



Oracle Sales Cloud Integration App

User Guide

Contents

- 1 Oracle Sales Cloud Integration app 4**
 - 1.1 Supported Oracle Sales Cloud objects 5
- 2 Getting started with the app 7**
 - 2.1 Creating recommended contact and account fields 8
 - 2.2 Installing the Oracle Sales Cloud Integration app10
 - 2.3 Configuring connections11
 - 2.3.1 Modifying a connection 15
 - 2.4 Creating default assets16
 - 2.5 Migrating from the native integration19
 - 2.6 Creating step actions 22
 - 2.7 Creating campaign actions 25
 - 2.8 Creating response actions29
 - 2.9 Creating imports32
 - 2.9.1 Viewing and editing imports37
 - 2.9.2 Scheduling an import39
 - 2.10 Adding imports to a canvas 40
 - 2.11 Creating campaign imports 43
 - 2.12 Creating opportunity imports48
 - 2.13 Creating user imports 53
 - 2.14 Configuring notifications 58
- 3 Using the app in a program or campaign 60**
- 4 Viewing report data in the Oracle Sales Cloud Integration app 63**
 - 4.1 Viewing the global report dashboard in a cloud menu 63
 - 4.2 Viewing report data for actions and imports 66
 - 4.2.1 Action report data 67


4.2.2 Import report data	68
5 Example programs	71
5.1 Creating a create unique program	71
5.2 Creating a hybrid program	75
5.3 Creating a point of interest program	76

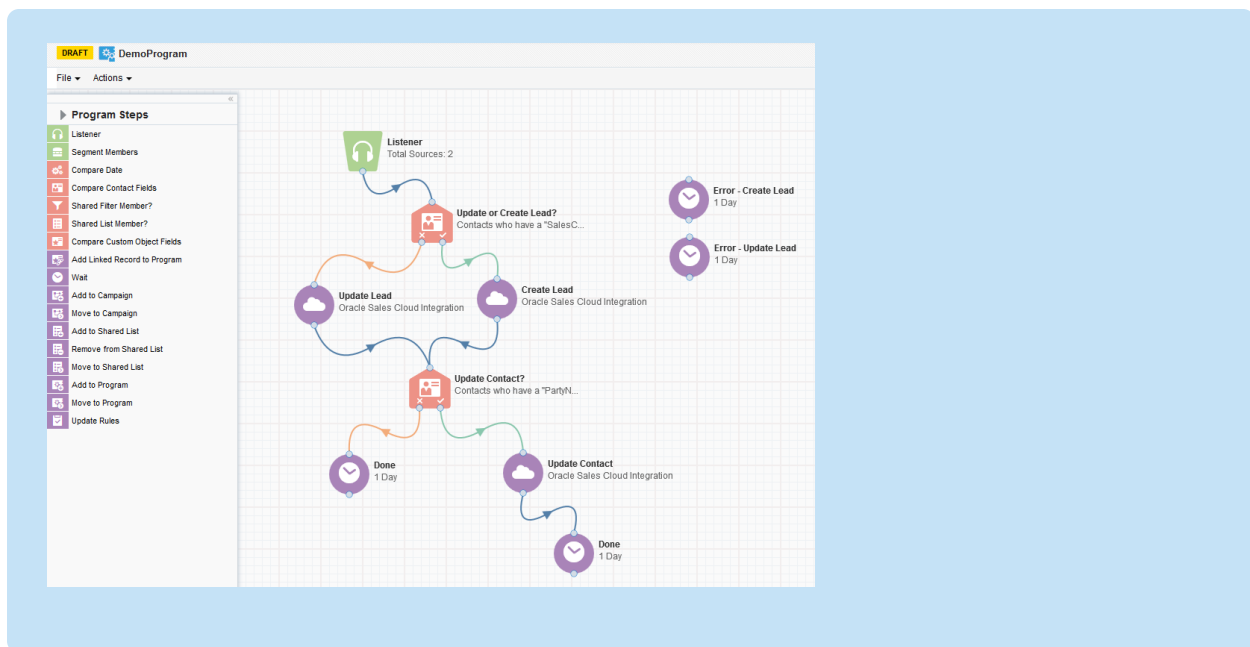
1 Oracle Sales Cloud Integration app

The Oracle Sales Cloud Integration app creates an integration between Oracle Eloqua and Oracle Sales Cloud to send data between the two platforms. Leverage the Oracle Sales Cloud Integration app in your marketing cloud solution to:

- Transfer the leads generated from marketing campaigns in Oracle Eloqua into Oracle Sales Cloud so they are nurtured and synchronized as sales leads.
- Use the app within a program or campaign canvas to create or update records in supported Oracle Sales Cloud objects in real time. Typical use cases include lead creation, lead updates, and contact updates.
- Schedule imports from Oracle Sales Cloud to Oracle Eloqua for [supported Oracle Sales Cloud objects](#).

There are various use cases where the app could be used for marketing qualification processes and lead generation.

 **Example:** A listener step could be configured to listen for contacts who complete a form. Once the contact is added to the program canvas, you may want to decide to create a lead for the contact, depending on the next decision, you can configure this app to either create a new lead or update an existing lead within Oracle Eloqua.



1.1 Supported Oracle Sales Cloud objects

The integration supports bi-directional data flow for the objects listed below. This means data may be transferred both to and from Oracle Eloqua or Oracle Sales Cloud for these objects. The typical use of this app is to import data in these objects to Eloqua, and to create leads and update contacts in Oracle Sales Cloud. Currently, the Oracle Sales Cloud Integration app supports the following objects:




- Activity
- Deal Registration
- Opportunity
- Products
- Sales Cloud Account SDO
- Sales Cloud Contact SDO
- Sales Cloud Household SDO

- Sales Lead
- Top Level Custom Objects

 Download the [Oracle Sales Cloud Integration App User Guide](#).

2 Getting started with the app

The steps below outline the recommended setup and configuration process for the Oracle Sales Cloud Integration app.

1. Prior to installing the app, [create contact and account fields](#) which will be used to map Eloqua fields to Oracle Sales Cloud fields when configuring and using the app. These fields will be used in the Connections area to specify which Eloqua fields are to be used for matching with Oracle Sales Cloud fields.
2. [Install](#) the Oracle Sales Cloud Integration app. Once the app is installed, configuration settings for [connections](#), [actions](#), [imports](#), and [notifications](#) can be found in the apps list. Go to **Settings**  > **Apps** and click **Configure**  to access the configuration settings.
3. In Eloqua, click the *cloud menu*  icon on the right hand side to expand the *Apps* list and select **Oracle Sales Cloud Integration**. The *App Configuration for Oracle Sales Cloud Integration* page is displayed.
4. Configure your CRM [connections](#). Each CRM system can have multiple connections, including alternate credentials or sandbox configurations. Only one connection can be active per CRM system.
5. If you have an existing native Oracle Sales Cloud integration, you can [migrate its assets](#) to the Oracle Sales Cloud Integration app.
6. [Create default assets](#) for the connection to automatically create actions and imports. Alternatively, you can create actions and imports by manually configuring them as described in the following steps.
7. [Create actions](#) (data transactions) between Oracle Eloqua and Oracle Sales Cloud.
 - Use [step actions](#) to create and update records to be used in a program or campaign.
 - Use [campaign actions](#) to send campaign updates from an Oracle Eloqua campaign object to a custom object in Oracle Sales Cloud. One campaign update action can be active at a time.

- Use [response actions](#) to send data to Oracle Sales Cloud based on response rules configured in your Oracle Eloqua instance. When a response occurs, Oracle Eloqua records the response based on priority and the response is sent to Oracle Sales Cloud.

i Important: The response actions feature is currently released under our Controlled Availability program. To request access to this feature, please log in to [My Oracle Support](#) and create a service request.

8. Create and schedule imports to import data from Oracle Sales Cloud to Oracle Eloqua periodically. The Oracle Sales Cloud Integration app executes imports every 15 minutes. If an import needs to be performed off schedule, it can be executed on demand.
 - Use [standard imports](#) to import contact record data from Oracle Sales Cloud into Oracle Eloqua. The following imports are recommended: get leads, get contacts, get accounts.
 - Use [campaign imports](#) to import custom object data from Oracle Sales Cloud into Oracle Eloqua campaigns to allow for bi-directional updates between the two applications.
9. Setup email [notifications](#) to be alerted if there are problems with your imports or actions.
10. Review your [reports](#). The Oracle Sales Cloud Integration app provides reporting on the records being synced between Eloqua and Oracle Sales Cloud to provide insight into how your syncs are performing.
11. [Use the app in a campaign or program](#) to update or create contact records. View recommended programs [here](#).
12. [Add imports to a canvas](#) to run up to ten [post processing](#) actions.

2.1 Creating recommended contact and account fields

Before installing the Oracle Sales Cloud Integration app, we recommend that you first create contact and account fields which will be used to map Oracle Eloqua fields to

Oracle Sales Cloud fields when configuring and using the app. These fields will be used in the Connections area to specify which Oracle Eloqua fields are to be used for matching with Oracle Sales Cloud fields.

To create the recommended fields:

1. Create contact fields and account fields. The following table outlines how these fields will be used in the app and provides suggested names for each field.

Eloqua Object	Eloqua Field Name*	Field Purpose (Oracle Sales Cloud ID)
Contact	OSC - Lead Identifier	Lead Identifier (LeadId)
	OSC - Contact Registry ID	Registry ID (PartyNumber)
	OSC - Contact Party ID	Party ID (PartyId)
	OSC - Account Registry ID	Related Account Party Number (AccountPartyNumber)
	OSC - Account Party ID	Related Account Party Id (AccountPartyId)
	OSC - Contact Primary Address Number	Site Number (PrimaryAddress.AddressNumber)
Account	OSC - Account Registry ID	Registry ID (PartyNumber)
	OSC - Account Party ID	Party ID (PartyId)

**Suggested field name*

The fields in bold in the table above are to be used in the Connections area to specify which Oracle Eloqua fields are to be used for storing Oracle Sales Cloud identifiers. The values in these fields are used to identify existing records in Sales Cloud when performing an update, and to store the ID value from Sales Cloud when performing a create.

i Important: Account linkage in Oracle Eloqua should be configured to use the Account Registry ID/Party Number field on both the account and contact. Any account import in the integration must be set up to uniquely match on the account field configured in account linkage.

2.2 Installing the Oracle Sales Cloud Integration app

i Important: The installation process must be done by a user with client administrator rights.

To install the Oracle Sales Cloud Integration app:


1. Follow the URL provided:

<https://cloudmarketplace.oracle.com/marketplace/app/AppOracleSalesCloud>




💡 Note: If you have IP whitelisting enabled, [add internal Eloqua IPs](#) to your whitelist.

2. Log in with your Eloqua credentials, if required.
3. Click **Accept and Install** to add the app to your *Apps* list.
4. Click **Sign In**.

5. Confirm your credentials and click **Accept** to grant permission for the app to communicate with Oracle Eloqua on your behalf.


The app is now installed and can be viewed in your *Apps* list (**Settings**  > **Apps**, under the *Platform Extensions* section). You can **configure** your app now or at a later time.

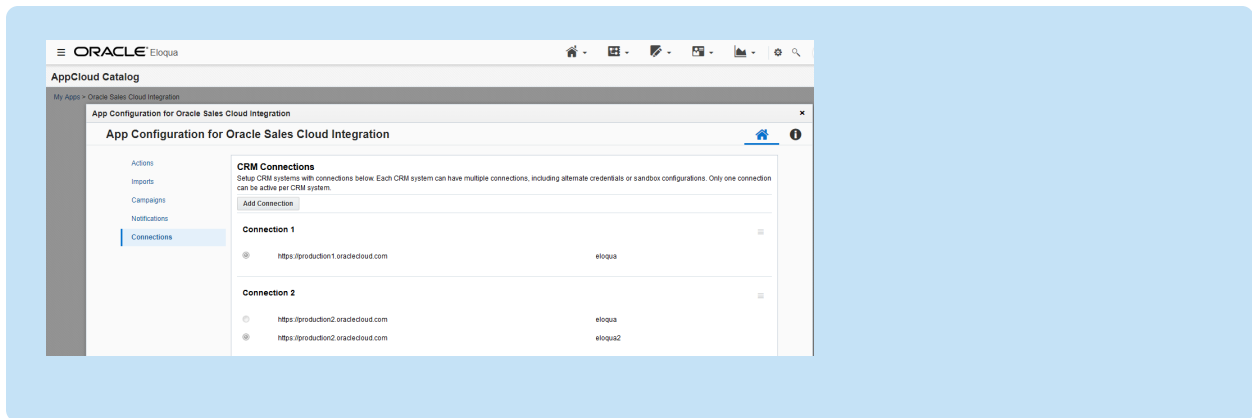
You can return to the *Apps* list at any time and view the app description, modify the configuration settings, reinstall, or uninstall it. You can also check its status and dependencies.

 **Warning:** To modify configuration settings, navigate to *Apps*, select your app, and click the **Configure** icon . Selecting the **Reinstall** icon  will force you to go through the entire configuration process again. The app will be unavailable for all users during the reinstall.


2.3 Configuring connections

The *Connections* page in the Oracle Sales Cloud Integration app lists all of your CRM connections and associated credentials.

 **Example:** You may want to have two sets of connections. One connection may have one set of credentials, while another connection has two credentials (one set of credentials could be linked to a sandbox or test environment and the other could be production credentials).



To configure connections:

1. In Eloqua, click the *cloud menu*  icon on the right hand side to expand it. This menu is located on the My Eloqua Dashboard, landing page editor, email editor, and campaign canvas.
2. From the *Apps* list, click **Oracle Sales Cloud Integration**. The *App Configuration for Oracle Sales Cloud Integration* page is displayed.
3. In the Oracle Sales Cloud Integration app, click **Connections**.
4. Click **Add Connection**.

5. Complete the connection details:

Name Connection 1

Credentials

URL

Username

Password

Status

Active Credential Use this credential for the active connection

Default Field Mappings


	Oracle Sales Cloud	Eloqua Fields
Leads	Identifier (LeadId)	<input type="text" value="OSC - Lead Identifier"/> x
	LeadID	C_OSC__Lead_Identifier1
Contacts	Registry ID	<input type="text" value="OSC - Registry ID"/> x
	PartyNumber	C_OSC__Registry_ID1
Accounts	Registry ID	<input type="text" value="OSC - Registry ID"/> x


- Name:** Enter a unique name for the connection. Connections cannot be renamed. The connection name will be included in the name of any [default actions, imports, and programs](#).
- Add one or more credentials:
 - URL:** Enter the URL for the CRM connection.
 - Username:** Enter user name credentials for the connection.
 - Password:** Enter password credentials for the connection. Click **Show Password** to display the characters in the **Password** field. Click **Validate Credentials** to verify that proper access to Sales Cloud is available. Click the resulting **Valid** or **Invalid** status message to view details.


Connection Validation


Success


This connection was able to successfully connect to CRM. Please click close to continue with the installation process.

 Lead Object Found


 Contact Object Found

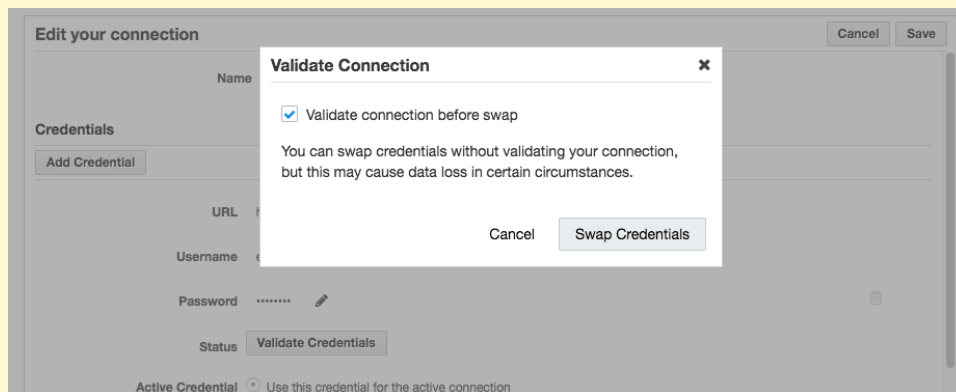
 Account Object Found

 Opportunity Object Found

 **Note:** In order for a credential to be added, deleted, or set to default, the connection must first be saved for the change to persist.

- c. Activate one credential for the connection by selecting the **Active Credential** radio button.

