



Oracle Eloqua Profiler

User Guide

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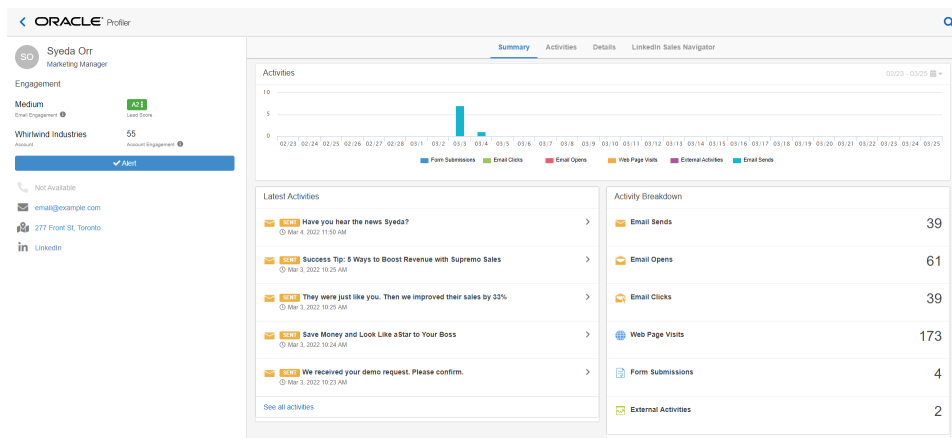
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Profiler

Profiler is one of Oracle Eloqua's [Sales Tools](#). It presents valuable information about contacts in an easily accessible and data-rich format that can be viewed on desktop computers, tablets, and mobile devices.

With Profiler, you're able to view the contact details for a potential customer, their activities, lead score, and so on. It is designed specifically for use with iOS and Android devices, giving marketers and sales reps the option to access Oracle Eloqua's Profiler functionality from their mobile devices when they are on-the-go.

See examples of Profiler's responsive design on desktop:



Learn more by watching this video: https://www.youtube.com/playlist?list=PLw7GyH-Hj8cPP6TQfGeDGUYv4Py9k_EwQ

Note: Before you can access Profiler, an Eloqua administrator must install the app in your Oracle Eloqua instance. Once installed, the customer administrator can

customize the options that Profiler provides. Learn more about [installing and configuring Profiler](#).

Installing Profiler

Before you can use Profiler a user with client administrator rights must install the app and configure the settings for your Eloqua instance.

Important: Because deleting or deactivating the installer user account will impact installed apps, we recommend installing apps using a user account that is not tied to a specific person. The user account must have customer administrator rights.

To install the Profiler app:

1. Follow the Profiler installation URL provided:

<https://login.eloqua.com/?ReturnUrl=Apps/Cloud/Admin/Catalog/Add/512cc250-bf75-4b64-98c2-9ce3858a18e1/D3-01-E2-AB-6C-23-36-17-7C-B1-44-49-89-11-D0-C3>

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

5. Configure Profiler:

Profiler Global Settings

Email Alerts ☒ Allow creation of Email Alerts
☒ Allow creation of Email Alerts by domain


Thumbnail Previews ☒ Show thumbnail previews

Search ☒ Allow search by first name, last name or email

Subscriptions ☒ Show subscription status

External Activity ☒ Auto-Ext-Asset
☒ Facebook
☒ LinkedIn
☒ Seminar
☒ Tradeshow
☒ WeChat
☒ WebEx
☒ Webinar
☒ [YoutubeApp] Youtube Video Activity

Apps

 ☒ LinkedIn Sales Navigator

Social Field Mappings

Facebook	Facebook ▼
Xing	Xing ▼
LinkedIn	LinkedIn ▼
Twitter	Twitter ▼

Settings

- Email alerts:* Allow users to [create email notifications](#) for contact web visits.
- Thumbnail previews:* Allows users to see a thumbnail preview of marketing assets associated to a contact's activity.

- c. *Search*: Allows users to search for contacts in Profiler by contact fields (name, email address, domain, etc.). Otherwise, users can only search by email address.
- d. *Subscriptions*: Allows users to view the email address of contacts that have globally unsubscribed. Users cannot email these contacts and a visual indicator indicates the contact's global subscription status. Otherwise, users cannot view the email address of such contacts.
- e. *External activity*: Allows users to see external activities in Profiler. Choose the external activity assets that should be visible to users.

Social Field Mappings

- a. The Social Field Mapping section allows you to specify the social network account links available in Profiler as part of the contact summary. Profiler will build the links to the social network site using the mapped contact field. To link to social network sites, choose the contact field that should be used for each social network.

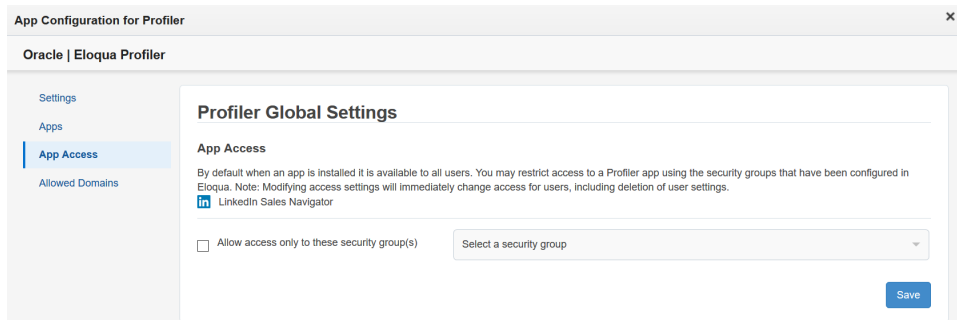
Social Field Mappings

Facebook	<input type="text" value="Facebook"/>	▼
Twitter	<input type="text" value="Twitter"/>	▼
Xing	<input type="text" value="Xing"/>	▼
LinkedIn	<input type="text" value="LinkedIn"/>	▼

Apps

- a. View and search installed Profiler apps.

App Access



The screenshot shows the 'App Configuration for Profiler' window. On the left is a sidebar with 'Settings', 'Apps', 'App Access' (selected), and 'Allowed Domains'. The main area is titled 'Profiler Global Settings' and contains the 'App Access' section. It includes a note about default access and a security group selection dropdown. A 'Save' button is at the bottom right.

App Configuration for Profiler


Oracle | Eloqua Profiler

Settings
Apps
App Access
Allowed Domains

Profiler Global Settings

App Access

By default when an app is installed it is available to all users. You may restrict access to a Profiler app using the security groups that have been configured in Eloqua. Note: Modifying access settings will immediately change access for users, including deletion of user settings.

 LinkedIn Sales Navigator

☐ Allow access only to these security group(s)

Save

- a. Select the [security groups](#) which should have access to the Profiler app.

 **Note:** Users must log out of Eloqua for Eloqua security group changes to take effect.

Allowed Domains


- a. Identify which domains are allowed to host Sales Tools pages. For example, if you embed Sales Tools in an iframe hosted by your CRM, add the domain of the page hosting the iframe to your allowlist. You can allow a domain and its sub-domains using a wildcard (*).

To avoid broken iframes, add your CRMs to the [Profiler allowlist](#) and [Engage allowlist](#), and update the Sales Tools URLs you have embedded in an iframe to [the new URLs](#). Here is a list of suggested domains for the allowlist based on CRMs:

- **Salesforce:** *.force.com, *.salesforce.com, *.my.salesforce.com, *.lightning.force.com, and *.visualforce.com
- **Oracle CX Sales:** *.oraclecloud.com
- **Oracle CRM On Demand:** *.crmondemand.com
- **Microsoft Dynamics:** *.dynamics.com

To learn more about embedding Profiler in different CRMs, see [Profiler integration](#).

6. Click **Accept** or switch users.

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



You can change these configuration settings at any time. Learn more about [reconfiguring Profiler](#).

Configuring Profiler

You can manage how users can use Profiler. For example, manage the ability to create email alerts, what external activity assets are available for viewing, and so on. You can also manage who has access to Profiler apps that have been installed.

Important: The configuration process must be done by a user with customer admin rights.

To configure Profiler:

1. Log in to Oracle Eloqua.
2. Click **Settings** .
3. Click **Apps** in the *Platform Extensions* section.
4. Select the Profiler app.
5. Click **Configure** .
6. Reconfigure Profiler using the following tabs as needed.

Settings

- a. *Email alerts:* Allow users to [create email notifications](#) for contact web visits.
- b. *Thumbnail previews:* Allows users to see a thumbnail preview of marketing assets associated to a contact's activity.
- c. *Search:* Allows users to search for contacts in Profiler by contact fields (name, email address, domain, etc.). Otherwise, users can only search by email address.

- d. *Subscriptions*: Allows users to view the email address of contacts that have globally unsubscribed. Users cannot email these contacts and a visual indicator indicates the contact's global subscription status. Otherwise, users cannot view the email address of such contacts.
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- a. The Social Field Mapping section allows you to specify the social network account links available in Profiler as part of the contact summary. Profiler will build the links to the social network site using the mapped contact field. To link to social network sites, choose the contact field that should be used for each social network.

Social Field Mappings

Facebook	Facebook	▼
Twitter	Twitter	▼
Xing	Xing	▼
LinkedIn	LinkedIn	▼

Apps

- a. View and search installed Profiler apps.

App Access

App Configuration for Profiler


Oracle | Eloqua Profiler

Settings
Apps
App Access
Allowed Domains

Profiler Global Settings

App Access

By default when an app is installed it is available to all users. You may restrict access to a Profiler app using the security groups that have been configured in Eloqua. Note: Modifying access settings will immediately change access for users, including deletion of user settings.

 LinkedIn Sales Navigator

☐ Allow access only to these security group(s)

Select a security group

Save

- a. Select the [security groups](#) which should have access to the Profiler app.

 **Note:** Users must log out of Eloqua for Eloqua security group changes to take effect.

Allowed Domains

- a. Identify which domains are allowed to host Sales Tools pages. For example, if you embed Sales Tools in an iframe hosted by your CRM, add the domain of the page hosting the iframe to your allowlist. You can allow a domain and its sub-domains using a wildcard (*).

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- **Oracle CX Sales:** *.oraclecloud.com
- **Oracle CRM On Demand:** *.crmondemand.com
- **Microsoft Dynamics:** *.dynamics.com

To learn more about embedding Profiler in different CRMs, see [Profiler integration](#).

7. Click **Save** to save your settings.

Your configuration settings have been updated. You can modify them at any time.

Accessing Profiler

Work with your sales organization to determine the best method for accessing Oracle Profiler. You can use any of the following methods:

- Integrate Profiler with your CRM

This would allow sales users to access Profiler directly from the CRM. You can embed Profiler as a tab, link to it as a button, etc. [Learn more](#).

- Direct link

This is a customizable link you can use to launch Profiler directly.

- Use the Oracle Eloqua Sales Tools for Microsoft Outlook add-in

This is an add-in that your users can install on their own or your IT department can deploy to an entire organization. See [Oracle Eloqua Sales Tools for Microsoft Outlook](#).

- Oracle Eloqua Sales Tools for Google Chrome

The Google Chrome extension allows sales representatives to access Profiler from their Google Chrome browser. For example, while browsing prospect websites, the sales rep can open the extension to review Eloqua contacts at that company. Reps can also access Engage directly from the extension. [Learn more](#).

Note: Before you can access Profiler, an Eloqua administrator must install the app in your Oracle Eloqua instance. Once installed, the customer administrator can customize the options that Profiler provides. Learn more about [installing and configuring Profiler](#).

Profiler URLs

To access Profiler , you can use one of the following types of URLs:

- A simplified login URL that will handle all login flows based on the user logging in and your Oracle Eloqua configuration. Using this URL, if you have SSO configured for the instance and user, then the user will be redirected to your default identity provider login screens. If you don't have SSO, the user will be prompted for their user name and password. [Learn more.](#)
- A legacy login URL that is specific to the desired login flow and security model at your organization. There is a separate login URL for auto-login, SAML login, or CVP login. Auto-login and SAML are options that support Single Sign-On (SSO). Salesforce IDP is an option for Salesforce SSO logins. Direct login is for logging in directly through Eloqua. [Learn more.](#)

Simplified login URL

To access the Profileremail composer using the simplified login URL:

```
https://login.eloqua.com/siteLogin?SiteName=
{CompanyName}&ReturnUrl=/apps/salesTools/profiler
```

If you are embedding Profiler pages into an iframe, use the following URL. [Learn more.](#)

```
https://login.eloqua.com/siteLogin?SiteName=
{CompanyName}&ReturnUrl=/apps/embed/salesTools/profiler
```

The following table describes the supported URL parameters you can use to further customize the login experience. In addition, you can also add additional Profiler URL parameters to customize the compose experience. [Learn more about Profiler URL parameters.](#)

Parameter	Description
SiteName={company Name}	Optional Your instance company name. When provided, users are not prompted to provide a company name. If the user has an existing session, they will then

Parameter Description

be logged in automatically.

Example:

```
https://login.eloqua.com/siteLogin?SiteName=ExampleSiteName
```

ReturnUrl= {Url} Optional

The Oracle Eloqua URL to redirect to after logging in.

You must provide the `SiteName` parameter if you want to use this parameter.

Example:

Redirect to the Engage email compose page:

```
https://login.eloqua.com/siteLogin?SiteName=ExampleSiteName&ReturnUrl=/apps/salesTools/engage/compose
```

Checkframe={true or false} Optional

Checks if the login page is being accessed from within an iframe and create a popup window if it is.

- `true` checks for the frame.
- `false` does not check for the frame. If the result is a displayable page that cannot be viewed in an iframe, then the user will get a block from their browser. Use only if it can be guaranteed the current user is already authenticated with the default SSO used by Oracle Eloqua to skip the popup.

Example:

Parameter Description

Checkframe while logging into Engage:

```
https://login.eloqua.com/siteLogin?SiteName=ExampleSiteName&CheckFrame=true&ReturnUrl=/apps/salesTools/engage/compose
```

UseDefaultSSO={true or false} Optional

Specifies whether or not to use the default identity provider configured for your instance. Use this parameter if you have multiple identity providers and want to ensure the default identity provider is used.

- `true` to use the default SSO
- `false` to prompt the user to choose the identity provider

Example:

Checkframe while logging into Engage:

```
https://login.eloqua.com/siteLogin?UseDefaultSSO=true
```

Idp={IdentityProviderId} Optional

The ID for the identity provider you want to use. Use this parameter if you have multiple identity providers configured for your Oracle Eloqua instance and you want to use a non-default identity provider. You can retrieve the identity provider ID from the SSO identity provider screens.

You must provide the `SiteName` parameter if you want to use this parameter.

Example:

Parameter	Description
	<code>https://login.eloqua.com/siteLogin?SiteName=ExampleSiteName&Idp=69627DAC73E04DE79CDFC90D132B65EA</code>
Username = {username}&Password={encryptedPassword}	<p>The user name and encrypted password. The password parameter is encrypted. To retrieve the encrypted version of the user password, you must open a Service Request with Oracle Support.</p> <p>You must provide the <code>SiteName</code> parameter if you want to use the user name and password parameters.</p>

Legacy login URLs

The following lists the legacy login URLs to access to Profiler based on the desired login methods. These URLs continue to be supported. The URL you use depends on the security model implemented at your organization. Auto-login and SAML are options that support Single Sign-On (SSO). Salesforce IDP is an option for Salesforce SSO logins. Direct login is for logging in directly through Eloqua.

The following lists the URLs to access the Profiler search page based on these login methods:

- **Direct:** `https://login.eloqua.com/apps/salesTools/profiler`
 - Embedded: `https://login.eloqua.com/apps/embed/salesTools/profiler`
- **Autologin:** `https://login.eloqua.com/autoLogin?LoginPrefix={Login_Prefix}&Url=/apps/salesTools/profiler`
 - Embedded: `https://login.eloqua.com/autoLogin?LoginPrefix={Login_Prefix}&Url=/apps/embed/salesTools/profiler`
- **SAML:** `https://login.eloqua.com/auth/saml2/autologin?LoginPrefix={Login_Prefix}&ReturnUrl=/apps/salesTools/profiler`

- Embedded: `https://login.eloqua.com/auth/saml2/autologin?LoginPrefix={Login_Prefix}&ReturnUrl=/apps/embed/salesTools/profiler`
- **SFDC IDP:** `https://{podURL}/sso/sfdc/v1/svp.aspx?LP={Login_Prefix}&RU=/apps/salesTools/profiler`
 - Embedded: `https://{podURL}/sso/sfdc/v1/svp.aspx?LP={Login_Prefix}&RU=/apps/embed/salesTools/profiler`

Replace `{podURL}` with the URL in your browser after you have logged in successfully to Eloqua (for example, `secure.p01.eloqua.com`). Click [here](#) for additional information about how to determine your pod.

LoginPrefix values are a unique four-character code for your Eloqua instance. To add this parameter to your URL, enter `LoginPrefix={prefix}` where `{prefix}` is replaced with the four-character company name. You can obtain your company's login prefix in Eloqua by navigating to Settings > Display Preferences > Company Defaults.

Tip: If you are using Microsoft Edge or Sales Tools for Microsoft Outlook to access the Oracle Eloqua sign in page in an iframe, an addition should be made to trusted sites. Add `https://*.eloqua.com` and the URL of the site where the login page (Oracle Eloqua and/or Sales Tools) is being iframed. The browser must be closed fully and restarted before the change is recognized. For additional information, see this [Topliners post about Oracle Eloqua login enhancements](#).

Embedding Profiler pages

You can embed Profiler pages into an iframe, allowing your users to access Profiler directly from other apps at your organization. For example, embed Profiler directly into your CRM.

To embed Profiler into an iframe:

1. Update the Profiler app with an allowlist of domains that will host Profiler pages. [Learn more](#).
2. Adjust the URLs listed above to include `/embed/` in the URL:
`/apps/embed/salesTools/profiler`.

