



Intrado Studio - Eloqua Configuration

Overview

This document provides the steps to configure Eloqua in Intrado Studio.

Prerequisites

To set up the integration, you will need the following items:

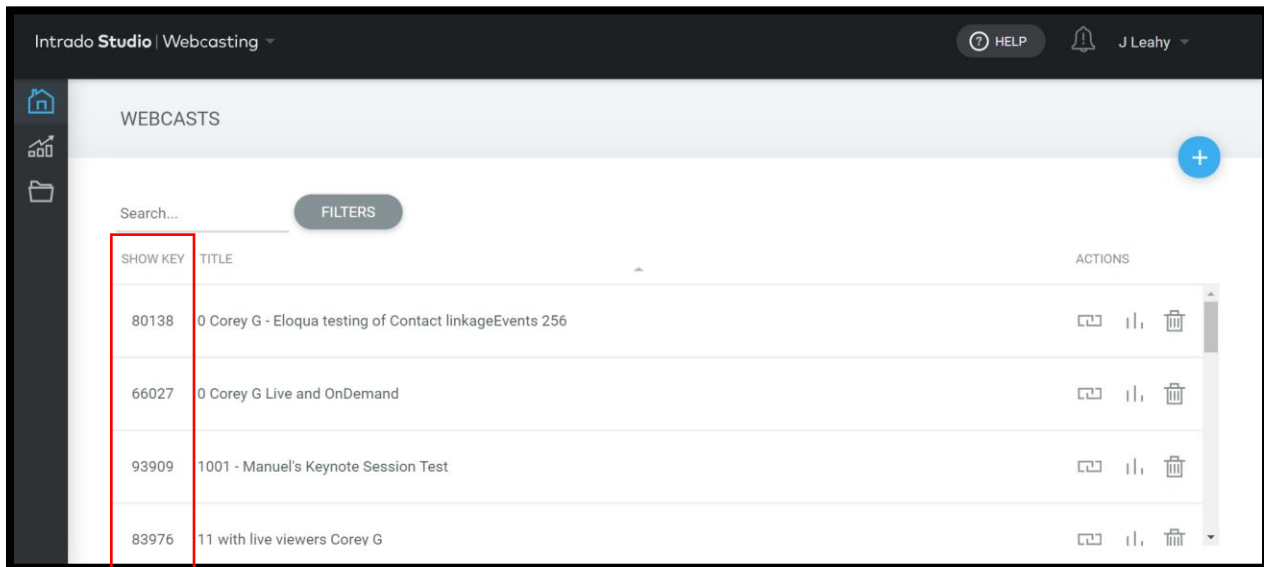
- Eloqua feature activated by Intrado
- Administrative permission to your Intrado tenant
- Administrative permission to your Eloqua system
- An Eloqua user account with credentials that include Company name, Username, and Password and REST API settings enabled.

Follow the steps below to configure Eloqua in Intrado Studio.

1. Log in to Intrado Studio and select the applicable Show Key.

Note: Show Key is Intrado's unique webcast identifier. You can set up separate Eloqua Data Transfers for each Studio webcast.

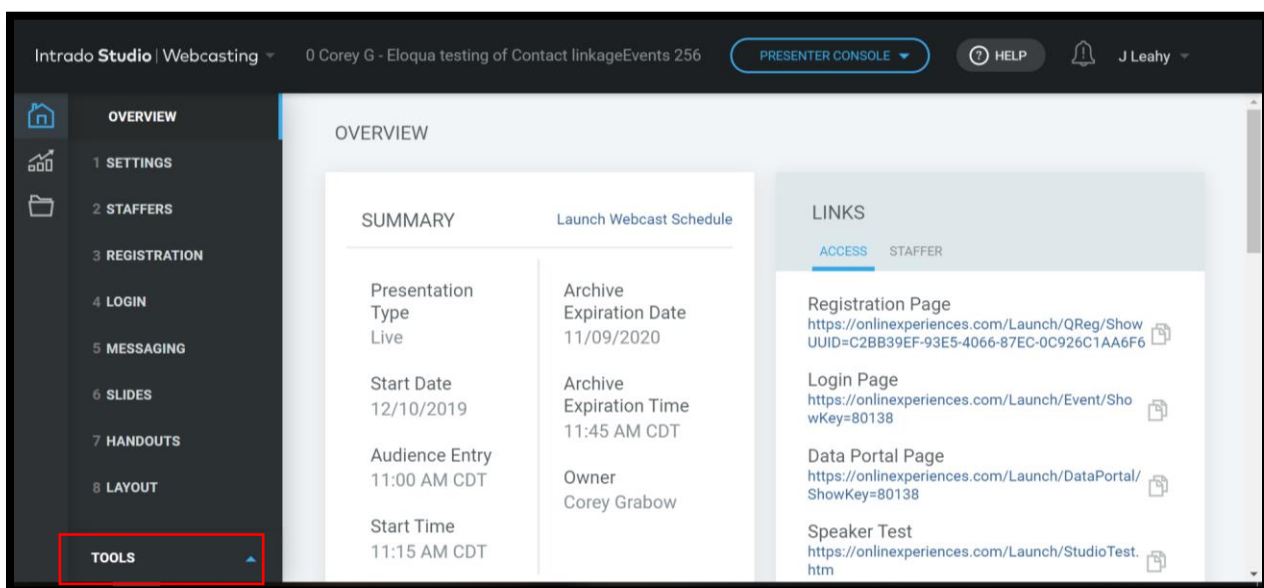
Example:



The screenshot shows the 'WEBCASTS' section of the Intrado Studio interface. A table lists several webcasts with columns for 'SHOW KEY', 'TITLE', and 'ACTIONS'. The 'SHOW KEY' column is highlighted with a red box. The table contains the following data:

SHOW KEY	TITLE	ACTIONS
80138	0 Corey G - Eloqua testing of Contact linkageEvents 256	[Icons]
66027	0 Corey G Live and OnDemand	[Icons]
93909	1001 - Manuel's Keynote Session Test	[Icons]
83976	11 with live viewers Corey G	[Icons]

2. The Tools menu on the left-hand side allows the configuration of advanced options, including Marketing Automation. Select **Tools** to expand the options.



The screenshot shows the 'OVERVIEW' page for a specific webcast. The left-hand navigation menu is expanded, and the 'TOOLS' option is highlighted with a red box. The main content area displays a 'SUMMARY' section with the following details:

SUMMARY		Launch Webcast Schedule
Presentation Type	Archive Expiration Date	11/09/2020
Live	Archive Expiration Time	11:45 AM CDT
Start Date	Owner	Corey Grabow
12/10/2019		
Audience Entry		
11:00 AM CDT		
Start Time		
11:15 AM CDT		

The 'LINKS' section on the right provides URLs for various pages:

- Registration Page: <https://onlinexperiences.com/Launch/QReg/Show/UID=C2BB39EF-93E5-4066-87EC-0C926C1AA6F6>
- Login Page: <https://onlinexperiences.com/Launch/Event/ShowKey=80138>
- Data Portal Page: <https://onlinexperiences.com/Launch/DataPortal/ShowKey=80138>
- Speaker Test: <https://onlinexperiences.com/Launch/StudioTest.htm>

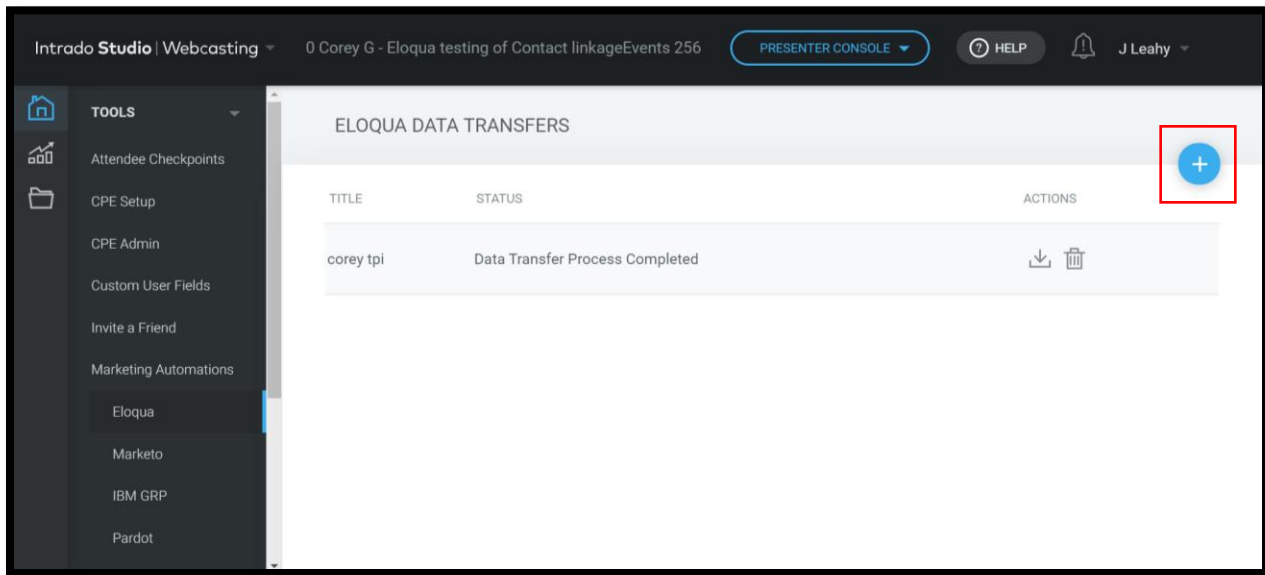
3. Select Marketing Automations.