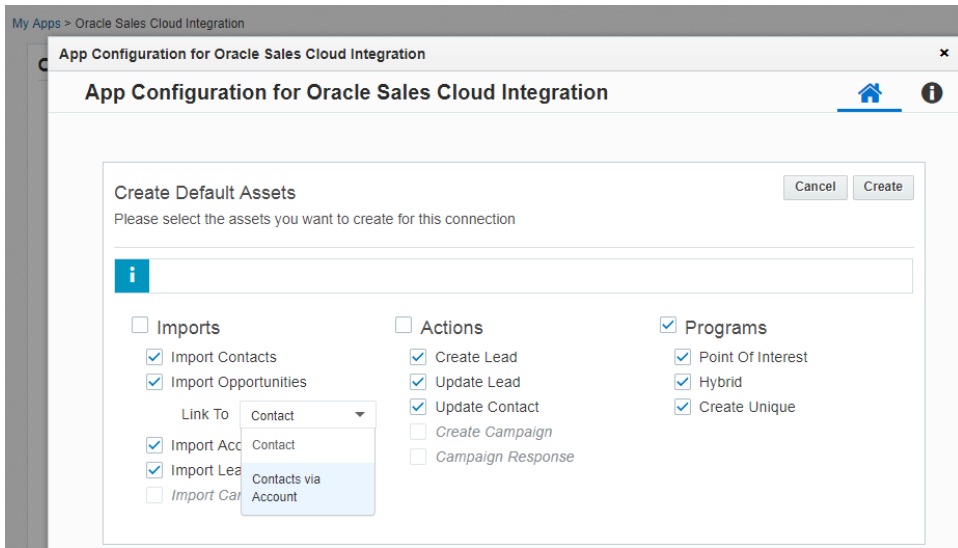
 **Important:** When editing your connection and activating a different credential, you are given an option whether to validate credentials before swapping. The validation option is recommended and selected by default. If the validation option is not selected, the credential swap occurs instantly and the imports and actions are not disabled, which may result in action and import errors.




- d. **Default Field Mappings:** Select the Eloqua fields to map to the corresponding Sales Cloud Unique Identifier fields.

- **Leads:** Select an Oracle Eloqua field to map to the Lead Identifier field for Oracle Sales Cloud contacts.
- **Contacts:** Select an Oracle Eloqua field to map to the Registry ID field for Oracle Sales Cloud contacts.
- **Accounts:** Select an Oracle Eloqua field to map to the Registry ID field for Oracle Sales Cloud accounts.


6. Click **Save**. The *Create Default Assets* page is displayed.



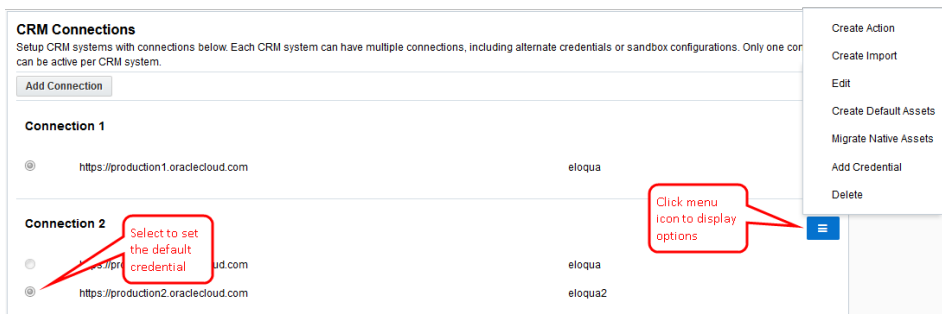
7. Select the actions, imports, and programs that you want to create. For more details, see [creating default assets](#).
8. Click **Create**. Selected default imports, actions, and programs are created with a name that includes the name of your connection. The imports are created in the disabled state and actions are created in the enabled state. To enable or disable them, go to the *Imports* or *Actions* tab and click the corresponding menu icon . If you selected default programs, a message displays the folder where you can find them.

2.3.1 Modifying a connection

To modify an existing connection:

1. In the Oracle Sales Cloud Integration app, click the **Connections** tab.
2. Click the connection's menu icon  and select any of the following options:
 - **Create Action**: Click to [create an action](#) and automatically associate it with the current connection.

- **Create Import:** Click to [create an import](#) and automatically associate it with the current connection.
- **Edit:** Open the connection in Edit mode so that you can add, modify, or delete a credential and modify its field mappings. You cannot modify the name of a credential.
- **Create Default Assets:** [Create default imports and actions](#) if you did not already do this as part of the connection set up.
- **Migrate Native Assets:** [Run the migration wizard](#) to automatically migrate assets from your native Oracle Sales Cloud integration.
- **Add Credential:** Open the connection in Edit mode so that you can add, modify, or delete a credential and modify its field mappings.
- **Delete:** You can delete connections if there are no associated actions or imports. A confirmation dialog will list any dependencies. The dependent actions and imports need to be disabled and deleted before deleting the connection.




3. If a connection has multiple credentials, you can select the radio button to set the default credential. Only one credential per connection can be active at once.

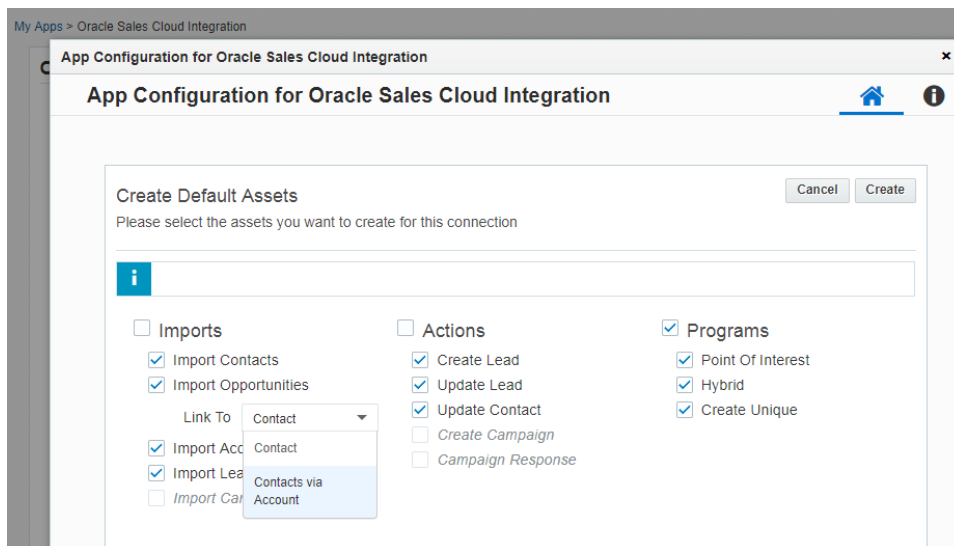
2.4 Creating default assets

Once you [configure a connection](#), the *Create Default Assets* page offers to automatically create default actions, imports, and programs using default mappings. You can alternatively create [actions](#), [programs](#), and [imports](#) by manually configuring them.

To create default assets:


1. In the Oracle Sales Cloud Integration app, click **Connections**.
2. Do one of the following:
 - For a new connection, click **Add Connection**, [configure a connection](#), and click **Save**.
 - For an existing connection, click the connection's menu icon  and select **Create Default Assets**.


The *Create Default Assets* page is displayed.

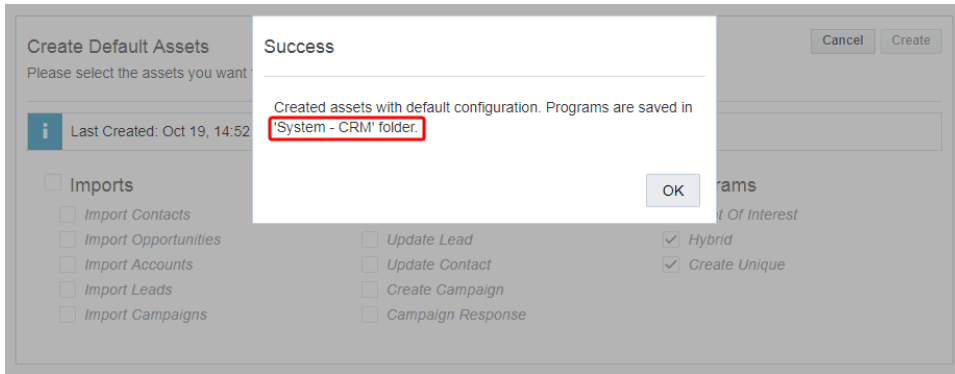


3. Select any of the imports, actions, and programs that you want to create.
 - **Imports:** Selects all of the following [imports](#).
 - **Import Contacts**
 - **Import Opportunities:** If you select this option, you can optionally [link opportunities](#) to contacts directly or to contacts via accounts.
 - **Import Accounts**

- **Import Leads**
- **Import Campaigns**
- **Actions:** Selects all of the following [actions](#).
 - **Create Lead**
 - **Update Lead**
 - **Update Contact**
 - **Create Campaign**
 - **Campaign Response**
- **Programs:** Selects all of the following to create a [program](#) canvas for each:
 - **Point Of Interest**
 - **Hybrid**
 - **Create Unique**

 **Note:** If an object is not enabled in your Oracle Sales Cloud account, you cannot select it on the *Create Default Assets* page. For example, support for Oracle Sales Cloud campaign imports and actions is currently released under our Controlled Availability program. To request access to this feature, please log in to [My Oracle Support](https://support.oracle.com) (<https://support.oracle.com>) and create a service request.

4. Click **Create**. The default actions, imports, and programs are created with a name that includes the name of your connection. The imports are created in the disabled state and actions are created in the enabled state. To enable or disable imports or actions, go to the [Imports](#) or [Actions](#) tab and click the corresponding menu icon . If you selected any programs, a message displays the program folder where you can find your programs, which have not yet been activated.



5. Once the default actions, imports, and programs are created for the connection, you can use them in a [program or campaign](#).

Note: You will create duplicate actions, imports, and programs if you select **Create Default Assets** for the same connection, select the same assets, and click **Create**. The duplicate assets will have the same names incremented with integers in the following pattern: `connection_name - asset_name integer`, such as `Production - Hybrid 2`.

2.5 Migrating from the native integration

You can run the migration wizard to automatically migrate the following assets from your native Oracle Sales Cloud integration:


- Accounts
- Contacts
- Leads

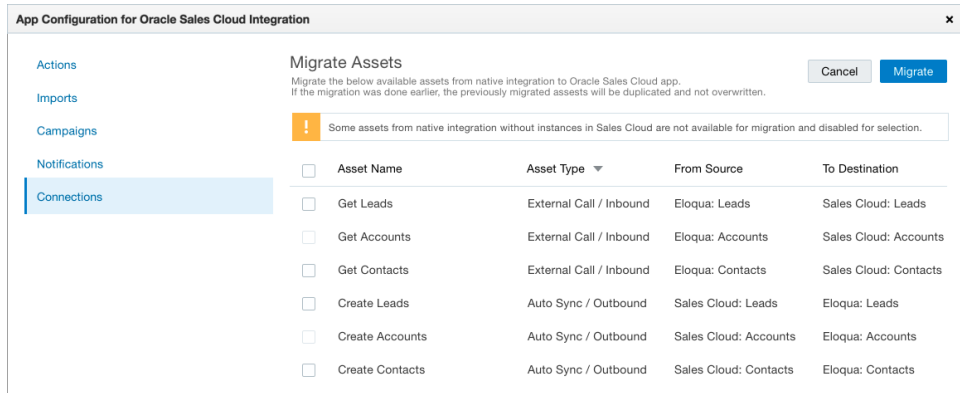
i Important: The migration wizard does not currently support the migration of custom objects and custom fields. If your native integration includes custom objects and custom fields, the wizard cannot yet move the corresponding external custom object calls to the Oracle Sales Cloud Integration app. For cases where external calls in the native integration include Eloqua custom fields in their mappings, you must manually correct those mappings by editing the corresponding imports and actions in the Oracle Sales Cloud Integration app after running the migration wizard.

Prerequisites


- An existing [native Oracle Sales Cloud integration](#) with Oracle Eloqua
- [A configured connection](#)

To migrate native integration assets:




1. In the Oracle Sales Cloud Integration app, click **Connections**.
2. Click the connection's menu icon  and select **Migrate Native Assets**. After fetching native assets for the connection, the app displays the *Migrate Assets* page.



3. Select any of the assets that you want to migrate.

 **Note:** If an asset in your native integration does not have a corresponding asset in your Oracle Sales Cloud account, it cannot be selected on the *Migrate Assets* page.


4. Click **Migrate**. The selected assets are migrated with default names. Once the migration is complete, the *Migrate Assets* page displays the migration status for each asset:

-  Indicates that the migration of the asset was successful.
-  Indicates that some records could not be migrated because of a mismatch with the native integration. For example, this warning may indicate that internal or external calls in the native integration were migrated but some field mappings were not migrated. You can manually correct these by editing the corresponding imports and actions in the Oracle Sales Cloud Integration app.
-  Indicates that the migration of one or more assets failed because the connection to the server could not be made at this time.


You can rerun the migration again at a later time if needed to correct issues due to a failed connection or mismatched records. To correct errors, such as mismatched values, you can

manually fix the corresponding imports and actions. If you rerun the migration for successfully migrated assets, they will be duplicated and not overwritten.

5. Once you review the status of each migrated asset, click **Done**. The *Connections* page is displayed.

 **Note:** You will create duplicate assets if you select **Migrate Assets** for the same connection, select the same assets, and click **Migrate**. The duplicate assets will have the same names incremented with integers.

2.6 Creating step actions

 **Note:** This page outlines how to create step actions in the Oracle Sales Cloud Integration app. You can also create [campaign actions](#), [create response actions](#), or [automatically create actions](#).

Actions are data transactions between Oracle Eloqua and Oracle Sales Cloud. The *Step Actions* page is where you create the types of actions to be used in a program or campaign when using the app. You can create two types of actions: *Create* and *Update*. *Create* will create a new record in Oracle Sales Cloud, and *Update* will take an existing Oracle Eloqua contact and update their information in Sales Cloud.

Prerequisites


- A [configured connection](#)


To create a step action:


1. In the Oracle Sales Cloud Integration app, click **Actions**.
2. Click **Add Action** and select a connection for which you want to create a new action.
3. Complete the action details:


The screenshot shows the 'Create Action' dialog box. At the top, there is a 'Name' field with the value 'New Action' and 'Cancel' and 'Save' buttons. Below this is the 'Action Type' dropdown set to 'Create'. The 'Connection' field is labeled 'ConnectionName'. The 'Object Mapping' section has 'Eloqua Object' set to 'Contact' and 'Sales Cloud Object' set to 'Lead'. The 'Update Oracle Sales Cloud Fields' section contains two columns: 'From Eloqua' and 'To Oracle Sales Cloud'. The 'From Eloqua' column has three rows: 'Email Address (C_EmailAddress)', 'First and Last Name (C_FirstAndLastName)', and 'Country (C_Country)'. The 'To Oracle Sales Cloud' column has three rows: 'Contact E-Mail (PrimaryContactEmailAddress)', 'Primary Contact (PrimaryContactPartyName)', and 'Country (Country_c)'. There is a 'Static Text' field and a 'MapEloquaStaticFieldHere' dropdown. Below this is an 'Add Export Field Mapping' button. The 'Update Eloqua Fields' section has 'From Oracle Sales Cloud' and 'To Eloqua' columns. The 'From Oracle Sales Cloud' column has 'Lead Identifier (LeadId)'. The 'To Eloqua' column has 'SC_LeadId (C_SC_LeadId1)' and a 'Unique Identifier' label. There is an 'Add Import Field Mapping' button.

- **Name:** Enter a name for the action.
- **Action Type:** Click the drop-down list to select an action type to either create or update contact records.
- **Connection:** The connection cannot be modified.
- **Object Mapping:** To see available fields for mapping, select an Eloqua Object and Sales Cloud Object and click **Fetch**. The unique identifiers for field mappings will be determined once the *Fetch* button is clicked. Top-level objects from your Sales Cloud instance are available in the **Sales Cloud Object** list.

 **Note:** The **Fetch** button is only available for Oracle Sales Cloud version R12 or higher. Older versions of Oracle Sales Cloud automatically load fields to be mapped.


