

Course Overview

Custom Objects complement Account or Contact Records. The Custom Object Records are used for storing data that is relevant to Account or Contact Records but is not necessarily static information about the records themselves.

In this course, we examine how marketers can use custom objects to store data in a more scalable manner. We also look at how marketers can use this stored information to run personalized campaigns.

The two key topics covered in this course are:

- **Integrating Custom Objects with Campaign Canvas**
- **Effective Marketing with Custom Objects**

Objectives

In topic one, **Integrating Custom Objects with Campaign Canvas**, we will update Custom Object Records using:

- Form Processing Steps
- Form Submit Cloud App on the Campaign Canvas
- Program Update Rule

In topic two, **Effective Marketing with Custom Objects**, we will:

- Identify how Custom Objects are used to store data
- Use Custom Objects to create personalized experiences for customers
- Push Custom Object data into CRM
- Generate basic operational reports for Custom Objects

Prerequisites

1. Oracle Eloqua (B2B): Fundamental Series
2. Oracle Eloqua (B2B): Convert with Custom Objects
3. Eloqua 10: Program Builder Overview

B2B

B2C

OCM

DMP

OTO

MM