The screenshot shows the Intrado Studio interface. The top navigation bar includes 'Intrado Studio | Webcasting', '0 Corey G - Eloqua testing of Contact linkageEvents 256', 'PRESENTER CONSOLE', 'HELP', and 'J Leahy'. The left sidebar is titled 'TOOLS' and lists various options: Attendee Checkpoints, CPE Setup, CPE Admin, Custom User Fields, Invite a Friend, Marketing Automations (highlighted with a red box), Surveys, Tests, Webcast Embed, and Users. The main content area is titled 'OVERVIEW' and contains three panels: 'SUMMARY', 'Launch Webcast Schedule', and 'LINKS'. The 'SUMMARY' panel lists: Presentation Type (Live), Start Date (12/10/2019), Audience Entry (11:00 AM CDT), and Start Time (11:15 AM CDT). The 'Launch Webcast Schedule' panel lists: Archive Expiration Date (11/09/2020), Archive Expiration Time (11:45 AM CDT), and Owner (Corey Grabow). The 'LINKS' panel lists: Registration Page, Login Page, Data Portal Page, and Speaker Test, each with a corresponding URL and a document icon.

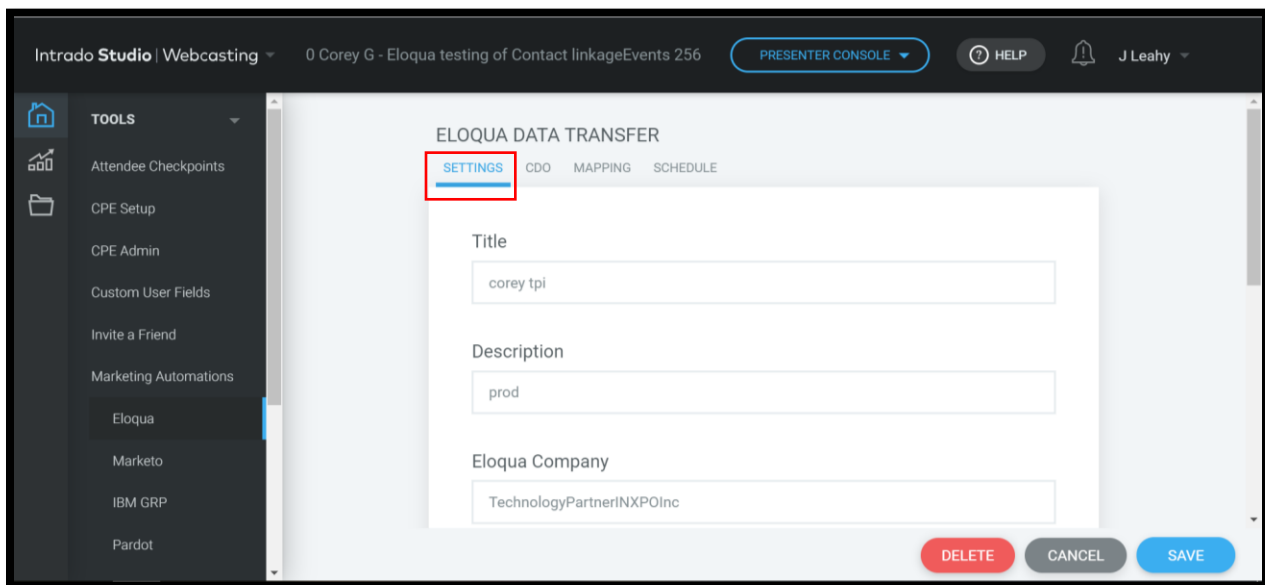
4. Select Eloqua.

