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UPDATE 20B

REVISION HISTORY

This document will continue to evolve as existing sections change and new information is added. All updates appear in the following table:

Date	Feature	Notes
08 JUN 2020	Hyperlinks	Updated document. This feature was originally scheduled for delivery in 20B, but it is currently postponed.
15 MAY 2020		Created initial document.

OVERVIEW

This guide outlines the information you need to know about new or improved functionality in Oracle Eloqua's 20B Update .

Refer to the [Oracle Eloqua Release Center](#) for additional details about update dates and times.

GIVE US FEEDBACK

We welcome your comments and suggestions to improve the content. Please send us your feedback at omcdocumentation_ca@oracle.com

FEATURE SUMMARY

Column Definitions:

Features Delivered Enabled

Report = New or modified, Oracle-delivered, ready to run reports.

UI or Process-Based: Small Scale = These UI or process-based features are typically comprised of minor field, validation, or program changes. Therefore, the potential impact to users is minimal.

UI or Process-Based: Larger Scale* = These UI or process-based features have more complex designs. Therefore, the potential impact to users is higher.

Features Delivered Disabled = Action is needed BEFORE these features can be used by END USERS. These features are delivered disabled and you choose if and when to enable them. For example, a) new or expanded BI subject areas need to first be incorporated into reports, b) Integration is required to utilize new web services, or c) features must be assigned to user roles before they can be accessed.

Feature	Ready for Use by End Users (Features Delivered Enabled)			Action is Needed BEFORE Use by End Users (Features Delivered Disabled)
	Report	UI or Process-Based: Small Scale	UI or Process-Based: Larger Scale*	
Analytics				
Dashboards		✓		
Insight		✓		
Apps				
Enhancements to Feeders		✓		
Form Submit Action App		✓		
Oracle Sales Cloud Integration App		✓		
Salesforce.com Integration App		✓		
Editors				

Feature	Ready for Use by End Users (Features Delivered Enabled)			Action is Needed BEFORE Use by End Users (Features Delivered Disabled)
	Report	UI or Process-Based: Small Scale	UI or Process-Based: Larger Scale*	
Updated Styling		✓		
Emails and Landing Pages				
Export Email and Landing Page HTML		✓		
Hide Cells in Mobile and Desktop				✓
Reusable Content Blocks		✓		
Forms				
Archiving Forms		✓		
General Enhancements				
Supported Browsers		✓		
System Notifications		✓		
Warning When Removing Own Permissions		✓		
Landing Pages				
Video Embedding		✓		
Warning for Invalid HTML		✓		
Security				
SSL Provisioning Enhancements		✓		
Developer Updates				
App Developer Framework		✓		
Application API				✓
Authentication		✓		
Bulk API				✓

ANALYTICS

DASHBOARDS

Account Engagement Overview Dashboard enhancements:

- Search is now available in the Activity Timeline by Account chart. The search allows you to search for any account and view their activity over the selected timeframe.
- The label *Total Contacts* has been changed to *Account Contacts*.

Email Link Activity Dashboard enhancements:

- If an email has links with the same unique ID, the Click Map displays the link activity in only one instance of the link. All other instances of the link display an X instead of link activity.

STEPS TO ENABLE

You don't need to do anything to enable this feature.

KEY RESOURCES

Visit our Help Center to learn more about enhancements to the [Account Engagement Overview Dashboard](#) and [Email Link Activity Dashboard](#)

INSIGHT

Definitions for Web and Email Sales Activity metrics in Insight are now available.

A new archive attribute is now available to filter based on a forms archive status.

In the Email Open by Device Metrics dashboard, the linked report for the Email Open by Device Platform Trend chart now breaks down the device category by form factor so that you can better understand the makeup of device categories.

The Account Contacts metric no longer includes deleted contacts.

