dun&bradstreet

D&B Optimizer for Marketing
Eloqua Connector Configuration Guide

Setup for Eloqua Cloud Action

VERSION: 1.7
PUBLICATION DATE: July 13, 2023

Introduction

D&B Optimizer for Marketing Connector for Eloqua leverages the D&B Optimizer for Marketing product platform to match, append and cleanse contacts. Enabling the integration requires an Action Service in Eloqua and configurations within your D&B Optimizer for Marketing admin account.

The purpose of this document is to walk you through the setup process for configuring the D&B Optimizer for Marketing Connector for Eloqua.

There are two steps in the process.

1. Configuring your Eloqua credentials in D&B Optimizer for Marketing
2. Configuring an Eloqua Action Service that "connects" to D&B Optimizer for Marketing

Approximate time to completion is 10-15 minutes. You will need full administrative access to D&B Optimizer for Marketing and Eloqua in order to complete the integration.

NOTE: When configuring the Eloqua connector, the Optimizer for Marketing user and the Eloqua user MUST be the same username. Also, multiple Optimizer for Marketing users are not allowed to share a single set of Eloqua account credentials as it leads to conflicts and unintended overwrites and other issues.
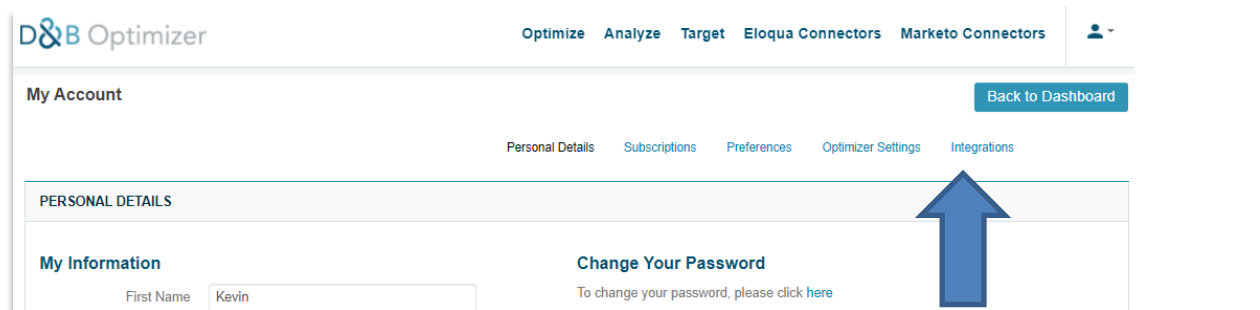
2. Getting Started in Optimizer for Marketing

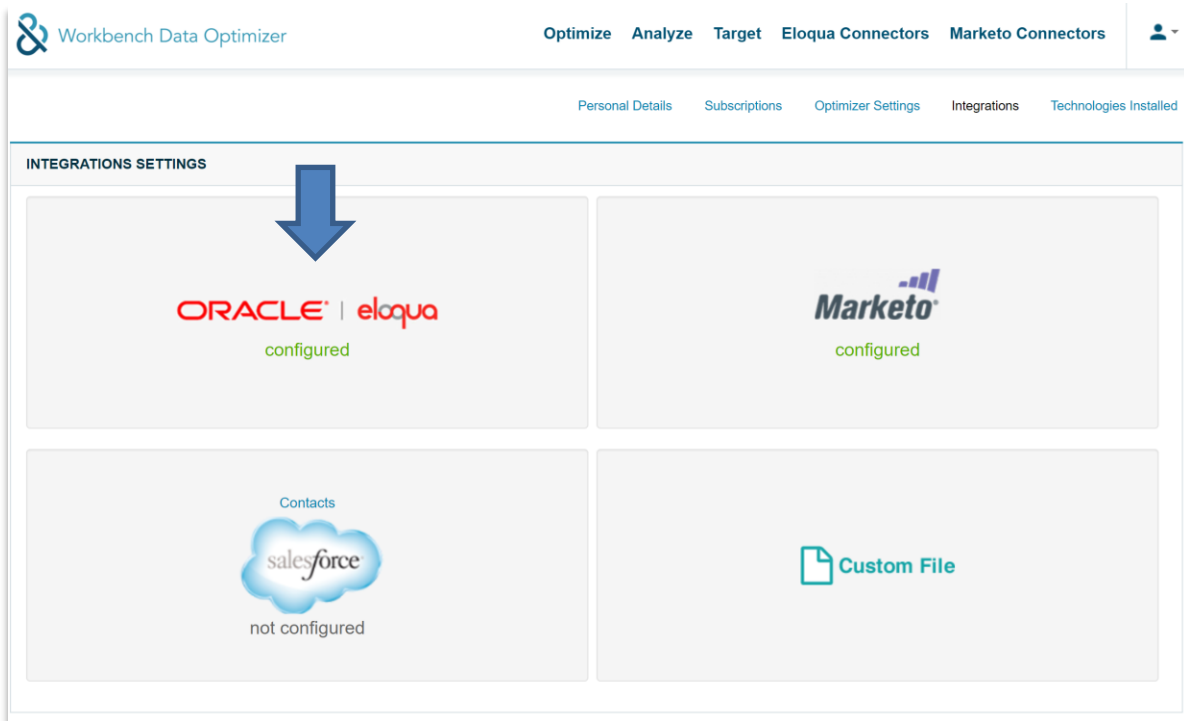Log into your account in Optimizer for Marketing: https://app.dnboptimizer.com
Click on your user name in the top right corner of the screen.
Optional Step: If this is your first time in Optimizer for Marketing save your Personal Details

