

Oracle Marketing Cloud Academy

Course Overview

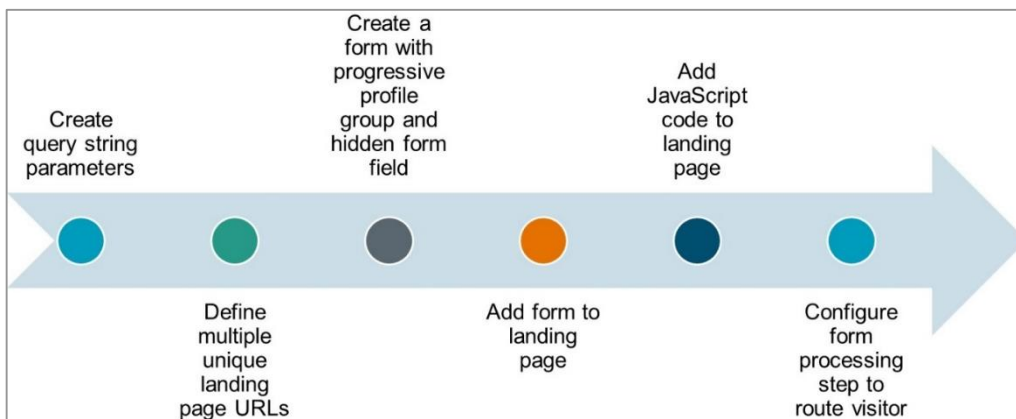
This course teaches users how to progressively profile website visitors using field groups in Eloqua Forms. Learn how to configure progressive profiling field groups on forms to incrementally display new form fields on each subsequent visit to an Eloqua Landing Page, and build more complete Contact profiles over time. This course also teaches learners how to leverage JavaScript coding, query strings, and hidden form fields to dynamically redirect visitors to gated content after form submission.

Objectives

- Describe progressive profiling and list its benefits
- Explain the progressive profiling workflow
- Identify and configure the various Oracle Eloqua assets and elements that help in implementing progressive profiling
- Test the implemented workflow
- Identify various troubleshooting procedures

Prerequisite

Eloqua 10 Fundamentals Series



B2B

B2C

CM

DMP