The following metrics have been added to the Account Activity subject area:

- Email Open Rate
- Clickthrough Rate
- Bounceback Rate
- Unsubscribe Rate
- Form Conversion Rate from Email
- Total Delivered
- Total Bouncebacks

Build an Insight analysis using the new Campaign Created Date / Time attribute. The attribute is available in the Campaign attribute folder.

STEPS TO ENABLE

You don't need to do anything to enable this feature.

KEY RESOURCES

Visit our Help Center to learn more about [Insight](#), including the following:

- [Definitions for Web and Email Sales Activity metrics](#)
- [Archive attribute](#)
- [Email Open by Device Metrics dashboard](#)
- [Account Contacts metric](#)
- [Account Activity subject area](#)
- [Campaign Created Date / Time attribute](#)

APPS

ENHANCEMENTS TO FEEDERS

We have made the following enhancements to the Facebook Lead Ads, LinkedIn Campaign Manager, Webex, and GoToWebinar apps:

- Un-mapped fields are now displayed in the order as per their parent form/source. They were previously stacked at the top of the mapping section.
- If any Oracle Eloqua email field other *Email Address* is mapped against an email field on the from side, it will be validated against and the Eloqua email field will be highlighted.
- Deleting (blanking out) a combo box selection is no longer available. Instead, when your cursor is placed inside, text of the selected option will be highlighted and can be written over to search. Also, no other option in the combo box will appear highlighted unless hovered over to make a selection.

STEPS TO ENABLE

You don't need to do anything to enable this feature.

KEY RESOURCES

Visit our Help Center to learn more about these apps:

- [Facebook Lead Ads app](#)
- [LinkedIn Campaign Manager app](#)
- [Webex app](#)
- [GoToWebinar app](#)

FORM SUBMIT ACTION APP

The following enhancements are available related to archived forms:

- Archived forms are no available for selection in a new instance of the Form Submit Action app.
- Existing Form Submit Action App instances that use an archived form will continue to function normally.
- If campaigns or programs with existing Form Submit Action app instances are copied, the app instance on the copy will extend the same behavior.

STEPS TO ENABLE

You don't need to do anything to enable this feature.

KEY RESOURCES

Visit our [Help Center](#) to learn more.

ORACLE SALES CLOUD INTEGRATION APP

The Oracle Sales Cloud Integration app now supports further events for campaign actions: Active, Draft, and Completed.

The Campaign Member import is now generally available. It was previously part of our Controlled Availability program. Use Campaign Member to import all campaign member associations originating in Oracle Sales Cloud.

STEPS TO ENABLE

You don't need to do anything to enable this feature.

KEY RESOURCES

Visit our [Help Center](#) to learn more.

SALESFORCE.COM INTEGRATION APP

The Salesforce.com Integration app can now check for email address changes before running an import, and update any changed email addresses.

Form Submit Marketing Activity is now available in the Salesforce.com Integration app.

STEPS TO ENABLE

You don't need to do anything to enable this feature.

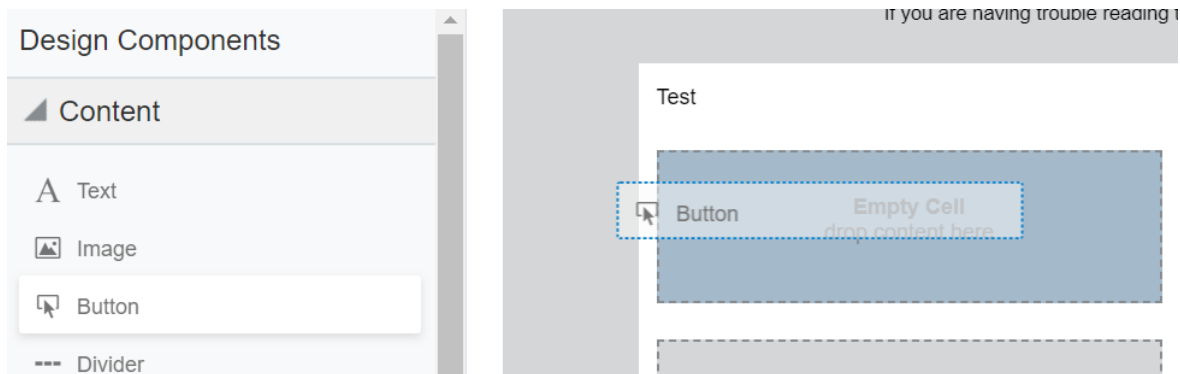
KEY RESOURCES

Visit our [Help Center](#) to learn more.

