

Course Overview

This course covers reporting basics for everyday Eloqua users. It covers two features available under the umbrella of Oracle Eloqua Analytics. First, Oracle Eloqua Dashboards, which provides visually engaging dashboards to help marketers gain quick insights into email and campaign performance. Second, this course will walk users through the navigation of Oracle Eloqua Insight, powered by Oracle Business Intelligence (OBI). Students will learn what functions are available to the Reporter user type, and how to work with the out-of-box Oracle Eloqua reports available in the Report Catalog.

Objectives

- Learn to navigate and interpret Eloqua Dashboards and Oracle Eloqua Insight (OBI)
- Understand the organization of the Browse Catalog
- Learn how to prompt and run reports
- Identify how to exclude and include columns, and sort data
- Learn how to manage the favorites folder
- Examine how to export and print reports



Oracle Marketing Cloud Overview:

If you use Oracle Eloqua, Oracle Responsys, Oracle Bluekai, Oracle Content Marketing, Oracle Maxymiser, or Oracle Infinity, we can deliver the Oracle-approved training you need to successfully support your marketing automation investment. Contact our Help Desk any time and browse the Frequently Asked Questions for quick answers to common issues.