The screenshot shows the Intrado Studio interface, similar to the previous one. The top navigation bar is identical. The left sidebar is titled 'TOOLS' and lists various options: Attendee Checkpoints, CPE Setup, CPE Admin, Custom User Fields, Invite a Friend, Marketing Automations, Eloqua (highlighted with a red box), Marketo, IBM GRP, and Pardot. The main content area is titled 'OVERVIEW' and contains three panels: 'SUMMARY', 'Launch Webcast Schedule', and 'LINKS'. The 'SUMMARY' panel lists: Presentation Type (Live), Start Date (12/10/2019), Audience Entry (11:00 AM CDT), and Start Time (11:15 AM CDT). The 'Launch Webcast Schedule' panel lists: Archive Expiration Date (11/09/2020), Archive Expiration Time (11:45 AM CDT), and Owner (Corey Grabow). The 'LINKS' panel lists: Registration Page, Login Page, Data Portal Page, and Speaker Test, each with a corresponding URL and a document icon.

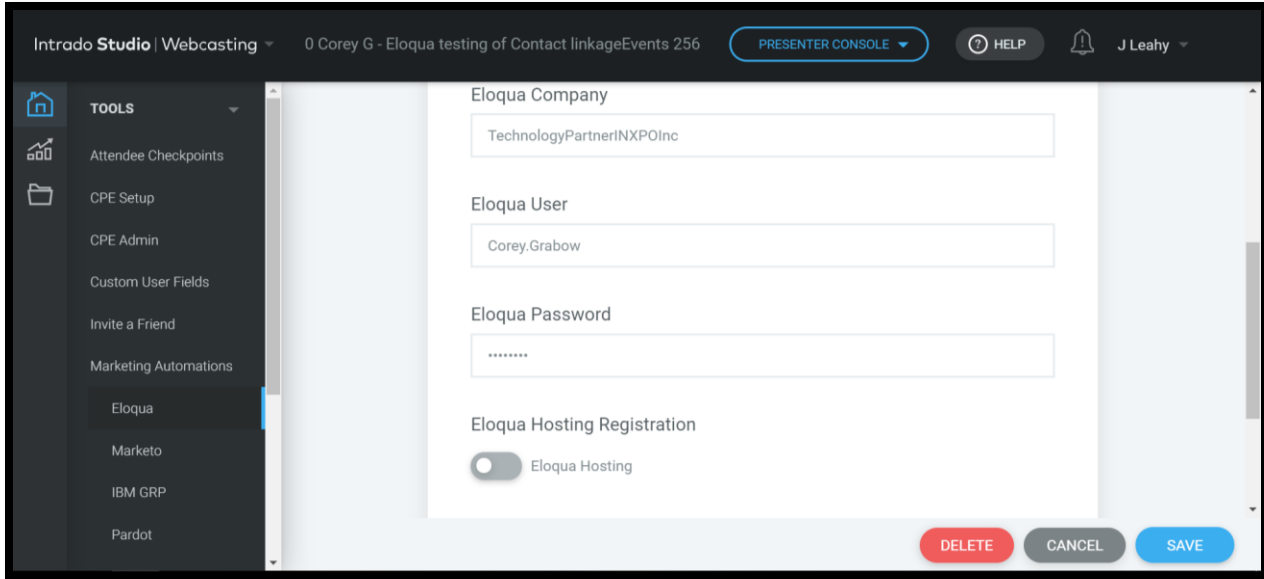
5. Click the plus (+) sign on the right-hand side of the page to add a new Eloqua Data Transfer.



6. In the Settings tab, complete the Title, Description, Eloqua Company, Eloqua User, and Eloqua Password fields. These values allow the Intrado Studio webcast in the tenant to be connected to the appropriate Eloqua instance.



