

# Integrating Zoom with Oracle's Eloqua

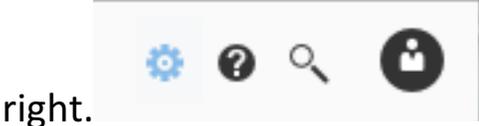
## Overview:

The Zoom – Oracle Eloqua integration allows you to register contacts for a Zoom Webinar as part of your campaigns. It also lets you make decisions based on attendance or registration without needing to manually bring your Zoom data into Eloqua.

## Setting Up the Integration:

*Note: You will need to have Admin access in both Oracle Eloqua and Zoom to complete this setup.*

1. Login to your Eloqua account and open the **Settings** in the top

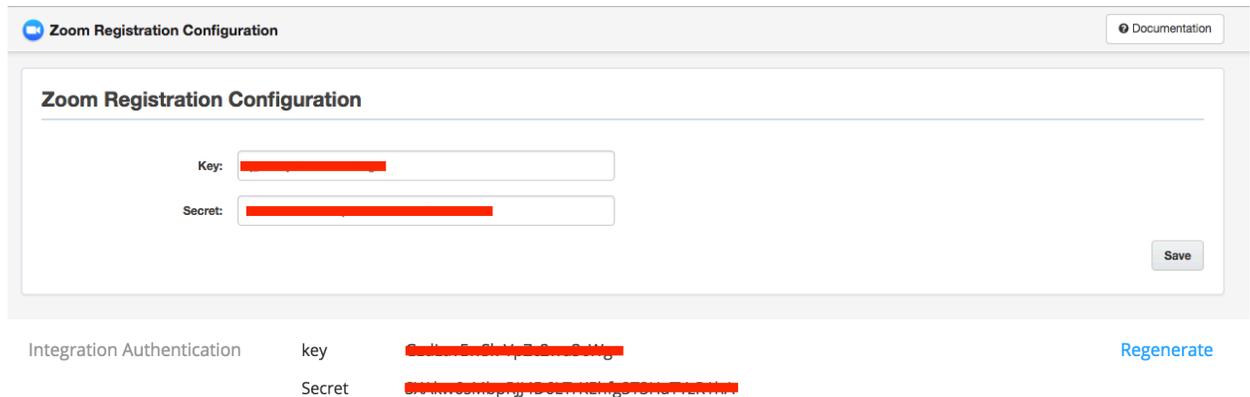


2. Choose **Apps** and choose **Get More Apps**. Search for **Zoom** and add the **Zoom for Oracle Eloqua** by clicking **Get App >**



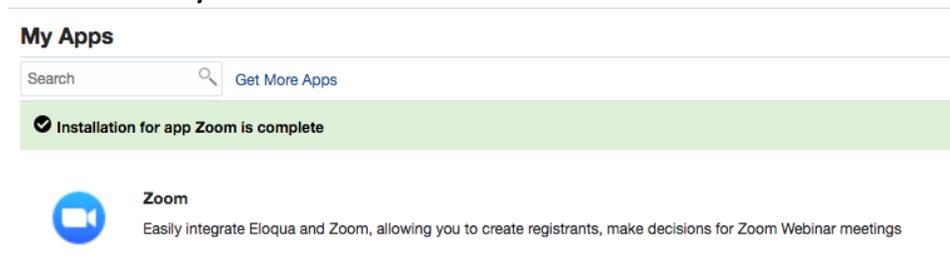
3. Choose **Accept and Install** in the top right to continue.

4. For the **Zoom Registration Configuration** page. Copy the key and secret from your Zoom account Meeting Settings page at <https://zoom.us/profile/setting> under **Integration Authentication** and click **Save**.



The screenshot shows the 'Zoom Registration Configuration' page. At the top, there is a header with the Zoom logo and the text 'Zoom Registration Configuration'. Below this, there is a form with two input fields: 'Key:' and 'Secret:'. Both fields contain redacted text. A 'Save' button is located at the bottom right of the form. Below the form, there is a table with two rows: 'Integration Authentication' and 'Secret'. The 'key' column contains redacted text, and the 'Secret' column contains redacted text. A 'Regenerate' button is located to the right of the 'Secret' row.

5. Click **Sign In** and **Accept** to accept permission for **Zoom** to be added to the account. Click **Proceed** to continue through **Eloqua OAuth Configuration**.
6. You should now see the **Zoom integration** has been added and successfully installed.



The screenshot shows the 'My Apps' page. At the top, there is a search bar with the text 'Search' and a magnifying glass icon. To the right of the search bar is a link that says 'Get More Apps'. Below the search bar, there is a green banner with a checkmark icon and the text 'Installation for app Zoom is complete'. Below the banner, there is a Zoom logo and the text 'Zoom' and 'Easily integrate Eloqua and Zoom, allowing you to create registrants, make decisions for Zoom Webinar meetings'.

## Using the Integration

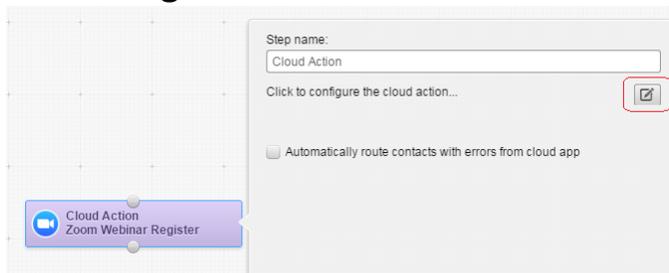
### Features:

The Oracle Eloqua Zoom Integration makes it easy for you to register contacts for a Zoom Webinar as part of your campaign. It also lets you make decisions based on attendance and registration without needing to bring your Zoom data manually into Eloqua.

### Importing Contacts into Zoom as Webinar Registrants:

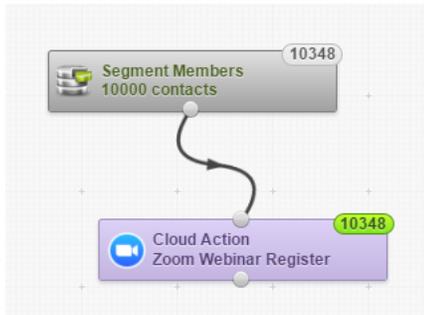
1. Schedule a Webinar and copy the **Webinar ID**. For more information on how to schedule a webinar in Zoom, please see this link: <https://support.zoom.us/hc/en-us/articles/204619915-Scheduling-a-Webinar-with-Registration>
2. Open your Eloqua campaign and drag a desired segment with contacts to register for the Zoom Webinar.
3. Drag a **Zoom Webinar Register** action onto the campaign.
4. Open the action settings and click the button to configure the

cloud action.



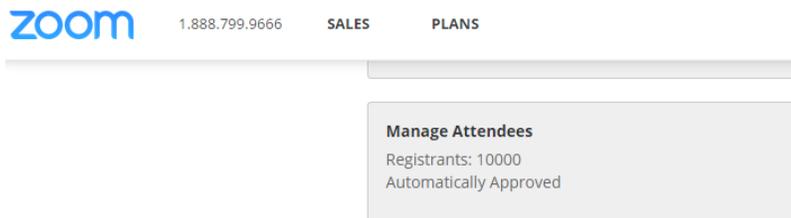
5. On the screen that pops up, enter the **Webinar ID** from step 1. Once entered, click Save and close the window.

6. Connect the Action with the segment.



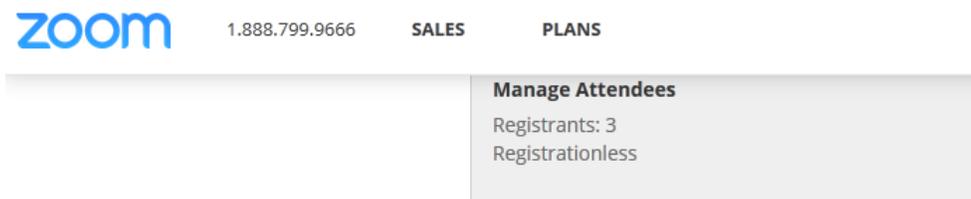
7. Activate the campaign to register the segment members to the Zoom Webinar.

8. Once the campaign is completed, you should then see the segment members registered to the Zoom Webinar by opening the Webinar settings and scrolling down to the **Manage Attendees** section.



## Pulling Zoom Webinar Registrants' data into a Shared List:

1. Either Schedule a new Webinar or use an existing Webinar with registrants and copy the **Webinar ID**.

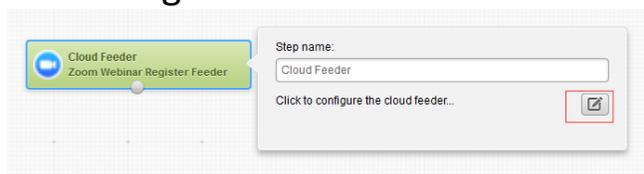


2. Create a **Shared list** in the **Shared Library** in Eloqua.

Name	Last Modified At	Last Modified By	Created On	Created By
Test Case : feeder_3	7/27/2015 7:51 PM	Edison Xing	7/27/2015 7:48 PM	Edison Xing

3. On your Eloqua Campaign, drag a **Zoom Webinar Register Feeder** onto the campaign.

4. Open the feeder settings and click the button to configure the



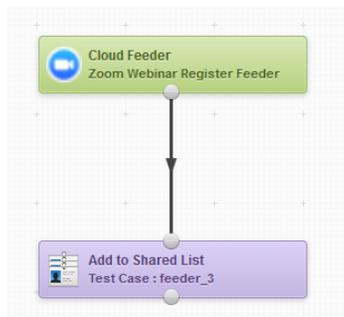
cloud feeder.

5. Enter the **Webinar ID** from step 1 and save. Close the window.

6. Drag an **Add to Shared List** action onto the campaign.

7. Open the action settings and select the shared list created in step 2.

8. Connect the action with the feeder.

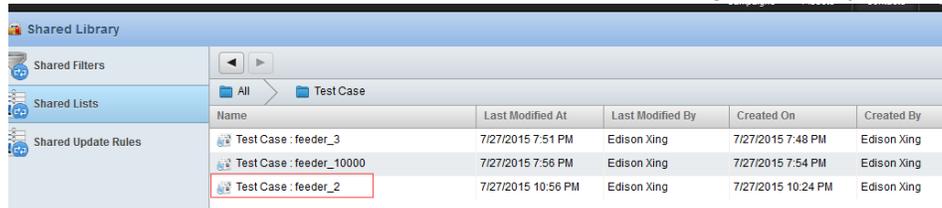


9. Activate the Campaign

10. Once the campaign is completed, the contacts already registered for the Zoom Webinar should now appear in the Shared List.

## Pulling Zoom Webinar Attendees' data into a Shared List:

1. Copy the **Webinar ID** for a webinar that has ended.
2. Create a **Shared List** in the **Shared Library** in Eloqua.



The screenshot shows the 'Shared Library' interface in Eloqua. On the left, there are navigation tabs for 'Shared Filters', 'Shared Lists', and 'Shared Update Rules'. The 'Shared Lists' tab is active, showing a table of shared lists. The table has columns for 'Name', 'Last Modified At', 'Last Modified By', 'Created On', and 'Created By'. Three rows are visible, with the third row, 'Test Case : feeder\_2', highlighted with a red border.

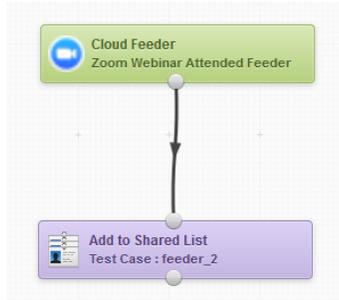
Name	Last Modified At	Last Modified By	Created On	Created By
Test Case : feeder_3	7/27/2015 7:51 PM	Edison Xing	7/27/2015 7:48 PM	Edison Xing
Test Case : feeder_10000	7/27/2015 7:56 PM	Edison Xing	7/27/2015 7:54 PM	Edison Xing
Test Case : feeder_2	7/27/2015 10:56 PM	Edison Xing	7/27/2015 10:24 PM	Edison Xing

3. On your Eloqua Campaign, drag a **Zoom Webinar Attended Feeder** onto the campaign.
4. Open the feeder settings and click the button to configure the cloud feeder.



5. Enter the **Webinar ID** from step 1 and save. Close the window.
6. Drag an **Add to Shared List** action onto the campaign.
7. Open the actions settings and select the shared list created in step 2.

8. Connect the action with the feeder.



9. Activate the campaign.

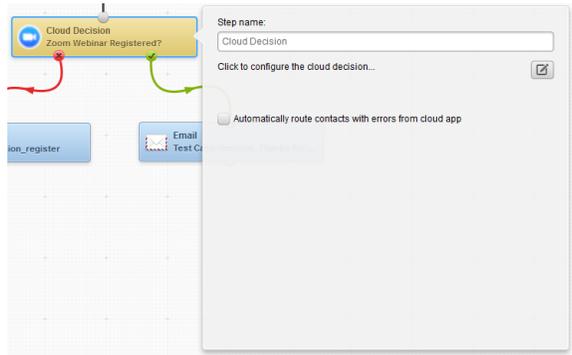
10. Once the campaign is completed, the contacts should have now populated in the Shared List.

### Checking if contacts have registered for a Zoom Webinar:

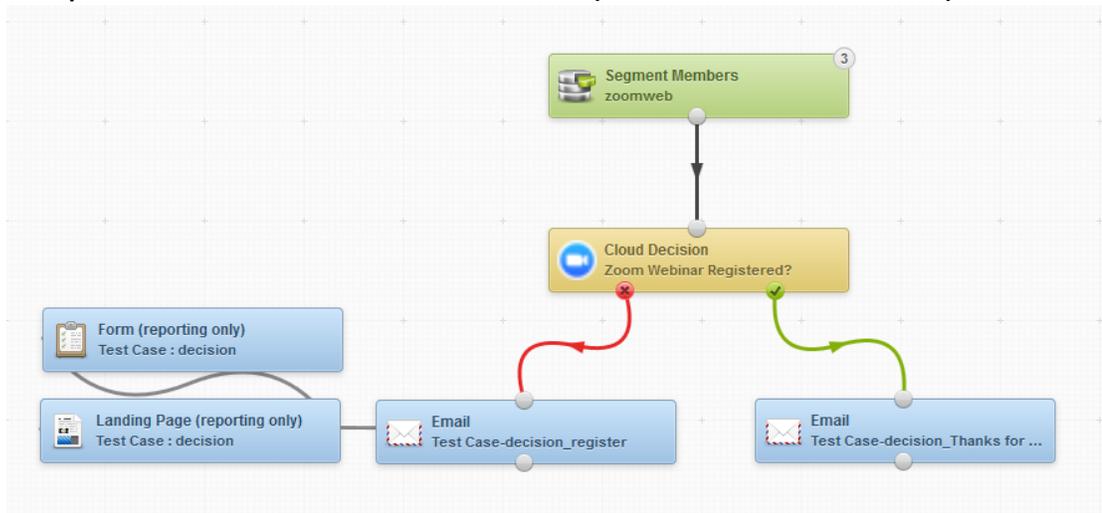
This feature will allow you to check to see if your contacts have registered for a specified Zoom Webinar. It will then separate the contacts into two groups: those who have registered and those who have not. This will allow you to make sure you do not send invitations to contacts that have already registered.

1. Copy the **Webinar ID** for a desired webinar.
2. Create a desired **Form, Landing Page and Emails** in Eloqua Assets
3. On the Eloqua Campaign, drag a desired segment with contacts.
4. Drag a **Zoom Webinar Registered** decision onto the campaign.

5. Open the decision settings and click the button to configure the cloud action.



6. Enter the **Webinar ID** from step 1 and save. Close the window.
7. Drag your Emails, Landing Page, and form onto the campaign and configure them with the desired options.
8. Connect the segment with the decision and the decision's **Yes** path with the Registration Follow Up email and the decision's **No** path with the Invitation email (or emails as desired).

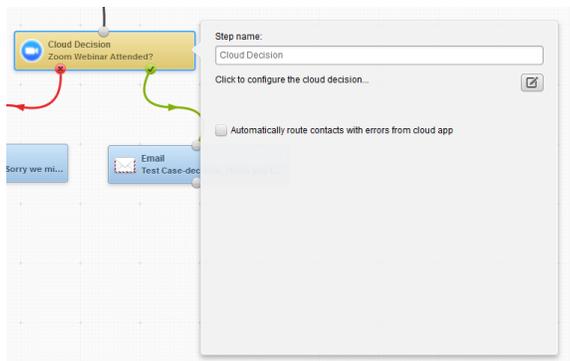


9. Activate the campaign.
10. Once the campaign is completed, contacts who have registered for the webinar will receive the Registration Follow Up email and those who have not registered will receive the invitation email.

## Checking if contacts have attended a Zoom Webinar:

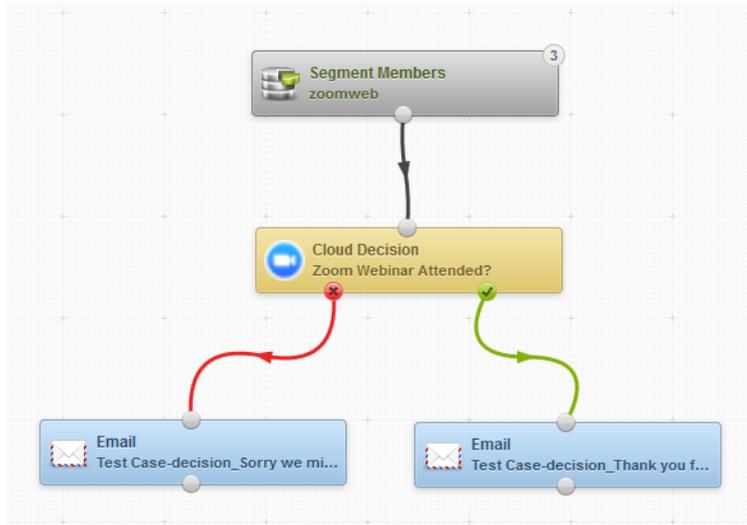
This feature will check to see if your contacts have attended a specified Zoom Webinar. It will allow you to separate these contacts into two groups: those who have attended and those who did not. This will allow you to send different emails to these sets of contacts.

1. Copy the **Webinar ID** for a desired webinar that has completed.
2. Create your desired emails in the Eloqua Assets. Such as attendee follow up email and no show follow up email.
3. On the Eloqua campaign, drag a desired segment with contacts.
4. Drag a **Zoom Webinar Attended** decision onto the campaign.
5. Open the decision settings and click the button to configure the cloud action.



6. Enter the **Webinar ID** from step 1 and save. Close the window.
7. Drag your emails onto the campaign and configure them with the desired options.

8. Connect the segment with the decision and the decision's **Yes** path to the desired email (Attendee Follow Up) and the **No** path to the desired email (No Show Follow Up).



9. Activate the campaign.

10. Once the campaign is completed, contacts who have attended and those who have not attended will get the appropriate emails.

## Automating the Zoom Webinar Registration Process:

Please see the campaign example below for an automated registration process.