[Learn more about Profiler integration.](#)

Profiler URL parameters

The URLs above open Profiler to the search page. You can also directly access a contact's record in Profiler using their email address. Simply add the following to the URLs above, and insert the contact's email address where needed:

```
?emailAddress={emailAddress}
```

Your CRM integration can provide the email address to this URL. [Learn more about Profiler integration.](#)

Apps for Profiler

Apps that are available for Oracle Eloqua Profiler are built on Oracle CX Apps, which is the extension framework that partners and customers can use to build apps that are available for multiple applications within Oracle CX Marketing. For more information on Oracle CX Apps, visit the [Oracle CX Marketing App Manager Help Center](#).

In this topic, you'll learn about:

- [Installing apps for Profiler](#)
- [Managing Profiler app extensions](#)
- [Restricting access to a Profiler app using Oracle Eloqua Security Groups](#)

Installing apps for Profiler

Apps available for Profiler can be found in the [Oracle Cloud Marketplace](#) (https://cloudmarketplace.oracle.com/marketplace/en_US/homePage.jspx). Once the app is installed in Profiler, you'll be able to manage and configure it from within Oracle Eloqua.

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

Installation is a straight forward guided experience that will generally follow these steps:

1. Start in the [Oracle Cloud Marketplace](https://cloudmarketplace.oracle.com/marketplace/en_US/homePage.jspx) (https://cloudmarketplace.oracle.com/marketplace/en_US/homePage.jspx) and search for the app you want to install.
2. Click on the app listing, then click the **Get App** button.
3. You will be prompted where you want to install the app, if it was built to be used with multiple Oracle CX Marketing products i.e. Eloqua Sales Tools, Responsys or Maxymizer. In this case you will be installing into one of the Sales Tools products. Pick the product where you want to install the app.
4. Log in with your Eloqua credentials, if required.
5. Click **Confirm** to confirm the installation of the app into Oracle Eloqua Profiler.

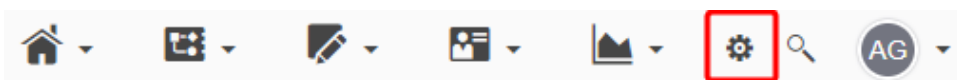
Although there may be slight variances in the flow, these are generally the steps you will experience when installing an app. After you've installed the app, you can review its configuration and control its usage based on your individual needs.

Managing Profiler app extensions


Apps installed for Profiler are accessible from within Profiler's app configuration. This is a bit different from other apps in Oracle Eloqua because apps installed for Profiler do not display in the main *AppCloud Catalog*. You must go into the settings for Profiler itself to locate the apps that you've installed just for Profiler.



To manage Profiler app extensions from within Oracle Eloqua:




1. Click **Settings**  in the global header.



2. Click **Apps** in the *Platform Extensions* section.

3. Find and open the Profiler app.
4. Click **Configure** .

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


5. Click the **Apps** tab.
6. Click on the app to open the configuration options for that app.
7. You can perform the following actions:
 - **Get Dependencies**  : View any assets that are using the app's services and would be affected if the app was uninstalled.
 - **Configure**  : Allows Marketing Administrators to set up the extension directly from Oracle Eloqua.
 - **Uninstall**  : Uninstall and remove the app from your Profiler instance.
 - **Services**: View the kinds of [services](#) you currently have under the app.

Restricting access to a Profiler app using Oracle Eloqua Security Groups

There are certain circumstances where you may want to restrict who can access an app installed in Profiler. A couple of use cases to consider:

- You are running an app pilot with a select set of trusted power users within the sales team.

- The app is provided by a third party and requires a paid license that is not available to all sales users i.e. an account based application where licenses are only available for strategic account managers and not inside sales.
- The *App Access* section within Profiler's global settings will allow you to control who has access to an app you've installed.

1. Click **Configure**  in the *Profiler* page of the *AppCloud Catalog*.
2. Open the **App Access** tab.
3. Check the box beside *Allow access only to these to security group(s)*.

Note: When an app is installed, it is available to all users by default. If the box beside *Allow access to security groups* is checked but no security groups are selected, then all security groups are granted access.

4. From the *Select a security group* drop-down, select the Oracle Eloqua security groups containing users that should be granted access to the Profiler app.

Important: The listed security groups have been configured in Eloqua. Additionally, modifying access settings will immediately change access for users, including deletion of user settings.

5. Click **Save**.



Uninstalling apps within Profiler

Apps installed for Profiler can be uninstalled from within Profiler's app configuration. This is a bit different from other apps in Oracle Eloqua because apps installed for Profiler do not display in the main *AppCloud Catalog*. You must go into the settings for Profiler itself to locate the apps that you've installed just for Profiler.

To delete Profiler app extensions from within Oracle Eloqua:

1. Click **Settings**  in the global header.



2. Click **Apps** in the *Platform Extensions* section.
3. Find and open the Profiler app.
4. Click **Configure** .
5. Click the **Apps** tab.
6. Click on the app to open the configuration options for that app.
7. Click **Uninstall**  to uninstall and remove the app from your Profiler instance.

Searching for contacts in Profiler

Profiler allows you to view contact information and Oracle Eloqua marketing activities using a convenient and device friendly interface.


You can search for contacts by:

- First name
- Last name
- Email address
- Title

After you have search results, you can further filter the results by:

- Title
- Account
- City
- Email domain


To search for a contact in Profiler:

1. Select the  icon in the upper right-hand corner of the Profiler screen.

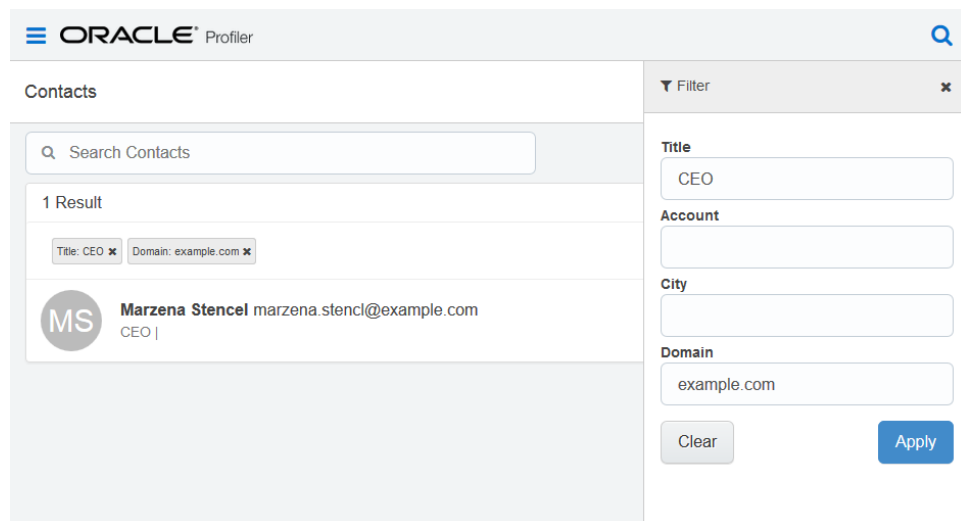
 **Note:** You can also use the *Search Contacts* field that appears on the search page when you open the app.

2. Type your search words in the *Search* bar. You can search by a contact's *First Name*, *Last Name*, *Email Address*, or *Title* . The search is not case-sensitive. The results display a list of all contacts who have a matching contact field that *starts with* your search criteria.

 **Example:** A search for *Alex* displays users such as Alex, Alexandra, and Alexander.

3. (Optional) Filter your search results by clicking  **Filter** . The filter panel displays on the right.
 - Filter by title, account, city, or domain, and click **Apply**. Filtering shows users that match *all* of your filtering criteria (using an **AND** operator).
 - Click the **X** next to a filter to remove it. To remove all filters, click **Clear**.

The example below shows filtering by domain of *example.com* and title of *CEO*. The results display all users who match both of these criteria. Users who have *CEO* as the title, but a different domain will not appear.



The screenshot shows the Oracle Profiler interface. On the left, under the 'Contacts' tab, there is a search bar with the text 'Search Contacts'. Below it, it says '1 Result'. A filter bar shows 'Title: CEO' and 'Domain: example.com'. The result is a contact card for 'Marzena Stencel' with the email 'marzena.stencel@example.com' and the title 'CEO'. On the right, the 'Filter' panel is open, showing input fields for 'Title' (containing 'CEO'), 'Account', 'City', and 'Domain' (containing 'example.com'). There are 'Clear' and 'Apply' buttons at the bottom of the filter panel.

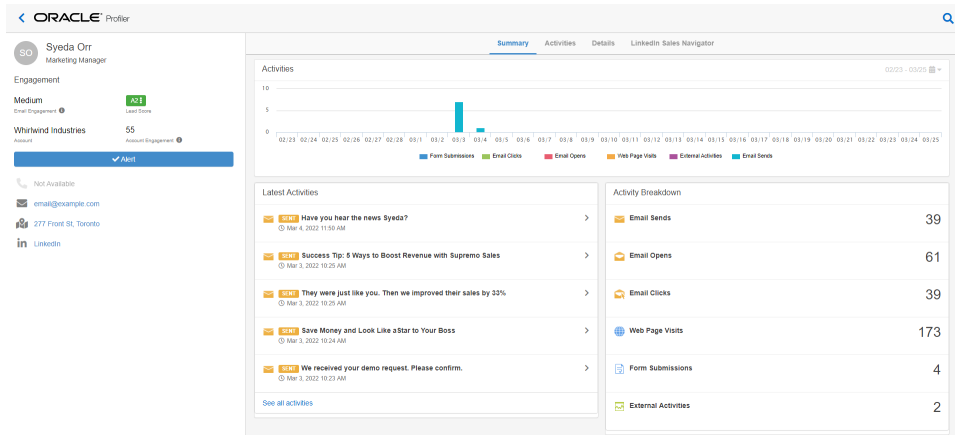
4. Select the name of the correct contact from the list. Their contact record opens displaying their details and activities. Learn more about the [information provided in Profiler](#).

After your first visit to Profiler, a recently-viewed contacts list is displayed on the homepage. This convenient list makes it easier to locate the contacts that you may be dealing with on a regular basis, or with whom you are attempting to establish a

connection. From this recently viewed list you can select the contact's name and you are taken directly to their contact record.

Viewing a contact in Profiler

When you open a contact record in Profiler, you can view details about the contact as well as valuable information about the contact's interactions with your organization's marketing materials and website.



Good to know

Note the following:

- Profiler shows marketing related activity, such as email opens, clicks, form submissions, and so on. The following lists the activities available in Profiler:
 - **Emails Sends:** The number of emails sent to this contact.
 - **Emails Opens:** The number of times emails were opened by the contact.
 - **Emails Clicks:** The number of times that links in an email were clicked.
 - **Web Page Visits:** The number of visits to tracked web pages.
 - **Form Submissions:** The number of forms that were submitted by the contact.
 - **External Activities:** The number of non-Eloqua (external) activities, such as attending a webinar, trade show, and so on. Your administrator decides what external activities are available in Profiler.

- If you see activities repeated within minutes of each other, this could be the result of anti-virus software scanning email links and images.
- Email thumbnails provide a view of the email as it was sent to the contact. You can use the preview link to view the full email. Since content in an email can be dynamic and personalized, the preview of the email may be different than the thumbnail.
- An email preview link is available for 120 days after the send date.
- By default, you can view 1 year of activities for the contact. You can view older activities by using the date filter on the *Activities* tab. For more details, see the [Activities tab](#) details below.

Contact details

Use the left panel to learn about the contact and how to reach them. Profiler provides you with a number of ways of reach out to the contact.

The screenshot displays the Oracle Profiler interface for a contact named Syeda Orr, Marketing Manager. The page is divided into a left sidebar and a main content area. The sidebar contains the contact's name, title, and engagement metrics. The main content area shows a list of contacts, with the first contact, Syeda Orr, highlighted. A red box is drawn around the contact information section, which includes a phone icon (Not Available), an email icon (email@example.com), a location pin icon (277 Front St, Toronto), and a LinkedIn icon (LinkedIn).

Oracle Profiler

Syeda Orr
Marketing Manager

Engagement

Medium
Email Engagement ⓘ

A2
Lead Score

Whirlwind Industries
Account

55
Account Engagement ⓘ





✓ Alert



Not Available

email@example.com

277 Front St, Toronto

LinkedIn

-  **Call the contact.** If you are using your mobile device, you click to call the contact.
-  **Reach out to the contact via email.** Clicking the email address opens a new message in Engage or your default email client.
-  **Locate the contact using Google Maps.** If there is an address for the contact, use this feature to map to the contact's location.
-  **Reach out to the contact via LinkedIn.** Clicking this icon opens the contact's LinkedIn profile. Your administrator manages whether this and other social links are available. [Learn more](#) about enabling these fields.

 **Note:**  **Bounced back or unsubscribed.** This icon indicates that you cannot send a message to this contact, because the email address bounced back or the contact is globally unsubscribed.

Before reaching out to a contact, arm yourself with information about the contact's interaction with your organization by reviewing the details on the tabs in Profiler.

To review more details about the contact from the Oracle Eloqua contact record, [open the Details tab](#).

Lead score

A lead score is displayed for each contact in Profiler. This value is based on the lead scoring models configured for Oracle Eloqua. Your administrator manages which models are available to you. Learn more about [lead scoring and changing the lead score model](#).

To change the lead score model displayed, click the lead score and choose from the models available to you. After you make a choice, Profiler displays this model for all contacts.

< ORACLE® Profiler

SO Syeda Orr
Marketing Manager

Engagement

Medium
Email Engagement ⓘ

A2 ⓘ
Lead Score

Whirlwind Industries
Account

55
Account Engagement ⓘ

✓ Alert

📞 Not Available

✉ email@example.com

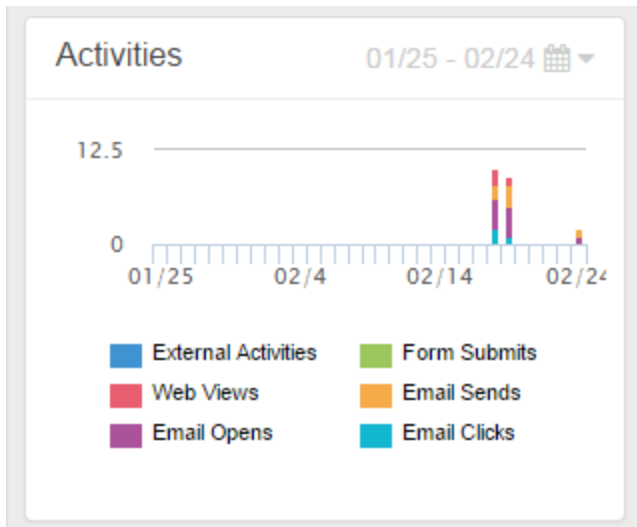
📍 277 Front St, Toronto

in LinkedIn

Summary tab

This tab presents the contact's activities in the following ways:

- **Activities:** This chart shows all the contact's activities within a specific date range. You can use the calendar icon in the upper right-hand corner of the graph to change the date range, select 30 days, 6 months, or 1 year as needed. By default, all activity types are shown, tap or click the activity type label below the graph to hide the corresponding data. To view the full activity details for each bar on the graph, simply click an individual bar and the *Activities* tab opens displaying the included activities in detail.

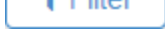


- **Latest Activities:** This section shows the contact's activities from the last year. Expand the activity to view more details about the activity, such as a preview of the email or web page. This can give you a good idea about the contact's interests.
- **Activity Breakdown:** This section provides a breakdown of the contact's activities over the last year, these are the same categories that are represented in the activities chart. The activities are grouped based on type. Click or tap any activity type to view more details in the *Activities* tab.

Activities tab

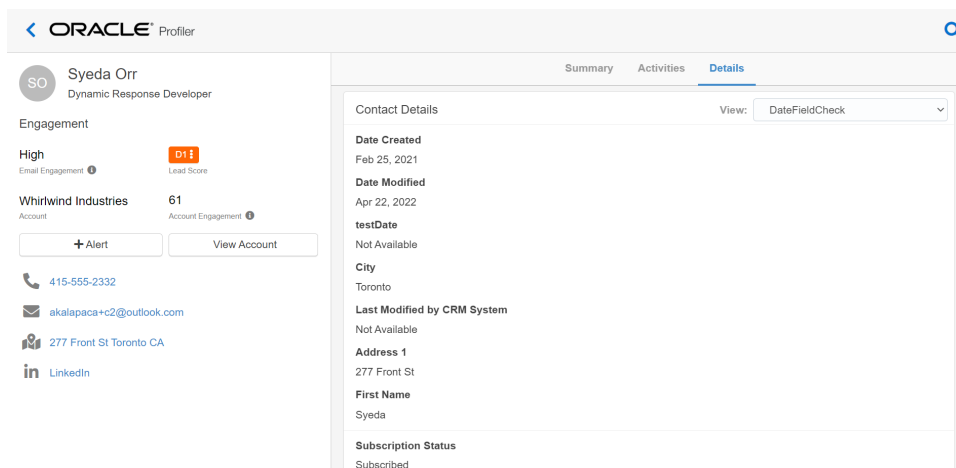
This tab shows you all of the contact's activities by date and time. You can expand an activity to view more details about it, such as a thumbnail view of an email or web page, or

links that were clicked. Emails can also be previewed fully for up to 120 days after the send date.

You can search for activities on or before a specific date. Click **Filter**  and choose a date. This returns activities on or before this date up to the last 25 months of activities.

Details tab

This tab provides you with more information about the contact. The fields that you can see depend on the contact views that your administrator has made available to you. To change the contact view, use the View list. Learn more about [contact views in Profiler](#).



The screenshot displays the Oracle Profiler interface. On the left, a contact card for Syeda Orr, a Dynamic Response Developer, is shown. It includes engagement metrics (High Email Engagement, 61 Account Engagement), a lead score (51), and contact information (phone, email, address, LinkedIn). The main area shows the 'Details' tab with a 'View:' dropdown set to 'DateFieldCheck'. The details are organized into sections: Contact Details (Date Created: Feb 25, 2021; Date Modified: Apr 22, 2022; testDate: Not Available; City: Toronto; Last Modified by CRM System: Not Available; Address 1: 277 Front St), First Name (Syeda), and Subscription Status (Subscribed).