EDITORS

UPDATED STYLING

There is an updated look and feel to the email, landing page, and form Design Editors component panels. The component panel more clearly labels the different cell types, and there is a consistent design across all three design editors.



STEPS TO ENABLE

You don't need to do anything to enable this feature.

KEY RESOURCES

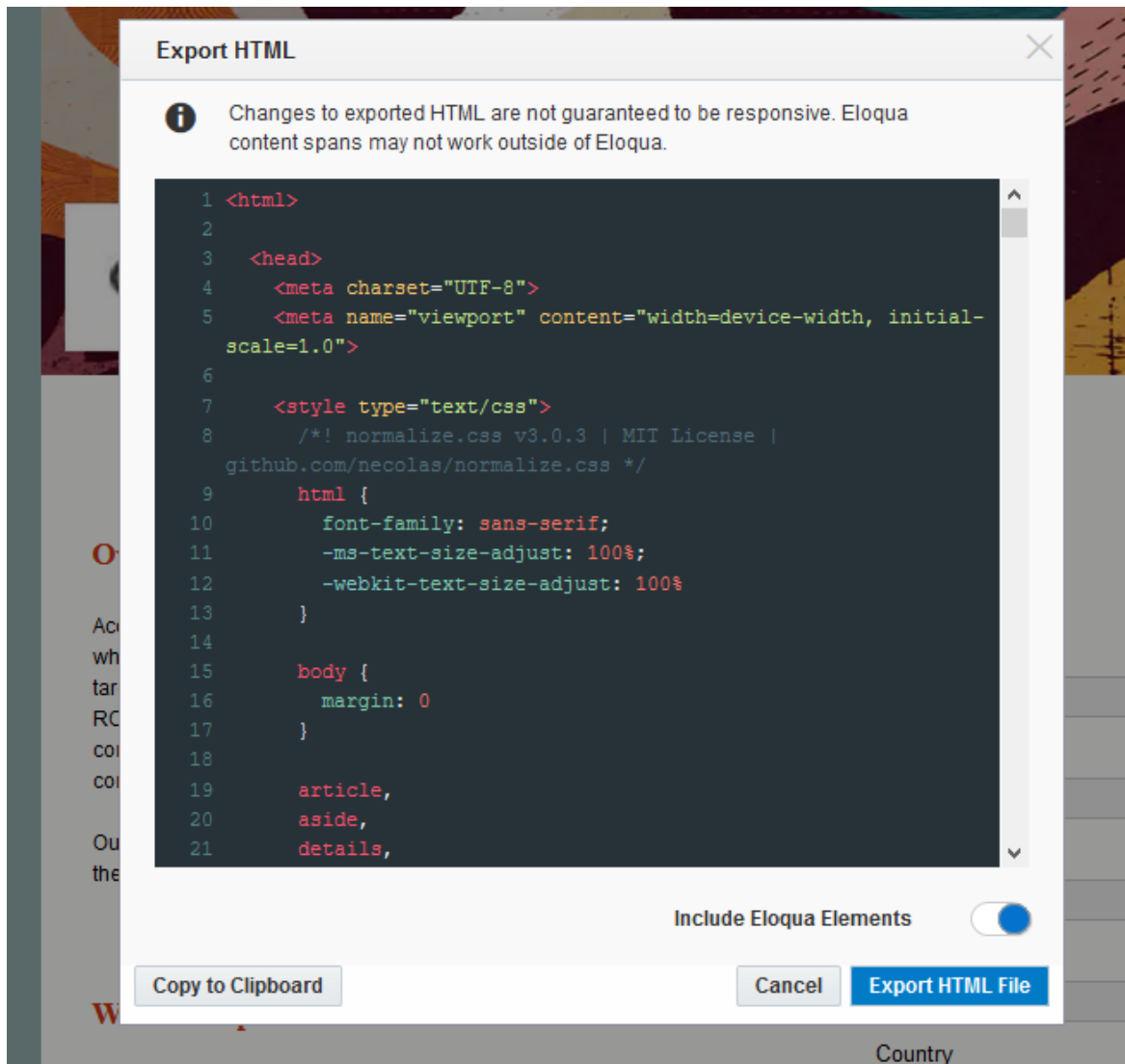
Visit our [Help Center](#) to learn more.

