

Oracle Eloqua Fundamentals Table of Contents

Eloqua Segmentation & Targeting

- Defining segmentation
- Targeting an audience
- Adding contacts to the Eloqua
- Managing contacts
- List uploads
- Segmentation best practices
- Filtering the database
- Excluding contacts from campaigns
- Unsubscribes, hard bounces, spam hits
- Segment templates

Emails

- Responsive email design
- HTML uploads
- Email templates
- Copying emails
- Previewing emails
- Plain-text emails
- Mobile emails
- Email sending/testing options

Eloqua Forms and Landing Pages

- Understanding forms fields
- Responsive forms
- Mapping data from forms to Eloqua
- Creating forms
- Adding form processing steps
- Eloqua form best practices
- Managing external forms
- Microsites
- Exploring the Responsive Landing Page Designer
- Embedding forms on landing pages

Campaign Canvas

- Creating simple/batch campaigns
- Best practice campaign templates
- Campaign elements
- Configuring Settings
- Campaign field creation
- Campaign management
- Testing campaigns
- Operation reports
- Insight reports