If messages to this contact have bounced back or the contact is globally unsubscribed, the following icon is displayed next to the email address. These contacts can no longer be reached by email.

	Summary	Activities	Details	LinkedIn Sales Navigator
Address 2	Not Available			
City	Not Available			
State or Province	Not Available			
Zip or Postal Code	Not Available			
Title	Mr.			
Title - Standard	Other			
Country	Not Available			
Email Address	<div>✖ ro[REDACTED]mail.com (Bounceback)</div>			
SFDC EmailOptOut	0			

About contact engagement fields

Note: Important: Effective June 12, 2025, [Oracle Eloqua's Advanced Intelligence \(AI\) features](#) are available for all customers. To enable Eloqua's classic and Generative AI (Gen AI) functionality, open a service request with [Oracle Support](#). Please review our [product notice](#) for more information.

If your organization has the Eloqua Advanced Intelligence Cloud Service, use the fields to understand additional engagement information about the contact.

< ORACLE® Profiler

SO Syeda Orr
Marketing Manager

Engagement

Medium
Email Engagement ⓘ

A2 ⓘ
Lead Score

Whirlwind Industries
Account

55
Account Engagement ⓘ

✓ Alert

📞 Not Available

✉ email@example.com

📍 277 Front St, Toronto

in LinkedIn

Email engagement

Using email send and open data, this rates the contact's email engagement on a scale of Low to High.

- **Low** - Based on email sends and opens, this contact has poor levels of engagement. Consider a highly personalized message or another way of reaching this contact.
- **Medium** - Based on email sends and opens, this contact's engagement is declining. Consider a personalized message to try to help with engagement.
- **High** - Based on email sends and opens, this contact has ideal engagement.
- **Uncategorized** - Based on email sends and opens, there just isn't enough information to categorize the engagement for this contact.

If no score available, there is no email engagement level for this contact yet.

Account engagement

For contacts that are linked to an account in Oracle Eloqua, this score rates the overall account activity. The scoring takes into consideration email opens, clickthroughs and form submissions. The higher the score, the more engaged the account. To find other contacts at this account, use the Profiler search feature to search by Account name.

[Learn more about searching for contacts in Profiler.](#)

Adjusting the lead score model displayed in Profiler

A lead score is displayed for each contact in Profiler. This value is based on the lead scoring models configured in your Oracle Eloqua instance. Your administrator manages which models are available to you. Learn more about [lead scoring](#).

The screenshot displays the Oracle Eloqua Profiler interface for a contact named Syeda Orr. The header shows the Oracle logo and the word 'Profiler'. Below the header, the contact's name 'Syeda Orr' and title 'Dynamic Response Developer' are shown next to a circular profile icon with the initials 'SO'. The 'Engagement' section displays 'High' for 'Email Engagement' with an information icon. To the right, a red box highlights an orange 'D1' button with three vertical dots, labeled 'Lead Score'. Below this, the account 'Whirlwind Industries' is listed with an 'Account Engagement' score of '61' and an information icon. Two buttons, '+ Alert' and 'View Account', are positioned below the account information. The bottom section contains contact details: a phone icon with the number '416-595-2332', an email icon with the address 'syeda.orr@whirlwind.com', a location pin icon with the address '277 Front St Toronto CA', and a LinkedIn icon with the text 'LinkedIn'.

How Oracle Eloqua evaluates leads

Oracle Eloqua uses two sets of criteria to evaluate a lead:

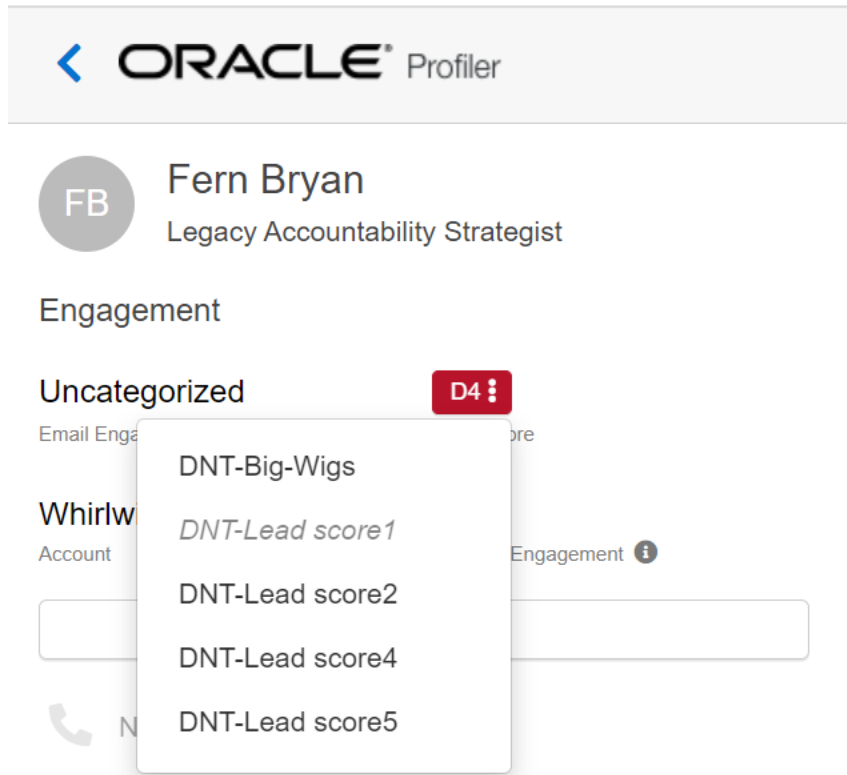
- **Profile criteria:** This is explicit data about the lead, such as title, industry, or company revenues. This type of demographic data helps identify who the prospect is and the prospect's fit. Based on the profile criteria, the lead is given a profile score of A, B, C, or D.
- **Engagement criteria:** This is implicit data, such as visits to your website and responsiveness to promotions. This type of data helps determine a lead's online behavior and can indicate how interested the lead is. Based on the engagement criteria, the lead is given an engagement score of 1, 2, 3, or 4.



Once Oracle Eloqua evaluates a lead against the profile and engagement criteria, it combines the profile score and the engagement score and assigns the lead a lead score. A1 is the most qualified lead and a D4 is the least qualified.

To change the lead scoring model displayed in Profiler:

1. With a contact profile open, click the lead score icon to the right of the contact's name. A list opens displaying the available lead scoring models.



2. Select a new lead scoring model from the list. The new model is applied to the record and the lead score icon is updated to reflect the change.

Important: When you change the lead scoring model for a contact, the selected model is saved as your default model. All subsequent profiles that you view use the selected lead scoring model.

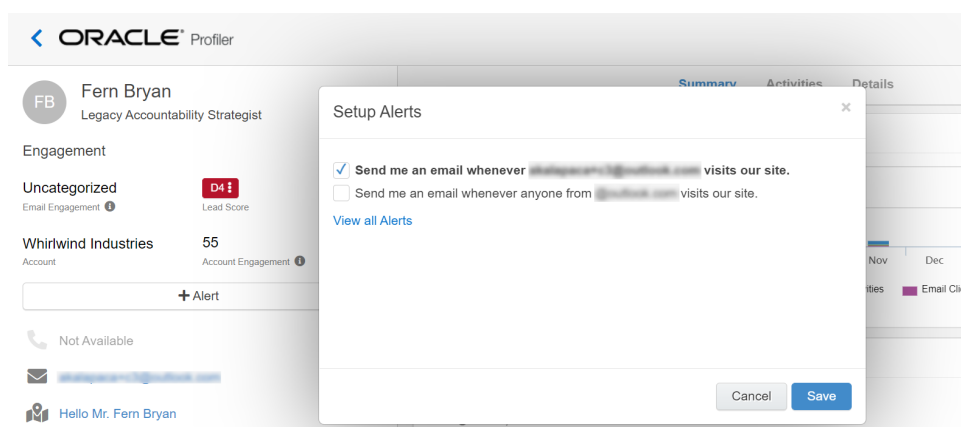
Setting up activity notifications

The Profiler *alerts* allow you to set up alerts that will inform you each time a contact, or anyone from the same domain, visits your website. As a Profiler user, you can set up alerts when you view a contact. The alerts provide near real-time notifications whenever a contact has visited your website.

Note: Profiler alerts must be enabled by your administrator. [Learn more about configuring the app.](#)

To set up alerts in Profiler:


1. [Open the profile](#) for the contact for whom you wish to set up notifications.
2. Click the **+Alert** button below the contact's name. The *Setup Alerts* dialog opens.
3. Select or clear the check boxes to specify in which cases you want to be notified.



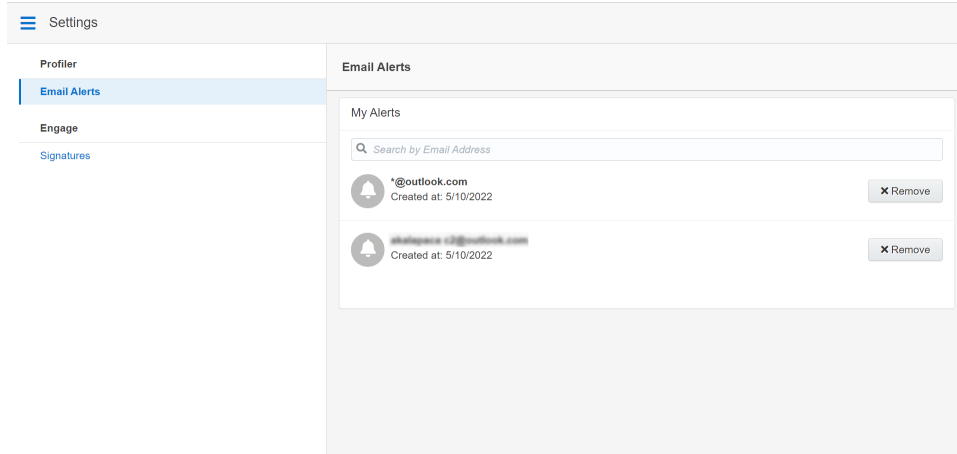
4. Click **Save**. The dialog closes and your web alert preferences are saved for this contact. You will be sent a notification email informing you of the contact's activities, according to the settings

you configured. When you receive a notification, click **This Contact's Activity** in the notification email to open Profiler and view more details about the contact.

To find and remove alerts:


1. From the Sales Tools menu, go to **Settings**  **> Profiler > Email Alerts.**
2. [Open the profile](#) for the contact for whom you wish to set up notifications.
3. Click the **Alert** button below the contact's name. The *Setup Alerts* dialog opens. The button shows + to create a new one for the contact, or checkmark when you have one setup for the contact.
4. Click *View all Alerts*. You will be redirected to the page where you can see **Settings**

 **> Profiler > Email Alerts.**



Viewing email alerts

Using [Engage](#) and [Profiler](#), you can view a list of the email alerts you are subscribed to.

 **Note:** Email alerts are displayed if you have a Profiler license.

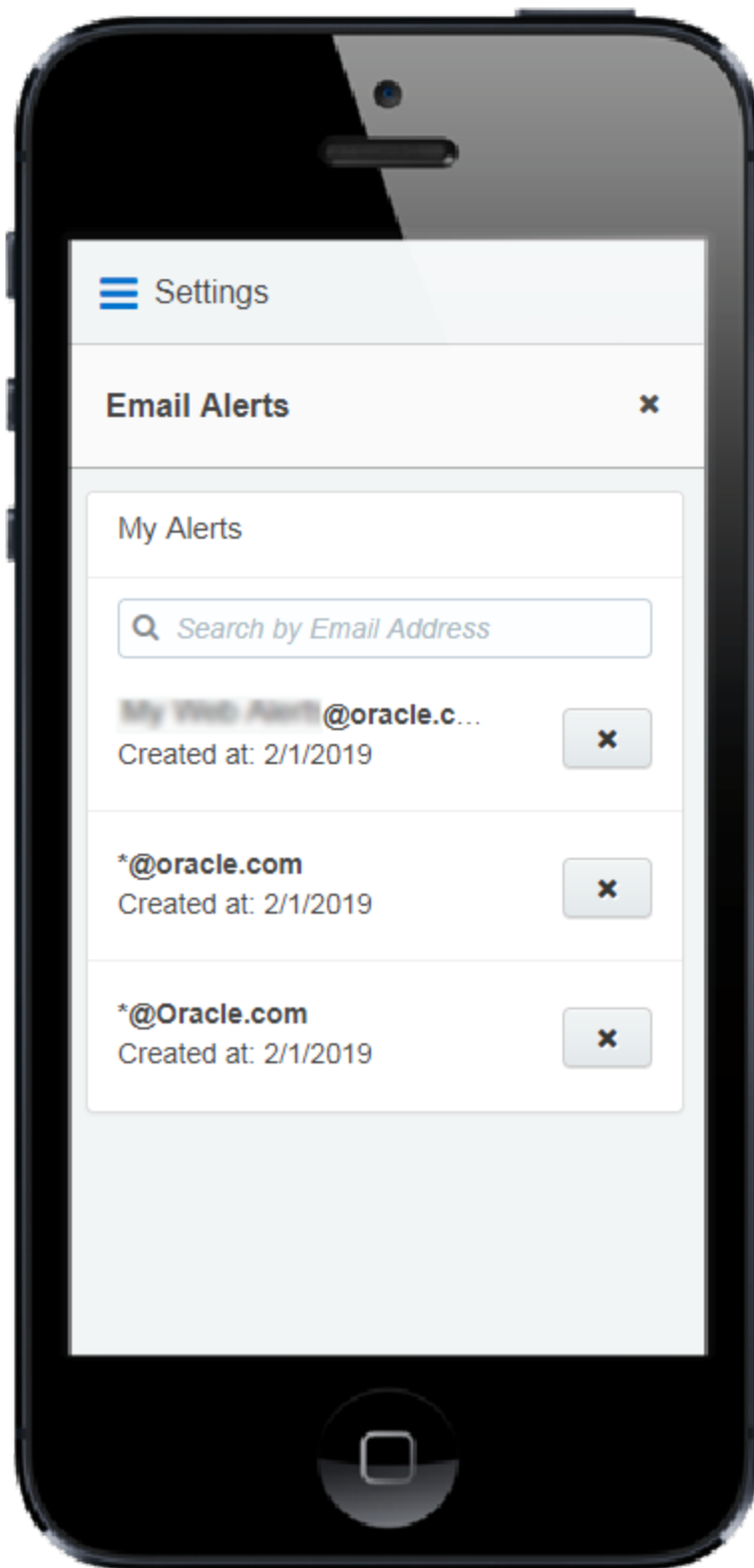
To view email alerts:

1. Click *Settings*



.

2. Select the **Email Alerts** tab.



Your existing email alerts are displayed. You can remove any email alerts you no longer want to receive by clicking **X**.

Profiler integration

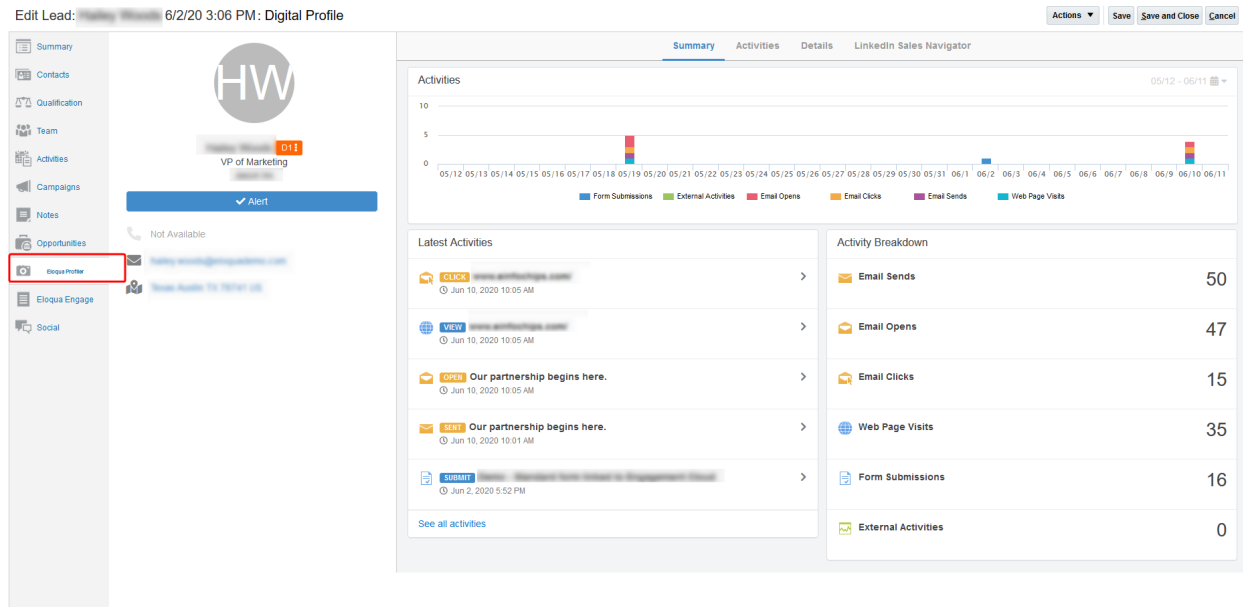
Profiler can be embedded in several customer relationship management (CRM) systems, including Oracle Sales (formerly Oracle Sales Cloud), CRM onDemand, and Salesforce. This integration makes it easier and more convenient for you to access the sales tool from within your chosen system.

Note: If you already have an older version of Profiler embedded in a CRM, you must replace the login URL.

Embedding Profiler as a subtab in Oracle Sales

Important: *Oracle Sales* was formerly known as *Oracle Sales Cloud*. All instances of Oracle Sales Cloud have been changed to Oracle Sales across the app user interface.