Click on "Integrations".

Click on the ORACLE/Eloqua Logo.

Enter your Eloqua Credentials including your Company Name Instance, Username, and Password. To ensure best results, only use your Eloqua account credentials and not an Eloqua account shared across multiple users.

Optionally click "Validate Credentials". If successful, click "Save Credentials." These Eloqua credentials can not be shared across users.
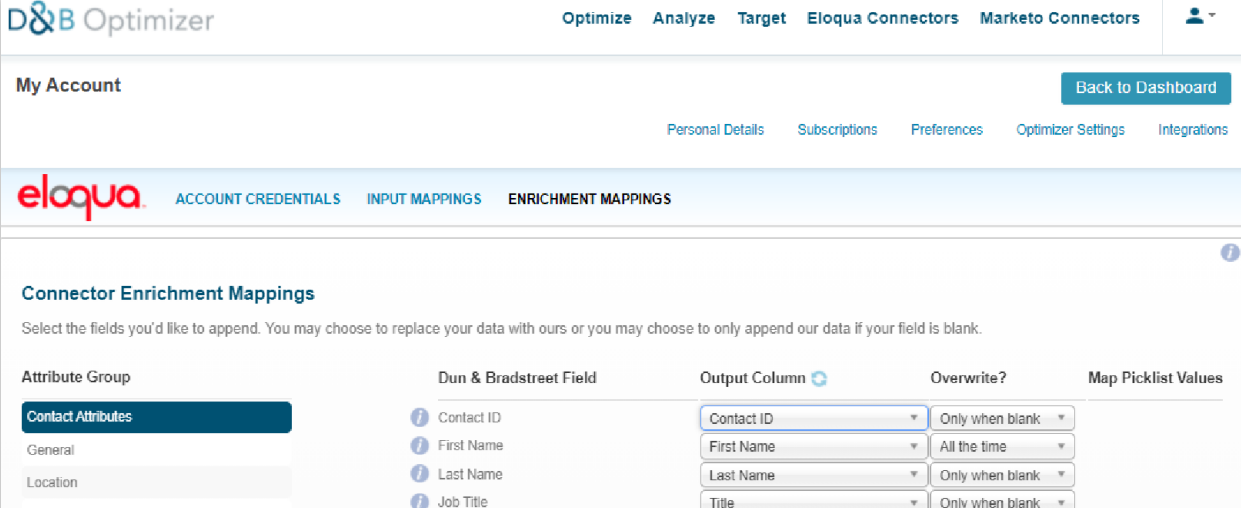

Choose and Save "INPUT MAPPINGS".

It's also recommended that you refresh your Eloqua fields by selecting the ⟳ icon which will do a real-time field update from your Eloqua instance.
NOTE: You must map at least 1 field so that the application knows what fields to use as inputs to the matching engine.

Choose and Save "ENRICHMENT MAPPINGS".