EMAILS AND LANDING PAGES

EXPORT EMAIL AND LANDING PAGE HTML

Exporting responsive HTML from the email and landing page Design Editors is now generally available. This feature was previously part of our controlled availability program. This enables you to share that content and utilize the output for other use cases, giving you greater flexibility while also having the benefit of the editor.

This feature is not available for locked templates.



STEPS TO ENABLE

You don't need to do anything to enable this feature.

KEY RESOURCES

Visit our Help Center to learn more about exporting [email HTML](#) and [landing page HTML](#)

HIDE CELLS IN MOBILE AND DESKTOP

In the email and landing page Design Editors you can now hide cells in mobile or in desktop view to optimize the experience across different screens and devices.

STEPS TO ENABLE

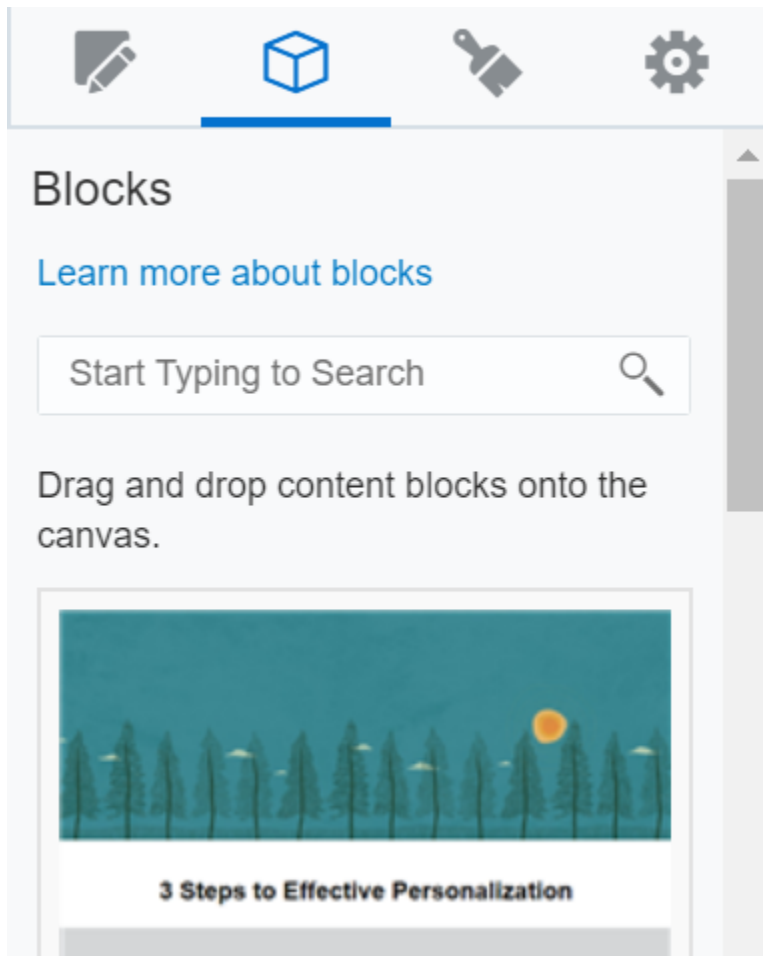
To enable this feature you need to log a Service Request (SR).