To enrich the user experience when working in Oracle Sales, you can embed a Profiler subtab into standard objects, such as Contacts and Sales Leads. This way, you can view the contact details for a potential client, their activities, lead score, and so on without needing to leave that Contact or Sales Lead object.



Prerequisites:


- In Oracle Eloqua, build an allowlist of the domains that will be hosting embedded Profiler pages. [Learn how to configure Profiler.](#)
- Determine the Oracle Eloqua login URL you want to use. You can use the simplified login URL or a specific legacy URL based on the desired login method. [Learn more.](#) The steps below assume you are using the simplified login URL.

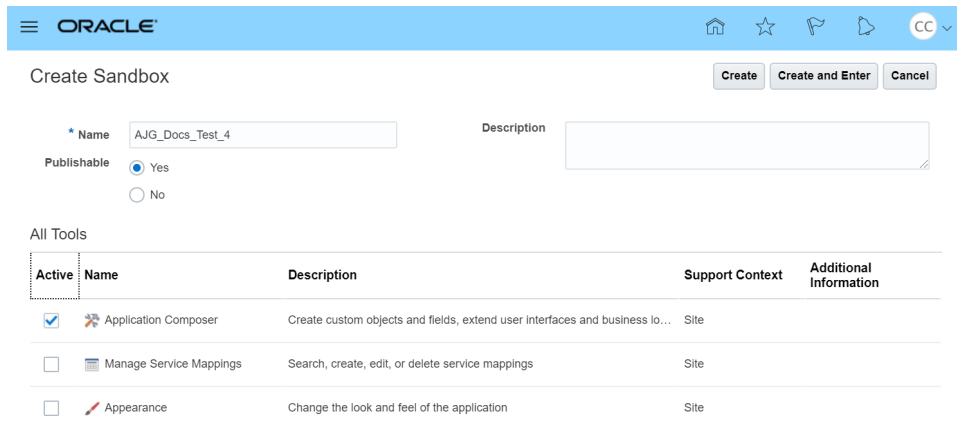
There are five steps to creating a Profiler subtab in Oracle Sales:

1. [Creating a sandbox](#)
2. [Creating mashup content](#)
3. [Adding the mashup content to a standard object in Oracle Sales](#)
4. [Publishing your sandbox](#)

Step 1: Creating a sandbox

To create a sandbox:

1. Log in to Oracle Sales with your Administrator credentials.
2. Click **Navigator**  at the top of the page, and under *Configuration* click **Sandboxes**.
3. Click **Create Sandbox**.
4. Ensure **Application Composer** is checked as **Active**, give your sandbox a name, and ensure that **Publishable** is set to **Yes**.






Create Sandbox Create Create and Enter Cancel

Name Description

Publishable ☒ Yes ☐ No

All Tools

Active	Name	Description	Support Context	Additional Information
<input checked="" type="checkbox"/>	 Application Composer	Create custom objects and fields, extend user interfaces and business lo...	Site	
<input type="checkbox"/>	 Manage Service Mappings	Search, create, edit, or delete service mappings	Site	
<input type="checkbox"/>	 Appearance	Change the look and feel of the application	Site	

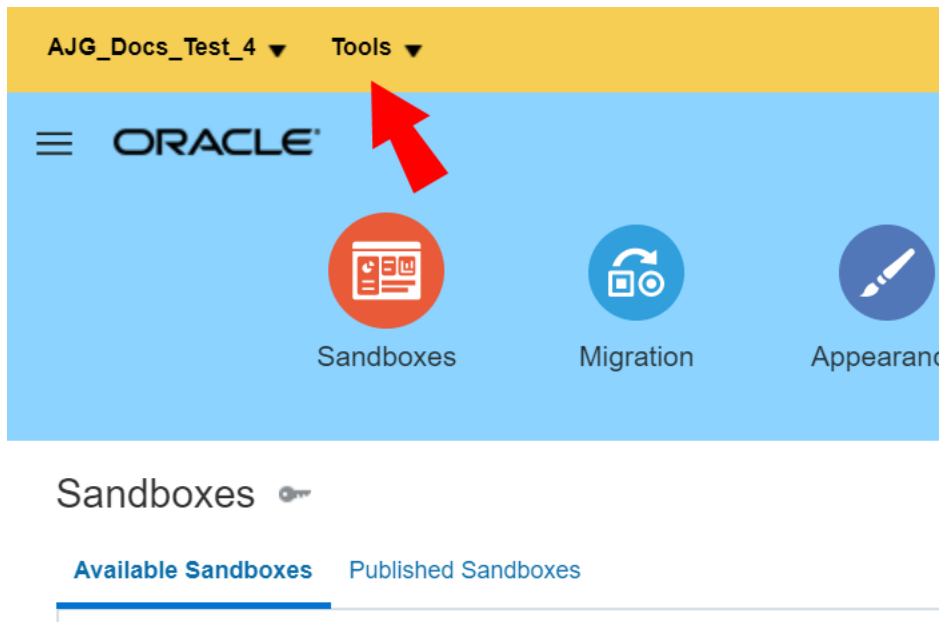
5. Click **Create and Enter**.

You'll be redirected to the *Available Sandboxes* page.

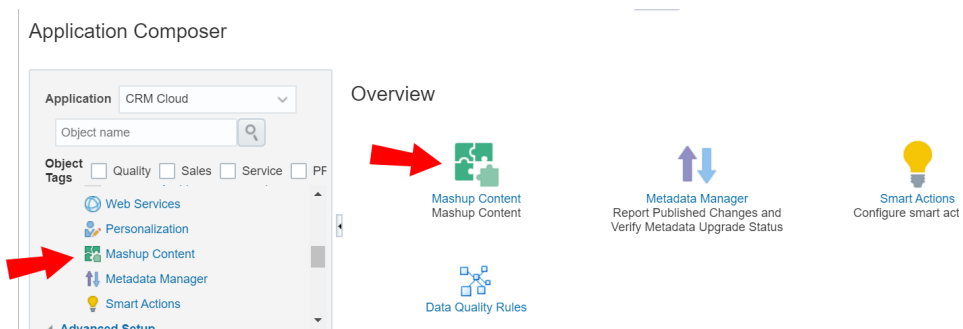
Step 2: Creating mashup content

To create mashup content:

1. At the top of the page, click **Tools > Application Composer**.



2. In the *Overview* section, click **Mashup Content > Register Web Application**. Alternatively, you can click **Mashup Content** in the left-side panel under *Common Setup*.

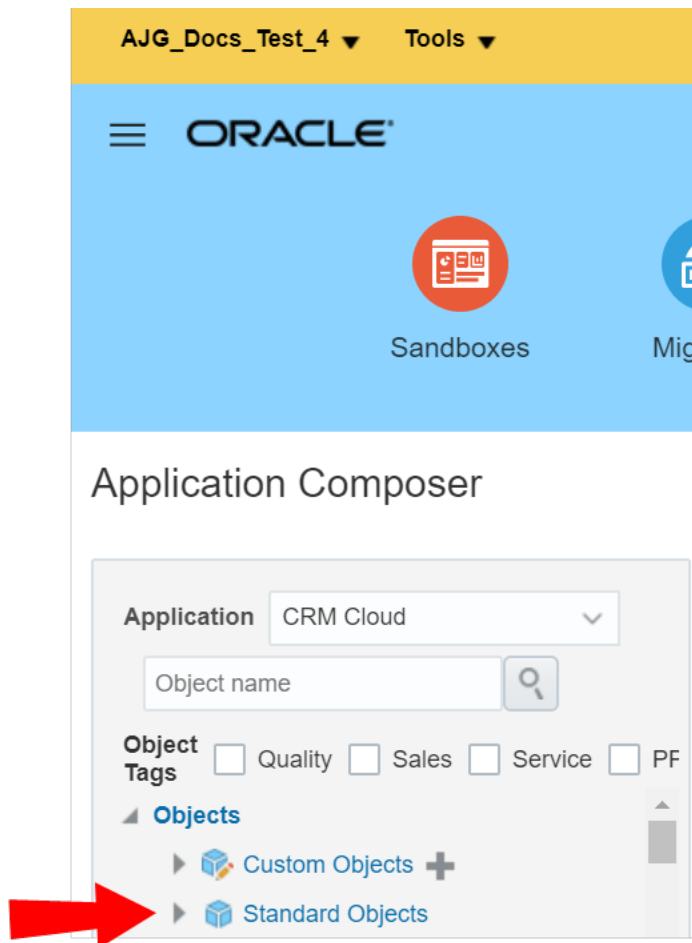


3. Configure the following options:
 - Give your web application a name. For example, Eloqua Profiler.
 - Select **Groovy expression**.
4. Click **Save and Close**.

Step 3: Adding the mashup content to a standard object

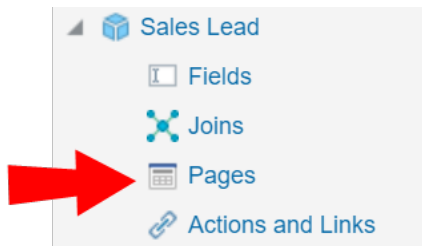
To add the mashup content to a **Contact** or **Sales Lead** object:

1. Still in the Application Composer, navigate to the left-side panel under *Objects*, expand **Standard Objects**, then expand the object, either **Sales Lead** or **Contact**, that you want to add the subtab to.



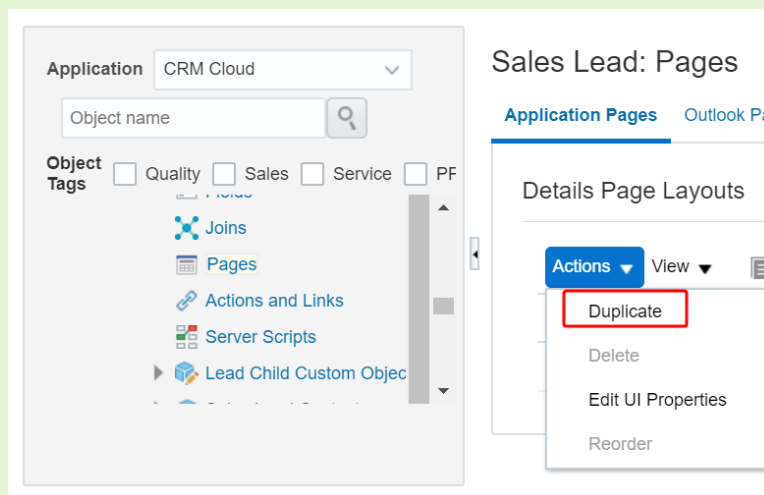
In our example, we'll be using the the **Sales Lead** object.


2. Click **Pages**.

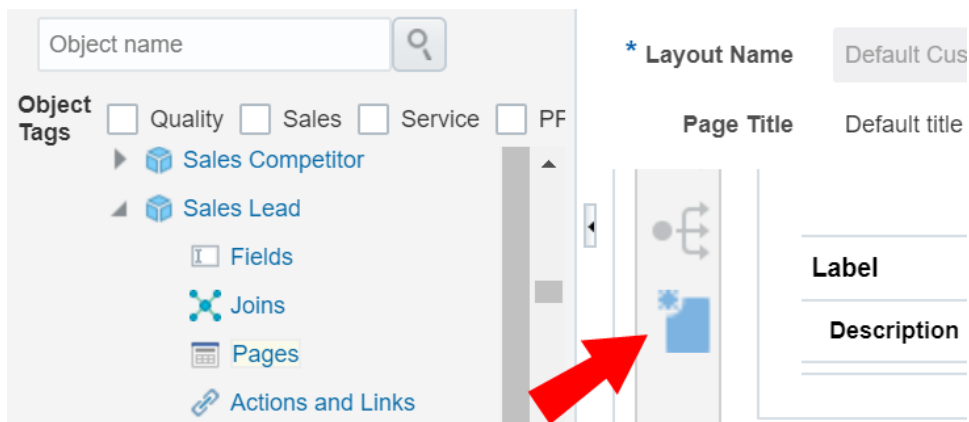


3. In the *Application Pages* tab, scroll down to the **Details Page Layouts** section, and click **Default Custom Layout**.

Note: If you do not see the *Default Custom Layout* you can add it by duplicating an existing layout. For example, duplicate the *Standard layout*, then edit the duplicate layout.



4. Scroll down and click **Add** .



5. Select **Mashup Content**, then click **Next**.
6. Select your Mashup Content from the *Web Applications* list, then click **Insert**.
7. Configure the following options:
- Give your subtab a name. In this case, you would give it a name related to Profiler. For example, you could name the subtab Eloqua Profiler.
 - (Optional) Click **Change Icon** to change your subtab's *Display Icon*.
8. In the Edit Script area, insert the following script:

```
if (PrimaryContactEmailAddress != null) {  
  
    return "https://login.eloqua.com/siteLogin?SiteName=  
{CompanyName}&ReturnUrl=/apps/embed/salesTools/profiler?emailAddress=" +  
PrimaryContactEmailAddress;  
  
}  
  
else {  
  
    return "https://login.eloqua.com/siteLogin?SiteName=  
{CompanyName}&ReturnUrl=/apps/embed/salesTools/profiler";  
  
}
```

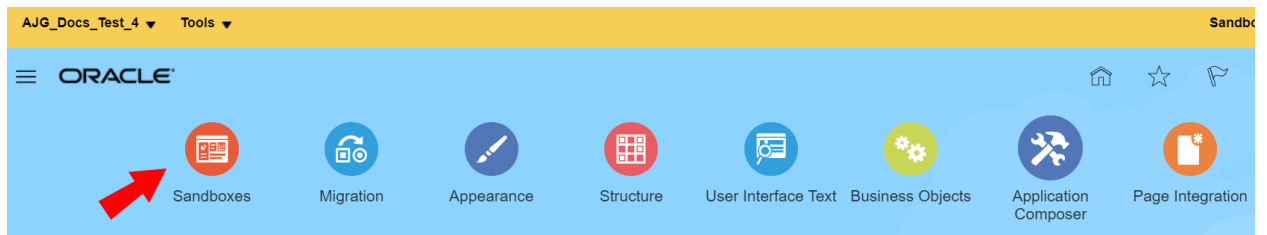
```
}
```

Tip: If you're adding Profiler to the *Contacts* object, replace `PrimaryContactEmailAddress` in the above code samples with `PrimaryEmailAddress`. Since in this topic we're adding Profiler to the Sales Leads object, we'll keep `PrimaryContactEmailAddress` in our code.


9. (Optional) Click **Next**. The *Next* option only appears if there are other details page layouts available to add the subtab to.
10. Click **Save and Close**.
11. **Done**.

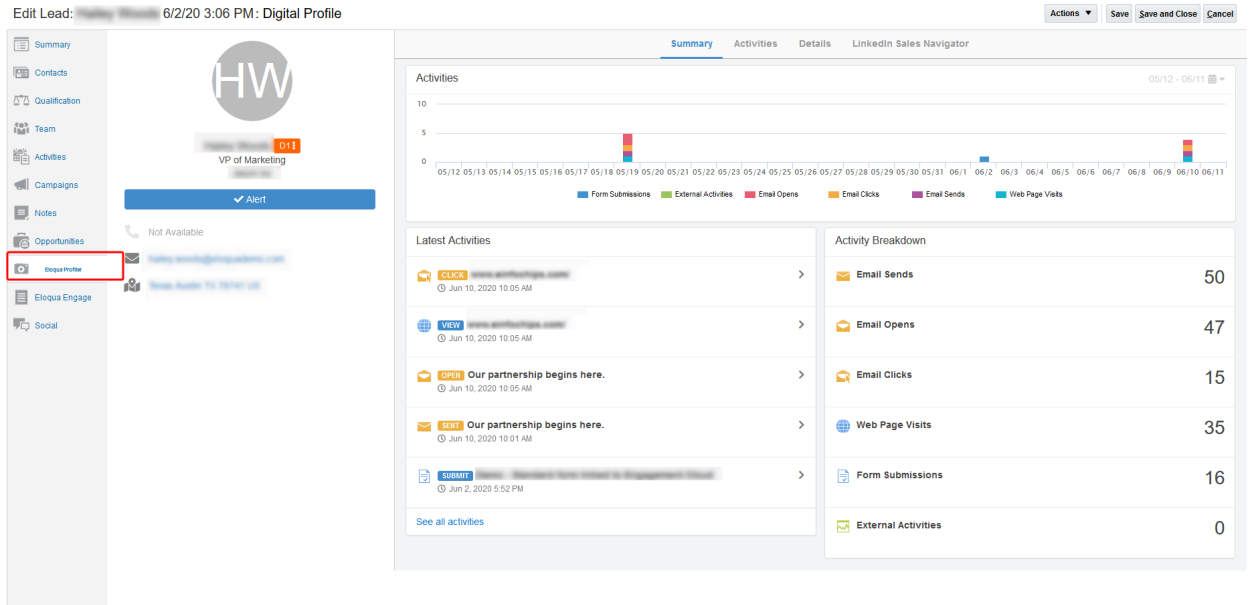
Step 5: Publishing your sandbox

1. Click **Sandboxes**, then click on your sandbox's name.



2. Click **Publish**.

After following these steps for Profiler, you can now view the subtab when you navigate to the standard object's page. For example, since in this topic we created a subtab for the Sales Lead object, we'll navigate to **Navigator**  **> Leads** under *Sales*. Once you open a lead, you see the Profiler subtab.



Troubleshooting

- For Firefox users, if you're using Autologin or SAML access methods, and you cannot progress past the Oracle Eloqua authenticate now login screen, you may have to disable Firefox enhance tracking protection. To do this, in Firefox, navigate to **Options** in the Firefox browser > **Privacy & Security** > **Enhanced Tracking Protection** > select **Custom** > uncheck the box for **Cookies**.
- If you see a content security policy directive message in the iframe, check that your [Profiler allowlist](#) includes the required URLs for embedding in Oracle Sales. Make sure to also confirm that the URL you are using is correct.