On the "Enrichment Mappings", please note there are multiple attribute groups with fields in each attribute group to map. It's also recommended that you refresh your output fields by selecting the ⟳ icon which will do a real-time field update of your output mappings.
NOTE: You must map at least 1 field so that the application knows what fields to use as inputs to the matching engine.
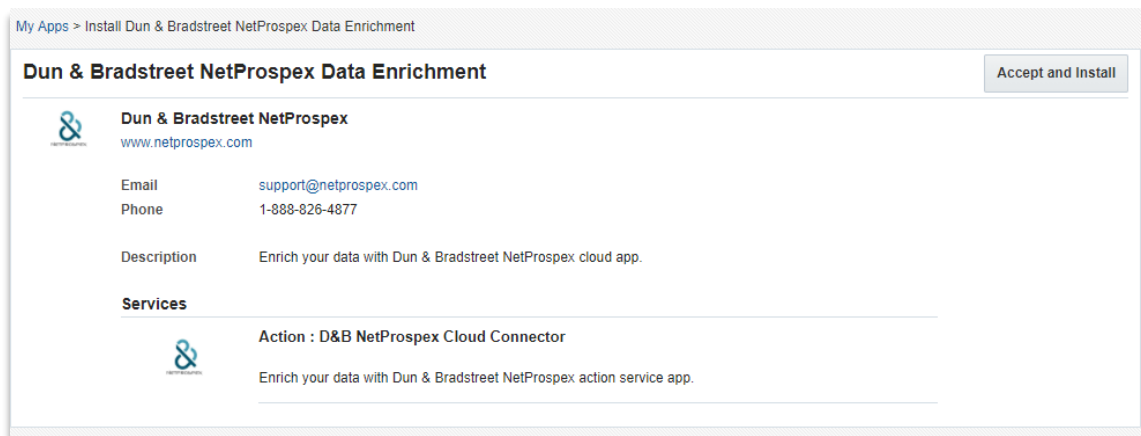
3. Setting up the Action Service in Eloqua

With successful credentials entered into Eloqua and input/enrichment mappings selected and saved, we are now ready to set up the Action Service in Eloqua.

Follow the link here to install the app on your instance of Eloqua or copy the link below.

https://login.eloqua.com/Apps/Cloud/Admin/Catalog/Add/0aa36df4-aa26-4280-845f-33ce0265170f/D4-C5-F6-9B-26-AD-FE-12-FB-CB-D7-5A-C2-9C-12-B8
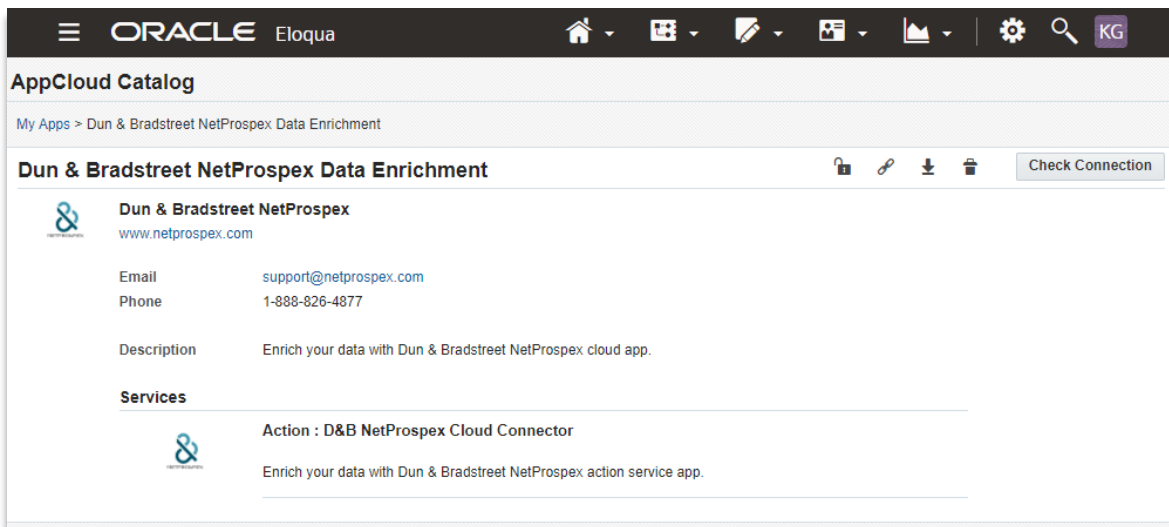
Select "Accept and Install".

Before installing, select the "Check Connection" and you should receive the below message. If not, please contact your Eloqua System Administrator.
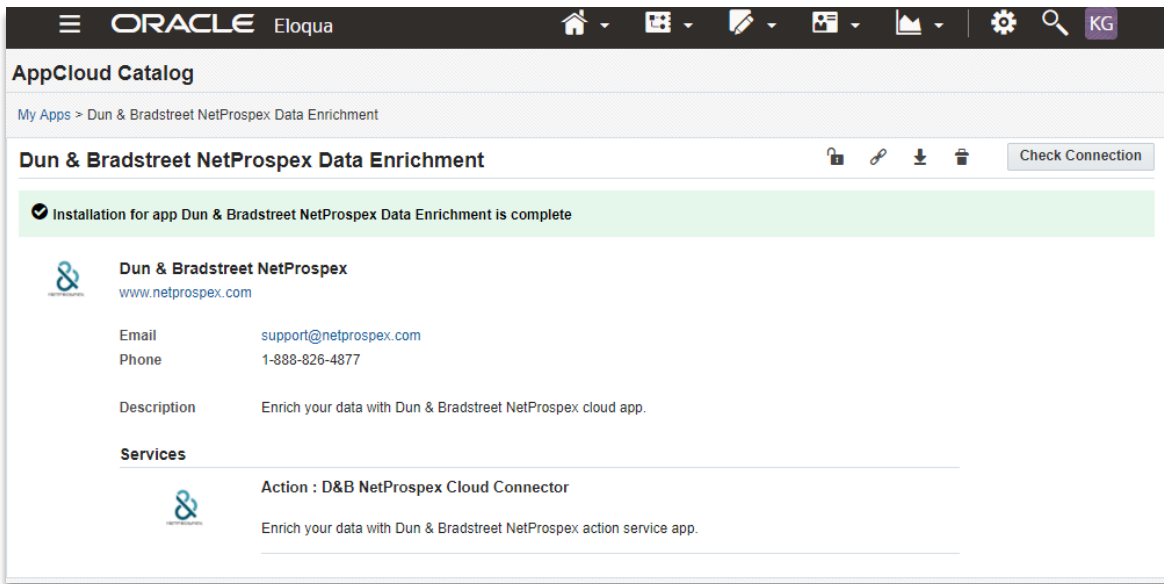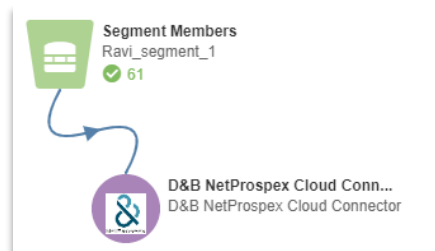
Select "Install" or "Reinstall" if this is a reinstallation.

Once installed, the D&B Eloqua Connector will appear on the Campaign Steps menu and you can now drag and drop the D&B NetProspex Eloqua Cloud Connector onto your campaign.
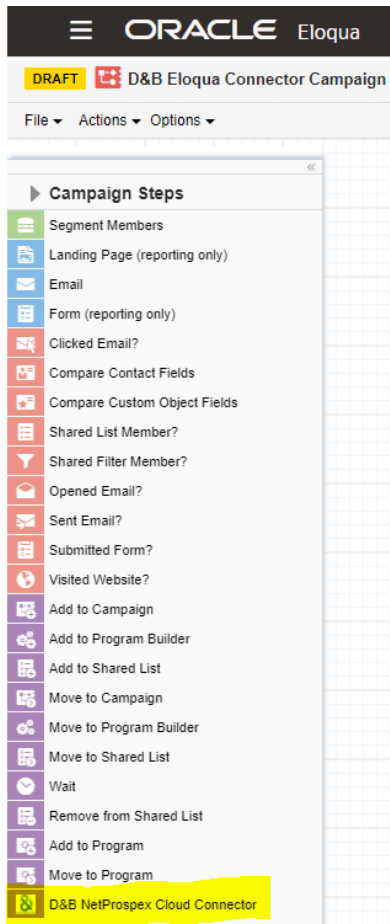
Here is what D&B NetProspex Cloud Connector looks like on your campaign canvas.

4. Ready to use in Eloqua Campaigns!

The Dun & Bradstreet Cloud Action is now configured in your Eloqua instance for use in your Canvas programs, campaigns and workflows!