- **Update Oracle Sales Cloud Fields:** For each set of fields, specify the Oracle Sales Cloud field that will be mapped to Oracle Eloqua contacts. If you are updating contact records, the unique identifier is the first mapping shown in this list. Add more mappings by clicking **Add Export Field Mapping**. Click the menu  to delete the mapping, or switch the field type to static text, static date, or dynamic date. You can also **allow blank fields to be sent** from Oracle Eloqua to Oracle Sales Cloud when using the *Update* action type. This option is only available for fields that are not required.

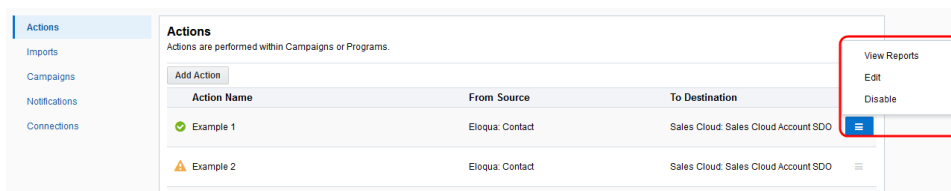
 **Warning:** Do not check the **Allow null fields to be sent** option when mapping to a Oracle Sales Cloud date field type. An error will occur.

- **Update Eloqua Fields:** For each set of fields, specify the Eloqua field that will be mapped to Oracle Sales Cloud contacts. If you are creating contact records, the unique identifier is the first mapping shown in this list. Add more mappings by clicking **Add Import Field Mapping**. Click the menu  to delete the mapping or switch a *From Oracle Sales Cloud* field type to static text, static date, or dynamic date.
- **Import Rules:** Specify data priority.
 - **Data Priority:** Select the priority of data to resolve conflicts on imports, such as Bulk API and CRM Integration. If leads and contacts are being imported to Eloqua contacts, there may be situations where a lead and contact with the same email address exist. Eloqua's data priority can be used to instruct Eloqua which source, lead or contact, is higher priority. If the contact import is set to have a higher priority than the lead import, the data imported from the contact will not be overwritten by the lower priority lead data. Higher priority sources are never overwritten by lower priority sources. Data priority needs to be specified as part of an action to ensure that higher priority sources are not overwritten by lower priority sources from other imports.

4. Click **Save**.

Your action is created and can be used in a [program or campaign](#).

Click the menu icon  to modify the action. You can edit, enable, disable, or view report data for the action. If an action is disabled, you can delete it. If you attempt to delete an action that is used on a canvas, a warning message will display, but it can be overwritten if desired.



Action Name	From Source	To Destination
Example 1	Eloqua: Contact	Sales Cloud: Sales Cloud Account SDO
Example 2	Eloqua: Contact	Sales Cloud: Sales Cloud Account SDO


i Important: If an action is being used within a program or campaign and the action is disabled, contacts will not be processed until the action is enabled. Once the action has been re-enabled, the app will process all contacts.

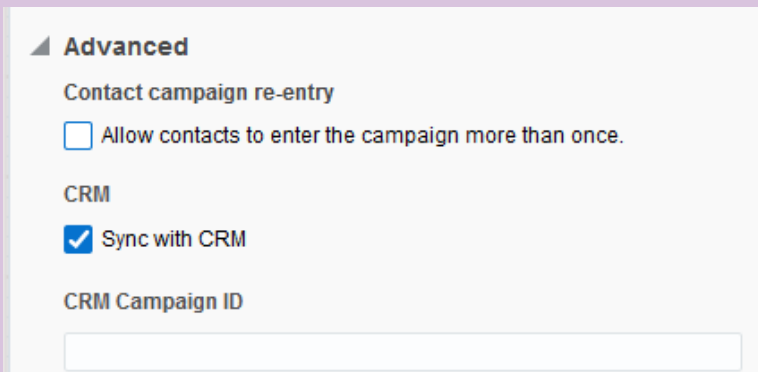
2.7 Creating campaign actions

💡 Note: This page outlines how to create campaign actions. Learn how to create [step actions](#) and [response actions](#).

Actions are data transactions between Oracle Eloqua and Oracle Sales Cloud. The *Campaign Actions* page is where you create actions to send data to Oracle Sales Cloud when campaigns change status. These actions are used for sending newly created

campaigns and updates to existing campaigns (provided the Oracle Eloqua campaign has a Oracle Sales Cloud campaign ID).

 **Tip:** To sync your campaign with Oracle Sales Cloud, check the **Sync with CRM** box in your campaign's advanced settings (open a campaign > [Options](#) > [Campaign Settings](#) > [Advanced](#)). The CRM Campaign ID field populates after Oracle Eloqua syncs with Oracle Sales Cloud for the first time. This field (CRM Id) is used as a unique identifier for campaign actions. [Map at least one more field](#) in addition to the CRM Id.



Advanced

Contact campaign re-entry

Allow contacts to enter the campaign more than once.

CRM

Sync with CRM

CRM Campaign ID

Campaigns in Oracle Sales Cloud may also be imported into Oracle Eloqua to allow for bi-directional updates between the two applications. When a campaign action is enabled, any campaign imports using different connections are automatically disabled.

Prerequisites

- A [configured connection](#)
- A custom object in Oracle Sales Cloud for Oracle Eloqua campaigns

To create a campaign action:

1. In the Oracle Sales Cloud Integration app, click **Campaigns**.
2. On the *Campaign Actions* tab, click **Add Action** and select a connection for which you want to create a new action.
3. Complete the action details:


The screenshot displays the 'App Configuration for Oracle Sales Cloud Integration' interface. The main heading is 'App Configuration for Oracle Sales Cloud Integration'. Below this, the 'Create Action' section is visible, featuring a 'Cancel' button and a 'Save' button. The form includes the following fields:


- Action Name:** New Connection - New Action
- Connection:** camx.crm.us2.oraclecloud.com
- Eloqua Object:** Campaign
- Sales Cloud Object:** [Custom] Eloqua Marketing Campaign (with a 'Fetch' button)


Below these fields are two sections for field mapping:


- Update Oracle Sales Cloud Fields:** This section has three columns: 'From Eloqua', 'To Oracle Sales Cloud', and 'Blank Values'. It shows a mapping for 'Campaign End Date (endAt)' from Eloqua to 'Campaign End Date (CampaignEndDate_c)' in Oracle Sales Cloud. A 'Unique Identifier' column is also present. An 'Add Export Field Mapping' button is located below this section.
- Update Eloqua Fields:** This section has two columns: 'From Oracle Sales Cloud' and 'To Eloqua'. It shows a mapping for 'Campaign End Date (CampaignEndDate_c)' from Oracle Sales Cloud to 'Campaign End Date (endAt)' in Eloqua. A 'Unique Identifier' column is also present.

- **Name:** Enter a name for the action.
- **Object Mapping:** The Oracle Eloqua Object is set to *Campaign* and cannot be modified. To see available fields for mapping, select a top-level object from the **Sales Cloud Object** list and click **Fetch**. The unique identifiers for field mappings will be determined once the *Fetch* button is clicked.

 **Tip:** If enabled for your account, you can select Oracle Sales Cloud Campaign and Campaign Member objects. This feature is currently released under our Controlled Availability program. To request access to this feature, please log in to [My Oracle Support](#) (<https://support.oracle.com>) and create a service request.

- **Update Oracle Sales Cloud Fields:** The unique identifiers are automatically determined by the selected Eloqua and Sales Cloud objects in the *Object Mapping* section. The Oracle Eloqua unique identifier is *CRM Id*. You must add at least one additional mapping by clicking **Add Export Field Mapping**. For each set of the fields, specify the Oracle Sales Cloud field that will be mapped to Oracle Eloqua contacts. Click the menu  to delete the mapping, or switch the field type to static text, static date, or dynamic date. You can also **allow blank values to be sent** from Oracle Eloqua to Oracle Sales Cloud when using the *Update* action type. This option is only available for fields that are not required.

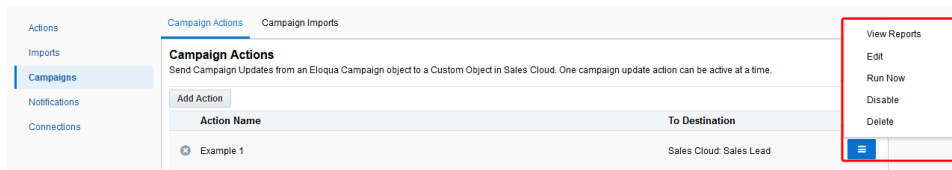
 **Warning:** Do not check the **Allow blank values to be sent** option when mapping to an Oracle Sales Cloud date field type. An error will occur.

- **Update Eloqua Fields:** The unique identifiers are automatically determined by the Eloqua and Sales Cloud objects specified in the *Object Mapping* section. The Oracle Eloqua unique identifier is *CRM Id*. You must add at least one additional mapping by clicking **Add Import Field Mapping**. For each set of fields, specify the Oracle Eloqua field that will be mapped to Sales Cloud contacts. Click the menu  to delete the mapping or switch a *From Oracle Sales Cloud* field type to static text, static date, or dynamic date.

4. Click **Save**.

Click the drop-down list to modify the action. You can edit, enable/disable, or view report data for the action. Only one campaign action can be enabled at a given time. Enabling

a new action will disable an existing one. You can delete disabled actions. The action can be run on demand using the **Run Now** option, and selecting a specific campaign.



2.8 Creating response actions

i Important: The response actions feature is currently released under our Controlled Availability program. To request access to this feature, please log in to [My Oracle Support](#) and create a service request.

💡 Note: This page outlines how to create response actions. Learn how to create [step actions](#) and [campaign actions](#).

Actions are data transactions between Oracle Eloqua and Oracle Sales Cloud. The Response Actions page is where you create actions to send data to Oracle Sales Cloud based on response rules configured in your Oracle Eloqua instance. When a response occurs, Oracle Eloqua records the response based on priority and the response is sent to an Oracle Sales Cloud custom object.

The below image shows an example of Oracle Eloqua response rules configured to use program and campaign canvas for campaign associations.

Response Rules

Default Campaign Response Rules

Default Campaign Response Rule Details

Eloqua entities that perform the response activities selected below will be associated with the campaign on which the activity was performed. A response higher in priority will overwrite a previous response.

	Priority	Response Activity	Oracle Sales Cloud Member Campaign Status	Oracle Sales Cloud Responded	Oracle Sales Cloud Default
X	1	External Activity : Tradeshow Visited Booth	(none)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
X	2	External Activity : Shopping Cart Check-out Made Purchase	(none)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
X	3	Response - Form Submit	(none)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
X	4	External Activity : Tradeshow Viewed a Demo	(none)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
X	5	External Activity : Response Test Responded	(none)	<input checked="" type="checkbox"/>	<input type="checkbox"/>

[Add Response Activity](#)

Oracle Sales Cloud Integration

Step 1: Define which Oracle Sales Cloud entities are created or updated.

Set up integration rules if you wish to perform integration actions like creating or updating leads and contacts in Oracle Sales Cloud. The integration rules will run when an Eloqua entity (contact, prospect or company) has performed a response on a campaign.

Rule Name	Entity	Entity Filter	Integration Event
There are no integration rules defined.			

[Add Rule](#)

Step 2: Associating a campaign (and status) to a Oracle Sales Cloud entity.

Use Program Builder for Campaign Associations

Use Program and Campaign Canvas for Campaign Associations

App : Oracle Sales Cloud Integration

Service : Oracle Sales Cloud Campaign Response Integration

Instance : Oracle Sales Cloud Campaign Response Integration (Program - CRM - Campaign Response)

Use Integration Rules for Campaign Associations

Prerequisites


- A [configured connection](#)
- A custom object in Oracle Sales Cloud for Oracle Eloqua campaigns
- A response rule configured in your Oracle Eloqua instance


To create a response action:

1. In the Oracle Sales Cloud Integration app, click **Campaigns**.
2. Click the **Response Actions** tab.
3. Click **Add Action** and select a connection for which you want to create a new action.

4. Complete the action details:

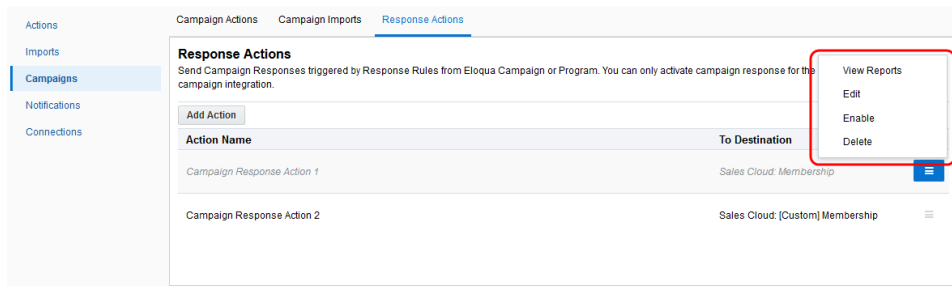
From Eloqua	To Oracle Sales Cloud	Blank Values
Campaign Membership Id (CampaignMembershipId)	Activity Number (ActivityNumber)	<input checked="" type="checkbox"/>

- **Action Name:** Enter a name for the action.
- **Connection:** The connection cannot be modified.
- **Object Mapping:** The **Eloqua Object** is set to *Campaign Response* and cannot be modified. Select a top-level object from the **Sales Cloud Object** drop-down.
- **Update Oracle Sales Cloud Fields:** The Oracle Eloqua unique identifier is *Campaign Membership Id*. The Oracle Sales Cloud unique identifier is determined by the Sales Cloud Object selected in *Object Mapping*. Add more mappings by clicking **Add Export Field Mapping**. For each set of fields, specify the Sales Cloud field that will be mapped to Oracle Eloqua contacts. Click the menu  to delete the mapping, or switch the field type to static text, static date, or dynamic date. You can also **allow blank values to be sent** from Oracle Eloqua to Oracle Sales Cloud when using the *Update* action type. This option is only available for fields that are not required.

 **Warning:** Do not check the **Allow blank values to be sent** option when mapping to a Sales Cloud date field type. An error will occur.

5. Click **Save**.

Click the list to modify the action. You can edit, enable or disable, and view report data for the action. Only one campaign action can be enabled at a time. Enabling a new action will disable an existing one. You must disable an action before you can delete it.



2.9 Creating imports

Note: This page outlines how to manually create imports in the Oracle Sales Cloud Integration app. You can also [create imports automatically](#).

Imports are data transactions from Oracle Sales Cloud into Oracle Eloqua. The Oracle Sales Cloud Integration app executes imports every 15 minutes. After an import has been scheduled, an import schedule does not display because imports are executed so often. If an import needs to be performed off schedule, it can be executed on demand. An import may fail due to various reasons such as connection or data related issues. Some of these issues will cause an entire import to fail. You can setup email [notifications](#) to alert you when import errors occur.

The following imports are recommended:

- Accounts
- Contacts

- Leads
- Opportunities

When viewing your imports, disabled imports are dimmed to indicate their status. There are several indicators in your list of imports to help you quickly get an overview of their status:

The screenshot shows the 'Imports' section of the Oracle Sales Cloud interface. It features a table with columns for 'Import', 'From Source', 'To Destination', and 'Last Import'. The table lists several import jobs with different statuses. Red callout boxes point to specific elements: 'The import is currently running.' points to a blue progress bar; 'The last import was successful.' points to a green checkmark; 'The import is disabled.' points to a greyed-out row; 'The last import was unsuccessful.' points to a red 'X' icon; 'The last import has warnings.' points to a yellow warning triangle; and 'The import is associated with an item on the program canvas.' points to a blue icon.

Import	From Source	To Destination	Last Import
CAMX - Activity import	Sales Cloud: Sales Lead	Eloqua: Contact	Today At 7:57 AM
CAMX - Contact Import	Sales Cloud: Contact	Eloqua: Contact	07/19/2017
CAMX - Imports	Sales Cloud: Sales Cloud Household SDO	Eloqua: SX Global	10/19/2017
CAMX - Account	Sales Cloud: Sales Cloud Account SDO	Eloqua: Contact	Today At 10:12 AM
CAMX - 26072018-001 - CONTACT	Sales Cloud: Contact	Eloqua: Contact	Yesterday At 11:59 PM

Prerequisites

- [A configured connection](#)
- Create any [shared contact lists](#) if needed for [post processing](#) the import.

Note: [Campaign](#), [opportunity](#), and [user imports](#) have additional prerequisites.

To create an import:

1. In the Oracle Sales Cloud Integration app, click **Imports**.
2. Click **Add Import** and select the connection for which you want to create a new import.