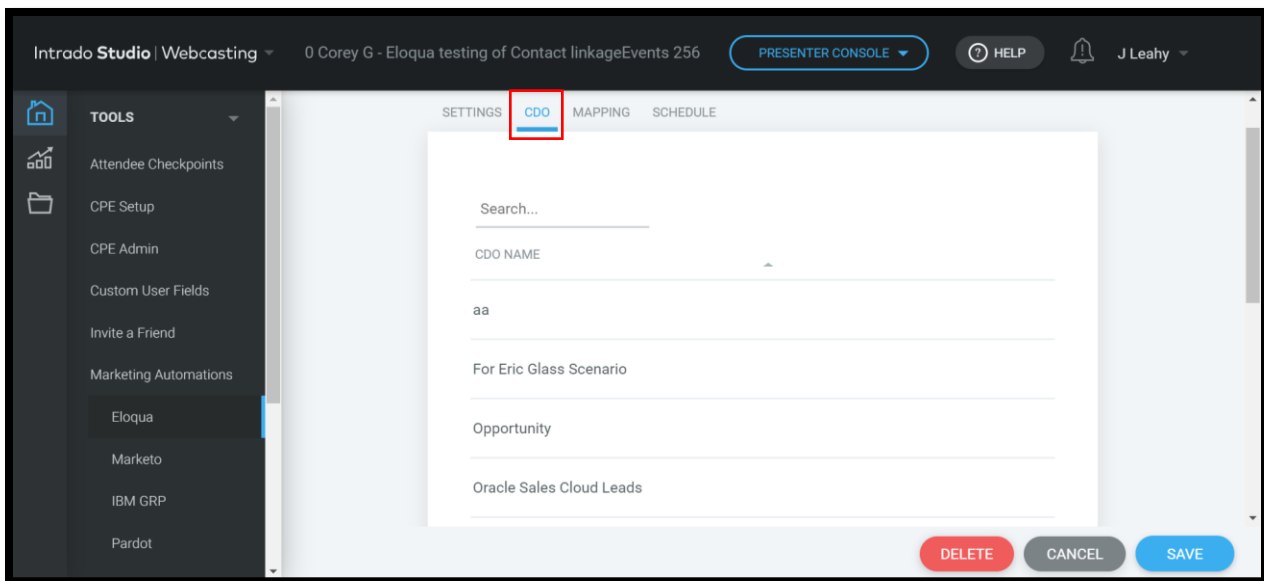
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Note: Leave the Eloqua Hosting Registration slider in the off position. This option is used when you want to send all user data including Intrado registration data. If Eloqua is hosting registration, click the button to turn on Activity only.

