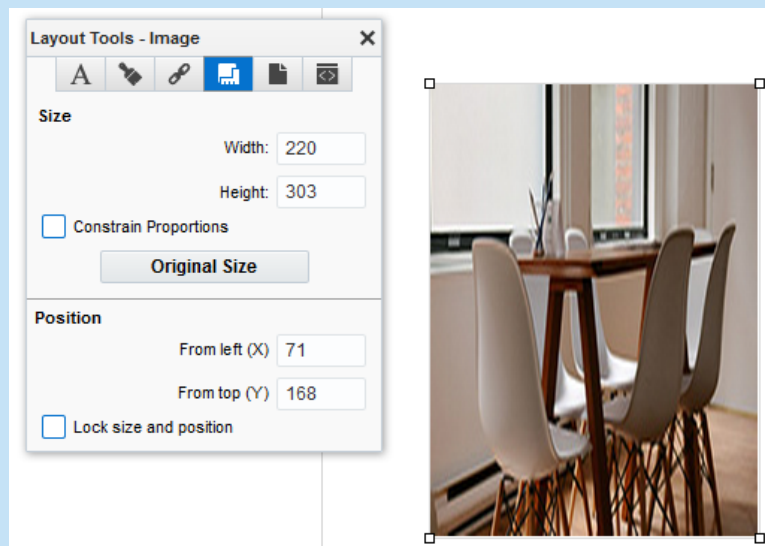
- **For a text box**: If you wish to edit its contents without unlocking it first, you can right-click on the text box and select **Edit Source** from the context menu. The Source Editor window opens. Make any necessary changes then click **Save**. The text box is still locked but your changes to the text are saved.

- **For a signature, shared content or dynamic content**: Right-click on the locked object and select **Edit Content**. The corresponding editor opens, here you can make any changes to the object. Only its position and dimensions cannot be changed.

- **For text hyperlinks**: Right-click on the locked hyperlink and select **Edit Source**. The Source Editor window opens. Make any necessary changes then click **Save**.

- **Deleting locked objects**: Locking an object does not prevent you from deleting it from the landing page, it only locks its position on the canvas.

5.4 Copying landing page objects

> **ⓘ Important**: Starting May 2019, you will not be able to create new assets using the Classic Email and Landing Page Design editors. Existing assets will be editable. As of August 2019, all legacy assets will be view-only and not editable. We recommend customers start preparing in advance for this transition by reconfiguring their existing content.

You can copy and paste objects in the landing page editor using standard keyboard shortcuts. This can save you time if you want to reuse elements.

Learn how to:

- Copy landing page objects in the Design Editor

- Copy landing page objects in the Classic Design Editor

To create a copy of an object in the Design Editor:

1. Navigate to **Assets** 📝, then click **Landing Pages**.

2. Open an existing landing page, or create a new one.

3. Click the object on the landing page canvas that you want to copy to select it, then click copy ⧉. The object is copied below the original.

4. Click **Save** to save the landing page with your changes.

> 💡 **Note**: To undo any action in the Design Editor, click ↩. Learn more about working with landing page contents and layouts.

To create a copy of an object in the Classic Design Editor:

1. Navigate to **Assets** 📝, then click **Landing Pages**.

2. Open an existing landing page, or create a new one.

3. Click the object on the landing page canvas that you want to copy, then press **Ctrl+C** to copy the item to your clipboard.

4. Press **Ctrl+V** to paste a copy of the object in the landing page. The pasted copy will initially be superimposed on the original, but you can drag-and-drop it to the desired location on the canvas.

   > 💡 **Note**: You cannot copy and paste a grouped object. To copy a grouped object, you must first ungroup it, and then copy and paste the objects individually. After pasting the objects on the canvas, you can then regroup the originals, as well as the copies.

5. Click **Save** to save the landing page with your changes.

> 💡 **Note**: To undo any action in the Classic Design Editor, click **Actions**, then select **Undo**. To redo an action that you have undone, click **Actions**, then select **Redo**.

5.5 Grouping objects in landing pages

> ℹ️ **Important**: This feature is currently only available in the Classic Design Editor.

> ℹ️ **Important**: Starting May 2019, you will not be able to create new assets using the Classic Email and Landing Page Design editors. Existing assets will be editable. As of August 2019, all legacy assets will be view-only and not editable. We recommend customers start preparing in advance for this transition by reconfiguring their existing content.

You can group the objects on your landing page together, this allows you to move all grouped objects at once, while maintaining their relationship and relative position to one another. After objects are grouped, they can also be locked, giving you further control over how the elements in your landing pages will be positioned and formatted on the canvas.

To group objects in a landing page:

1. Navigate to **Assets** ✏, then click **Landing Pages**.

2. Open an existing landing page, or create a new one.

3. Hold down the **Ctrl** key, then single left-click on each object that you wish to include in the group. As you click on each object, a border with markers in each corner appears around the element indicating that it has been selected.

4. Right-click on one of the selected objects, then select **Group**.
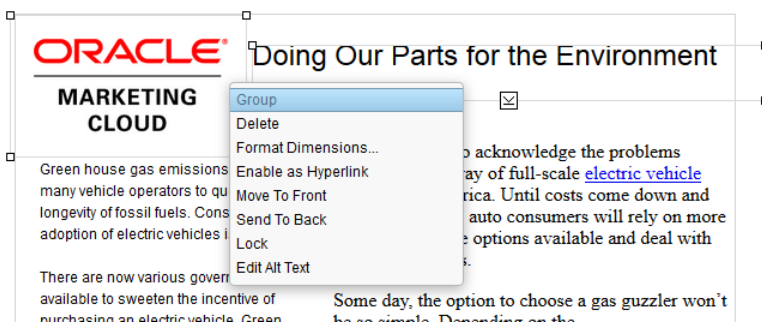
When the objects are successfully grouped they no longer have individual borders, there is now a single border around all grouped objects.
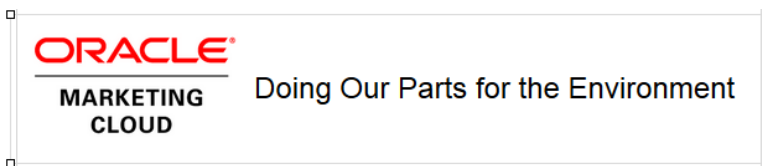
You can now reposition the objects in the landing page as a group, and you can lock the group as a single object.

> 💡 **Note**: After the object is grouped, the right-click menu choices change to reflect this property. **Group** is greyed out and **Ungroup** is brought into focus. To ungroup your grouped element, right-click on it and select **Ungroup** . If you wish to add an object to a

pre-existing group, you must first ungroup the grouped objects, then select all the elements for the new group individually.

5. Click **Save** in the upper-right corner to save your changes.

5.6 Using landing page recovery checkpoints

ⓘ **Important**: This feature is currently only available in the Classic Design Editor.

ⓘ **Important**: Starting May 2019, you will not be able to create new assets using the Classic Email and Landing Page Design editors. Existing assets will be editable. As of August 2019, all legacy assets will be view-only and not editable. We recommend customers start preparing in advance for this transition by reconfiguring their existing content.

As you make changes to your landing page, Eloqua saves local copies on your computer that are called *Recovery Checkpoints*. Any changes to the landing page, including title, microsite, cloud components, images, text boxes, formatting, and so on qualify for a new checkpoint to be created.

> 💡 **Note**: If you wish to completely disable the creation of these checkpoints, use *Private Browsing* (in Mozilla Firefox, navigate to **Tools**> **Start Private Browsing**).

To use recovery checkpoints:

1. Navigate to **Assets** ✏️ , then click **Landing Pages**.

2. Open an existing landing page, or create a new one.

3. Click **File**, then select **Recovery Checkpoints** to open the *Recovery Checkpoints* window.

File ▾   Actions ▾

Recovery Checkpoints   ✕   New

3/13/2018 10:27:08 AM   Open...

3/12/2018 2:44:14 PM   Save

                                               Save As...

                                               Save As Template...

                                               Recovery Checkpoints

                                               Delete

                                               Close
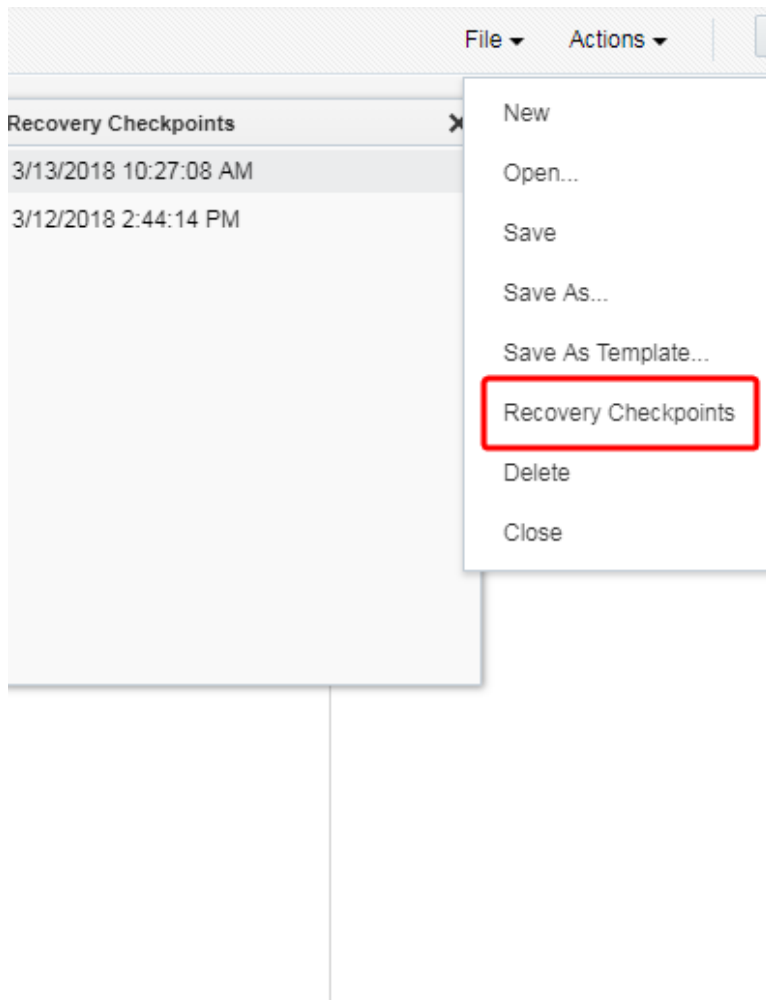
4. Click **Save** each time you make a change to the landing page to add a new checkpoint to the list (to a maximum of twelve (12) checkpoints). Checkpoints are also created automatically by Eloqua every ten minutes.

> 📓 **Example**: If you make a change to a landing page (without clicking **Save**) and then leave your computer for more than ten minutes, when you return there will be a new checkpoint that was created automatically.

Subsequent checkpoints are only created if new content or changes are detected by the application, otherwise you will not have two identical checkpoints in your list.

Each checkpoint is indicated by the date and time when the checkpoint was created. You can open and work from any of the checkpoints on the list, simply click on the one that you want. All future changes are based on that checkpoint.

After you arrive at the 13th checkpoint, it will override the oldest one in the list. You can have a maximum of two hours of checkpoints, so if you have been working on your landing page for over two hours and creating checkpoints along the way (by clicking **Save**), you will still only have the last two hours worth of checkpoints to which you can return.

> **ⓘ Important**: Since these checkpoints are created on your local machine, if you log in to Eloqua from another machine, the same checkpoints will not be available.

6 Landing page template manager

> Note: You must have template manager permissions in order to access this feature. See granting template manager permission

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.

6.1 Granting template manager permission

A user must have the appropriate permissions, granted in the settings area of the application, to be able to save a landing page as a template and gain access to the *Template Manager* on the landing page launchpad. From the template manager you can edit templates and lock specific elements to control what can and cannot be changed when they are used to create new landing pages.

To grant template manager permission:

1. Click **Settings** ⚙.

2. Click **Users** in the *Users and Security* section.

3. Select the *Groups* tab in the left-hand pane.
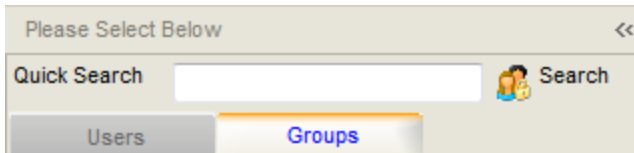
4. Click on the name of your preferred group. The *Security Group Overview* opens in the right-hand pane.

5. Click **Action Permissions**.

6. Click **Edit**.

7. Scroll down to the *Template Manager* section, and select the check box next to *Manage Templates*.

8. Click **Save** at the bottom of the page to save the settings for that group.

The group you have selected now has permissions to create, edit, and manage landing page templates.

6.2 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.

To create a new template from the template manager:

1. Navigate to **Assets** 📝, then click **Landing Pages**.

2. Click **Manage Templates**.
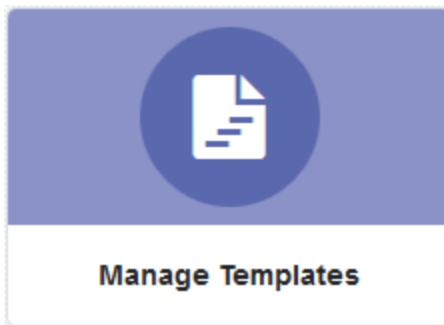
3. Choose a template or select **Blank Template** or **Blank HTML Template**.

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 they select 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.

6.3 Editing landing page templates

You can change the layout and content of an existing landing page template. Changing the template does not impact any landing pages that were created using the template.

> 💡 **Note**: To manage templates, you must have the Manage Templates action permission.

To change a template:

1. Navigate to **Assets** 🖉 , then click **Landing Pages**.

2. Click **Manage Templates** to open the *Template Manager*.

3. Select the template that you want to change, then click **Choose**.

4. Update the template as needed. If the status button in the upper left-hand corner says *Standard*, this means that all of the elements in the template can be modified. If the status says *Protected*, the elements are locked.

   Learn more about *Protected* mode in the Design Editor.

5. Click **Save**.

6.4 Adding protections in landing page templates

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.

To lock a template and define an element as editable:

1. Navigate to **Assets** , then click **Landing Pages**.

2. Click **Manage Templates** to open the *Template Manager*.

3. Select the template that you wish to edit, then click **Choose** to open the editor.

4. Right-click the element that you want to make editable, then select **Mark as Editable**.
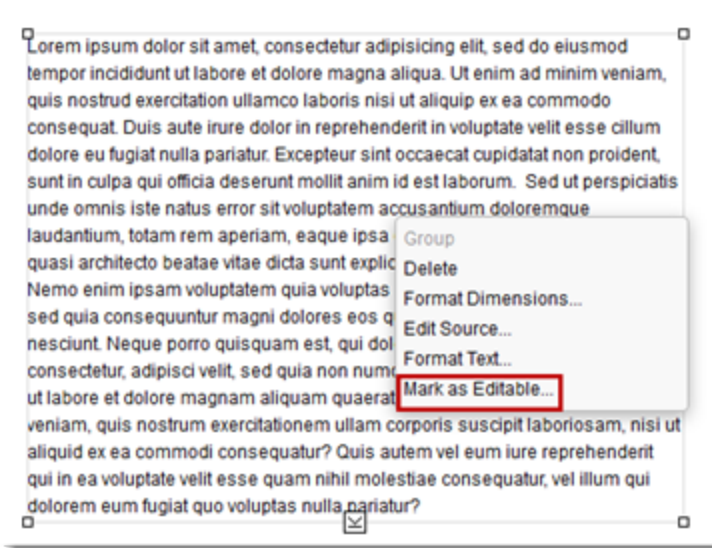
5. Select the check box next to the options that you want to enable for that element:

   - 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 uses to remove the element from the email, click the **Allow Delete** check box.

6. Click **Save** to close the dialog.

   The element now appears with a blue border.

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> 👉 **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. If you are using the Classic Design Editor, to add protections to all elements of the email, click 🔒 in the menu bar. You can then define editable elements.

7. Click **Save** to save the changes to your template.

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

> 💡 **Note**: When you create a new landing page using a *Protected* template, the landing page editor toolbar is not displayed. If there are no editable elements, you

can still use the landing page in campaigns, but you cannot modify its structure or contents. To modify an area that is editable (indicated by a blue dashed border), double-click on the element to open the editor in which it can be modified.

6.4.1 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
`elq-edit="true"`	Defines an element as editable in a template. Supported elements: - Some block level elements and HTML5 elements (`<article>`, `<aside>`, `<blockquote>`, `<caption>`, `<div>`, `<details>`, `<fig>`, `<figure>`, `<footer>`, `<header>`, `<nav>`, `<section>`, `<summary>`) - Headers (`<h1>`, `<h2>`, `<h3>`, and so on) - Images (`<img>`) 👍 **Tip**: These are the supported elements. You can try to use the attribute on other elements, but Oracle Eloqua cannot verify the functionality.
`elq-delete="true"`	Defines an element as deletable. You can apply this to the same elements listed above.