3. Complete the import details:

- **Name:** Enter a name for the import.
- **Import Only Deleted Records:** Select this option if you want to recognize deleted Oracle Sales Cloud records in Eloqua by creating imports for deleted objects. If you select this option, the **Sales Cloud Object** and **Eloqua Object** lists only display the **Account** and **Contact** options.

- **Sales Cloud Object:** Select the top-level objects from your Oracle Sales Cloud instance that you want to import and click **Fetch**. Oracle Sales Cloud is queried and additional options are displayed and unique identifiers for field mappings are available on the *Create Import* page.
- **Filter:** (Optional) Enter a filter to use on the source field when querying contacts to import and then click **Test** to test the filter.

See example filters

To learn more about filters, see the [Oracle Sales Cloud REST API guide](#).

Filter Syntax	Description
<i>FirstName=<value></i> Example: FirstName='Thomas'	Filters on a record's first name.
<i>LastName=<value></i> Example: LastName='Lambert'	Filters on a record's last name.
<i>Title=<value></i> Example: Title='Marketer'	Filters on a record's title.


Filter Syntax	Description
<i>PartyStatus!=<value></i> Example: PartyStatus!='A'	Filters on a record's party status that is not active. A value of "A" means the status is active.
<i>LastName LIKE <value>%</i> Example: LastName LIKE 'Thomas%'	Filters on a record's last name to compare it with a value using a wildcard operator.
<i>PrimaryContactEmailAddress LIKE %@%</i> Example: PrimaryContactEmailAddress LIKE '%@%'	Filters on a record's email address to compare it with a value using a wildcard operator.
<i>LastName LIKE <value>% AND FirstName=<value></i> Example: LastName LIKE 'Lambert%' AND FirstName='Thomas'	Filters on a record's first name and last name.

This is an example of test filter results:

Displaying 10 of 1,186 [View full source](#)

Record 1 Copied to clipboard	
PartyNumber	4003
AccountName	null
FirstName	Jason
LastName	Test
Title	null
EmailAddress	jason.josley@salesforce.com
PrimaryAddress.AddressLine1	123 real street dr
PrimaryAddress.AddressLine2	null
PrimaryAddress.AddressLine3	null
PrimaryAddress.City	San Francisco
PrimaryAddress.Country	US
PrimaryAddress.PostalCode	94110
PrimaryAddress.State	CA
Record 2 Copy to clipboard	
Record 3 Copy to clipboard	
Record 4 Copy to clipboard	

- **Eloqua Object:** Select an Oracle Eloqua object and Oracle Sales Cloud object .

- **Update Eloqua Fields:** Map your unique identifier to specify the object in Oracle Eloqua to update or create. For each set of fields, select the Oracle Eloqua field that will be mapped to Oracle Sales Cloud contacts. Add more mappings by clicking **Add Import Field Mapping**. Click the menu  to delete the mapping or switch the field type to static text, static date, or dynamic date.
- **Import Rules:** Specify data priority and deduplication rules.


▲ Import Rules

Data Priority CRM Integration ✕ ▾
Select the priority of data to resolve conflicts on imports

Deduplication Type Choose youngest record by last update date ✕ ▾
Specify how to handle duplicate import records

- **Data Priority:** Select the priority of data to resolve conflicts on imports, such as Bulk API and CRM Integration. If leads and contacts are being imported to Oracle Eloqua contacts, there may be situations where a lead and contact with the same email address exist. Oracle Eloqua's data priority can be used to instruct Oracle Eloqua which source, lead or contact, is higher priority. If the contact import is set to have a higher priority than the lead import, the data imported from the contact will not be overwritten by the lower priority lead data. Higher priority sources are never overwritten by lower priority sources.
- **Deduplication type:** Specify how to handle duplicate import records. For example, you can chose the most recently updated record or import all records. Deduplication runs per import execution. If multiple records with the same match field value are imported in a single execution, those records will be deduplicated based on the setting specified here.
- **Post Processing:** Specify an action to be performed on a contact after import. You can specify a maximum of ten post processing items, including the following actions and any OSC Feeder elements that you [add to a canvas](#).

▲ Post Processing





Global Subscribe ✕ ▾ Subscribe ✕ ▾ 




- **Add to Shared List / Remove from Shared List:** Specify whether contacts should be added to or removed from an existing [shared contact list](#). As contacts are processed, Oracle Eloqua adds them to the shared list that you specify.

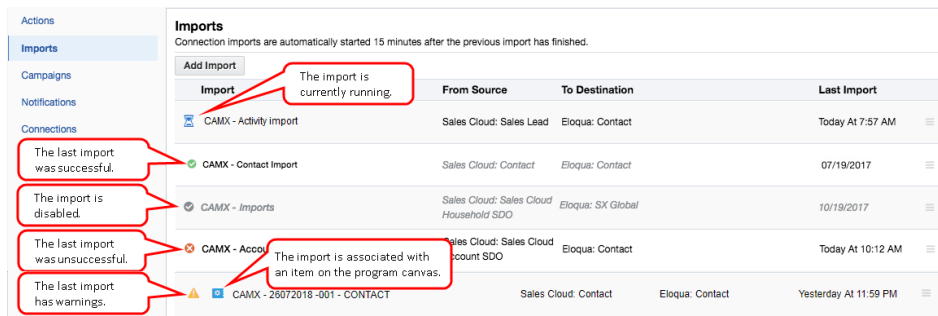
- **Subscribe to Email Group / Unsubscribe from Email Group:** Specify whether contacts should be subscribed to or unsubscribed from an email group.
 - **Global Subscribe:** Specify whether to apply the global **Subscribe** or **Unsubscribe** actions to the contacts.
 - **Add Action:** Click to add another action to be performed after the import.
4. **Program Usage:** Once you save the import and [associate it with a program](#) on the campaign or program canvas to perform any specified post processing actions, this section will display the associated program dependencies and provide a link to display the canvas.
5. Click **Save**.

2.9.1 Viewing and editing imports


To view or edit an import:

1. In Eloqua, click the *cloud menu*  icon on the right hand side to expand the *Apps* list and select **Oracle Sales Cloud Integration**. The *App Configuration for Oracle Sales Cloud Integration* page is displayed.
2. Click **Imports**. The list of imports provides several indicators and each import has a menu  with several options.
 - Colored icons indicate that the import is enabled.
 - Disabled imports are dimmed to indicate their status.
 -  : Indicates that the import is currently running. When enabled, imports run automatically every 15 minutes.
 -  : Indicates that the last import was successful.

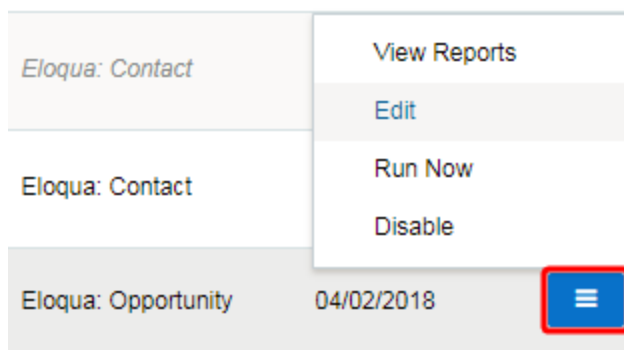
-  : Indicates that the last import was unsuccessful.
-  : Indicates that the last import failed with warnings.
-  : Indicates that the import is associated with a program that is running on a canvas, such as the [OSC Feeder action](#). If you attempt to disable or delete an import with an associated program that is running, you will receive a warning message.




Import	From Source	To Destination	Last Import
CAMX - Activity import	Sales Cloud: Sales Lead	Eloqua: Contact	Today At 7:57 AM
CAMX - Contact Import	Sales Cloud: Contact	Eloqua: Contact	07/19/2017
CAMX - Imports	Sales Cloud: Sales Cloud Household SDO	Eloqua: SX Global	10/19/2017
CAMX - Accou	Sales Cloud: Sales Cloud Account SDO	Eloqua: Contact	Today At 10:12 AM
CAMX - 26072018 -001 - CONTACT	Sales Cloud: Contact	Eloqua: Contact	Yesterday At 11:59 PM

3. Click the import's menu  to select options:




- **View Reports:** Display activity for the import by date.
- **Edit:** Modify some of the import's values or view its details, including the *Program Usage* section.
- **Enable** or **Disable:** If you enable the import, the **Run Now** option is displayed, which allows you to run the import on demand.
- **Delete:** Once an import is disabled, the **Delete** option is displayed.



4. Click **Edit** to view the import's details, such as mapping, import rules, and so on. You can edit any attributes except for:
 - Connection
 - Sales Cloud Object
 - Eloqua Object
 - Program Usage items

5. To view the program associated with the import, expand the import's *Program Usage* section and click the go to icon  to display the associated [campaign or program canvas](#).

Edit Import

Step Name	Program Name	Program Status	
OSC Feeder	OSC Feeder Campaign	Draft	
OSC Feeder	OSC-18C-REG-001	Running	
OSC Feeder	OSC Feeder Campaign 2	Draft	

2.9.2 Scheduling an import

Once you create an import, it is scheduled to run automatically every 15 minutes.

You can also run the import on demand using the **Run Now** option. When **Run Now** is used with a date and time filter, the current date and time is pre-populated. The date and time can be changed to a time in the past as desired. If no date is selected, the import retrieves all matching records from Oracle Sales Cloud and imports them to Oracle Eloqua. Selecting a specific date allows you to recover missed records and perform partial imports if field mapping changes.

 **Note:** The *Last Import* date indicates the last successful import.

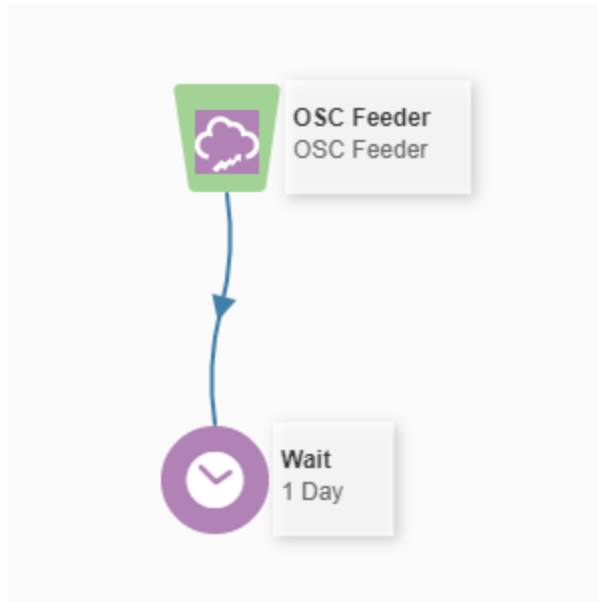
Clicking **Disable** temporarily stops the imports. If the import is currently running and has not yet started syncing to Oracle Eloqua (if it is in either the *Retrieve from Sales Cloud* or *Deduplicating* steps), the import is canceled and disabled. If the import has begun importing to Oracle Eloqua, the import will finish, then be disabled. Click **Enable** to schedule your import to run every 15 minutes.

You can also [add imports to a canvas](#) and schedule them via the Wait element.

2.10 Adding imports to a canvas

Using Oracle Eloqua's OSC Feeder service, you can specify an Oracle Sales Cloud Integration app import and schedule the import's [post processing](#) actions. When the feeder runs, the post processing actions update the associated import.


You can use this service on the campaign canvas and program canvas. The following example shows a program canvas where the Wait element is configured to run the OSC Feeder step at specific intervals. You can also use the OSC Feeder element with other audience steps on the program canvas to [update or create contact records within a program](#).

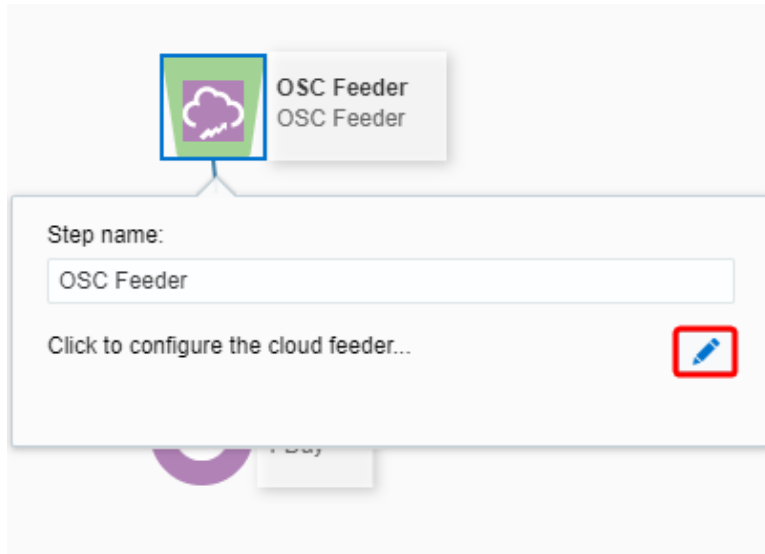


Note: Adding the OSC Feeder element to a canvas counts towards the limit of ten post processing actions.

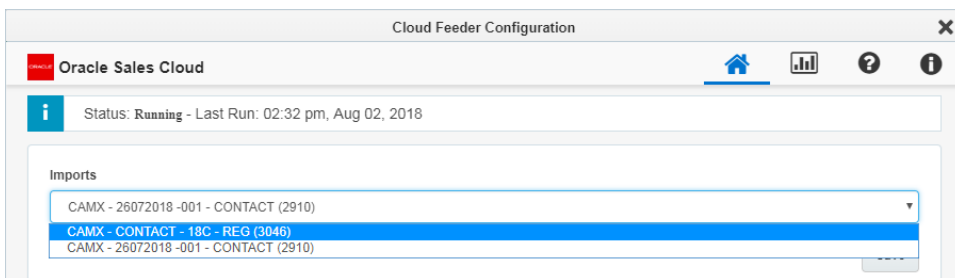
To add the OSC Feeder to a campaign or program:


1. Open an existing campaign or program or create a new one.
2. From the *Audience* section (if you are creating a campaign) or the *Data Sources* section (for a program), drag the OSC Feeder element onto the canvas.
3. Configure the [Wait element](#) to run at specific intervals and connect it to the OSC Feeder step.
4. Click **Save**. The canvas must be saved before you can configure the OSC Feeder step.
5. Double-click the element to open its configure screen. The window that opens enables you to do the following:

- Change the name of the step to something more meaningful.
- Click the edit icon  to configure the element.



6. Click the edit icon to configure the action. The configuration dialog provides the option to select an import.



 **Tip:** If you are using Firefox and the configuration screen does not load properly, clear the browser cache.

7. From the **Imports** list, select the import you want to associate with the OSC Feeder. This creates a link between the canvas and the import.

8. Click **Save** to save the configuration and then click **Save** to save any changes you made to the campaign or the program.

When imports flow through the OSC Feeder element, its [post processing](#) actions are run at the intervals scheduled by the Wait element.

To view a report about the information the OSC Feeder has processed, its status, errors, and other details, view its [Daily Feeder Run report](#).

2.11 Creating campaign imports

You can create and schedule campaign imports in the Oracle Sales Cloud Integration app.

The Oracle Sales Cloud Integration app executes imports every 15 minutes. After an import has been scheduled, an import schedule does not display because imports are executed so often. If an import needs to be performed off schedule, it can be executed on demand. An import may fail due to various reasons such as connection or data related issues. Some of these issues will cause an entire import to fail. You can setup email [notifications](#) to alert you when import errors occur.

Custom objects in Oracle Sales Cloud can be imported into Oracle Eloqua campaigns to allow for bi-directional updates between the two applications. When a [campaign action](#) is enabled, any campaign imports using different connections are automatically disabled.

i Important: If enabled for your account, you can select the Campaign and Campaign Member objects to import from Oracle Sales Cloud. This feature is currently released under our Controlled Availability program. To request access to

this feature, please log in to [My Oracle Support](https://support.oracle.com) (https://support.oracle.com) and create a service request.

Prerequisites

- A [configured connection](#)
- A top-level custom object to store Oracle Eloqua campaigns in Oracle Sales Cloud must exist.