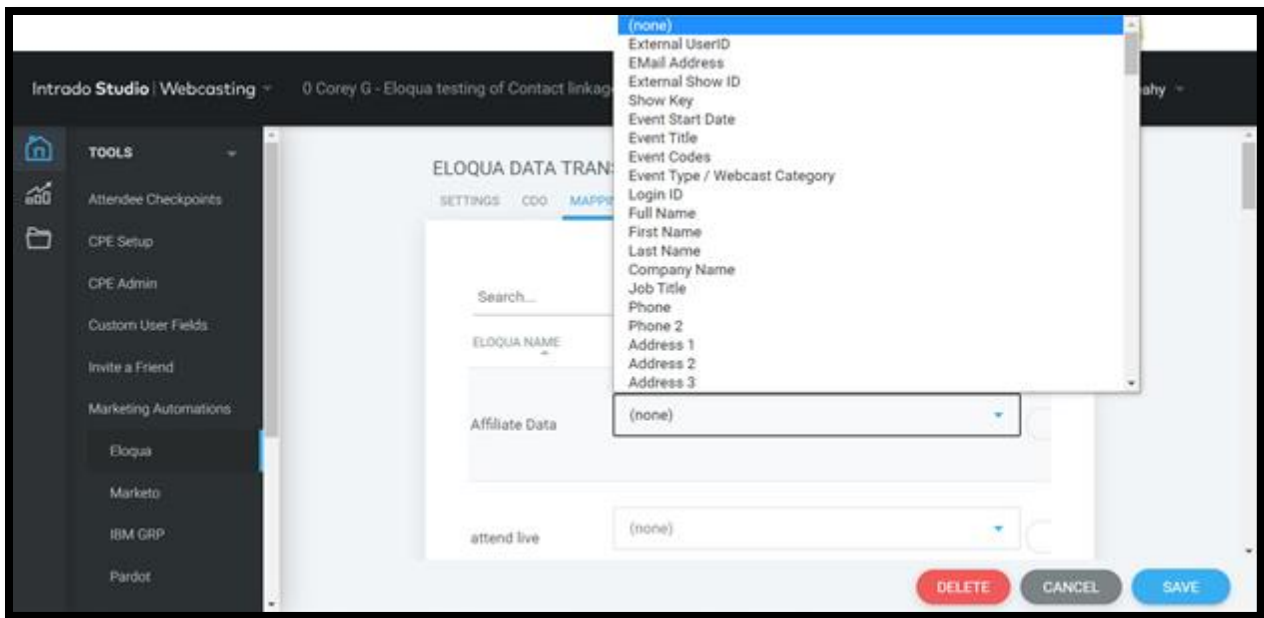
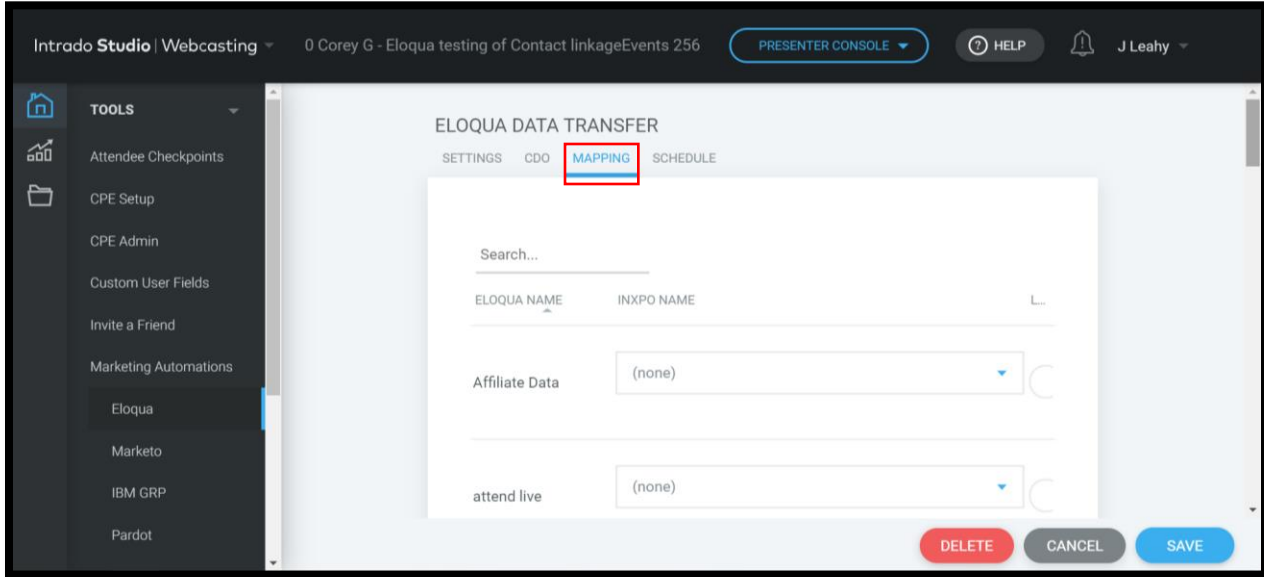
7. In the CDO (Custom Data Object) tab, select the applicable campaign.

Example:

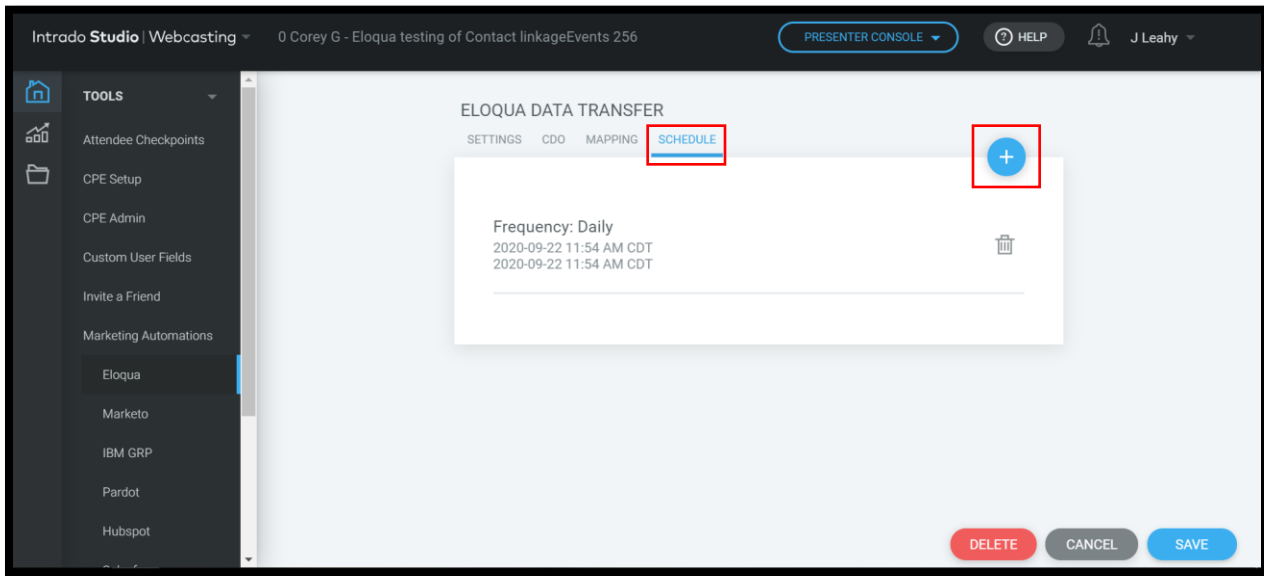


- In the Mapping tab, select the reporting fields as created in Eloqua and click the radio button on the right-hand side of the data field to select the Contact Association for the unique user ID.

Note: The fields listed under Eloqua Name are fields that have been configured for the Eloqua campaign selected in the CDO tab. The INXPO Name field maps the Intrado field to the Eloqua field.

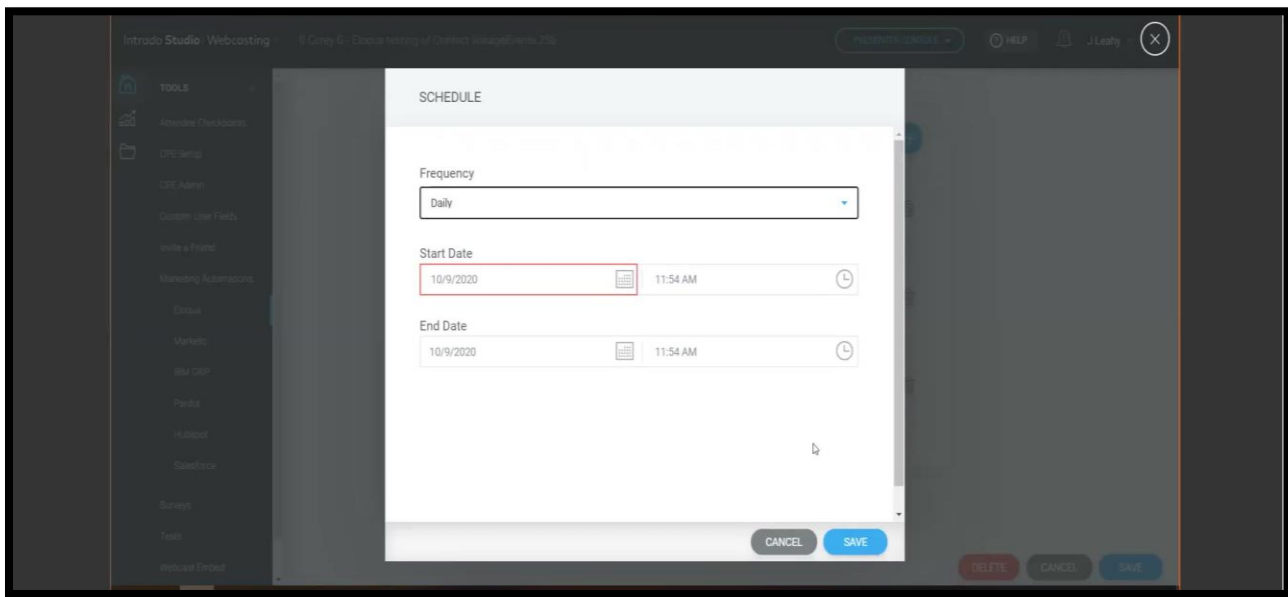


9. In the Schedule tab, click the plus (+) sign on the right-hand side of the page to add a new run schedule.



10. Enter the frequency, start date and time, end date and time, and click **Save**.

Note: Frequency dictates when the Data Transfer runs, and start/end dates and times determine when the Data Transfer run is executed.



11. On the main page, click **Save**. Eloqua is now configured in Intrado Studio.

