

Course Overview

Customers today receive dozens of emails and visit multiple landing pages every day. The emails they open and the forms they submit are based on the experience that is designed by the marketers. Oracle Eloqua allows marketers to create a seamless experience using inbuilt features and add-ons.

In this course, we examine how to download, configure, and integrate apps with Oracle Eloqua landing pages and emails to increase engagement. We also look at how marketers can build targeted nurture campaigns by configuring field merges, signatures, and dynamic content, and incorporating these elements into your content.

The two key topics covered in this course are:

- **App Cloud**
- **Personalizing Campaigns**

Objectives

In topic one, **App Cloud**, we will:

- Describe and use the Oracle Marketing App Cloud framework
- Identify the types of apps available and list their benefits
- Create an influencer campaign using apps

In topic two, **Personalizing Campaigns**, we will:

- Identify and implement customer engagement rules
- Create a targeted welcome campaign using Eloqua templates and assets
- Personalize all assets using inbuilt Eloqua features

Prerequisite

Oracle Eloqua (B2B): Fundamental Series

B2B

B2C

OCM

DMP

OTO

MM