To create a campaign import:

1. In the Oracle Sales Cloud, click **Campaigns**.
2. Click the **Campaign Imports** tab.
3. Click **Add Import** and select a connection for which you want to create a new import.
4. Complete the import details:

The screenshot shows the 'Create Import' dialog box with the following details:

- Action Name:** Demo Connection - New Campaign Import
- Connection:** Demo Connection
- Filter Logic:** (Collapsed)
- Object Mapping:**
 - Sales Cloud Object:** [Custom] Eloqua Marketing Campaign
 - Eloqua Object:** Campaign
- Update Eloqua Fields:**
 - From Oracle Sales Cloud:** Record ID (Id)
 - To Eloqua:** CRM Id (crmId)
 - Update All Matching Records
 - From Oracle Sales Cloud:** Campaign Type (campaignType)
 - To Eloqua:** Campaign Type (campaignType)
- Buttons:** Add Import Field Mapping, Cancel, Save

- **Name:** Enter a name for the import.
- **Object Mapping:** The **Eloqua Object** is set to *Campaign* and cannot be modified. To see available fields for mapping, select a top-level object from the **Sales Cloud Object** list and click **Fetch**. The unique identifiers for field mappings will be determined once the *Fetch* button is clicked.


 **Note:** The **Fetch** button is only available for Oracle Sales Cloud version R12 or higher. Older versions of Oracle Sales Cloud automatically load fields to be mapped.

- **Filter:** Enter a filter to use on the CRM source field when querying contacts to import. Click **Test** to test the filter.
See example filters

To learn more about filters, see to the [Oracle Sales Cloud REST API Guide](#).

Filter Syntax	Description
<i>FirstName=<value></i> Example: FirstName='Thomas'	Filters on a record's first name.
<i>LastName=<value></i> Example: LastName='Lambert'	Filters on a record's last name.
<i>Title=<value></i> Example: Title='Marketer'	Filters on a record's title.
<i>PartyStatus!=<value></i> Example: PartyStatus!='A'	Filters on a record's party status that is not active. A value of "A" means the status is active.
<i>LastName LIKE <value>%</i> Example: LastName LIKE 'Thomas%'	Filters on a record's last name to compare it with a value using a wildcard operator.
<i>PrimaryContactEmailAddress LIKE</i>	Filters on a record's email address to compare it with a

Filter Syntax	Description
<p><code>%@%</code></p> <p>Example:</p> <p>PrimaryContactEmailAddress LIKE <code>'%@%'</code></p>	<p>value using a wildcard operator.</p>
<p><i>LastName LIKE</i></p> <p><code><value>%;FirstName=<value></code></p> <p>Example: LastName LIKE <code>'Lambert%';FirstName='Thomas'</code></p>	<p>Filters on a record's first name and last name.</p>

- **Update Eloqua Fields:** The unique identifiers are automatically determined by the **Eloqua Object** and **Sales Cloud Object** values in the *Object Mapping* section. For each set of fields, select the Oracle Eloqua field that will be mapped to Oracle Sales Cloud contacts. Add more mappings by clicking **Add Import Field Mapping**. Click the menu  to delete the mapping or switch the field type to static text, static date, or dynamic date.
- **Import Rules:** Specify deduplication rules.

 - **Deduplication type:** Specify how to handle duplicate import records. For example, you can chose the most recently updated record or import all records. Deduplication runs per import execution. If multiple records with the same match field value are imported in a single execution, those records will be deduplicated based on the setting specified here.
- **Post Processing:** Post processing rules are not available for campaign imports.

5. Click **Save**.

Click the import's menu to modify the import. You can edit, enable (to schedule your import) and disable, or view report data for an import. If an import is disabled, you can delete it.

Example Import1	Sales Cloud: Lead	Eloqua: Campaign	09/23/2016	View Reports Edit Enable Delete
Example Import2	Sales Cloud: Opportunity	Eloqua: Campaign	08/16/2016	
Example Import3	Sales Cloud: Contact	Eloqua: Campaign	Today At 3:32 PM	
Example Import4	Sales Cloud: Account	Eloqua: Campaign	Yesterday At 9:34 PM	

Once your import is scheduled, it automatically runs every 15 minutes. The import can be run on demand using the **Run Now** option. When **Run Now** is used with a date and time filter, the current date and time is pre-populated. The date and time can be changed to a time in the past as desired. If no date is selected, the import retrieves all matching records from Oracle Sales Cloud and imports them to Oracle Eloqua. Selecting a specific date allows you to recover missed records and perform partial imports if field mapping changes.

 **Note:** The *Last Import* date indicates the last successful import.

Clicking **Disable** temporarily stops the imports. If the import is currently running and has not yet started syncing to Oracle Eloqua (if it is in either the *Retrieve from Sales Cloud* or *Deduplicating* steps), the import is canceled and disabled. If the import has begun importing to Oracle Eloqua, the import will finish, then be disabled. Click **Enable** to enable your import.

Disabled imports are dimmed to indicate their status. There are several indicators in your list of imports to help you quickly get an overview of their status:

Campaign Imports
Update Eloqua campaigns from CRM. Campaign imports are automatically started 15 minutes after the previous import has finished.

Import

Import	From Source	To Destination	Last Import
Campaign import1	Sales Cloud: [Custom] Eloqua Marketing Campaign	Eloqua: Campaign	Today At 7:57 AM
Campaign import2	Sales Cloud: [Custom] Eloqua Marketing Campaign	Eloqua: Campaign	Today At 10:12 AM
Campaign import3	Sales Cloud: [Custom] Eloqua Marketing Campaign	Eloqua: Campaign	10/19/2017
Campaign import4	Sales Cloud: [Custom] Eloqua Marketing Campaign	Eloqua: Campaign	Today At 10:12 AM

Callouts:
 - The import is currently running. (points to Campaign import1)
 - The last import was successful. (points to Campaign import2)
 - The import is disabled. (points to Campaign import3)
 - The last import was unsuccessful. (points to Campaign import4)

2.12 Creating opportunity imports

Note: This page outlines how to manually create opportunity imports in the Oracle Sales Cloud Integration app. You can also [create imports automatically](#).

An opportunity is a potential sales deal created and maintained by the sales team. You can import Oracle Sales Cloud opportunities into Oracle Eloqua to enable marketers to report on opportunities and measure campaign effectiveness. Data imported by the Oracle Sales Cloud Integration app is required to populate [Insight's closed-loop reporting data](#) for Oracle Sales Cloud opportunities.

Opportunity imports have dependencies: they are typically linked to contacts directly or to contacts via accounts. The *Imports* list will display the opportunity import as a child of its parent object.

✓ New Connection - New Import	Sales Cloud: Sales Cloud Contact SDO	Eloqua: Contact	Today At 5:48 PM
✓ ↶ New Connection - New Import	Sales Cloud: Opportunity	Eloqua: Opportunity	Today At 5:33 PM

You must specify at least one parent dependency so that the linked Contact object is created in Oracle Eloqua *before* the opportunity is imported. You can specify up to two

parent dependencies (typically a Contact and an Account import). To avoid opportunity import errors, parent imports should be successfully run before the opportunity import is run.

Prerequisites

- [A configured connection](#)
- Identify the correct names of the object and associated fields that you want to import from Oracle Sales Cloud and use for linking to an Oracle Eloqua object. The linking field is the Oracle Sales Cloud Contact ID or Account ID.
- A successful [contact import](#) for the connection, which must be enabled before the opportunity import can be run
- If you will select **Contacts via Account**, you will also need a successful account import for the connection and link the contact import to the account. The linked account and contact imports must both be enabled before the opportunity import can be run.

To create an opportunity import:

1. In the Oracle Sales Cloud Integration app, click **Imports**.
2. Click **Add Import** and select a connection for which you want to create a new import. The *Create Import* page displays a default name for the import.
3. Enter a unique name for the opportunity import.
4. From the **Sales Cloud Object** list, select **Opportunity**.
5. From the **Eloqua Object** list select **Opportunity**. The *Opportunity Linking* section is displayed.
6. Click **Fetch** to populate available fields in the *Opportunity Linking* section's lists.


7. From the **Eloqua Entity to link Opportunity records to** list, select one of the following:
 - **Contact**: Indicates that the Oracle Eloqua opportunity import should be linked to the contact import (one parent dependency).
 - **Contact via Account**: Indicates that the Oracle Eloqua opportunity import should be linked to the contact import, which is linked with its account import (two parent dependencies). The contact import should first be linked to the account import before the opportunity import is enabled.


The screenshot shows the 'Create Import' configuration page in the 'App Configuration for Oracle Sales Cloud Integration' interface. The page includes the following elements:


- Import Name:** Marketing opportunity - New Connection
- Connection:** New Connection
- Sales Cloud Object:** Opportunity (with a 'Fetch' button)
- Filter:** (with a 'Test' button)
- Eloqua Object:** Opportunity
- Opportunity Linking:** Specify the fields to be used for linking Opportunity records to Contacts or Accounts
 - Eloqua Entity to link Opportunity records to:** Contacts via Account
 - Eloqua Entity field used for linking:** Contact (highlighted with a red box)
 - Sales Cloud Object field used for linking:** Account (TargetPar
- Dependencies:** A table with columns for Parent Import, Parent Source Object, and Parent Destination Object, and an 'Add Import Dependency' button.

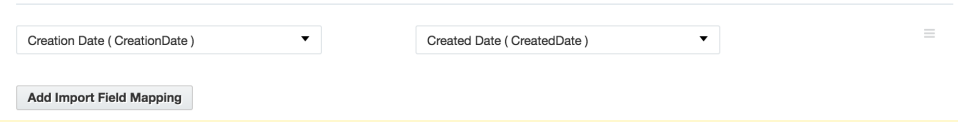
8. From the **Sales Cloud Object field used for linking** list, select one of the following Oracle Sales Cloud fields:
 - **Primary Contact (KeyContactId)**: If you are linking directly to contacts, select this field to link to the corresponding Oracle Eloqua contact field.
 - **Account (TargetPartyId)**: If you are linking to contacts via accounts, select this field to link to the corresponding Oracle Eloqua contact field.
9. From the **Eloqua Entity field used for linking** list, select one of the following Oracle Eloqua fields:
 - **SC_Contact_PartyId**: If you are linking directly to contacts, select this field to link to the corresponding Oracle Sales Cloud contact field.

- **SC_Account_PartyId**: If you are linking to contacts via accounts, select this field to link to the corresponding Oracle Sales Cloud contact field.

 **Note:** You can select different fields to use for linking if you have specific business needs.


10. In the *Dependencies* section, click **Add Import Dependency**.
11. In the *Parent Import* column, select the name of the parent object to establish the opportunity import's dependency on an existing import, such as the name of an existing contact import. If you have two parent dependencies, click **Add Import Dependency** again and add the second dependency. You can establish the dependency while the parent import is disabled. However, the parent import must be enabled before you can enable its opportunities import.
12. In the *Update Eloqua Fields* section, adjust the default field mappings if necessary. For each set of fields, select the Oracle Eloqua field that will be mapped to Oracle Sales Cloud contacts. You can add more mappings by clicking **Add Import Field Mapping**. Click the menu  to delete a mapping or switch its field type if needed.

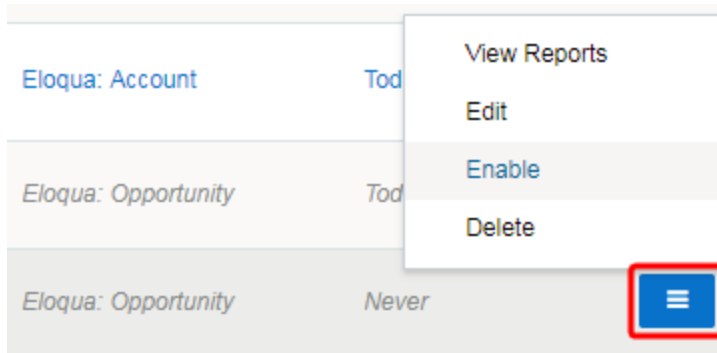
 **Important:** To address a known issue, you must map Oracle Sales Cloud's **Creation Date (CreationDate)** field to Oracle Eloqua's **Created Date (CreatedDate)** field. If you do not add it, an error will be displayed when you attempt to enable the import. In a future release, this field will be mapped by default.



The screenshot shows a user interface for field mapping. It features two dropdown menus side-by-side. The first dropdown is labeled 'Creation Date (CreationDate)' and the second is labeled 'Created Date (CreatedDate)'. Below these dropdowns is a button labeled 'Add Import Field Mapping'. To the right of the second dropdown, there is a small menu icon (three horizontal lines).


13. In the [Import Rules section](#), adjust the default data priority or deduplication rules if needed.

14. Click **Save**. The *Imports* page displays the new opportunity import in the list.
15. If one or more of the opportunity import's parent objects are disabled, click the corresponding menu  and select **Enable** to run the parent import.
16. Click the menu for the new opportunity import and select **Enable** to run it.



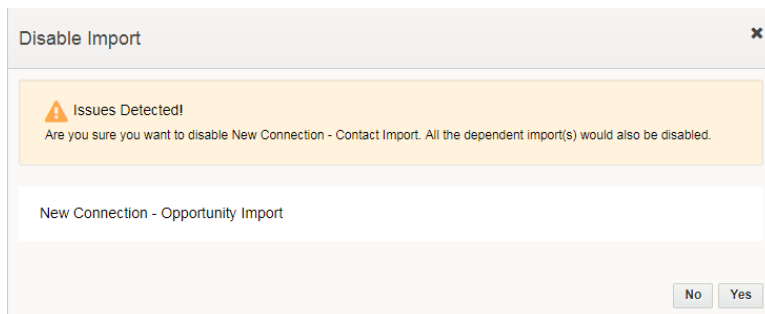
Once your import is scheduled, it automatically runs every 15 minutes and is based on the parent import timing and success. If there is a failure on any parent, the child import will not execute.

You can determine whether an opportunity import was successful or partially succeeded by selecting **View Report** from the menu. Some links for the object dependencies should be created for an initial successful opportunity import.

 **Note:** The opportunity import report may indicate 0 links after the initial successful import if no additional records were created.


Clicking **Disable** temporarily stops the imports. If the import is currently running and has not yet started syncing to Oracle Eloqua (if it is in either the *Retrieve from Sales Cloud* or *Deduplicating* steps), the import is canceled and disabled. If the import has begun importing to Oracle Eloqua, the import will finish, then be disabled.

If you click **Disable** or **Delete** for an import that has dependencies, a message will indicate those dependencies.



Before clicking **Yes** to disable or delete the import, determine whether you also want to disable the linked imports (or delink the imports if you are deleting a parent import).

2.13 Creating user imports

 **Note:** This page outlines how to manually create and schedule campaign imports in the Oracle Sales Cloud Integration app. You can also [create imports automatically](#).

Oracle Sales Cloud users can be imported into Oracle Eloqua. By importing, users can be created and updated, they can be placed in a folder, and added to or removed from a security group.

The Oracle Sales Cloud Integration app executes imports every 15 minutes. After an import has been scheduled, an import schedule does not display because imports are executed so often. If an import needs to be performed off schedule, it can be executed on demand. An import may fail due to various reasons such as connection or data related

issues. Some of these issues will cause an entire import to fail. You can setup email [notifications](#) to alert you when import errors occur.

Disabled imports are dimmed to indicate their status. There are several indicators in your list of imports to help you quickly get an overview of their status:

The screenshot shows the 'Imports' section of the Oracle Sales Cloud interface. It features a table with columns for 'Import', 'From Source', 'To Destination', and 'Last Import'. The table lists several imports with different status icons: a green checkmark for successful, a grey circle with a slash for disabled, a red X for unsuccessful, and a yellow triangle with an exclamation mark for warnings. Red callout boxes point to these icons with descriptive text.

Import	From Source	To Destination	Last Import
CAMX - Activity import	Sales Cloud: Sales Lead	Eloqua: Contact	Today At 7:57 AM
CAMX - Contact Import	Sales Cloud: Contact	Eloqua: Contact	07/19/2017
CAMX - Imports	Sales Cloud: Sales Cloud Household SDO	Eloqua: SX Global	10/19/2017
CAMX - Account	Sales Cloud: Sales Cloud account SDO	Eloqua: Contact	Today At 10:12 AM
CAMX - 26072018 -001 - CONTACT	Sales Cloud: Contact	Eloqua: Contact	Yesterday At 11:59 PM

Prerequisites

- [A configured connection](#)
- The report path of a BI user report in Oracle Sales Cloud

To create a user import:

1. In the Oracle Sales Cloud Integration app, click **Imports**.
2. Click **Add Import** and select a connection for which you want to create a new import.