KEY RESOURCES

Visit our [Help Center](#) to learn more.

REUSABLE CONTENT BLOCKS

Reusable content blocks are now available in the email and landing page Design Editors. Create your own content block with pre-styled and pre-configured design elements, and reuse across multiple emails and landing pages to accelerate content creation.



STEPS TO ENABLE

You don't need to do anything to enable this feature.

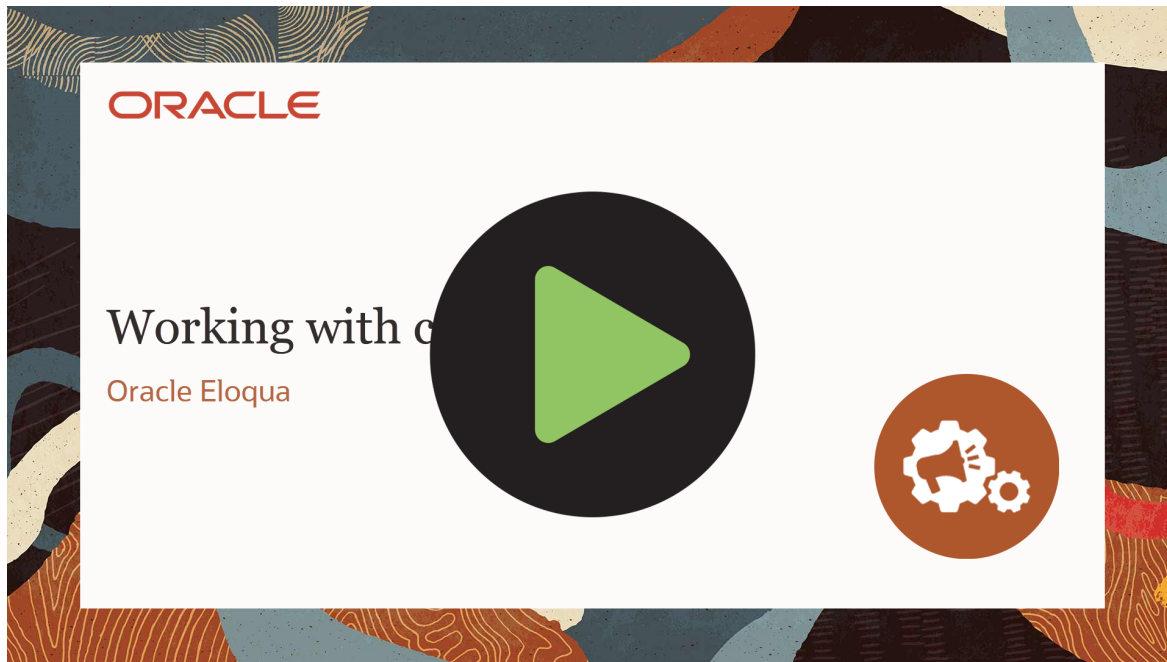
TIPS AND CONSIDERATIONS

Content blocks can be combinations of different cell types such as text, images, dynamic content, shared content, and more. By breaking down your most commonly used components and re-assembling them to meet the unique needs of each new email and landing page, you can more quickly create brand-compliant content with ease. For example, if you find yourself frequently using a particular portion of an email template, you can save that section as a content block and re-use it in several emails to achieve a consistent look and feel instead of maintaining a large template library. Content blocks can be reused by different users.

KEY RESOURCES

Visit our [Help Center](#) to learn more.

Watch the video.