- If you have several IDPs setup with your SSO configuration, adjust the URL to use the specific IDP you want. Otherwise, the default IDP will be used.

Here is an example URL with the IDP parameter:

```
https://login.eloqua.com/siteLogin?SiteName=ExampleSiteName&Idp=69627DAC73E04DE79CDFC90D132B65EA&ReturnUrl=/apps/embed/salesTools/profiler
```

Add Profiler to Oracle Sales Redwood User Experience

To add Oracle Eloqua Profiler in Oracle Sales Redwood User Experience, you can create custom smart actions that navigate users to Eloqua Profiler.

There are three steps to launching Profiler in Oracle Sales Redwood User Experience:

1. [Create a sandbox](#)
2. [Create a smart action](#)
3. [Publish a sandbox](#)

Step 1: Create a Sandbox

1. Log in to Oracle Sales with your Administrator credentials.
2. Click **Navigator** at the top of the page, and under *Configuration* click **Sandboxes**.
3. Click **Create Sandbox**.
4. Ensure **Application Composer** is checked as **Active**, give your sandbox a name, and ensure that **Publishable** is set to **Yes**.
5. Click **Create and Enter**.

You'll be redirected to the *Available Sandboxes* page.

Step 2: Create a smart action

1. In **Application Composer**, click **Smart Actions**, available under *Common Setup*.
2. On the **Smart Actions** page, click **Create**. Application Composer displays the *Create Smart Action* guided process in a new browser tab.
3. On the **Kind of Action** page:
 - a. Click **UI-based action**.
 - b. Click **Continue**.
4. On the **Basic Details** page:
 - a. In the **Name** field, enter a display name: **Eloqua Profiler** for the action.
 - b. In the **Object** field, select the **Contact** object for which you're creating the action. If you are embedding for Leads, then select the **Sales Lead** object.
 - c. In the **Action ID** field, accept the automatically generated value or enter a unique value. This value must be unique across all smart actions.
 - d. Click **Continue**.
5. On the **Availability** page:
 - a. In the **Application** field, select the **Sales** application where the action will display.
 - b. In the **UI Availability** field, select the **List Page** where the action will display in addition to the Action Bar.
 - c. *Optional* - In the **Role Filter** field, optionally select the custom roles that can view the action. (If you don't select a role, then the action will be available to all roles). For details see [Create UI-Based Smart Actions](#).
 - d. *Optional* - In the **Condition** region, optionally set conditions for the action to appear, such as only if a certain field's value is set to a particular value. For example, show a smart action only if a lead's status is Hot. For details see [Create UI-Based Smart Actions](#).
6. On the **Action Type Page**:

- a. In the **Type** field, specify the type of action, **Navigate to URL**.
- b. In the **URL** field, insert the following **URL**:

`https://login.eloqua.com/siteLogin?SiteName={EloquaCompanyName}&ReturnUrl=/apps/embed/salesTools/profiler?emailAddress=${EmailAddresses}`.
- c. If you are adding Eloqua Profiler to **Contacts**:

In the **Value** column for *EmailAddress* in the Field Mapping section, select Email (EmailAddress).
- d. If you are adding Eloqua Profiler to **Sales Leads**:

In the **Value** column for *EmailAddress* in the Field Mapping section, select ContactEmail (PrimaryContactEmailAddress).
- e. In the Browser Window Target field, specify **New tab**.

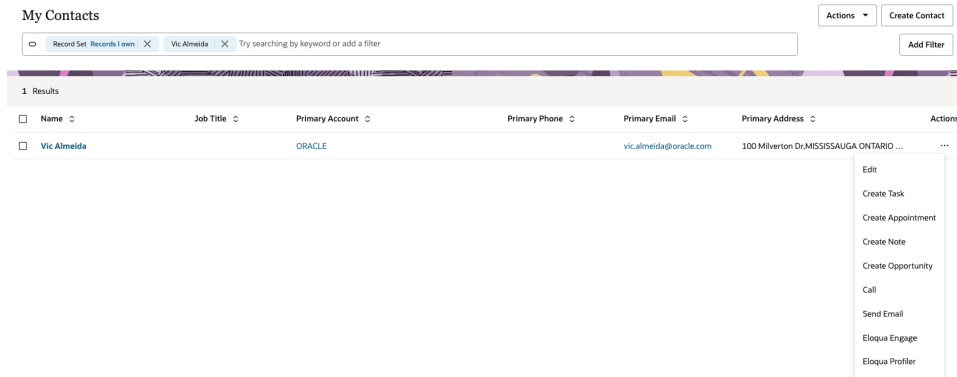
7. On the **Action Details** page, leave it blank and click **Continue**.
8. On the **Confirmation Message** page, leave it blank and click **Continue**.
9. On the **Review and Submit** page, review the action's configuration and click **Submit** when ready.

Step 3: Publish a Sandbox

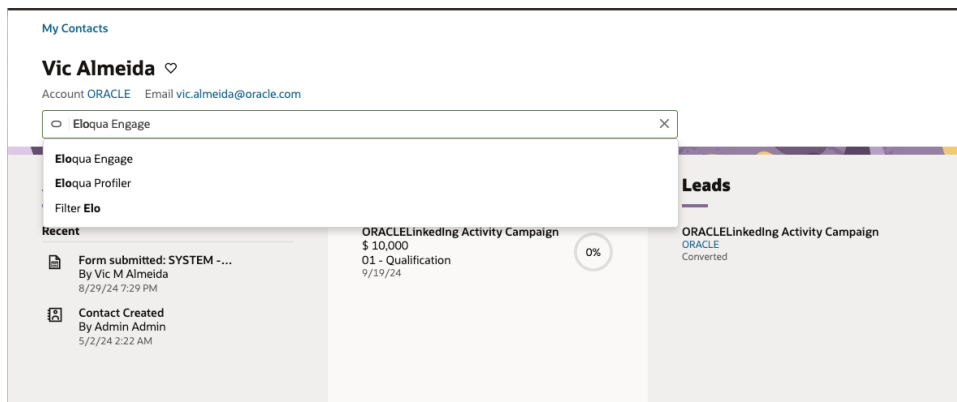
1. Click **Sandboxes**, then click on your sandbox's name.
2. Click **Publish**.

After following these steps for Profiler, you will now be able to see Profiler from object list. For example, if you we created a Smart Action for the Sales Lead object, then you will be able to see Profiler for a Sales Lead from the action menu when a specific lead is selected.

After Completion, you should find the smart Action available for selection.



Additionally the Smart Actions would be available to launch from a contact record.




Embedding Profiler into Oracle B2C Service


With Profiler, you're able to view the contact details for a potential customer, their activities, lead score, and so on. By embedding Profiler into your Oracle B2C Service workspace, you can get activity and lead score context for a customer or prospect—before, while, or after you speak with them. In this way, Profiler can assist in preparing yourself for customer communications.

Prerequisites:

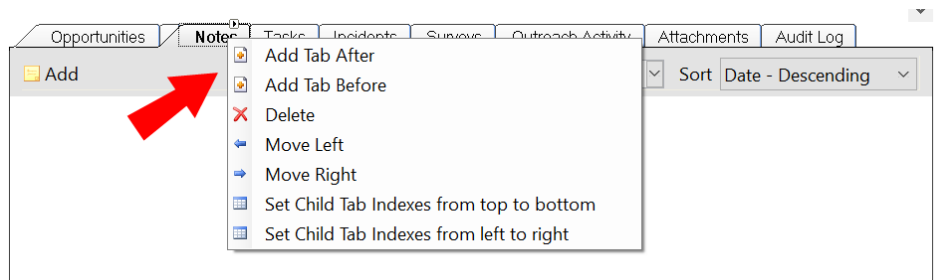
- In Oracle Eloqua, build an allowlist of the domains that will be hosting embedded Profiler pages.
[Learn how to configure Profiler.](#)
- Determine the Oracle Eloqua login URL you want to use. You can use the simplified login URL or a specific legacy URL based on the desired login method. [Learn more.](#) The steps below assume you are using the simplified login URL.

To embed Profiler into Oracle B2C Service:

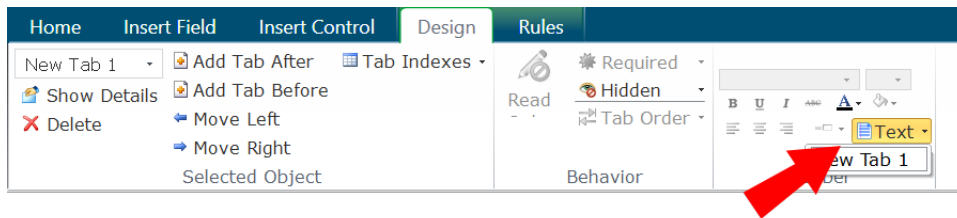
1. Log in to your B2C Service service console with your Administrator credentials.
2. Click  **Navigation > Configuration.**
3. Click **Application Appearance** then double-click **Workspaces / Workflows.**
4. Create a new workspace or open an existing one.

 **Tip:** Ensure that the workspace you create or select has a relationship with contacts, for example, a contact workspace or incident workspace.

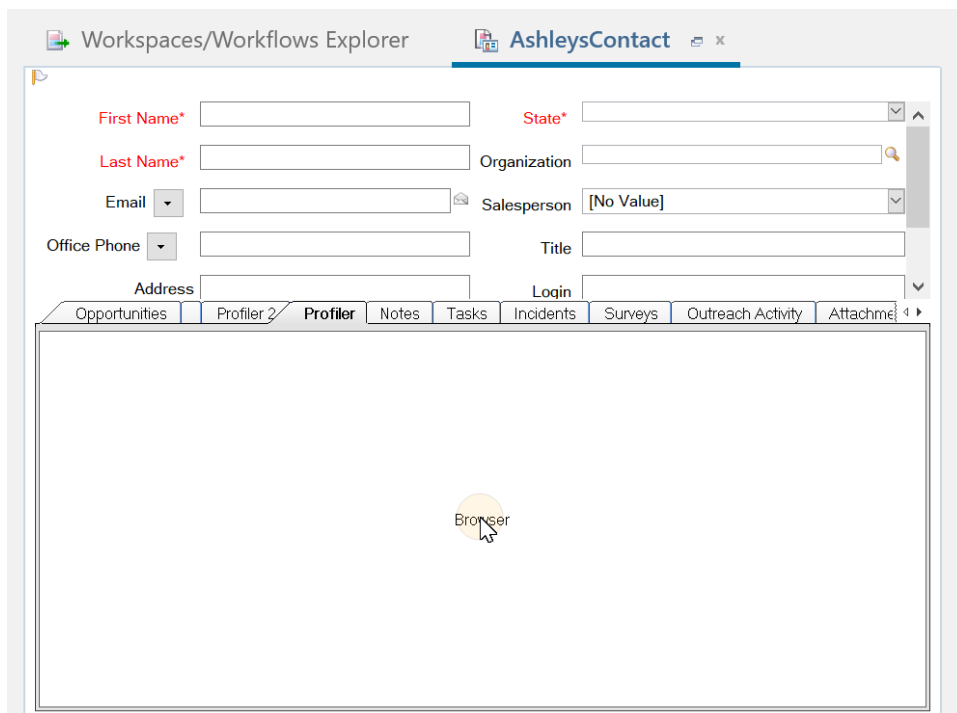
5. (Optional) Right-click on a tab, and click **Add Tab After** or **Add Tab Before.**



6. (Optional) Double-click on the new tab, and click **Text** in the *Design* tab.



7. (Optional) Rename your tab to Profiler.
8. Open the **Insert Control** tab at the top of the page, then click **Browser** and drag it to the design space for your tab.
9. Click the browser control to select it.



10. Open the **Design** tab at the top of the page.
11. In the *Options* section of the *Design* tab, click **URL** , and enter the simplified login URL:

```
https://login.eloqua.com/siteLogin?SiteName={CompanyName}&ReturnUrl=/apps/embed/salesTools/profiler?emailAddress=$contact.email.addr
```

To use the legacy URLs, replace the URL value above with the [Legacy login URLs](#)

12. Check the **Send URL as Post Data** and **Open Pop-ups in New Browser Control** check boxes.
13. Click **Save**.

Profiler is now embedded within the context of your workspace in an iframe.

Adding a Profiler link to Oracle Sales

Important: *Oracle Sales* was formerly known as *Oracle Sales Cloud*. All instances of Oracle Sales Cloud have been changed to Oracle Sales across the app user interface.

There are two main steps that you must follow to add a Profiler link to your Oracle Sales (formerly Oracle Sales Cloud) account:


1. [Create a Profiler link](#)
2. [Add the link to a layout](#)

Step 1: Creating a Profiler link.

To create a Profiler link:

1. Log in with your Administrator credentials.
2. Click the **Navigator** icon, then under *Configuration* click **Application Composer**.
3. In the left-side pane, select **Marketing** from the *Application* drop-down list.


4. In the left-side pane under *Objects*, expand **Standard Objects > Sales Lead > Sales Lead Contacts**, then select **Actions and Links**.

5. Click *Create*  to create a link, then enter the following information:

- **Display Label:** Profiler
- **Name:** Eloqua_Profiler
- **Type:** Select *Link*
- **URL Definition:** Enter the simplified login URL:




```
def URL="https://login.eloqua.com/siteLogin?SiteName={CompanyName}&ReturnUrl=/apps/embed/salesTools/profiler?emailAddress=" + nvl  
(PrimaryEmailAddress,"")
```

To use the legacy URLs, replace the URL value above with the [Legacy login URLs](#).

6. Click *Validate*  to validate the script.
7. Click **Save**.

Step 2: Adding the Profiler link to layouts

To add the Profiler link to a layout:

1. In the *Application Composer* left-side menu, navigate to **Standard Objects > Sales Lead**, then click **Pages**.
2. Under *Simplified Pages*, locate the *Details Page Layouts* section, then click on the name of the layout to which you want to add the link.
3. In the *Subtabs Region* section, open the **Contacts**  tab.
4. Click **Edit**  next to *Contacts*.
5. Under the *Available Fields* column, select the Profiler link that you created then click  to move the link to the *Selected Fields* column.

6. Adjust the link's location in the *Selected Fields* list using the up and down arrows next to the list, then click **Save and Close**.

When you open to a customer you will see the Profiler link.



Embedding Profiler in CRM onDemand

When embedding Profiler in CRM onDemand, there are two main steps that you must follow:

1. [Create a web applet](#)
2. [Add the web applet to a page layout](#)

Note: You will need to create two applets- one for leads and one for contacts. The instructions below are for Contacts but you can follow the same procedure for Leads.

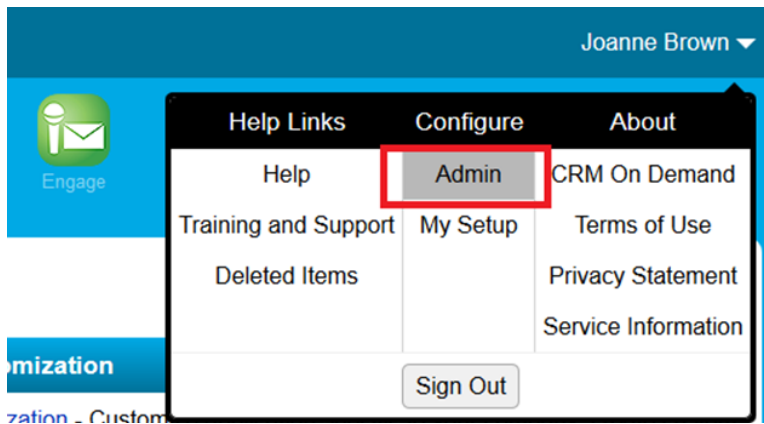
Step 1: Creating a web applet for contact and leads

Prerequisites:

- In Oracle Eloqua, build an allowlist of the domains that will be hosting embedded Profiler pages.
[Learn how to configure Profiler.](#)

To create a web applet:

1. Login to CRM onDemand with your Administrator credentials.
2. Navigate to **User > Configure > Admin.**



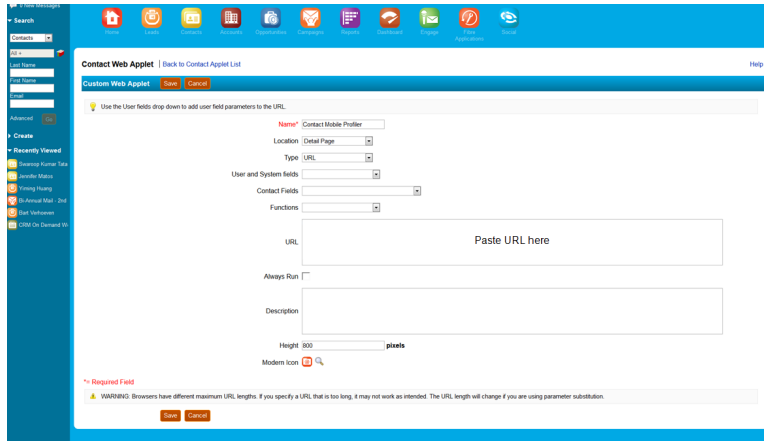
3. Click **Application Customization**.
4. Under *Record Type Setup*, click **Contact**.
5. Under *Pay Layout Management*, click **Contact Web Applet**, then enter the information below:

- **Name:** Enter a name. (Example: *Eloqua Profiler*)
- **Location:** Select *Detail Page*
- **Type:** Select *URL*
- **URL:** and enter the simplified login URL:

```
https://login.eloqua.com/siteLogin?SiteName={CompanyName}&ReturnUrl=/apps/embed/salesTools/profiler?emailAddress%3D%%Email_Address%%
```

To use the legacy URLs, replace the URL value above with the [Legacy login URLs](#).