3. Complete the import details:

Import Name

Connection

Sales Cloud Object

Report Path

Eloqua Object

Update Eloqua Fields


From Oracle Sales Cloud	To Eloqua
Unique Identifier - specify the field to match an update/insert	
<input type="text" value="Choose Sales Cloud Identifier"/>	<input type="text" value="Choose Eloqua Identifier"/>
<input type="checkbox"/> Update All Matching Records	
<input type="text" value="User Name (USERNAME)"/>	<input type="text" value="Login Name (loginName)"/>
<input type="text" value="Email Address (EMAILADDRESS)"/>	<input type="text" value="Email Address (emailAddress)"/>
<input type="text" value="Display Name (DISPLAYNAME)"/>	<input type="text" value="Name (name)"/>
<input type="text" value="First Name (FIRSTNAME)"/>	<input type="text" value="First Name (firstName)"/>


- **Name:** Enter a name for the import.
- **Connection:** The connection cannot be modified.
- **Sales Cloud Object:** Select *User*.
- **Report Path:** Enter in the path to the user report in Oracle Sales Cloud. **Note:** A BI user report must first exist in Oracle Sales Cloud.

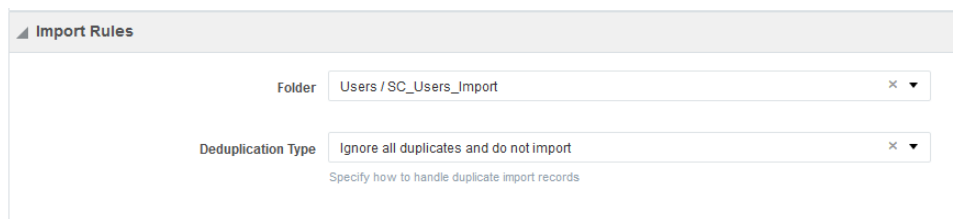
 **Example:** An example of a report path is `/Custom/usyncrep.xdo`

- **Eloqua Object:** Select *User*.

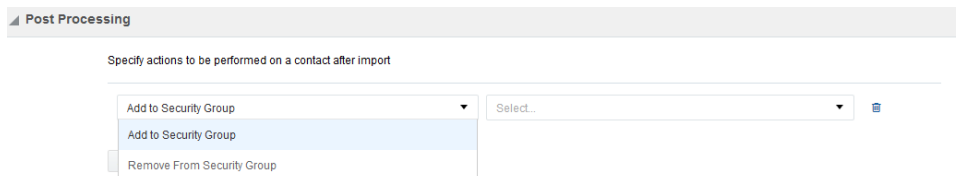
- Click **Fetch** to see available fields for mapping.

 **Note:** The **Fetch** button is only available for Oracle Sales Cloud version R12 or higher. Older versions of Oracle Sales Cloud automatically load fields to be mapped.

- **Update Eloqua Fields:** Map your unique identifier to specify the object in Oracle Eloqua to update or create. For each set of fields, select the Oracle Eloqua field that will be mapped to Oracle Sales Cloud contacts. Add more mappings by clicking **Add Import Field Mapping**. Click the menu  to delete the mapping or switch the field type to static text, static date, or dynamic date.
- **Import Rules:** Specify folder and deduplication rules.



- **Folder:** Select an Oracle Eloqua folder where the user should be saved. All existing user folders in your instance are available in this drop-down menu. New folders cannot be created from this menu.
- **Deduplication type:** Specify how to handle duplicate import records. For example, you can chose the most recently updated record or import all records. Deduplication runs per import execution. If multiple records with the same match field value are imported in a single execution, those records will be deduplicated based on the setting specified here.
- **Post Processing:** Click **Add Action** to specify an action to be performed on a user after import.



- **Add to Security Group / Remove from Security Group:** Specify whether after the import, users should be added to or removed from a security group.

4. Click **Save**.

Click the drop-down list to modify the import. You can edit, enable (to schedule your import) and disable, or view report data for an import. If an import is disabled, you can delete it.

Once your import is scheduled, it automatically runs every 15 minutes. The import can be run on demand using the **Run Now** option. When **Run Now** is used with a date and time filter, the current date and time is pre-populated. The date and time can be changed to a time in the past as desired. If no date is selected, the import retrieves all matching records from Oracle Sales Cloud and imports them to Oracle Eloqua. Selecting a specific date allows you to recover missed records and perform partial imports if field mapping changes.

 **Note:** The *Last Import* date indicates the last successful import.

Clicking **Disable** temporarily stops the imports. If the import is currently running and has not yet started syncing to Oracle Eloqua (if it is in either the *Retrieve from Sales Cloud* or *Deduplicating* steps), the import is canceled and disabled. If the import has begun importing to Oracle Eloqua, the import will finish, then be disabled. Click **Enable** to enable your import.

2.14 Configuring notifications

An import or action may fail due to various reasons such as connection or data related issues. Use the *Notifications* page to setup email notifications to alert you of import and action errors. The notification includes your client and import name, start and end times, and identifies the step at which the error occurred.

✘ An error has occurred with your import from CRM

ERROR: Retrieving from Sales Cloud

Import details:

Client:	ExampleClient
Import:	TestImport
Start Time:	2016-11-24T22:01:00Z
End Time:	2016-11-24T22:01:02.224Z

If the problem persists, please log into [My Oracle Support](#) and submit a case or call 1-800-223-1711 for technical support.

We apologize for the inconvenience.

To configure a notification:

1. In the Oracle Sales Cloud Integration app, click **Notifications**.
2. Click **Add Notification**.

3. Select the notification settings and recipients:

Add Notification

Name	<input type="text" value="Action Notifications for Test Connection"/>
Connection	<input type="text" value="Test Connection Group"/>
Event Source	<input type="text" value="Actions"/>
Action	<input type="text" value="All Actions"/>
Event Type	<input type="text" value="Failure"/>
Email(s)	<input type="text" value="marzena@oracle.com,katie@oracle.com"/>

Separate multiple addresses with a comma ","

- *Name*: Provide a descriptive name that will appear in the list of notifications.
- *Connection*: Select a specific connection or all connections.
- *Event Source*: Notifications are currently available for imports and actions.
- *Import or Action*: Select the import or action, or all events, for which you want to receive notifications.
- *Event Type*: Notifications are available for failed imports and actions.
- *Email(s)*: Enter recipient email addresses. You can enter multiple email addresses separated by commas.

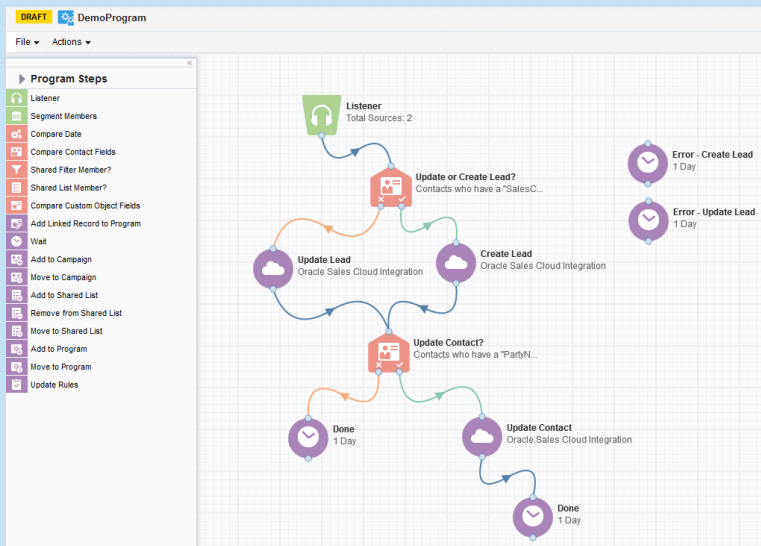
4. Click **Save**.

You can return to the notification area to create new notifications, as well as edit, delete, and disable existing notifications.

3 Using the app in a program or campaign

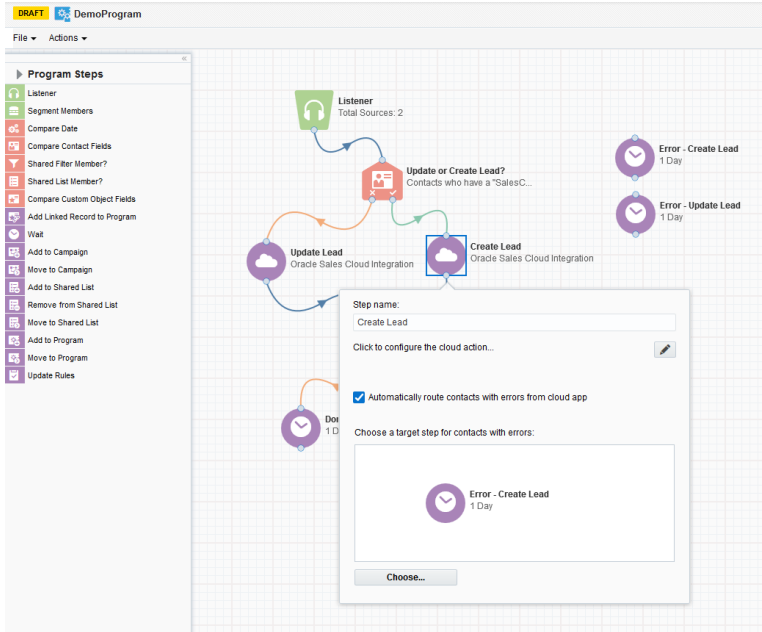
The Oracle Sales Cloud Integration app enables you to update or create contact records within a program or campaign.

Example: A listener step could be configured to listen for contacts who complete a form. Once the contact is added to the [program canvas](#), you may want to decide to create a lead for the contact, depending on the next decision, you can configure this app to either create a contact or update an existing contact within the CRM.



To use the Oracle Sales Cloud Integration app in a campaign or program:

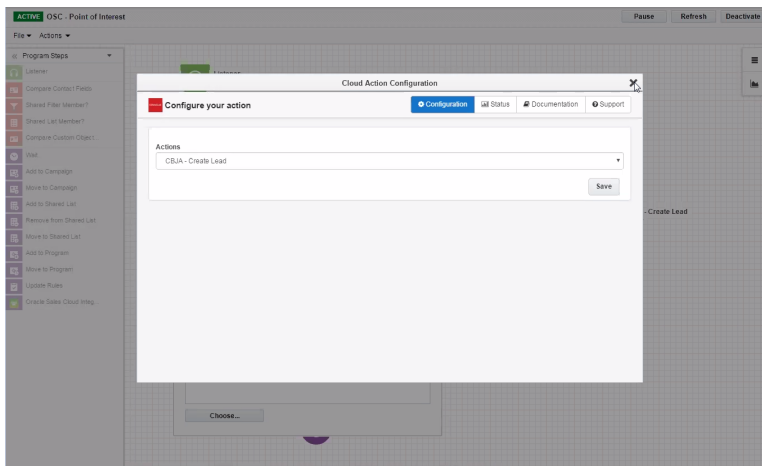
1. Open an existing campaign or program, or create a new one.
2. Click on the *Actions* section to expand it, and view all available action elements, including installed apps.
3. Drag the **Oracle Sales Cloud Integration** element onto the canvas, then double-click it to open the configure screen.



The window that opens enables you to do the following:

- Change the name of the step to something more meaningful.
- Configure the element.
- Choose to route contacts that resulted in an error to another step (see: [configuring campaign elements](#) for more information).

4. Click the **Edit** icon to configure the cloud action.



- a. Click the **Actions** list and select an existing action. If you do not see any existing actions, see [configuring actions](#) for more details.
- b. Click **Save**.
- c. (Optional) Click **Status** to see the status of contact processing. The amount of contacts that have been successfully processed, or were processed with warnings or errors will be displayed.

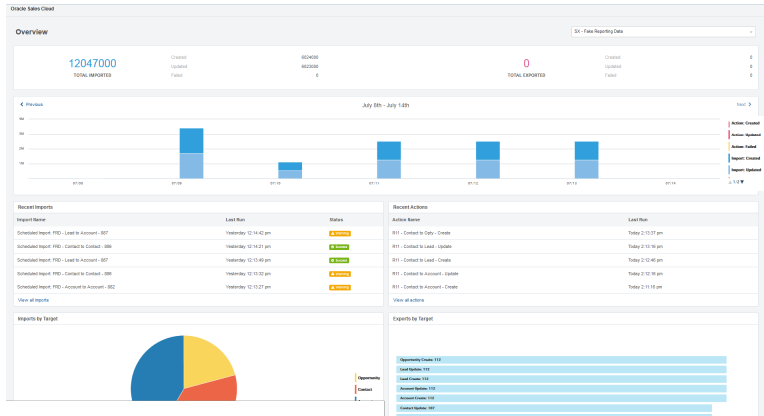
4 Viewing report data in the Oracle Sales Cloud Integration app

The Oracle Sales Cloud Integration app provides reporting on the records being synced between Oracle Eloqua and Oracle Sales Cloud to provide insight into how your syncs are performing. Data is retained for a period of 3 months. The Oracle Sales Cloud Integration app provides reporting in two different formats:

- A [Global Report Dashboard](#) which displays import and action activity for the past seven days.
- Individual [reporting for imports and actions](#) that displays activity for a specific import or action for the current day (previous dates are selectable). A table of every import or action execution, including details of created, updated, and failed records and time of execution.

4.1 Viewing the global report dashboard in a cloud menu

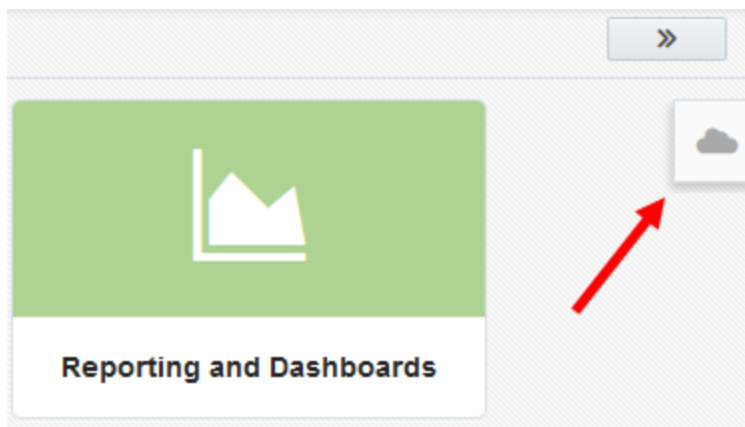
The Oracle Sales Cloud Integration Reporting Dashboard provides an overview of action and import activity over a span of the last seven days. In this report, the volume of data flowing between Oracle Eloqua and Oracle Sales Cloud is shown per day, including created, updated, and failed records. The report initially displays the most recent seven days of data, with an option to select a specific seven day period in the past.



The global report dashboard is a cloud menu. Data is retained for a period of 3 months.

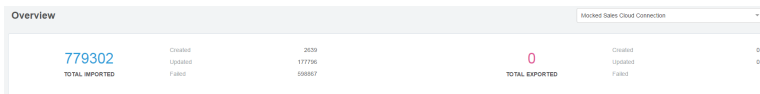
To view the global report dashboard:

1. In Oracle Eloqua, you can access this report from a cloud menu in a campaign, program, or My Eloqua.
2. Click **Cloud Content** to open the Cloud Content menu, which lists all available content services.



3. Locate the **Oracle Sales Cloud Integration Reporting Dashboard**, either by scrolling through the list or searching with the search box.
4. Click the menu to open the dashboard.

Select a CRM connection for which you want to view a report. An overview of the total amount of imports and exports over the current seven day period that were created, updated, or failed are displayed.



You can view the amount of records created, updated, or failed over a seven day period with an option to view the details for each specific day by mousing over the day. Here, you can view reports for a specific seven day period in the past.



Viewing recent imports and actions

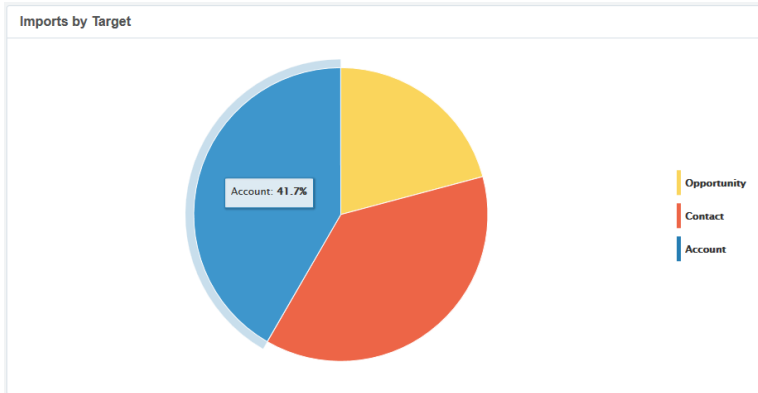
The report also displays recently successful imports and actions and the date and time they were last successful.