FORMS

ARCHIVING FORMS

You are now able to archive forms:

- Archived forms do not appear in regular search results or on chooser screens.
- Archived forms cannot be edited, copied, renamed or added to new campaigns or landing pages. Forms must be unarchived first.
- Archived forms will continue to function as expected.

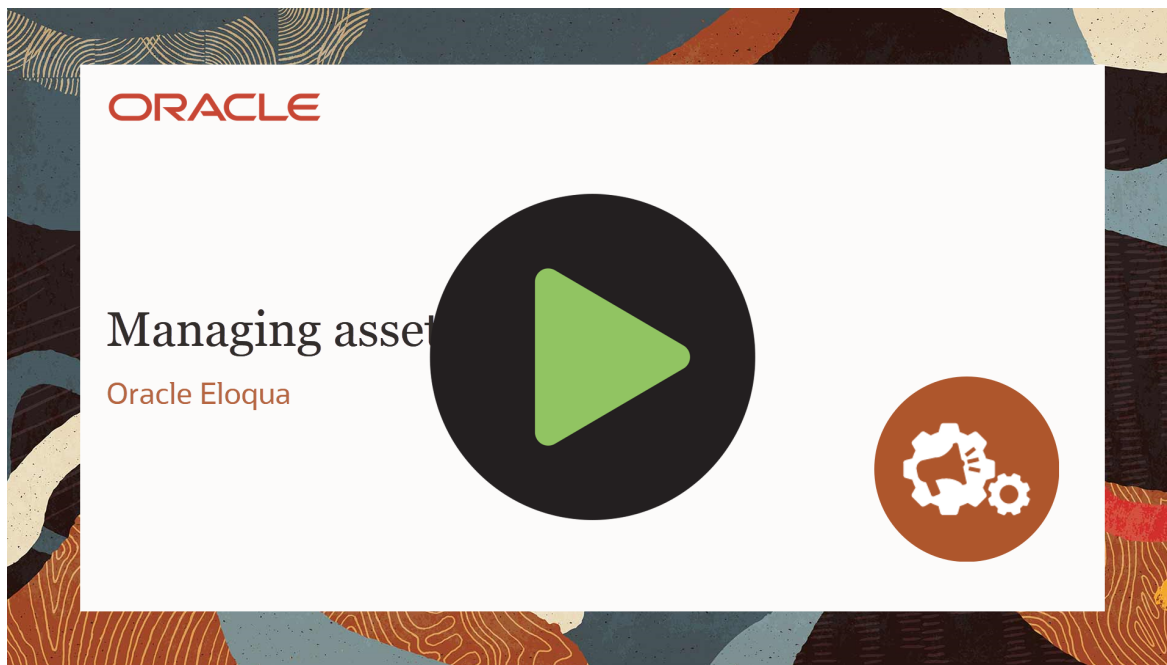
STEPS TO ENABLE

You don't need to do anything to enable this feature.

KEY RESOURCES

Visit our [Help Center](#) to learn more.

Watch the video.



ROLE INFORMATION

Users with *delete* permission for a form are able to archive and unarchive it. Users without delete/archive permission will see read-only access for archived forms.

GENERAL ENHANCEMENTS

SUPPORTED BROWSERS

Chrome 80 and Firefox 75 are the A (Best Choice) browsers for Oracle Eloqua.

STEPS TO ENABLE

You don't need to do anything to enable this feature.

KEY RESOURCES

For a complete list, please see [Supported Environments](#)

SYSTEM NOTIFICATIONS

All system notifications email templates have been updated with the a new look and to be more responsive on mobile.

STEPS TO ENABLE

You don't need to do anything to enable this feature.

WARNING WHEN REMOVING OWN PERMISSIONS

If you attempt to remove your own edit, delete, or activate permissions for an asset, a warning appears upon saving.

STEPS TO ENABLE

You don't need to do anything to enable this feature.

KEY RESOURCES

Visit our [Help Center](#) to learn more.

LANDING PAGES

VIDEO EMBEDDING

You can now embed Vimeo or YouTube videos into your responsive landing pages using a new video content cell.