- **Height:** Enter *800*



6. Click **Save**.

Step 2: Adding webs applet to page layouts

To add an applet to a page layout

1. Navigate to **User > Configure > Admin**.
2. Click **Application Customization**.
3. Under *Page Layout Management*, click **Contact Page Layout**.
4. Choose the page layout that you want to modify
5. It is not necessary to configure Steps 2 or 3. Click Step 4 (Related Information) to continue.
6. In the *Not Available Information* column, locate the web applet that you created, then highlight it (single left-click) and click the ➤ arrow to move it to the *Available Information* column.
7. Select the applet in the *Available Information* column, then click the ➤ arrow to move it to the *Displayed Information* column.
8. Click **Finish**.

Important: Repeat the above steps for Leads

Embedding Profiler in Microsoft Dynamics 2016

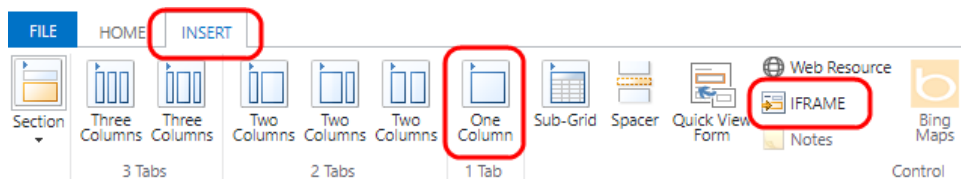
Profiler can be embedded in Microsoft Dynamics.

Prerequisites:

- In Oracle Eloqua, build an allowlist of the domains that will be hosting embedded Profiler pages.
[Learn how to configure Profiler.](#)
- Determine the Oracle Eloqua login URL you want to use. You can use the simplified login URL or a specific legacy URL based on the desired login method. [Learn more.](#) The steps below assume you are using the simplified login URL.

To install Profiler in Dynamics:

1. Navigate to **Menu > Settings > Customization > Customizations > Customize the System.**
2. Under *Components*, select **Entities > Contact > Forms.**
3. Click **New**, then select the form to which you want to add Profiler.
4. Click the **Insert** tab in the top menu.
5. Add a one-column tab.
6. Add an iframe to this tab.



- **Name:** IFRAME_Profiler
- **URL:** http://about:blank

- *Label*: Eloqua Profiler
 - Ensure that *Restrict cross-frame scripting* is unchecked
7. On the *Formatting* tab, modify the height by setting the number of rows, such as 20.
 8. On the *Dependencies* tab, add email as a dependent field.
 9. Click **OK** to close the *IFRAME* window.
 10. On the *Home* tab, click **Form Properties** in the *Form* section.
 11. Under *Form Libraries*, click **Add**, then click **New**.
 - *Name*: new_EPPOnLoad
 - *Type*: Script (JScript)
 12. Click the text editor button that appears.
 13. In the text editor, copy and paste the following string: `function loadProfiler() {`
 14. Copy and paste one of the simplified login URL code snippet below. To use the legacy URLs, replace the URL value above with the [Legacy login URLs](#).

```
var newUrl = https://login.eloqua.com/siteLogin?SiteName=
{CompanyName}&ReturnUrl=/apps/embed/salesTools/profiler?emailAddress=" + document.getElementById
("emailaddress1").title;Xrm.Page.ui.controls.get("IFRAME_
Profiler").setSrc(newUrl);
```

15. Be sure to close everything with a final `}`. If you chose auto-login, your code should look something like this:

```
function loadProfiler() {var newUrl =
"https://login.eloqua.com/siteLogin?SiteName=
{CompanyName}&ReturnUrl=/apps/embed/salesTools/profiler?emailAddress=" + document.getElementById
```

```
("emailaddress1").title;Xrm.Page.ui.controls.get("IFRAME_Profiler").setSrc(newUrl);}
```

16. Click **OK** to close the text editor.
17. Click **Save**, then click **Publish**, and close the window.
18. Close the *Look Up Record* window.
19. Under *Event Handlers*, click **Add**.
20. Select the new function you created from the list and then name it.
21. Click **OK**.

Form Properties

Modify this form's properties.

Events | Display | Parameters | Non-Event Dependencies

Event List

Form Libraries

Manage libraries that will be available in the form.

Add
Remove
Up
Down
Edit

Name	Display Name	Description
new_EPPOnLoad		

Event Handlers

Manage functions that will be called for form or field events.

Control: Form
Event: OnLoad

Add
Remove
Up
Down
Edit
Edit Library

Library	Function	Enabled
new_EPPOnLoad	loadProfiler	True

OK

Cancel

22. Click **OK** in the *Form Properties* window.

23. Click **Save**, then click **Publish** on your form.
24. Repeat for the *Leads* entity if needed.

Important: If the *IFRAME* window appears blank, navigate to **Settings > Administration > System Settings > General**, and change the setting for *Use legacy form rendering* to **Yes**. Microsoft Dynamics will then correctly render the Profiler iframe.

Embedding Profiler in Microsoft Dynamics 365

You can add Profiler to your Microsoft Dynamics 365 instance.

Prerequisites

- If you are using version 9 and above of Microsoft Dynamics 365, see [Version 9 and above](#).
- A Microsoft Dynamics 365 instance and the permissions needed to customize it.
- In Oracle Eloqua, build an allowlist of the domains that will be hosting embedded Profiler pages. [Learn how to configure Profiler](#).
- Determine the Oracle Eloqua login URL you want to use. You can use the simplified login URL or a specific legacy URL based on the desired login method. [Learn more](#). The steps below assume you are using the simplified login URL.

Version 9 and above

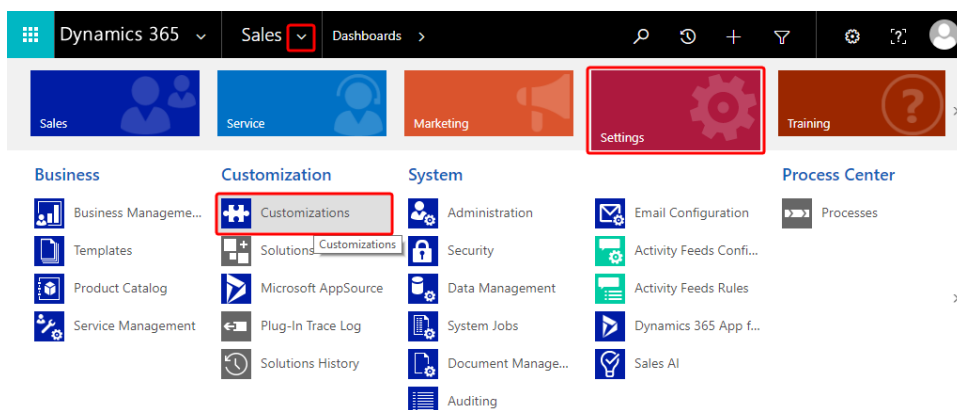
If you are using version 9 and above of Microsoft Dynamics 365, you will need to perform some steps differently:

- If Profiler is already embedded in your Microsoft Dynamics 365, you'll need to make the below changes, save them, then publish them.
- For [step 13](#) in the *Handler Properties* window, make sure **Pass execution context as first parameter** is enabled.
- You'll need to use the simplified login URL code snippet for [step 18](#):

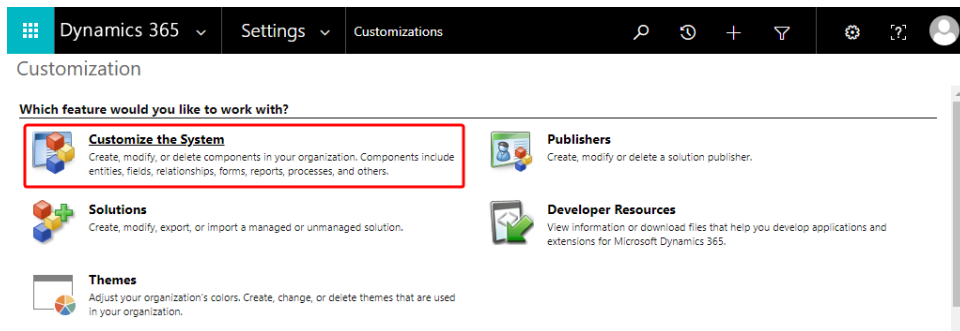
```
loadProfiler(executionContext) {
var newUrl = "https://login.eloqua.com/siteLogin?SiteName=
{CompanyName}&ReturnUrl=/apps/embed/salesTools/profiler?emailAddress=" + executionContext.getFormContext().getAttribute
("emailaddress1").getValue();Xrm.Page.ui.controls.get("IFRAME_
Profiler").setSrc(newUrl);
}
```

To embed Profiler in Microsoft Dynamics 365:

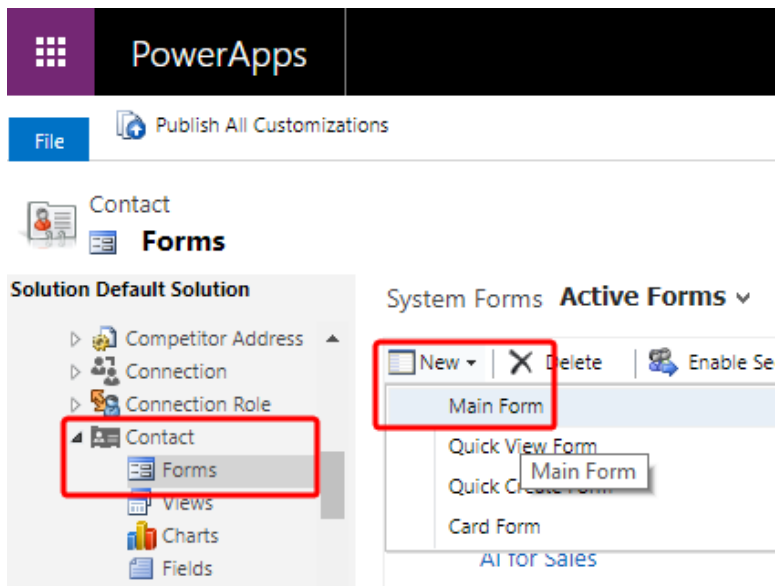
1. Log in to Microsoft Dynamics 365 and navigate to **Settings**.
2. In the *Customization* section, click **Customizations**.



3. On the *Customization* page, click **Customize the System**.

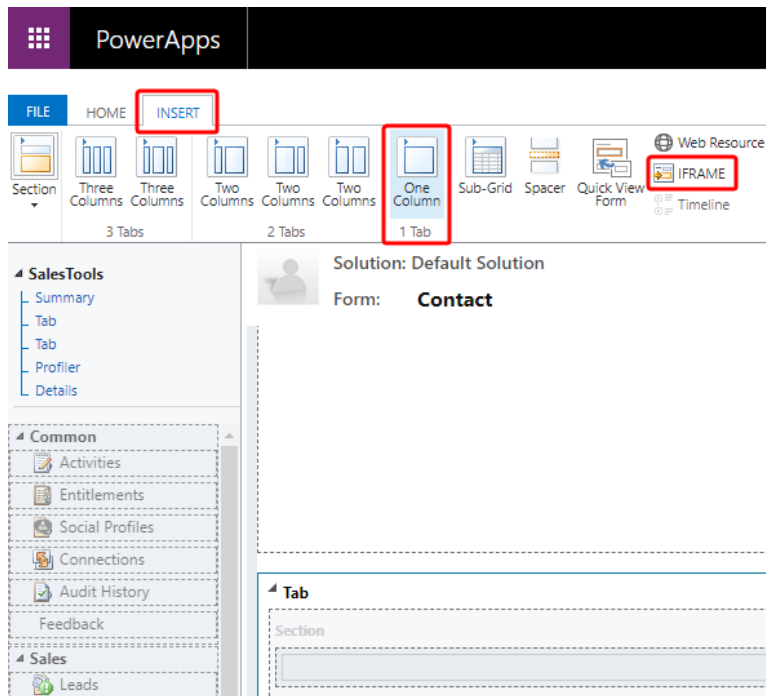


4. On the *PowerApps* page, under *Components*, select **Entities > Contact > Forms**.
5. Click **New**, then select the form you want to add Profiler to, such as *Main Form*.



6. Click the **Insert** tab in the top menu.

7. Add a *One Column Tab* select the new tab and click **IFRAME** to add an iframe to it.



The *Add an IFRAME* window is displayed.

8. Enter the following iframe values.

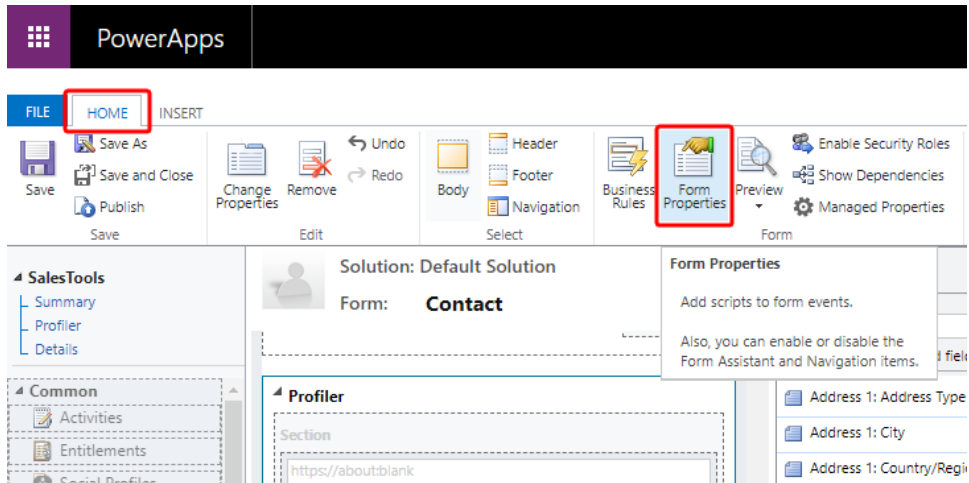
The screenshot shows a dialog box titled "Add an IFRAME" with a close button (X) in the top right corner. Below the title is the instruction "Add a new IFRAME to the Form." The dialog has three tabs: "General", "Formatting", and "Dependencies", with "General" currently selected. The "General" tab contains three sections: "Name", "Label", and "Security".

- Name Section:** Includes the instruction "Specify a unique name." and two text input fields. The "Name *" field contains "IFRAME_Profiler" and the "URL *" field contains "http://about:blank". There is also an unchecked checkbox labeled "Pass record object-type code and unique identifier as parameters."
- Label Section:** Includes the instruction "Specify the label for this field in forms." and a text input field for "Label *" containing "Eloqua Profiler". There is an unchecked checkbox labeled "Display label on the Form".
- Security Section:** Includes the instruction "Select whether to restrict cross-frame scripting." and an unchecked checkbox labeled "Restrict cross-frame scripting, where supported." with a link "For more information, click here." below it.

A red callout bubble with the text "Clear this check box" points to the "Restrict cross-frame scripting" checkbox. At the bottom right of the dialog are "OK" and "Cancel" buttons.

- a. *Name*: IFRAME_Profiler
- b. *URL*: http://about:blank
- c. *Label*: Eloqua Profiler
- d. In the *Security* section, clear the **Restrict cross-frame scripting** option.

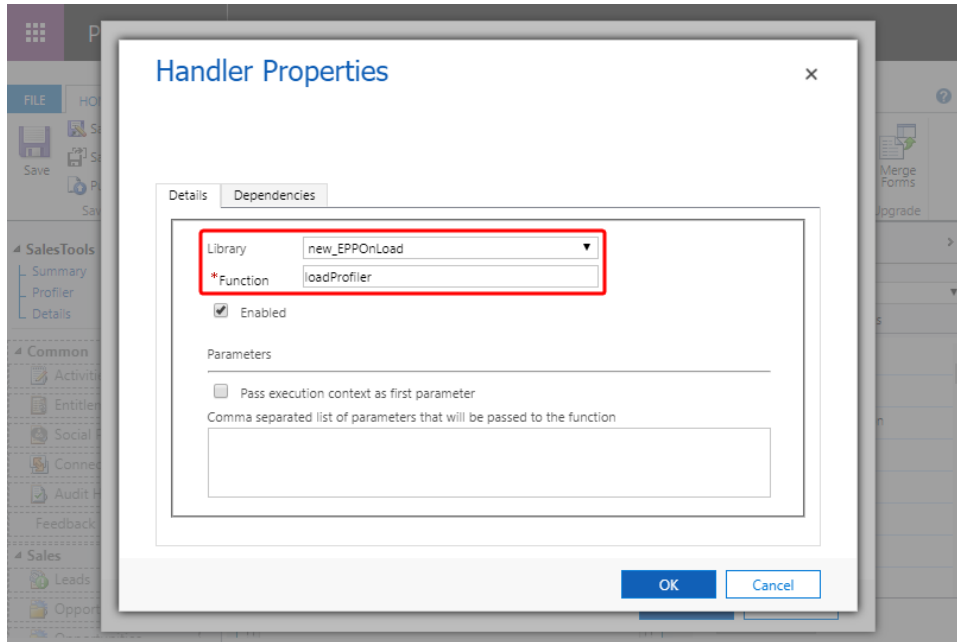
9. (Recommended) In the *Row Layout* section of the *Formatting* tab, increase the height by setting the number of rows to 20 so that Profiler will have enough room to display its information.
10. On the *Dependencies* tab, add email as a dependent field.
11. Click **OK** to close the *Add an IFRAME* window.
12. On the *Home* tab, click **Form Properties**.



The *Form Properties* window is displayed.

13. Click **Add**. The *Handler Properties* window is displayed.

Important: If you are using Microsoft Dynamics 365 version 9 and above, see [Version 9 and above](#) for additional steps in the *Handler Properties* window.



14. From the **Library** list, select **new_EPPOnLoad**.
15. In the **Function** box, enter **loadProfiler** and click **OK**.
16. Double-click your new iframe. The *IFRAME Properties* window is displayed.
17. On the *Events* tab, expand **Form Libraries** and double-click **new_EPPOnLoad**. The *Edit Content* window is displayed.
18. Depending on your login type, copy and paste one of the following code snippets into the code editor:

Important: If you are using Microsoft Dynamics 365 version 9 and above, see [Version 9 and above](#) for the code snippets. Ignore the below code snippets for step 18.

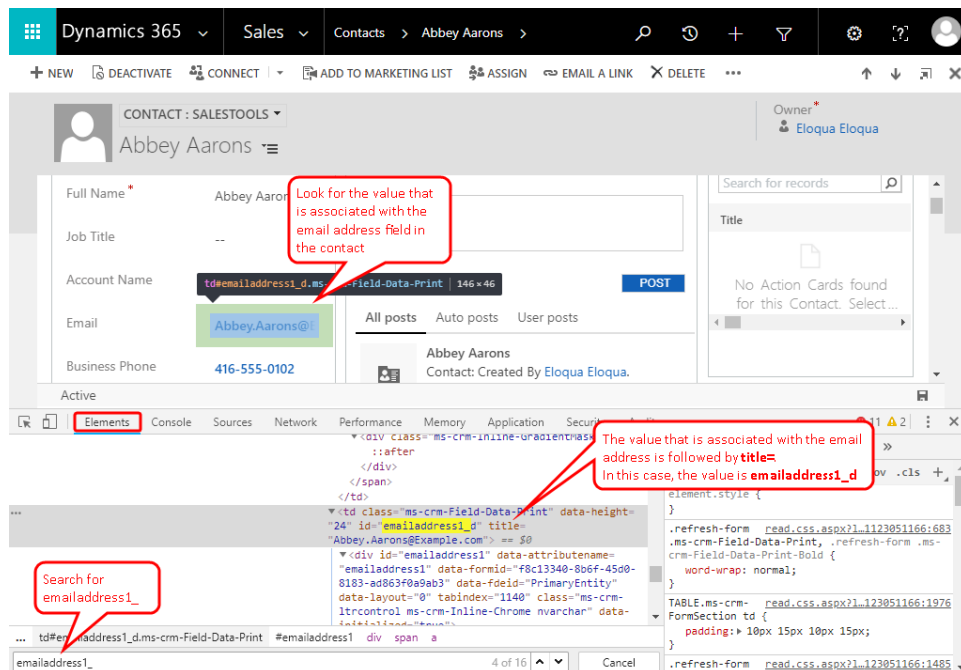
```
function loadProfiler() {
var newUrl = https://login.eloqua.com/siteLogin?SiteName=
```


```

{CompanyName}&ReturnUrl=/apps/embed/salesTools/profiler?emailAddress
s=" + document.getElementById("
{emailaddress1}).title;Xrm.Page.ui.controls.get("IFRAME_
Profiler").setSrc(newUrl);
}

```

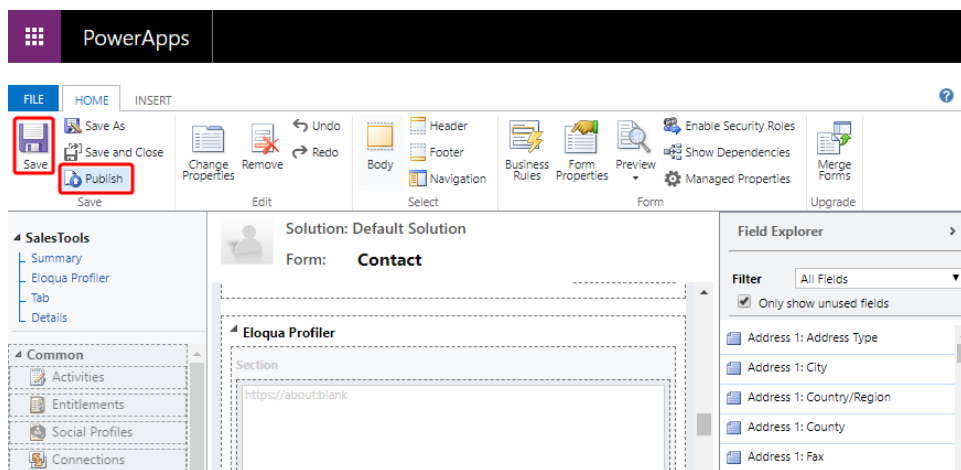
19. Replace the `{emailaddress1}` with the value in your Microsoft Dynamics 365 instance. For example, it can be `emailaddress1`, `emailaddress1_d`, or `emailaddress1_i`. To determine what is used in *your* Microsoft Dynamics 365 data, inspect an existing contact's email address with your browser's developer tools. For example, to find your value using Google Chrome:
 - i. Go to **Sales > Contacts** and click an existing contact.
 - ii. Pressing **Ctrl+Shift+I** to open developer tools.
 - iii. On the *Elements* tab, press **Ctrl+F** and search for `emailaddress1`.
 - iv. The value associated with the contact's email address field that is followed by `title="` `{emailAddress}` indicates the value you need to include. In the following example, the needed value is `emailaddress1_d`.



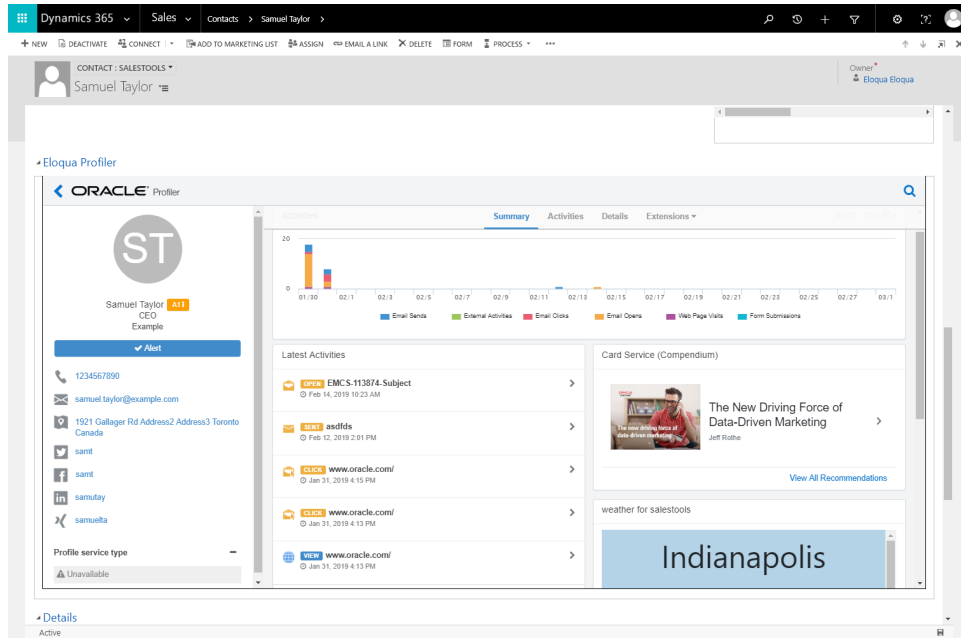
 **Example:** If you chose autologin, your `{LoginPrefix}` is ELQA, and your `{emailaddress1}` value is `emailaddress1_d`, your code should look something like this:

```
function loadProfiler() {  
    var newUrl =  
        "https://login.eloqua.com/autoLogin?LoginPrefix=ELQA&Url=/apps/embed/salesTools/profiler?emailAddress="+ document.getElementById  
        ("emailaddress1_d").title;Xrm.Page.ui.controls.get("IFRAME_  
        Profiler").setSrc(newUrl);  
}
```

20. Click **OK** to close the text editor.
21. On the *Home* tab, click **Save**, click **Publish**, and then close the *PowerApps* window.



22. Go to **Contacts** and open a contact that is known to exist in both Oracle Eloqua Profiler and Microsoft Dynamics 365 to test that your new Eloqua Profiler iframe is working. If you are prompted to authenticate, enter your Eloqua credentials. If there is a match based on the email address, the Profiler iframe should display information for the contact.

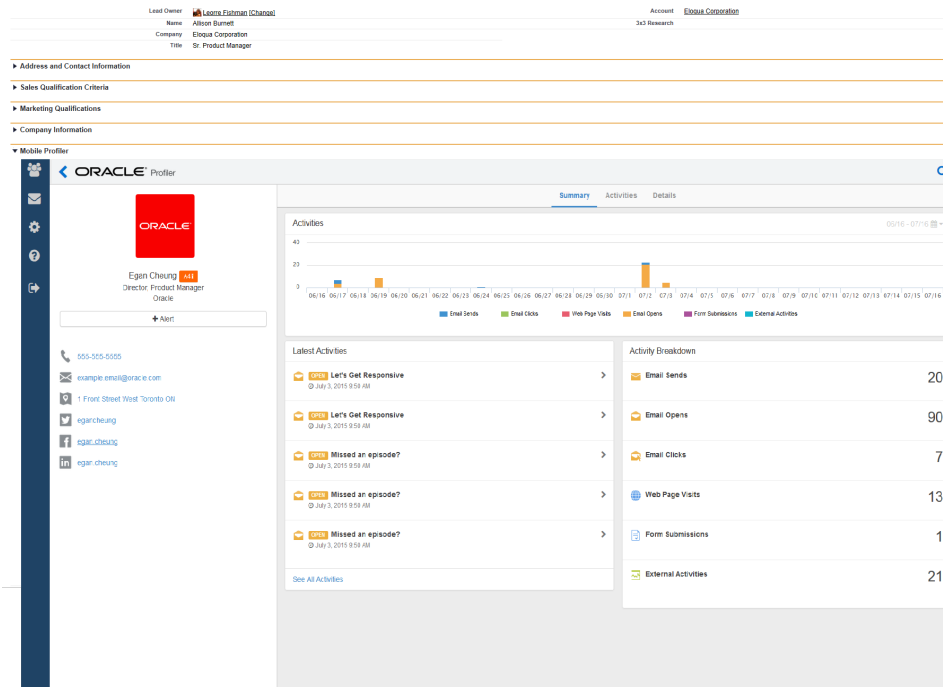


Important: If the *IFRAME* window appears blank, navigate to **Settings > Administration > System Settings > General**, and change the setting for *Use legacy form rendering* to **Yes**. Microsoft Dynamics will then correctly render the Profiler iframe.

Embedding Profiler in Salesforce Classic

Note: If you are using Salesforce Lightning, see [Embedding Profiler in Salesforce Lightning](#).

The users that can see Eloqua Profiler in your CRM system are dependent on the views/layouts you have set up in your CRM system and on which of those views/layouts you insert the Eloqua Profiler component.




Note: If you want to test Eloqua Profiller without making it available to your entire sales or marketing team, you should assign yourself a contact/lead view to which nobody else has access and then add Eloqua Profiller to that view.

Prerequisites:

- In Oracle Eloqua, build an allowlist of the domains that will be hosting embedded Profiller pages. [Learn how to configure Profiller.](#)
- Determine the Oracle Eloqua login URL you want to use. You can use the simplified login URL or a specific legacy URL based on the desired login method. [Learn more.](#)

There are three main steps you must follow when installing Profiller using Visualforce:

1. Create a Visualforce page for contacts and leads
2. Adjust security for Visualforce pages
3. Add Visualforce pages to contact and lead layouts

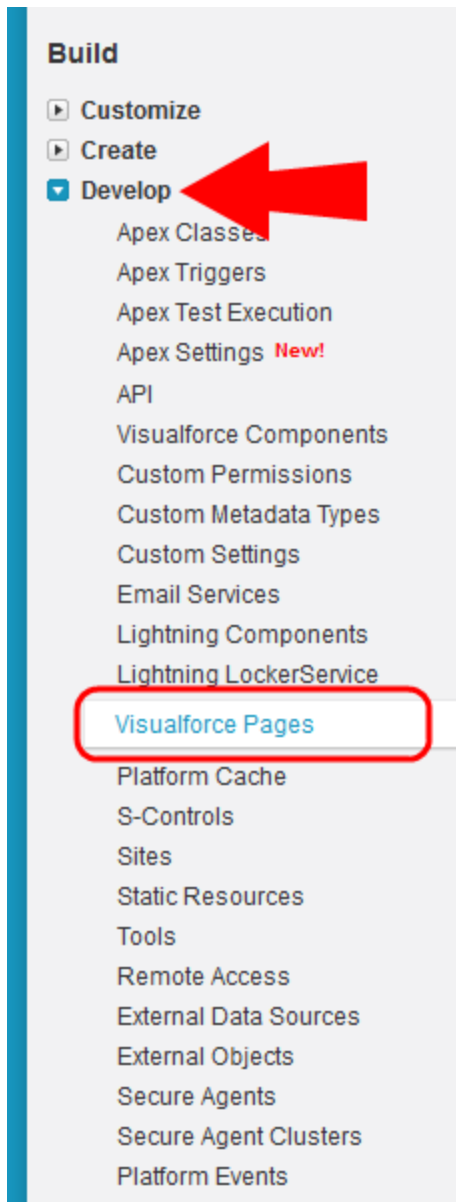
 **Tip:** If you encounter any issues, see [Troubleshooting](#).

Step 1: Creating a Visualforce page for contacts and leads

You will need to create two (2) Visualforce pages - one for leads and one for contacts. Then you will be editing your existing Contact and Lead views by inserting the appropriate Visualforce pages into their corresponding views. Below, we will cover the installation for a Lead view, however, the steps required for a Contact view are mostly the same but for a few minor text items noted below.

To create a Visualforce page:

1. Log into your Salesforce account using your administrator credentials, then navigate to **Setup** in the upper right-hand corner of the screen.
2. Navigate to **Develop** (under *Build* section) > **Visualforce Pages** > **New**.



3. Provide a Label and a Name for the Visualforce page.

Note: These two fields will only be used when managing layouts and sections and will not be visible to users simply reviewing a lead record. The name can be whatever you want but it must contain only alpha-numeric characters and must not have any spaces.

4. In the *Visualforce Markup* tab, enter the URL depending on your login method:
 - Simplified login:

```
<apex:page standardController="Lead"><apex:iframe scrolling="true" src="https://login.eloqua.com/siteLogin?SiteName={CompanyName}&ReturnUrl=/apps/embed/salesTools/profiler?emailAddress={!lead.email}"/> </apex:page>
```
 - To use the legacy URLs, replace the URL value above with the [Legacy login URLs](#).
5. If you wish to enable this on the salesforce1 mobile app, select the check box next to *Available for Salesforce mobile apps*.

The screenshot shows the 'Page Edit' window with the 'Page Information' tab selected. The 'Label' and 'Name' fields are both set to 'Profiler_Lead'. The 'Description' field is empty. At the bottom, the checkbox 'Available for Salesforce mobile apps' is checked, and the checkbox 'Require CSRF protection on GET requests' is unchecked. The 'Available for Salesforce mobile apps' checkbox is highlighted with a red rectangle.

6. Click **Save**.
7. Repeat for the contact object.

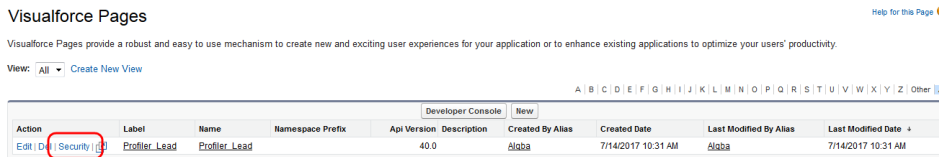
Tip: For your contacts Visualforce page, replace `{!lead.email}` with `{!contact.email}`.

Step 2: Adjusting security for Visualforce pages

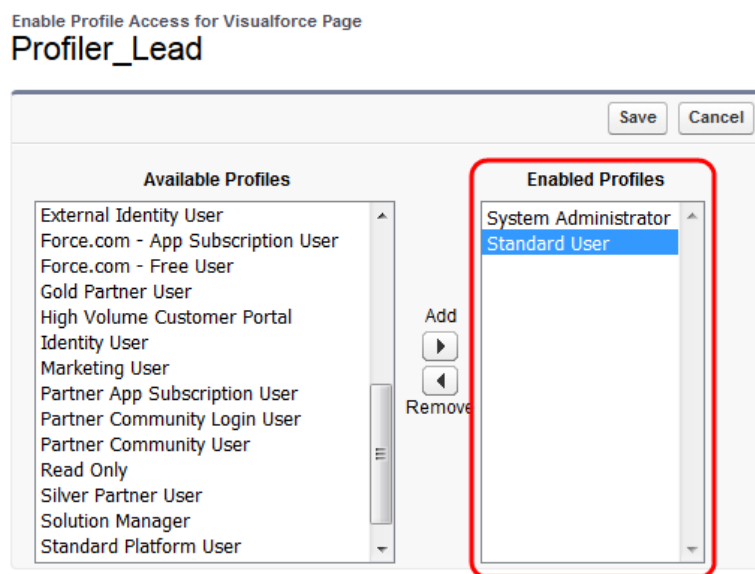
Salesforce has default security that prevents certain users from viewing Visualforce pages unless the security on those individual pages is customized.

To adjust the security for a Visualforce page:

1. Navigate to **Develop** (under *Build* section) > **Visualforce Pages**.
2. Click **Security** next to the pages you created.



3. Add the user types that should be able to view Eloqua Profiler to the **Enabled Profiles** list.



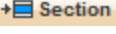
4. Click **Save**.

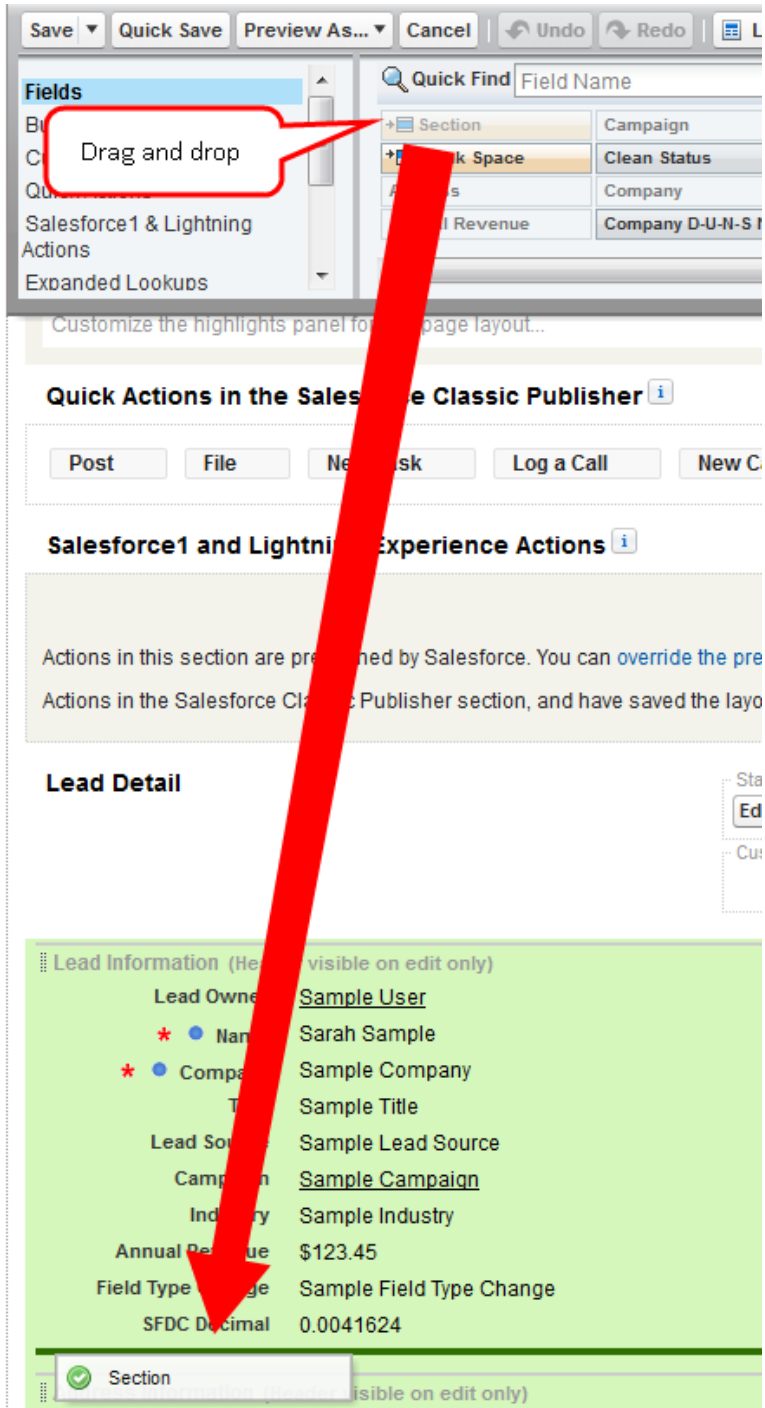
Step 3: Adding Visualforce pages to contact and lead layouts

The steps below describe the procedure for adding the Leads Visualforce page to a layout. The same steps can be followed for the Visualforce Contacts page you created.


To add a Visualforce page to layouts:

1. Navigate to **Setup** in the upper right-hand corner of the screen.
2. Navigate to **Customize** (under *Build* section) > **Leads** > **Page Layouts**.

3. Select **Edit** next to the layout in which you would like to insert Eloqua Profiler (either the one you are testing or the one that your sales team uses to review Lead records).
4. Drag the  **Section** button located near the top of your screen to create a new section in your layout to contain Eloqua Profiler.




5. Place the new section into the area of the layout in which you would like Eloqua Profiler displayed.
6. Name the section. Ensure that the two check boxes are selected, and select a 1-Column Layout.

 **Note:** The section name is what will be displayed above the section within the Lead view. Ensure that the name is something that will be relevant and intuitive to your sales users.

7. Go back to the top area (the area from which you dragged and dropped the new section) and scroll down if necessary to select **Visualforce Pages** (in the area just to the left of the buttons area).
8. Drag the button for the new Visualforce page you made into the new section you just created.

You have now included Eloqua Profiler in your layout. Now let's adjust the settings for this new section.
9. Hover over the top right corner of the Visualforce page (inside the Section) until a wrench icon appears. Make sure it is the one for the Visualforce page and not the entire section.
10. Click on the wrench icon. In the VisualForce Page Properties, ensure that the width is set to 100% and the height is set to 610.
11. Click **Save** to save this layout.

 **Important:** Repeat the above steps for the layout of your Contact object.

12. When you return to the *Leads* tab in Salesforce and click on a lead, the new Visualforce page containing Profiler is displayed in the new section you added.

Troubleshooting

- If the iframe is not connecting, copy the URL you were trying to use in the *Visualforce Markup* tab (this will be the text between `src=` and the next `)`, and enter it into a browser to test that it works on its own. Depending on the URL type, you might need to already be logged into Profiler.
- If you see a content security policy directive message in the iframe, check that your [Profiler allowlist](#) includes the required URLs for embedding in Salesforce. Make sure to also confirm that the URL you are using is correct and includes `/embed/`.



- If you're experiencing trouble with your SSO, see [Testing single sign-on with Salesforce](#) for other troubleshooting tips.
- If you have several IDPs setup with your SSO configuration, adjust the URL to use the specific IDP you want. Otherwise, the default IDP will be used.

Here is an example URL with the IDP parameter:

```
https://login.eloqua.com/siteLogin?SiteName=ExampleSiteName&Idp=69627DAC73E04DE79CDFC90D132B65EA&ReturnUrl=/apps/embed/salesTools/profiler
```

- If the Profiler iframe is trying to open a contact whose email address includes a + symbol, you'll encounter a Whitelabel Error Page error. To fix this, add `URLENCODE` to the URL in the *Visualforce Markup* tab: `...profiler?emailAddress={!URLENCODE(lead.email)}`. Make sure to remove the `!` from `!lead.email` and place one before `URLENCODE`, and to add

parentheses around `lead.email`.

▼ Eloqua Profiler

Whitelabel Error Page

This application has no configured error view, so you are seeing this as a fallback.

Mon Jan 11 09:28:47 GMT 2021

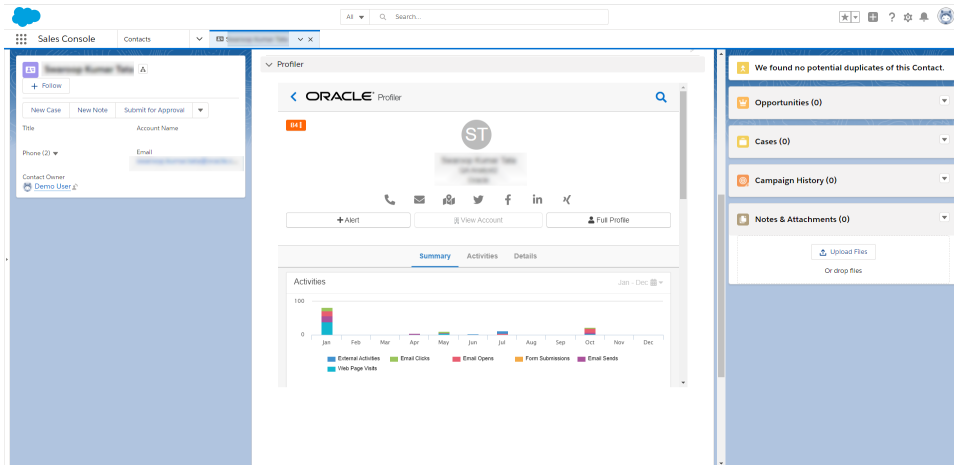
There was an unexpected error (type=Internal Server Error, status=500).

- For Firefox users, if you're using the legacy Autologin or SAML access methods, and you cannot progress past the Eloqua authenticate now login screen, you may have to disable Firefox enhance tracking protection. To do this, in Firefox, navigate to **Options** in the Firefox browser > **Privacy & Security** > **Enhanced Tracking Protection** > select **Custom** > uncheck the box for **Cookies**.
- If none of the above troubleshooting tips have solved your issue, please log in to [My Oracle Support](https://support.oracle.com) (<https://support.oracle.com>) and create a service request.

Embedding Profiler in Salesforce Lightning

Note: If you are using Salesforce Classic, see [Embedding Profiler in Salesforce Classic](#).

The users that can see Eloqua Profiler in your CRM system are dependent on the views/layouts you have set up in your CRM system and on which of those views/layouts you insert the Eloqua Profiler component.




Note: If you want to test Eloqua Profiler without making it available to your entire sales or marketing team, you should assign yourself a contact/lead view to which nobody else has access and then add Eloqua Profiler to that view.

Prerequisites:

- In Oracle Eloqua, build an allowlist of the domains that will be hosting embedded Profiler pages. [Learn how to configure Profiler.](#)
- Determine the Oracle Eloqua login URL you want to use. You can use the simplified login URL or a specific legacy URL based on the desired login method. [Learn more.](#)

There are three main steps you must follow when installing Profiler using Visualforce:

1. [Create a Visualforce page for contacts and leads](#)
2. [Adjust security for Visualforce pages](#)
3. [Add Visualforce pages to contact and lead layouts](#)

 **Tip:** If you encounter any issues, see [Troubleshooting](#).

Step 1: Creating a Visualforce page for contacts and leads


You will need to create two (2) Visualforce pages - one for leads and one for contacts. Then you will be editing your existing Contact and Lead views by inserting the appropriate Visualforce pages into their corresponding views. Below, we will cover the installation for a Lead view, however, the steps required for a Contact view are mostly the same but for a few minor text items noted below.

To create a Visualforce page:

1. Log into your Salesforce account using your administrator credentials, then navigate to **Setup** in the upper right-hand corner of the screen.
2. Locate the *Quick Find* search box, and search for Visualforce Pages

Alternatively, you can click **Custom Code > Visualforce Pages**.

3. Click **New**.
4. Provide a *Label* and a *Name* for the Visualforce page.

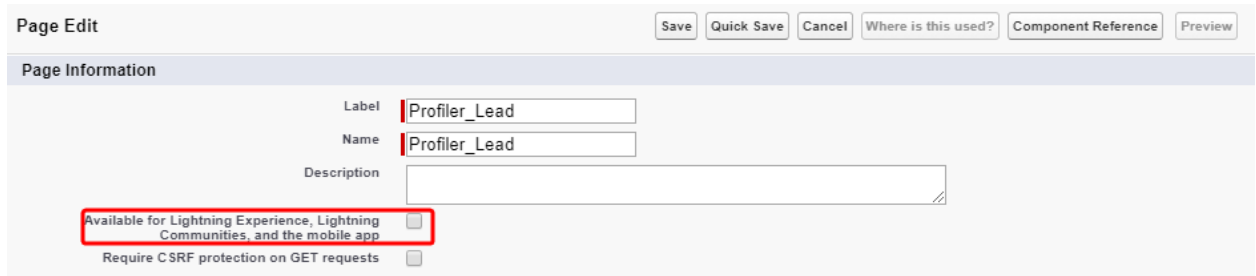
 **Note:** These two fields will only be used when managing layouts and sections and will not be visible to users simply reviewing a lead record. The name can be whatever you want but it must contain only alpha-numeric characters and must not have any spaces.

5. In the *Visualforce Markup* tab, enter the URL depending on your login method:

- Simplified login:

```
<apex:page standardController="Lead"><apex:iframe scrolling="true" src="https://login.eloqua.com/siteLogin?SiteName={CompanyName}&ReturnUrl=/apps/embed/salesTools/profiler?emailAddress={!lead.email}"/> </apex:page>
```
- To use the legacy URLs, replace the URL value above with the [Legacy login URLs](#).

6. If you wish to enable this on the mobile app, select the check box next to *Available for Salesforce mobile apps*.



7. Click **Save**.

8. Repeat for the contact object.

Tip: For your contacts Visualforce page, replace `{!lead.email}` with `{!contact.email}`.

Step 2: Adjusting security for Visualforce pages

Salesforce has default security that prevents certain users from viewing Visualforce pages unless the security on those individual pages is customized.

To adjust the security for a Visualforce page:

1. Locate the *Quick Find* search box, and search for Visualforce Pages

Alternatively, you can click **Custom Code** > **Visualforce Pages**.

2. Click **Security** next to the pages you created.

Visualforce Pages

Visualforce Pages provide a robust and easy to use mechanism to create new and exciting user experiences for your application or to enhance existing applications

View: All ▼ [Create New View](#)

A B C D E F G H I J K L M N O P							
Developer Console							
New							
Action	Label	Name	Namespace Prefix	Api Version	Description	Created By Alias	Created Date
Edit Del Security [?]	Profiler_Lead	Profiler_Lead		45.0		STest	5/30/2019 6:24 AM

3. Add the user types that should be able to view Eloqua Profiler to the **Enabled Profiles** list.

Enable Profile Access for Visualforce Page

Profiler_Lead

Save

Cancel

Available Profiles

External Identity User

Force.com - App Subscription User

Force.com - Free User

Gold Partner User

High Volume Customer Portal

Identity User

Marketing User

Partner App Subscription User

Partner Community Login User

Partner Community User

Read Only

Silver Partner User

Solution Manager

Standard Platform User

Add

Remove

Enabled Profiles

System Administrator

Standard User

4. Click **Save**.

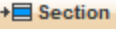
Step 3: Adding Visualforce pages to contact and lead layouts


The steps below describe the procedure for adding the Leads Visualforce page to a layout. The same steps can be followed for the Visualforce Contacts page you created.

To add a Visualforce page to layouts:

1. Locate the *Quick Find* search box, and search for Object Manager.

Alternatively, you can click **Objects and Fields > Object Manager**.

2. Click **Lead > Page Layouts**.
3. Click on the layout in which you would like to insert Eloqua Profiler (either the one you are testing or the one that your sales team uses to review Lead records).
4. Drag the  button near the top of your screen to create a new section in your layout to contain Eloqua Profiler.
5. Place the new section into the area of the layout in which you would like Eloqua Profiler displayed.
6. Name the section. Ensure that the two check boxes are selected, and select a 1-Column Layout.

 **Note:** The section name is what will be displayed above the section within the Lead view. Ensure that the name is something that will be relevant and intuitive to your sales users.

7. Go back to the *Contact Layout* section at the top of the page, and click on **Visualforce Pages** in the list of options.
8. Drag the button for the new Visualforce page you made into the new section you just created.

You have now included Eloqua Profiler in your layout. Now let's adjust the settings for this new section.
9. Hover over the top right corner of the Visualforce page (inside the Section) until a wrench icon appears. Make sure it is the one for the Visualforce page and not the entire section.

10. Click on the wrench icon. In the *Visualforce Page Properties* dialog, ensure that the width is set to 100% and the height is set to 610.
11. Click **OK**.
12. Click **Save** to save this layout.

Important: Repeat the above steps for the layout of your Contact object.

13. When you return to the *Leads* tab in Salesforce and click on a lead, the new Visualforce page containing Profiler is displayed in the new section you added.

Troubleshooting

- If the iframe is not connecting, copy the URL you were trying to use in the *Visualforce Markup* tab (this will be the text between `src=` and the next `)`, and enter it into a browser to test that it works on its own. Depending on the URL type, you might need to already be logged into Profiler.
- If you see a content security policy directive message in the iframe, check that your [Profiler allowlist](#) includes the required URLs for embedding in Salesforce. Make sure to also confirm that the URL you are using is correct and includes `/embed/`.



embed-apps.p01.eloqua.com refused to connect.

- If you're experiencing trouble with your SSO, see [Testing single sign-on with Salesforce](#) for other troubleshooting tips.

- If you have several IDPs setup with your SSO configuration, adjust the URL to use the specific IDP you want. Otherwise, the default IDP will be used.

Here is an example URL with the IDP parameter:

```
https://login.eloqua.com/siteLogin?SiteName=ExampleSiteName&Idp=69627DAC73E04DE79CDFC90D132B65EA&ReturnUrl=/apps/embed/salesTools/profiler
```

- If the Profiler iframe is trying to open a contact whose email address includes a + symbol, you'll encounter a Whitelabel Error Page error. To fix this, add `URLENCODE` to the URL in the *Visualforce Markup* tab: `...profiler?emailAddress={!URLENCODE(lead.email)}`. Make sure to remove the `!` from `!lead.email` and place one before `URLENCODE`, and to add parentheses around `lead.email`.

▼ Eloqua Profiler

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- If none of the above troubleshooting tips have solved your issue, please log in to [My Oracle Support](https://support.oracle.com) (https://support.oracle.com) and create a service request.

Embedding Profiler in Okta with SSO

Learn how to access Profiler if your are using Okta SSO.

Overview

The high level configuration steps are as follows:

1. Ensure you have setup single sign-on in Oracle Eloqua. [Learn more.](#)
2. If you will be embedding Profiler within a CRM or other apps, create the allowlist of domains that will host Profiler pages. [Learn more.](#)
3. Understand how to access Profiler:
 - [Accessing Profiler with Okta SSO](#)
 - [Accessing Profiler as an Okta app](#)

Accessing Profiler with Okta SSO

Profiler is an app you can access via a URL from any location. It could be launched standalone in a browser but is most commonly embedded inside a CRM system.

To access Profiler with Okta SSO:

1. Enter the following URL:
 - To launch Profiler standalone in a browser: `https://login.eloqua.com/siteLogin?SiteName={CompanyName}&ReturnUrl=/apps/embed/salesTools/profiler`
 - To embed Profiler in a CRM or other app: `https://login.eloqua.com/siteLogin?SiteName={CompanyName}&ReturnUrl=/apps/embed/salesTools/profiler`


Once you have this properly formatted URL, as long as a user has an Okta session active in their browser, they can access Profiler.

Accessing Profiler as an Okta app

To allow users direct access to Profiler from apps in Okta:

1. In Okta, create a new Okta app for Profiler.
2. While creating the SAML2 template, add the following to the **Default Relay State** field:

```
ReturnURL=%2Fapps%2FsalesTools%2Fprofiler
```

 **Tip:** You can append additional parameters to this URL. For example, to open Profiler to a specific contact. [Learn more.](#)