Import Name	Last Run	Status
Scheduled Import: Mocked Sales Cloud Connection - SANITY IMPORT - v2	Today at 2:52 PM	Success
Scheduled Import: Mocked Sales Cloud Connection - SANITY IMPORT - v2	Today at 2:52 PM	Success
Scheduled Import: Mocked Sales Cloud Connection - SANITY IMPORT - v2	Today at 2:52 PM	Success
Scheduled Import: Mocked Sales Cloud Connection - SANITY IMPORT - v2	Today at 2:52 PM	Success
Scheduled Import: Mocked Sales Cloud Connection - SANITY IMPORT - v2	Today at 2:52 PM	Success

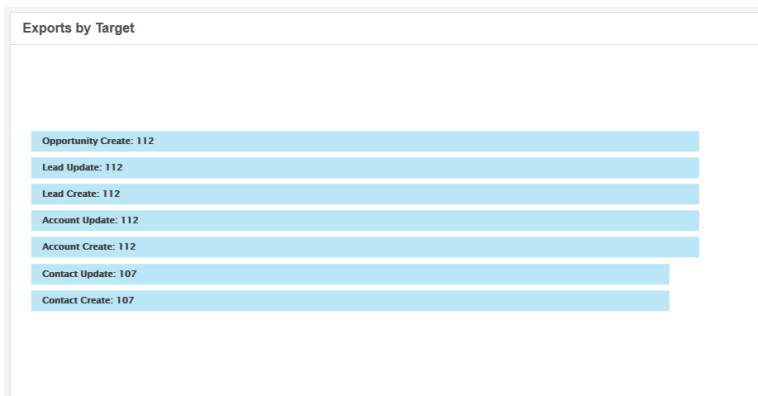
[View all imports](#)

Viewing imports and exports by target

Import data is categorized and displayed in a pie chart to help visually identify how many records are being imported into Oracle Eloqua from Sales Cloud by target.



The *Exports by Target* bar chart displays all records within the period so you can view how many records were created or updated from Oracle Eloqua to Sales Cloud, categorized by target.

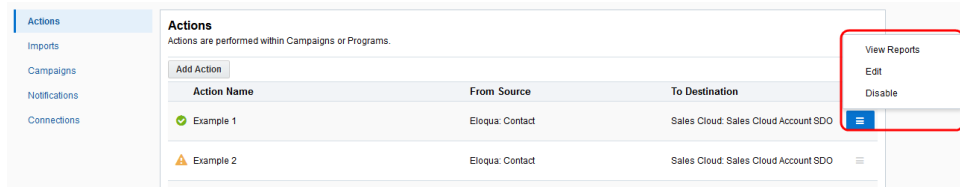


4.2 Viewing report data for actions and imports

Individual reporting for Oracle Sales Cloud Integration app actions and imports displays activity for a specific import or action for the current day (previous dates are selectable). A table of every import or action execution, including details of created, updated, and failed records and time of execution. Data is retained for a period of 3 months.

To view report data for actions or imports:

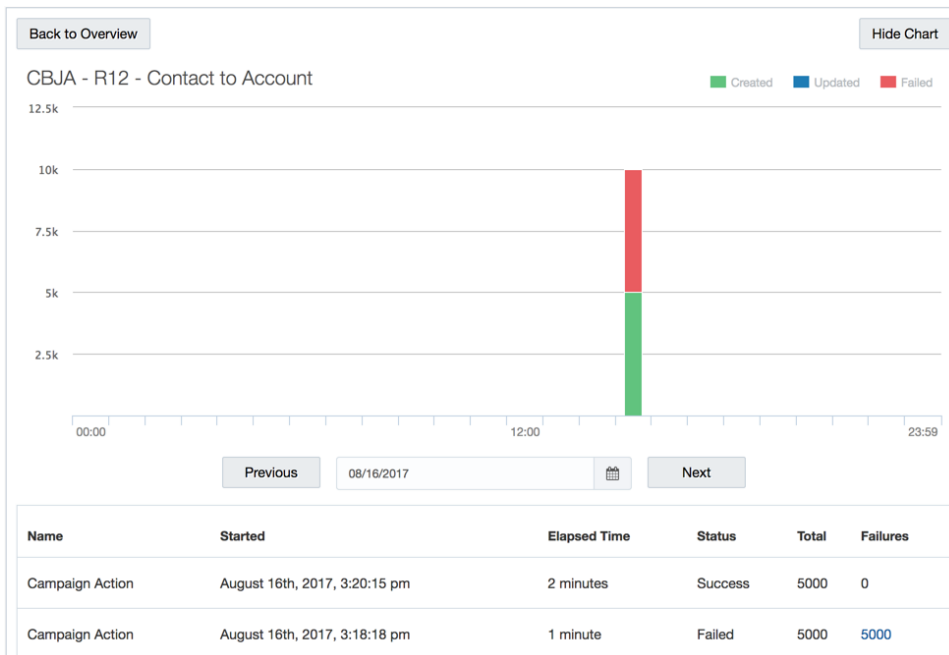
1. In the Oracle Sales Cloud Integration app, click **Actions** or **Imports**.
 - a. To view reports for **campaign actions**, click the **Campaign Actions** tab.
2. Locate the action or import for which you want to view report data, click the list and select **View Reports**.



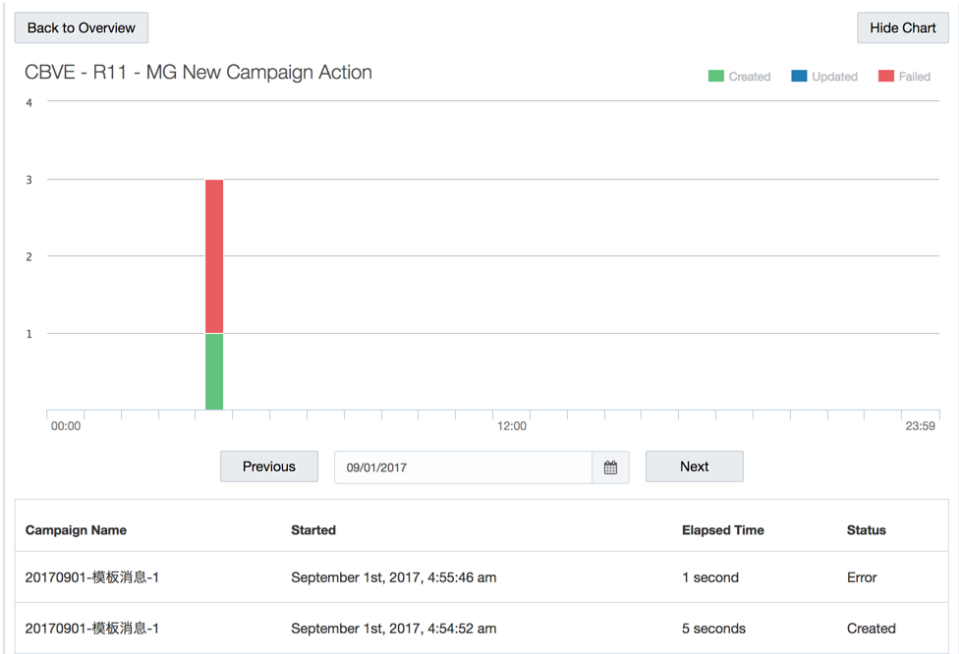
4.2.1 Action report data

Action reports are available for step actions and campaign actions. These reports provide useful information about the records that are flowing from Oracle Eloqua into Oracle Sales Cloud.

For step actions, view how many records were created or updated for each sync, how many were processed per hour, how long the sync took to complete, and whether or not the sync was successful.



For campaign actions, view whether the campaigns exported from Oracle Eloqua to CRM were successful and a daily history of your campaign exports.

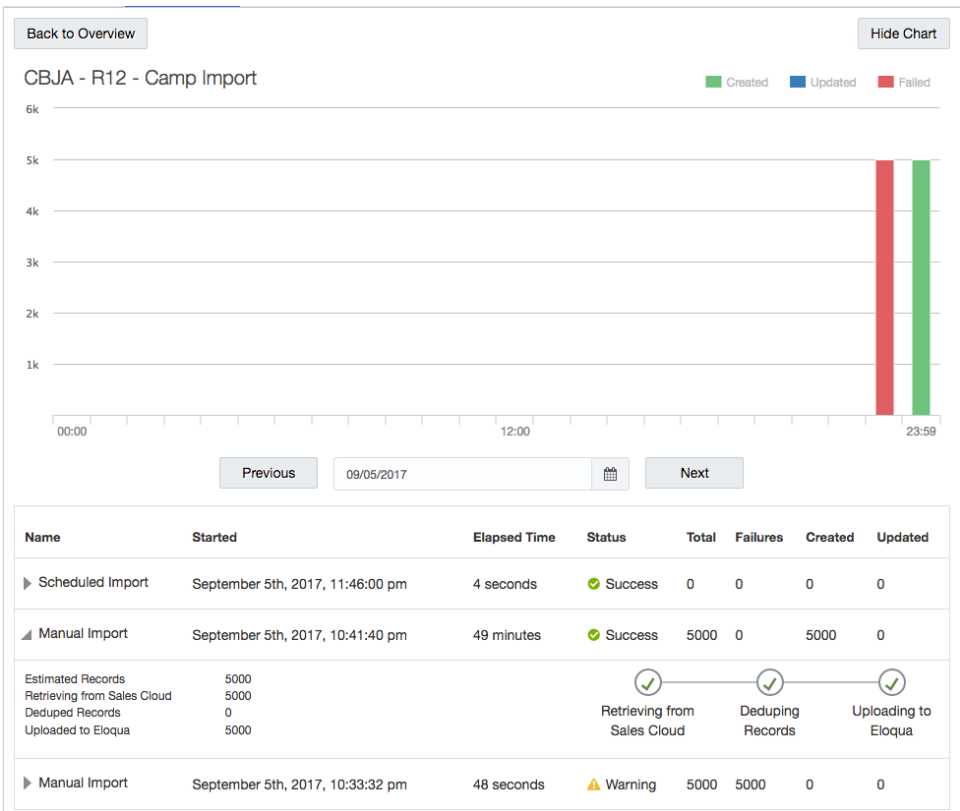
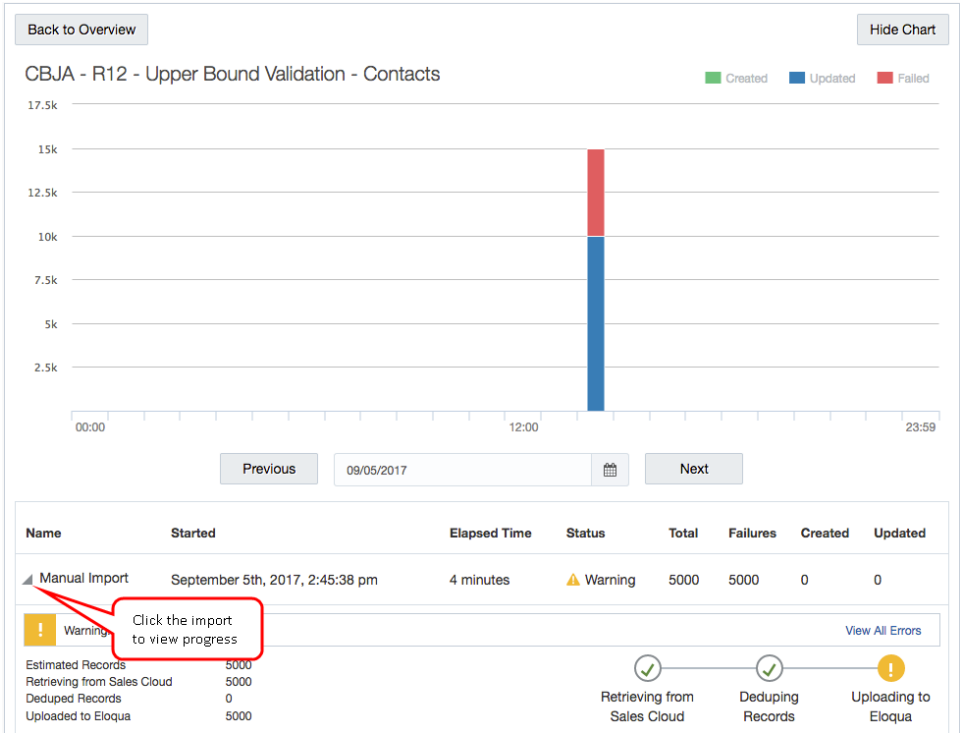


Click a table row to view more details of the data sent over, sent date, and error messages.

4.2.2 Import report data

Import reports provide insight into how your imports are performing by displaying a chart of how many records are being created, updated, or have failed to import. You can also view how many objects were imported into Oracle Eloqua campaigns from CRM, which ones were successful, and how many failed.

Each report displays an import schedule of when syncs started, how long the sync took to complete, whether or not that sync was successful, and how many records were created, updated, or failed during that sync. When an import is running, click the import to view the progress.



The status of the import is displayed including:

- Import data
- When the import started
- How long the import took to complete
- The number of records with their status

There are three stages to a successful import; records are retrieved from Oracle Sales Cloud, deduplicated, and uploaded to Oracle Eloqua. The message *Retrieving from Sales Cloud* indicates your import is successfully running.

You can manually stop an import if it is running and has not yet reached the *Uploading to Eloqua* step. Once the *Uploading to Eloqua* step is started, the import cannot be stopped and will continue to completion. Stopped imports cannot be resumed. You must run the import again. Learn more about [creating and scheduling imports](#).

5 Example programs

You can use the Oracle Sales Cloud Integration app for various marketing qualification processes and lead generation. You can use Oracle Eloqua's program canvas to design programs that will update and create leads and contacts in Oracle Sales Cloud based on the following recommended programs:

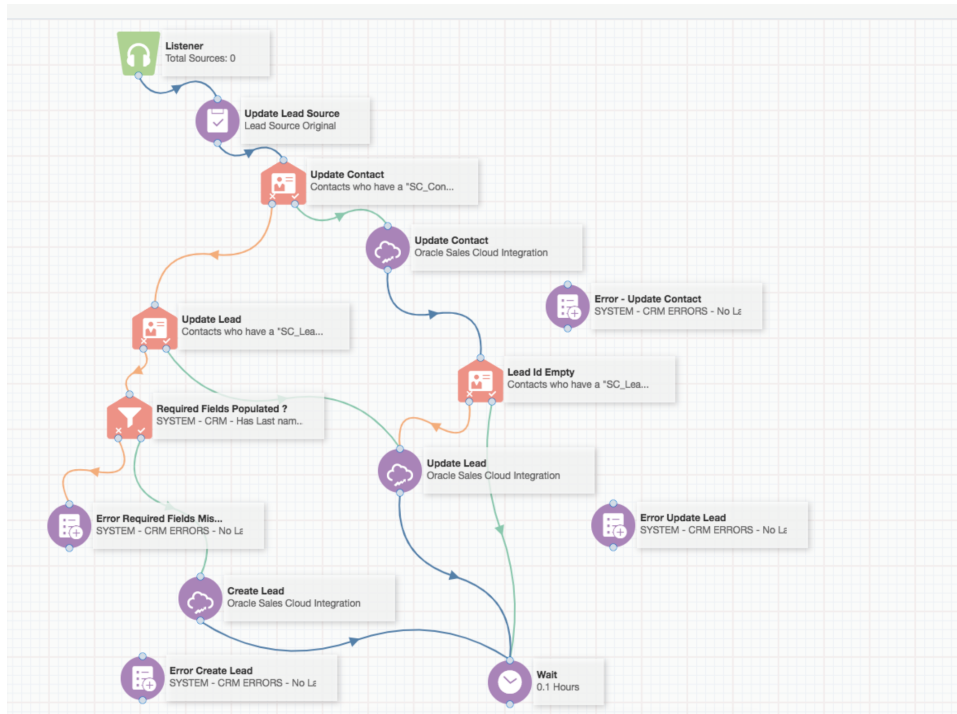
- **Create Unique:** In this program, a new lead record is created in Oracle Sales Cloud only if there is no contact or lead record with the same email address in Oracle Sales Cloud. If there is an existing contact record, the contact record is updated with contact information as defined in the *Update Contact* action.
- **Hybrid:** In this program, a new lead is created in Oracle Sales Cloud only if there is no unconverted lead record with the same email address in Oracle Sales Cloud. Existing unconverted lead records in Oracle Sales Cloud are updated with contact information as defined in the *Update Contact* action.
- **Point of Interest:** A new lead record is created if there are no leads with the same email address in Oracle Sales Cloud, but an Oracle Sales Cloud contact already exists. If there is an existing contact record, the contact record is updated with contact information from Oracle Eloqua as defined in the *Update Contact* action.