STEPS TO ENABLE

You don't need to do anything to enable this feature.

KEY RESOURCES

Visit our [Help Center](#) to learn more.

WARNING FOR INVALID HTML

An enhanced error message will be displayed upon save if invalid HTML has been added to a custom code cell in the Design Editors. Saving invalid HTML in a responsive asset may corrupt the document and lead to data loss.

STEPS TO ENABLE

You don't need to do anything to enable this feature.

KEY RESOURCES

Visit our [Help Center](#) to learn more.

SECURITY

SSL PROVISIONING ENHANCEMENTS

There is clarified language and an updated icon when cancelling a certificate renewal in Eloqua. When a certificate is uploaded containing alt names, it is automatically promoted to a SAN certificate and a notification is shown.

The screenshot shows the Oracle Eloqua 'Manage SSL Certificates' interface. A modal dialog box titled 'Cancel Renewal' is displayed over the table. The dialog contains the following text: 'If you cancel this pending renewal certificate request, any certificate purchased using the associated CSR will no longer be valid. You will need to request a new CSR and purchase a new certificate. Do you want to proceed with deleting this pending renewal request?'. There are 'No' and 'Yes' buttons at the bottom of the dialog.

Certificate Name	Certificate Type	Last Modified	Status	Expiration
editors.p03.elqqa01.com	EV Certificate	Wed Jan 09 2019 21:59	Active	Thu Jan 02 2020
test123.eloqua.com	EV Certificate	Tue Feb 19 2019 14:30	Pending	N/A
secure.nikkol.co.jp	EV Certificate			
subdomain1.test.com	EV Certificate			
*.marketing.company.com	Wildcard			
*.testsancertificate.com	SAN Certificate			
thebest.domain.com	EV Certificate			
leads.marketing.company-b.com	SAN Certificate	Tue Apr 30 2019 10:37	Renewing - Pending	N/A
marketing.example.com	EV Certificate	Thu Jun 20 2019 12:31	Pending	N/A
*.emcs122012.com	Wildcard Certificate	Fri Sep 27 2019 11:07	Renewing - Pending	N/A
helloworld.emcs122012.com	EV Certificate	Fri Sep 27 2019 11:07	Renewing - Pending	N/A
*.testing.emcs122012.com	Wildcard Certificate	Fri Sep 27 2019 11:07	Renewing - Pending	N/A

The screenshot shows the Oracle Eloqua 'Manage SSL Certificates' interface after the cancellation of the pending renewal. The table is updated with the following data:

Certificate Name	Certificate Type	Last Modified	Status	Expiration
editors.p03.elqqa01.com	EV Certificate	Wed Jan 09 2019 21:59	Active	Thu Jan 02 2020
test123.eloqua.com	EV Certificate	Tue Feb 19 2019 14:30	Pending	N/A
secure.nikkol.co.jp	EV Certificate	Fri Mar 01 2019 12:38	Pending	N/A
subdomain1.test.com	EV Certificate	Fri Mar 01 2019 12:41	Pending	N/A
*.marketing.company.com	Wildcard Certificate	Tue Mar 19 2019 12:04	Active	N/A
*.testsancertificate.com	SAN Certificate	Mon Apr 08 2019 05:40	Pending	N/A
thebest.domain.com	EV Certificate	Mon Apr 29 2019 08:12	Renewing - Pending	N/A
leads.marketing.company-b.com	SAN Certificate	Tue Apr 30 2019 10:37	Renewing - Pending	N/A
marketing.example.com	EV Certificate	Thu Jun 20 2019 12:31	Pending	N/A
*.emcs122012.com	Wildcard Certificate	Fri Sep 27 2019 11:07	Renewing - Pending	N/A
helloworld.emcs122012.com	EV Certificate	Fri Sep 27 2019 11:07	Renewing - Pending	N/A
*.testing.emcs122012.com	Wildcard Certificate	Fri Sep 27 2019 11:07	Renewing - Pending	N/A

STEPS TO ENABLE

You don't need to do anything to enable this feature.

KEY RESOURCES

Visit our [Help Center](#) to learn more.

DEVELOPER UPDATES

APP DEVELOPER FRAMEWORK

Resolved an issue related to receiving content from an app to improve consistency of content services.

STEPS TO ENABLE

You don't need to do anything to enable this feature.

APPLICATION API

We've added new API endpoints to enable you to archive and unarchive forms programmatically. Archiving forms enables you to hide older forms from search, choosers, and newer marketing activities. Forms in archive can still accept form submissions, but cannot be edited, copied or used in new campaigns or content.

A new property has been added to the Forms API endpoints in 1.0 and 2.0. The archived property is a boolean which indicates whether or not a form is in archive.

The Update a form endpoints will have new validation to prevent updating archived forms, and we've also made changes to the Retrieve a list of forms endpoints.

STEPS TO ENABLE

Review the REST service definition in the REST API guides, available from the [Oracle Help Center](#) > *your apps service area of interest* > REST API. If you're new to Oracle's REST services you may want to begin with the Quick Start section.

KEY RESOURCES

Learn more about the new archive property:

- [Product notice](#)
- [Application API 1.0 Forms endpoints](#)
- [Application API 2.0 Forms endpoints](#)

AUTHENTICATION

If the current access token has not been used, submitting a request to authenticate with the previous refresh token will now return the existing new access token and refresh token. This update alleviates the need to have to reinstall an app if there is a server error during token refresh.

STEPS TO ENABLE

You don't need to do anything to enable this feature.

KEY RESOURCES

Visit our [Developer Help Center](#) to learn more.

BULK API

We've added a new activity field named `FormSubmitSavedId`

. This field is available when creating an activity export definition for form submit activity types. This new activity field enables you to include the identifier of when form submissions were saved in your form submit activity reports, so you can export form submit activities periodically without missing any.

The syntax is:

- `FormSubmitSavedId: {{Activity.Field(FormSubmitSavedId)}}`

When export data is retrieved, the `FormSubmitSavedId` will be populated with the unique identifier for when the form submission was saved.

Resolved an issue where it was possible to create custom object export definitions that included a contact lead scoring field, even though contact lead scoring fields are not supported in custom object exports, and the sync would always fail. Now, creating a custom object export definition that includes a contact lead scoring field will result in a 400 validation error.

We've added a new, more detailed error message for 500 error responses to Bulk API requests. The new error response indicates the type of error, error severity, and when users should retry the request.

- `error`: Describes the type of error.
- `errorSeverity`: The severity of the error ranging from 3, 2, 1, and 0. 0 being the highest.
- `Retry-After`: Based on the error severity, indicates in seconds when the request should be retried.

This new error message provides Bulk API users with more information regarding failed requests, and guidance on when to retry requests.

In certain cases where an export sync attempt fails but Eloqua will retry, Eloqua will now return a message indicating Eloqua will retry the sync. The new status code ELQ-00145 indicates your sync will be retried, and the message indicates when Eloqua will retry the sync.

With the arrival of Eloqua release 20D (Nov 2020), we will begin applying a new retention policy on Bulk API syncs, including sync logs and rejects, that are older than one year. This new retention policy will continue to be applied from 20D onwards.

STEPS TO ENABLE

Review the REST service definition in the REST API guides, available from the [Oracle Help Center](#) > *your apps service area of interest* > REST API. If you're new to Oracle's REST services you may want to begin with the Quick Start section.

KEY RESOURCES

Review the following resources to learn more:

- New FormSubmitSavedId [activity field](#) and creating an [activity export definition](#)
- [Product notice](#) about the error message which provides Bulk API users with more information regarding error responses
- [Product notice](#) about a new retention policy on Bulk API syncs



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