 **Tip:** You can [select default assets to automatically create programs](#).

5.1 Creating a create unique program

You can use Oracle Eloqua's [program canvas](#) to manually configure a create unique program or you can [select default assets to automatically create programs](#).



Default create unique program:

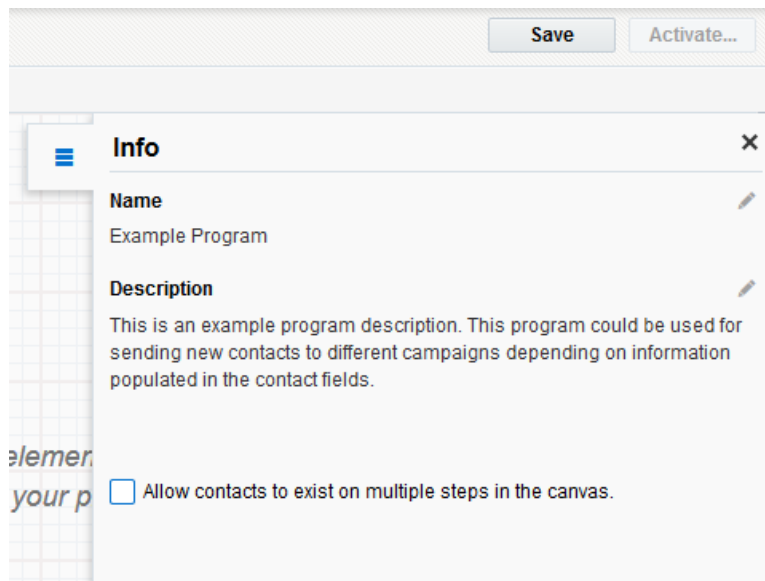



In this program, a new lead record is created in Oracle Sales Cloud only if there is no contact or lead record with the same email address in Oracle Sales Cloud. If there is an existing contact record, the contact record is updated with contact information as defined in the *Update Contact* action.

Note: Determining whether an Oracle Sales Cloud contact or lead exists depends on configuring an import for both Oracle Sales Cloud leads and contacts with the appropriate record IDs. For details, see [recommended contact and account fields](#).

To create an Oracle Sales Cloud Create Unique program:

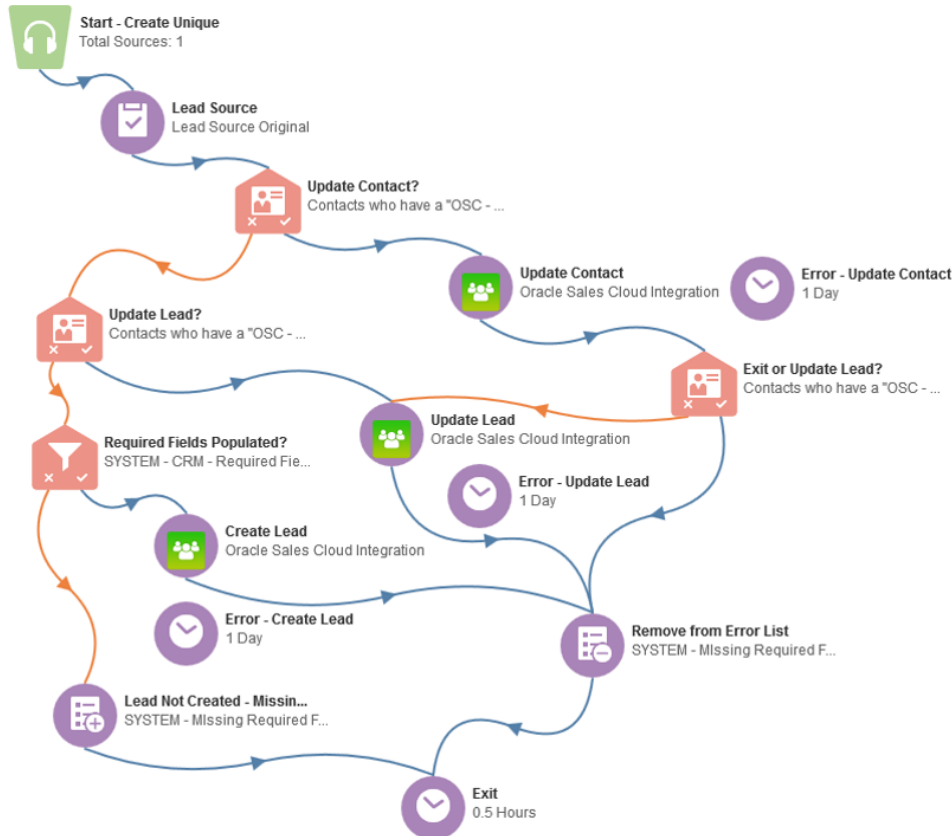
1. Navigate to **Orchestration** , then click **Programs**.
2. Click **Create a Contact Program**
3. Select a blank template.
4. Configure basic information about the program:
 - a. Click **Info**  on the left side of the canvas, and add a **Name** and **Description** of the program.



- b. To allow a contact to enter the program more than once, select **Allow contact to exist on multiple steps in the canvas**. If you do not select this option, once a contact enters a program, the contact cannot enter the program again from another entry point.
 - c. Click **X** to close the *Info* window.
5. Add the **Listener Step** to the canvas:
 - Name the step *Start - Create Unique*.
 - To subscribe to data using a listener step, double-click  **Listener Step**.
 - Add any data sources that are part of your lead flow. For example, form submissions, lead nurturing programs or campaigns that generate leads.

6. Add an **Update Rule** action step. Name the step *Lead Source*. Configure the *Rule Set* option to **Lead Source Original**.
7. Add a **Compare Contact Fields** decision step. Name the step *Update Contact?* This step evaluates and routes contacts based on a specified value in a selected contact field. Set the step to route contacts based on whether they have an *Oracle Sales Cloud Contact Registry ID*.
 - a. For the *yes* path, add a **Oracle Sales Cloud Integration** action to update information for existing Oracle Sales Cloud contacts. Name this step *Update Contact*.
 - b. For the *no* path, add a **Compare Contact Fields** decision to route contacts based on whether they have an *Oracle Sales Cloud Lead ID*. Name this step *Update Lead?*
8. For the *Update Lead?* step, add the following paths:
 - a. For the *yes* path, add a **Shared Filter Member?** action. Name this step *Required Fields Populated?*. This step evaluates whether shared filter members have required contact fields (such as name, company, and so on). Add an **Oracle Sales Cloud Integration** action named *Create Leads* and connect it to the *yes* path to create leads for filter members with the required contact fields.
 - b. For the *no* path, add an **Oracle Sales Cloud Integration** action to update information for existing Oracle Sales Cloud leads. Name this step *Update Lead*.
9. Add any necessary wait steps, error flows, shared list actions, and Sales Cloud app actions as depicted in the workflow.
10. Click **Save**.
11. Activate your program.
12. Monitor the performance of the program using operational reports. If you need to change your program, you must disable the program.

The following example canvas illustrates a manually-configured create unique program:



5.2 Creating a hybrid program

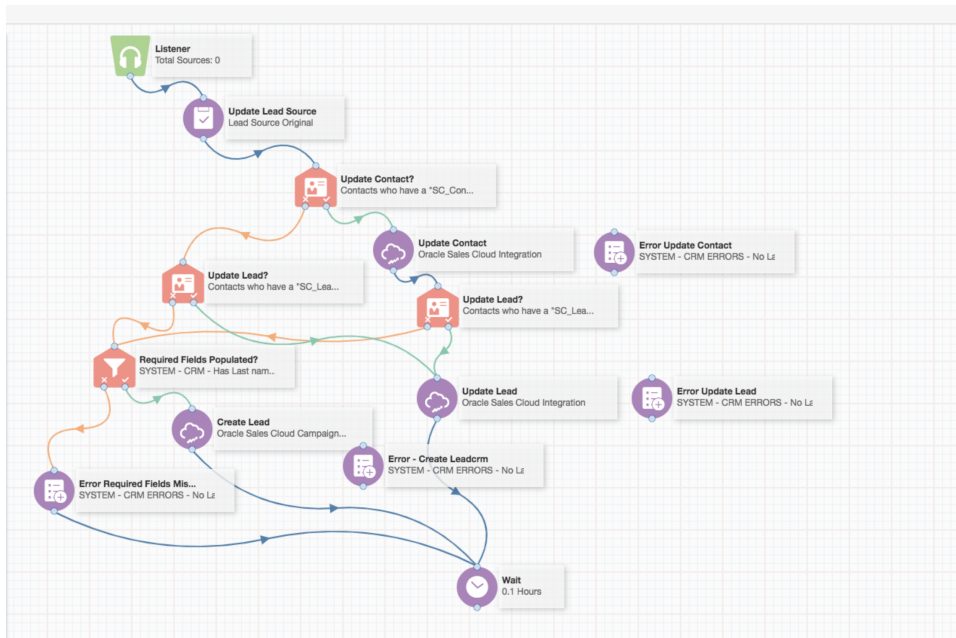
A hybrid program creates new leads and updates existing contacts and leads in Oracle Sales Cloud. If leads with the same email address do not yet exist, the hybrid program determines whether the contacts are valid CRM contacts by checking certain fields (such as last name or company name) before creating a lead in the CRM system.

Note: Determining whether an Oracle Sales Cloud contact or lead exists depends on configuring an import for both Oracle Sales Cloud leads and contacts

with the appropriate record IDs. For details, see [recommended contact and account fields](#).

You can use Oracle Eloqua's [program canvas](#) to manually configure a hybrid program or you can [select default assets to automatically create hybrid programs](#).

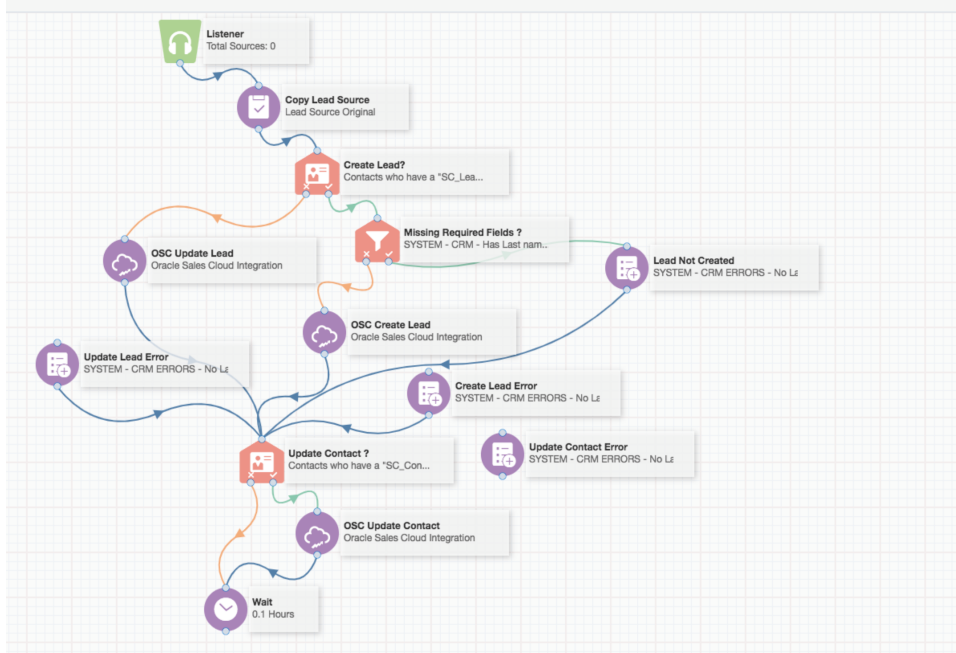
Default hybrid program:



5.3 Creating a point of interest program

You can use Oracle Eloqua's [program canvas](#) to manually configure a point of interest program or you can [select default assets to automatically create programs](#).


Default point of interest program:




A new lead record is created if there are no leads with the same email address in Oracle Sales Cloud, but an Oracle Sales Cloud contact already exists. If there is an existing contact record, the contact record is updated with contact information from Oracle Eloqua as defined in the *Update Contact* action.

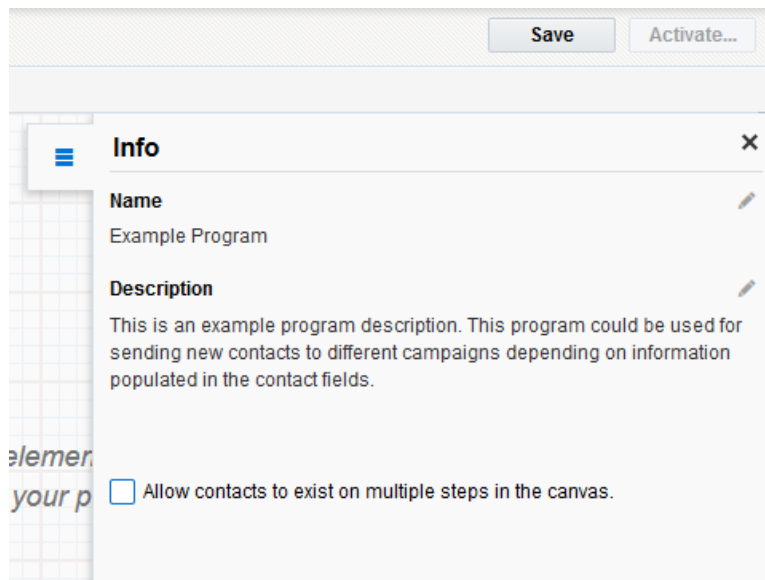
Note: Determining whether an Oracle Sales Cloud contact or lead exists depends on configuring an import for both Oracle Sales Cloud leads and contacts with the appropriate record IDs. For details, see [recommended contact and account fields](#).

To create an Oracle Sales Cloud point of interest program:

1. Navigate to **Orchestration** , then click **Programs**.
2. Click **Create a Contact Program**
3. Select a blank template.


4. Configure basic information about the program:

- a. Click **Info**  on the side of the canvas, and add a **Name** and **Description** of the program.



- b. To allow a contact to enter the program more than once, select the **Allow contact to exist on multiple steps in the canvas** check box. If you do not select this option, once a contact enters a program, the contact cannot enter the program again from another entry point.
- c. Click **X** to close the *Info* window.

5. Add the **Listener Step** to the canvas:

- Name the step *Start - Point of Interest*.
- To subscribe to data using a listener step, double-click  **Listener Step**.
- Add any data sources that are part of your lead flow. For example, form submissions, lead nurturing programs or campaigns that generate leads.

6. Add an **Update Rule** action step. Name the step *Lead Source*. Configure the *Rule Set* option to **Lead Source Original**.

7. Add a **Compare Contact Fields** decision step. Name the step *Create a Lead?* This step evaluates and routes contacts based on a specified value in a selected contact field. Set the step to route contacts based on whether they have an *Oracle Sales Cloud Lead ID*.

- a. For the *yes* path, add a **Shared Filter Member?** action. Name this step *Are Required Fields Populated?*. This step evaluates whether shared filter members have required contact fields (such as name, company, and so on). Add an **Oracle Sales Cloud Integration** action named *OSC - Create Lead* and connect it to the *yes* path to create leads for filter members with the required contact fields. For the *no* path, move members to an **Add to Shared List** action named *Lead Not Created - Missing Fields*.
 - b. For the *no* path, add an **Oracle Sales Cloud Integration** action to update information for existing Oracle Sales Cloud leads. Name this step *OSC - Update Lead*.
8. Add a **Compare Contact Fields** decision step. Name this step *Update Contact?*
- a. For the *yes* path, add an **Oracle Sales Cloud Integration** action to update information for existing Oracle Sales Cloud contacts. Name this step *OSC - Update Contact*. Connect this step to the *Remove from Error List* step below.
 - b. For the *no* path, add a **Remove from Shared List** action. Name this step *Remove from Error List*.
9. Add any necessary wait and error steps.
10. Click **Save**.
11. Activate your program.
12. Monitor the performance of the program using operational reports. If you need to change your program, you must disable the program.

The following example canvas illustrates a manually-configured point of interest program:

