

# Kaltura Video Extension for Oracle Eloqua 10 Information Guide

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**Kaltura Business Headquarters**

250 Park Avenue South, 10th Floor, New York, NY 10003

Tel.: +1 800 871 5224

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# Preface

This preface contains the following topics:

- [About this Guide](#)
- [Audience](#)
- [Document Conventions](#)

## About this Guide

This guide describes how to



**NOTE:** Please refer to the official and latest product release notes for last-minute updates. Technical support may be obtained directly from: [Kaltura Customer Care](#).

### Contact Us:

Please send your documentation-related comments and feedback or report mistakes to [knowledge@kaltura.com](mailto:knowledge@kaltura.com). We are committed to improving our documentation and your feedback is important to us.

## Audience

This guide is intended for Eloqua administrators and users as well as Kaltura users, who use Kaltura for marketing and would like to utilize some of the players plugins described in the guide.

## Document Conventions

Kaltura uses the following admonitions:

- Note
- Workflow



**NOTE:** Identifies important information that contains helpful suggestions.



**Workflow:** Provides workflow information.

1. Step 1
2. Step 2

# Overview of the Kaltura Video Extension for Oracle Eloqua

The Kaltura Video Extension for Oracle Eloqua is built to allow modern marketers to enhance their marketing campaigns with video as a strong marketing tool.

The extension empowers the marketers with the following abilities:

- Easily add videos to Eloqua landing pages
- Track user video interaction and use it for lead nurturing, scoring, qualification and reports
- Collect leads and additional data in video player
- Have call to action buttons in video player to increase user engagement

## Deployment

### To add the Kaltura video embed as Cloud Content

1. Add the Kaltura video embed application.
2. Enable the Kaltura video embed as a cloud content.

### To add the Kaltura Video Embed App to your Eloqua instance

1. Ask your Kaltura representative for the Catalog URL of the application.
2. Paste the URL in your browser.
3. Login to your Eloqua instance.

You will automatically go to a page with the following question



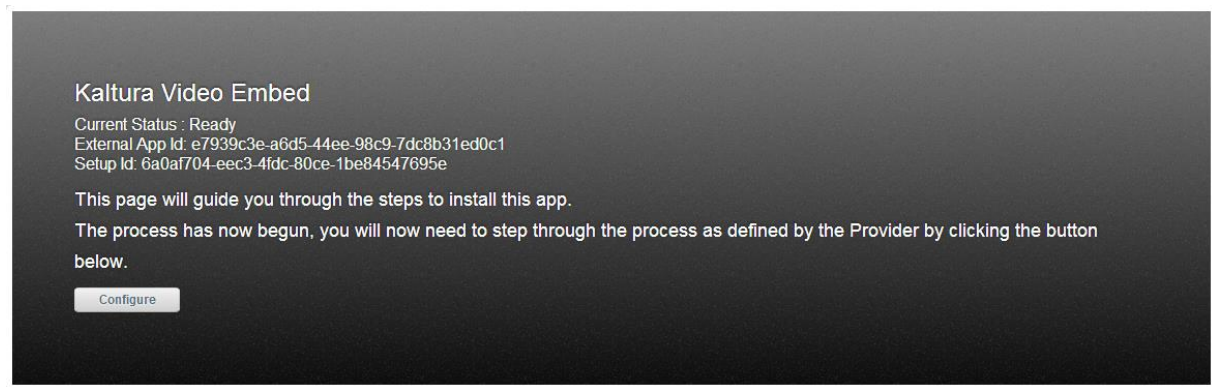
Are you sure you want to add this app?



4. Click Accept.
5. Click Catalog on the toolbar.
6. Find the row of the Kaltura App in the table and click Re-Configure

Kaltura Video Embed	MyTestApp Description.	Ready	Up	Re-Configure	Status	Uninstall
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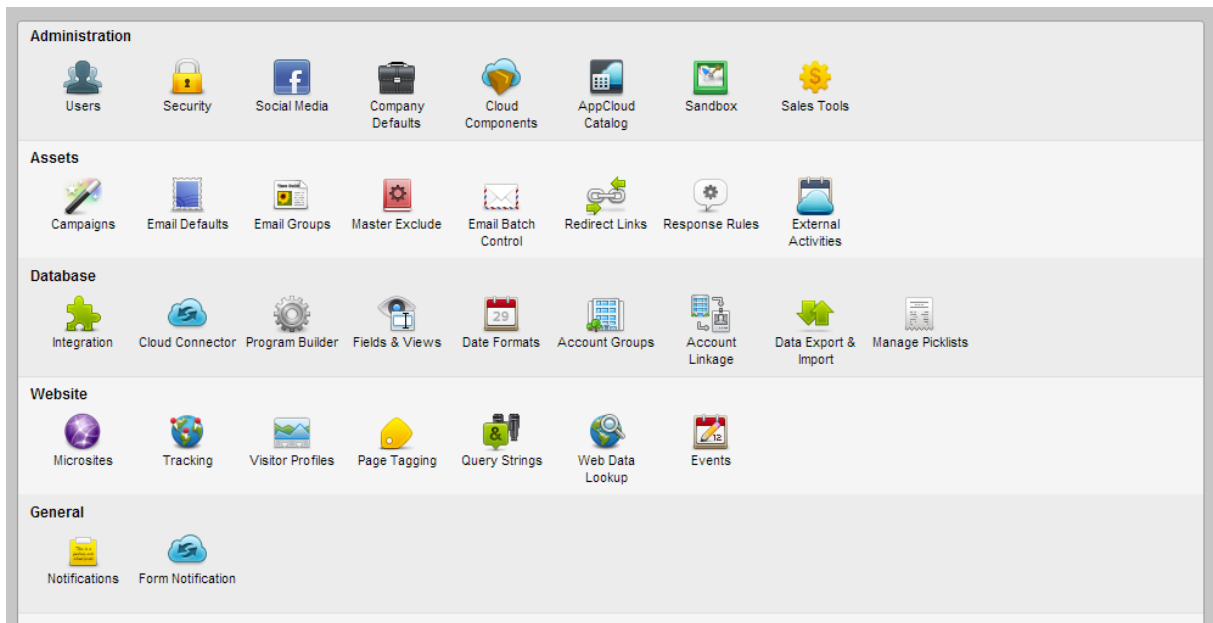
7. Click Configure.



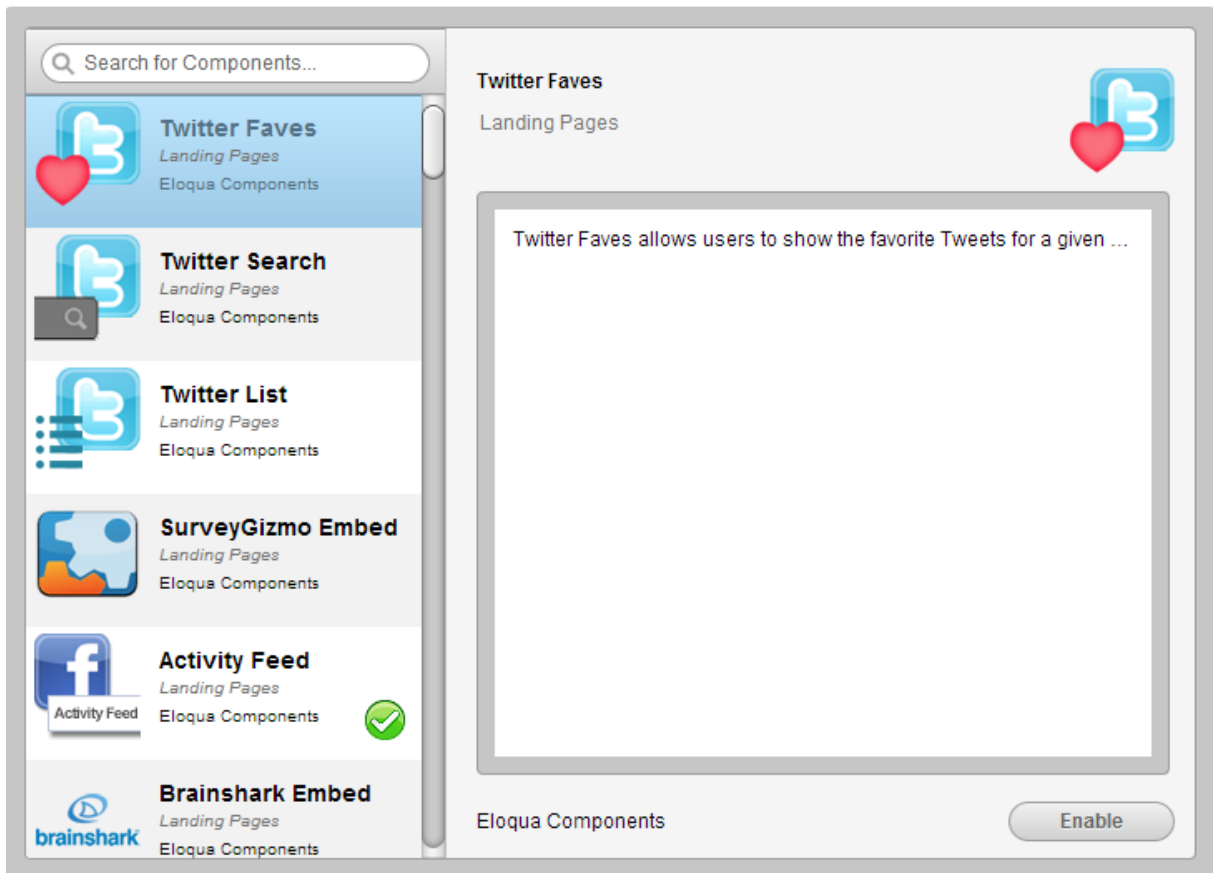
Be certain to get an 'OK' message.

## To enable Kaltura video embed as cloud content

1. Click Settings and then Setup
2. Click Cloud Components.



Find and select the Kaltura App by scrolling or searching in the left side of the UI.



3. Click Enable.

# Tracking User Video Engagement

User video engagement data is tracked in the dedicated Eloqua's Custom Object (also known as 'Data Card'). The Custom Object records are created and updated via an Eloqua form that is submitted by the video player.

All video engagement data is correctly tracked and associated with the relevant contacts, however, there is a one time manual setup required.

## To track user engagement data

1. [Set up a custom object for the video engagement data in Eloqua.](#)
2. [Setup a form for the custom object in Eloqua.](#)
3. [Creating a Data Lookup Key for the Eloqua email Field](#)
4. [Add the player plugin to all the relevant Kaltura players.](#)

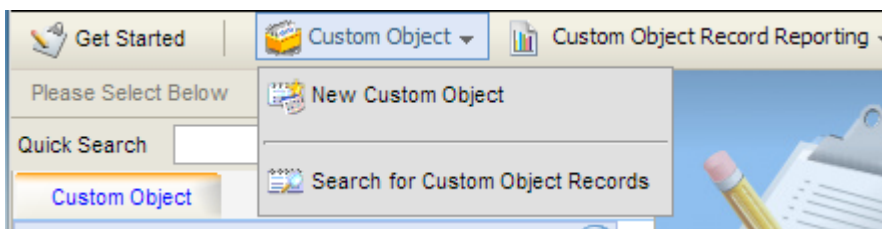
## Setting up a Custom Object for Video Engagement Data

### To setup a custom object for the video engagement data in Eloqua

1. On the upper control bar of Eloqua click 'Contacts' and then click 'Custom Objects'.



2. Click 'Custom Object' and select 'New Custom Object'.



3. In the Custom Object definition, give the custom object Display Name an intuitive name, for example, "Kaltura Video Engagement".
4. Set the default entity mapping to:
  - a. Entity Type: Contacts
  - b. Entity Field: Email Address



5. Click Next.

## Custom Object

Custom Object details

Display Name:

Description:


Type:

Place in folder:

Default Entity Mapping used in upload

Entity Type:

Entity Field:




 Next

6. Click Custom Object Record Fields and select Add New Field.

## Custom Object Record Fields

Custom Object Record Fields

Kaltura Video Engagement Stats

-  Add New Field
-  Add Contact Fields
-  Add Form Fields

7. Add the following fields:

Field name	Field type
Entry ID	Text
Entry name	Text
Entry tags	Text
Entry Reference ID	Text
Player ID	Number
Playback date and time	Date / Time
Playback Session ID	Text
View time duration	Text

Field name	Field type
View time percentage	Number
Clicked CTAs	Text
Data collected	Text
Continued to related video	Text
Referring video	Text
Page URL	Text
External ID	Text
Kaltura unique ID	Text
Email address	Text

8. In the Custom Object definition screen set the following mapping:
  - a. Unique Code Field to Kaltura Unique ID
  - b. Email Address Field to Email Address

**Custom Object**

Custom Object ▾ Header Fields ▾ Reporting ▾

Kaltura Video Engagement (1703 Custom Object Records)

Custom Object details

Display Name: Kaltura Video Engagement

Description: Engagement data with Kaltura video

Type: Custom Data Objects ▾

Display Name Field: (none) ▾

Unique Code Field: Kaltura unique ID ▾

Email Address Field: email address ▾

Total Number of Custom Object Records: 1703 View Custom Object Record

Custom Object parameters

Group By Field: (none) ▾

Default Entity Mapping used in upload

Entity Type: Contacts ▾

Entity Field: Email Address ▾

Header Fields

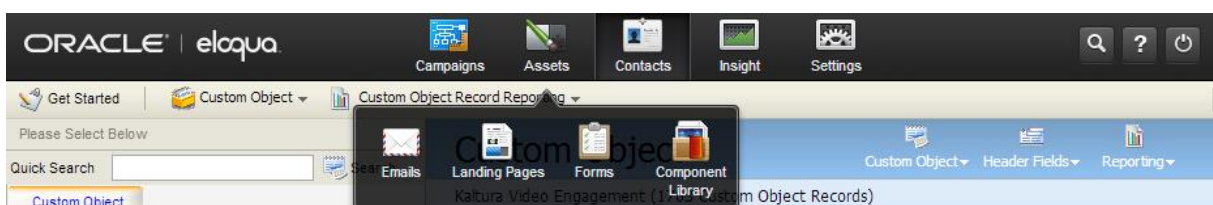
Save

9. Click Save.

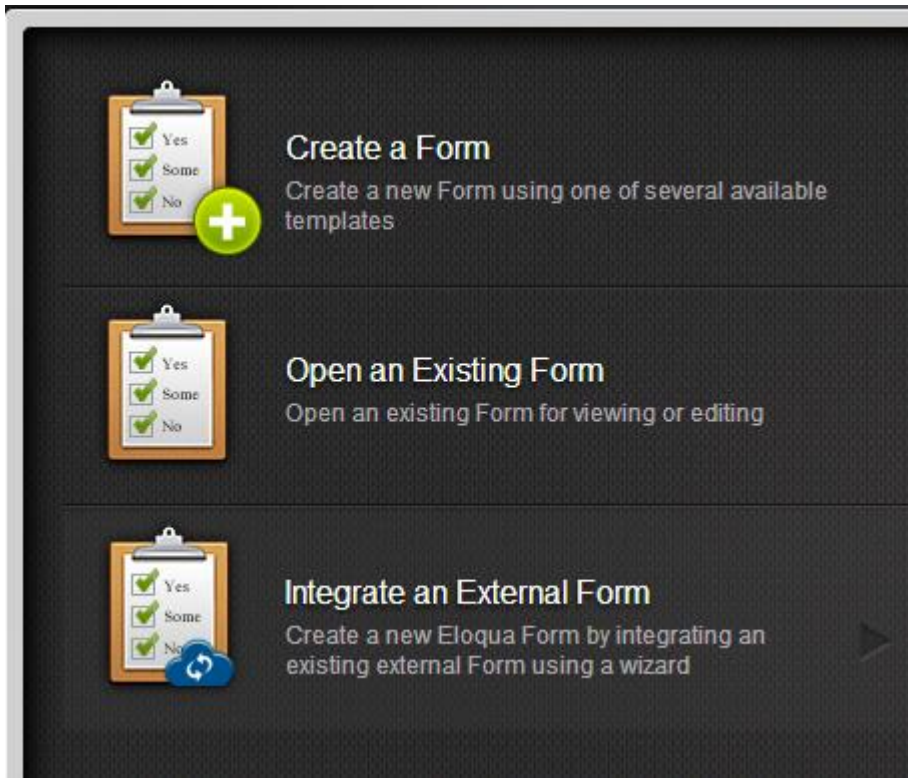
## Setting Up a Form for the Custom Object in Eloqua

To setup a form for the custom object in Eloqua

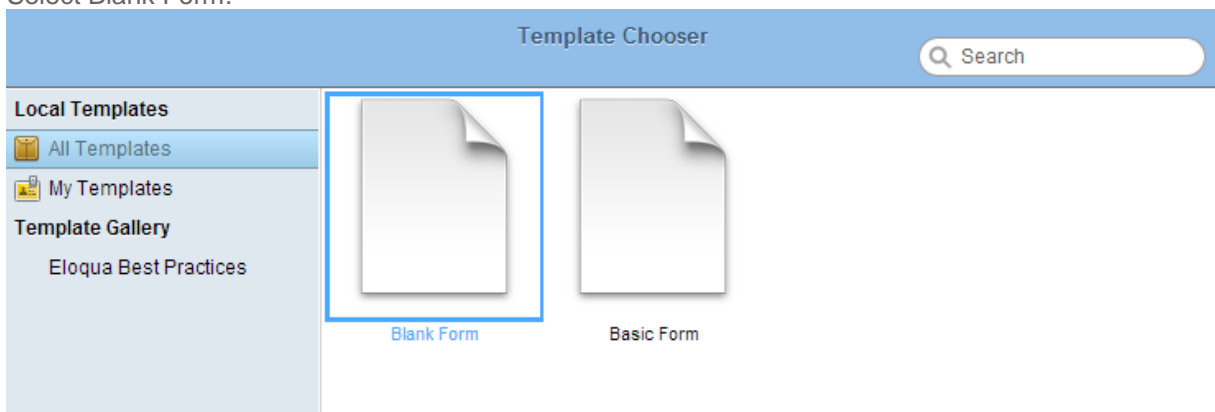
1. On the upper control bar of Eloqua click Assets and then Forms.



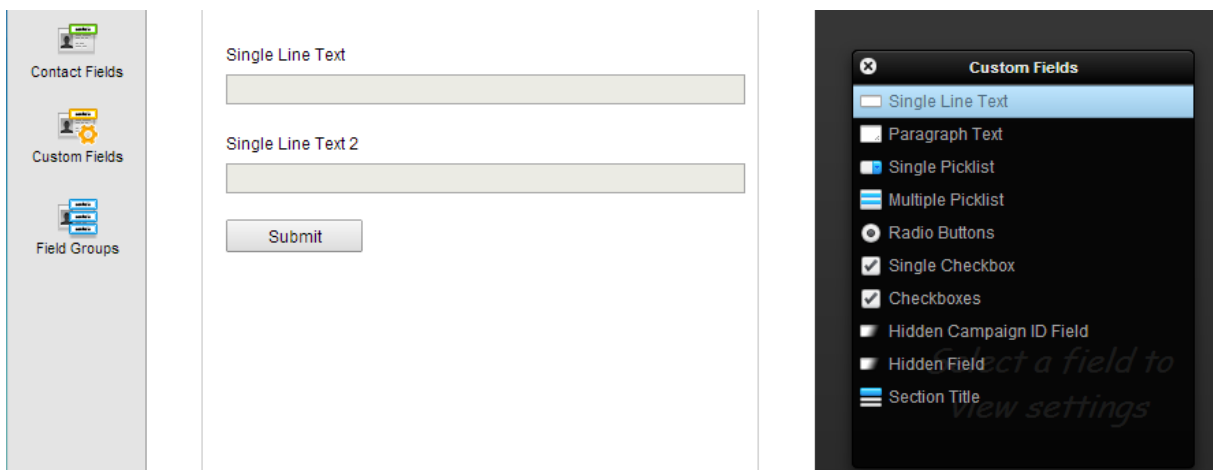
2. Select Create a Form.



3. Select Blank Form.



4. Click Custom Field and then double click Single Line Text to add each one of the following field



Define field by field with the following parameters: Field Label	Data Type	HTML Name
Entry ID	Text	EntryID
Entry name	Text	EntryName
Entry tags	Text	EntryTags
Entry Reference ID	Text	EntryReferenceID
Player ID	Text	PlayerID
Playback date and time	Date	PlaybackDateAndTime
Playback Session ID	Text	PlaybackSessionID
View time duration	Text	ViewTimeDuration
View time percentage	Numeric	Viewtimepercentage
Clicked CTAs	Text	ClickedCTAs
Data collected	Text	DataCollected
Continued to related video	Text	ContinuedToRelatedVideo
Referring video	Text	ReferringVideo
Page URL	Text	PageURL
External ID	Text	ExternalID
Kaltura unique ID	Text	KalturaUniqueID
Email address	Text	emailAddress

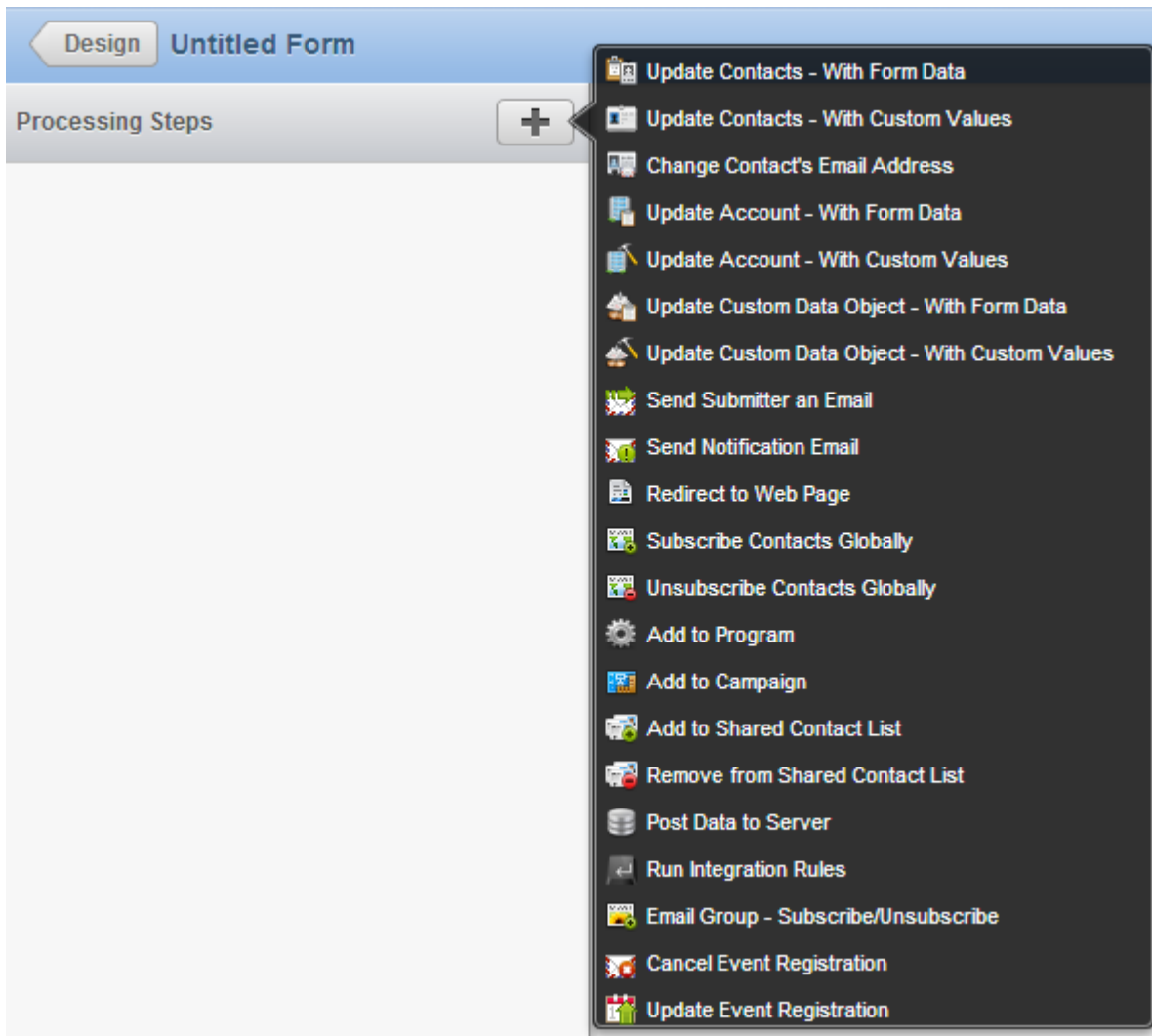
- Click on the field and change the relevant parameters on the right sidebar.

The screenshot displays the 'Entry ID' configuration interface. The left pane lists several fields: 'Entry ID' (selected), 'Entry name', 'Entry tags', 'Entry categories', 'Entry Reference ID', 'Player ID', 'Playback date and time', 'Playback Session ID', and 'View time duration'. The right pane shows the configuration for the selected 'Entry ID' field, including 'Display Settings' (Field Label: 'Entry ID', Field Instructions:), 'Size & Position' (Field Width: 'Large', Label Position: 'Top'), and 'Advanced Settings' (Data Type: 'Text', HTML Name: 'EntryID').

6. Click Processing.

The screenshot shows the bottom navigation bar with three buttons: 'Save', a settings gear icon, and 'Processing'.

7. Click the plus sign next to Processing Steps.



8. Double click Update Custom Data Object – With Form Data.
9. Click the new Processing Step on the left sidebar.

**Processing Steps** +

Update Custom Data Object - With For...  
Double-click to add description.

**General Settings**

Choose a Custom Object:  
Kaltura Video Engagement

Select the Key Field:  
Kaltura unique ID

**Field Mapping**

Source Field	Target Field
Email Address	email address
External ID	External ID
Page URL	Page URL
Referrer URL	Referrer URL
Referring video	Referring video

All Fields Update Type: Update if new value is not blank

**This Processing Step Executes...**

Always (selected) Conditionally Never

10. Choose the Custom Object created for Kaltura Video Engagement data.
11. Define the key field as Kaltura Unique ID.
12. Make sure all the fields are mapped correctly in the Field Mapping section.
13. Set the update type to 'Update if new value is not blank'.
14. Set the processing step to execute Always.
15. Click Save.

## Creating a Data Lookup key for the Eloqua email Field

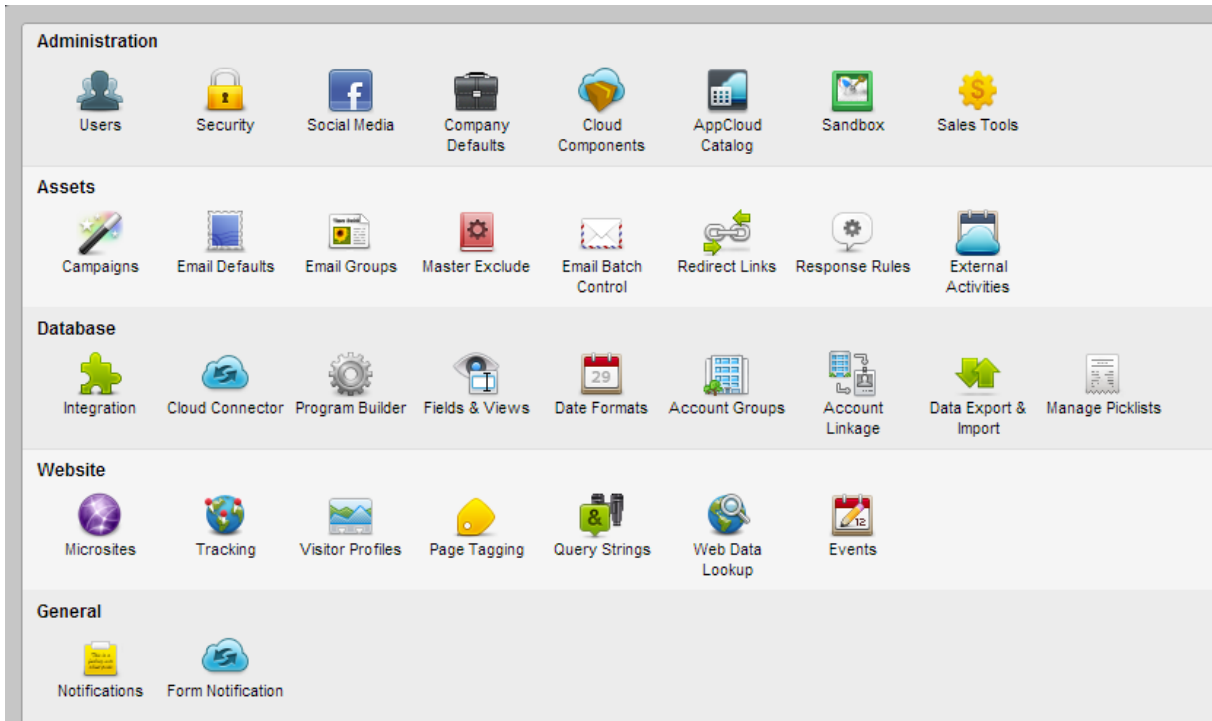
You will need to create a data lookup key for the Eloqua email field so that the data engagement is connected to known contacts when applicable.

If you are using the data collection form to add data to existing contacts, you would also need to provide the Eloqua email field data lookup ID. If you have already created a data lookup key for tracking video engagement, you can use the same one.

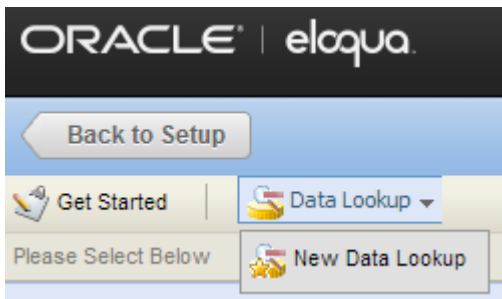
### To find the Eloqua email field data lookup ID

1. On the Eloqua top toolbar, go to Settings and click Setup.





2. Click Web Data Lookup.
3. Click Data Lookup and Select New Data Lookup.



4. Enter a name for the data lookup.
5. Select 'Visitors' as the data lookup type.



## New Data Lookup

**Overview** - Data Lookups allow you to add a simple script to an existing web page and have access to any data on a contact, visitor or prospect in order to alter content or pre-populate forms.

### Data Lookup Information

Data Lookup Name:


Data Lookup Type:

Data Fields Returned:   Edit  New

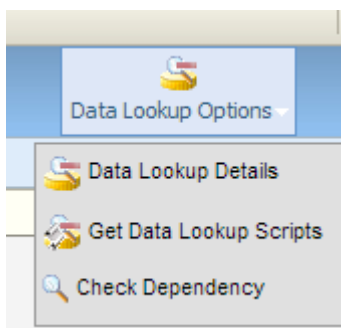
### Edit Lookup Criteria

Choose the data fields you would like to use to identify this individual

Identify based on the website visitor's cookie

 Save

6. Click Save.
7. Click Data Lookup Options and choose Get Data Lookup Scripts.



8. Find the key in the Integration Script after the string 'escape'.

## Data Lookup Script

Data Lookup Options ▾

**Overview** - Form pre-population scripts are generated using the mapping between form fields and contact fields as specified on the "Update Contacts - With Form Data" processing step. Please make sure that you have created and properly configured this step on the form before generating the scripts.


If a form field is not mapped to the contact table in this step you will see the following 2 lines:

```
//This Form Field couldn't be mapped to a contact field
setFormFieldValue(elqForm, "FieldName", "No_Field_Found");
```

### Form Auto-Population Script

Form Auto-Population Script must be placed after the Eloqua form and before the integration scripts

☒ Sample Display Script  
☐ Form Auto-Population Script

Form: cookies guess ▾  Generate Script for Form

```
<SCRIPT TYPE='text/javascript' LANGUAGE='JavaScript'><!--//

<div id="contactinfo">
</div>

function CreateRow(label, value) {
  var p = document.createElement("p");
  var b = document.createElement("b");
  p.appendChild(b);
  b.appendChild(document.createTextNode(label));
```

### Integration Script

Integration Script must be placed after the Eloqua configuration scripts on the page

```
<SCRIPT TYPE='text/javascript' LANGUAGE='JavaScript'><!--//

  _elqQ.push(['elqDataLookup', escape("b4f1cba94a594cf8898a40564a8701b8"),"]);

//--></SCRIPT>
```

- Send this key to your Kaltura representative.



## Data Lookup Details

Data Lookup Options ▾

email

**Overview** - Data Lookups allow you to add a simple script to an existing web page and have access to any data on a contact, visitor or prospect in order to alter content or pre-populate forms.


### Data Lookup Information


Data Lookup Name	email
Data Lookup Type	Visitors
Data Lookup Key	b4f1cba9-4a59-4cf8-898a-40564a8701b8
Data Fields Returned	Customer Info ▾  Edit  New


### Edit Lookup Criteria

Choose the data fields you would like to use to identify this individual

Identify based on visitor field match

Data Field	Match Criteria	
Aggregated Company ▾	Exact Match ▾	 Add Criteria

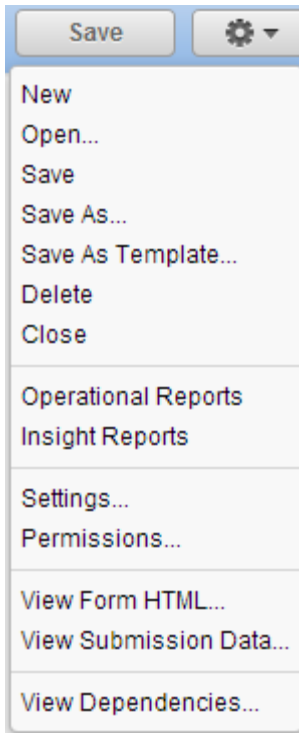
<input type="checkbox"/>	Data Field	Match Criteria
<input type="checkbox"/> 	Cookie GUID	Exact Match

 Delete Selected Match Criteria

## Adding the Player Plugin to Kaltura Players

 To add the player plugin to all relevant Kaltura players

1. In the defined form, click the gear icon on the top right corner.



2. Click View Form HTML.
3. Click Integration Details.

**Form Integration Details**

Form HTML
Integration Details

☒ 3rd party Cookies      ☐ 1st Party Cookies

Post URL for this form:

action="http://s674208534.t.eloqua.com/e/f2"

Required hidden fields for this form:

<input type="hidden" name="elqFormName" value="KalturaVideoEngagementForm">  
 <input type="hidden" name="elqSiteID" value="674208534">

☒ This form re-posts from another location

Required tracking script HTML for this form:

```

<script type="text/javascript"><!--//
var timerId = null, timeout = 5;
//--></script>
<script type="text/javascript"><!--//
function WaitUntilCustomerGUIDIsRetrieved() {
    if (!!(timerId)) {

```

Required hidden tracking fields for this form:

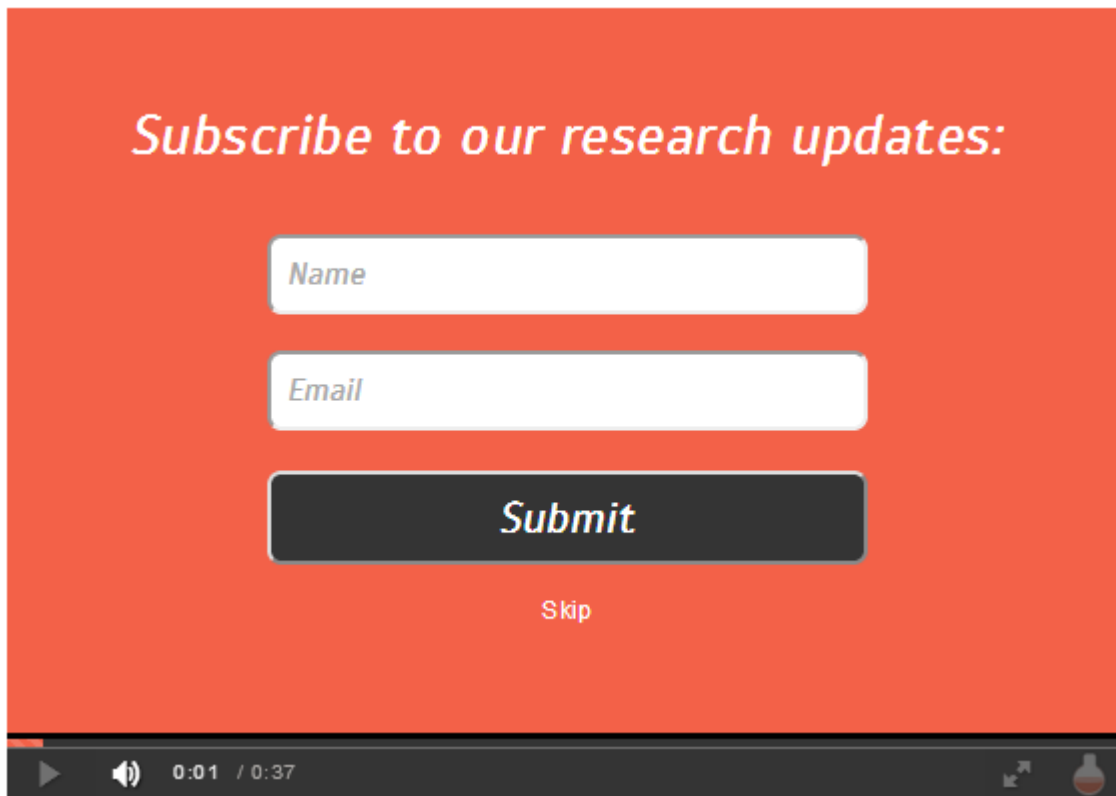
<input type="hidden" name="elqCustomerGUID" value="">  
 <input type="hidden" name="elqCookieWrite" value="0">

Close

4. Copy the first 3 items (under the titles 'Post URL for this form' and 'Required hidden fields for this form' to a side note to be used later.
5. In the Kaltura Management Console (under Studio) find the player IDs of all the players you are using for marketing and copy them.
6. Send the data to your Kaltura representative (Customer Success Manager, Support or Project Manager) for implementation.

## Adding a Data Collection Form to a Video Player

You can add a mandatory or optional data collection form to a video player any time during playback. The data collection form is used to generate leads or collect additional data for existing leads.



Example: custom skin data collection form

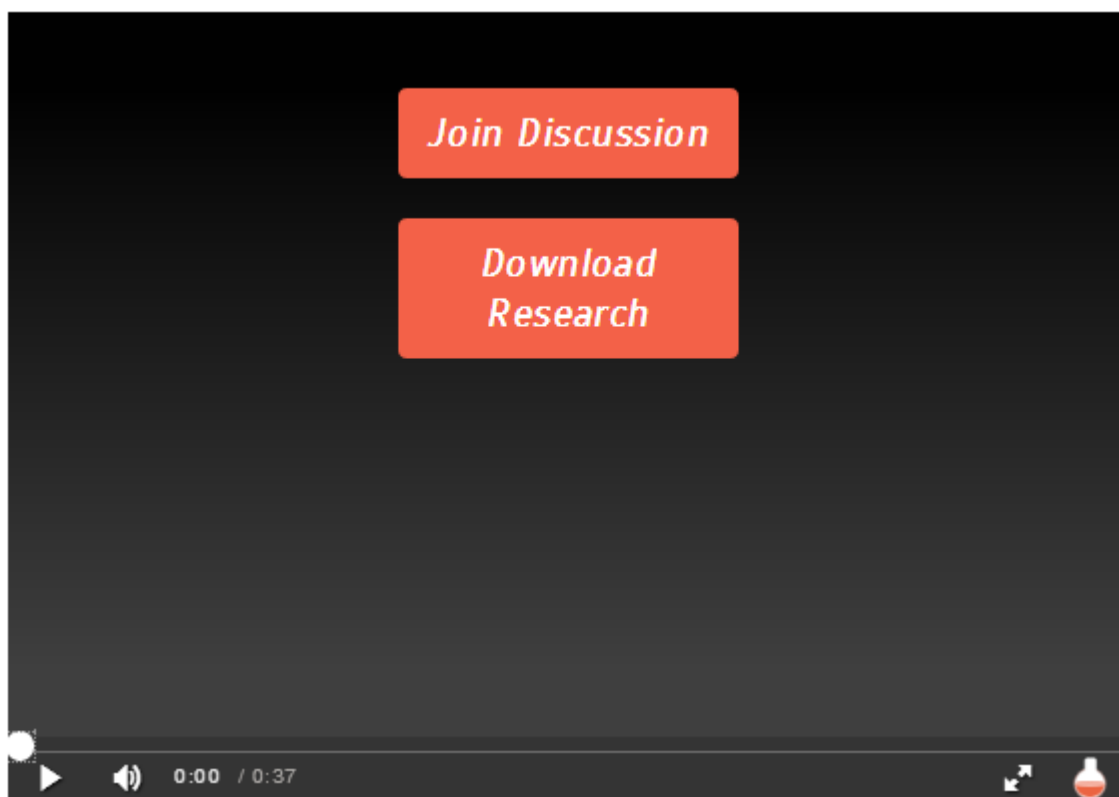
### To add a data collection form to a video player

1. Create a form in Eloqua with the relevant fields you want the in-player form to update. Even if you are collecting data on known leads, make sure to include a field for an email address to connect the collected data to contacts. If necessary, define the form processing to update the relevant fields.
2. Decide the following:
  - a. If you want 1, 2 or 3 fields.
  - b. For each field:
    - Name of the field of the form.
    - Placeholder: the text to appear in the field before filling it out.

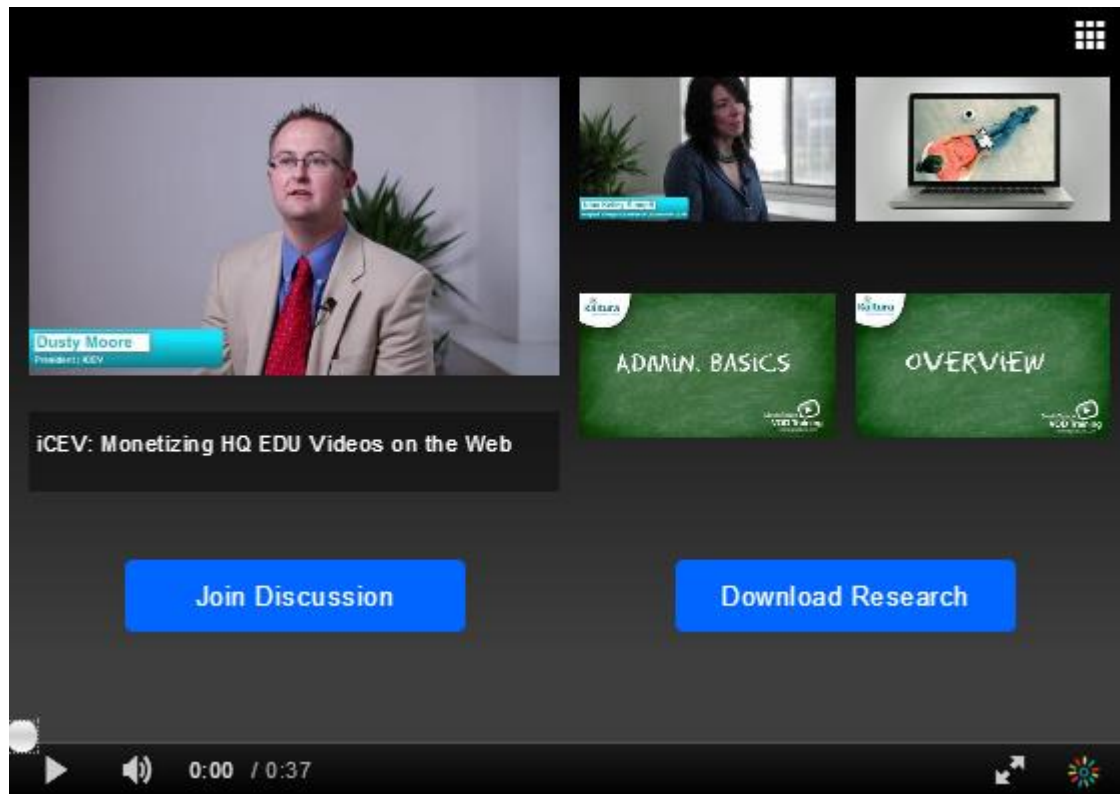
- If it is a required field.
  - c. If the form is mandatory or not.
  - d. When in the video do you want the form to display,
  - e. Optional style rules like font and colors.
- 3. Send this information to your Kaltura representative along with the player ID/s.

## Adding Call-To-Action Buttons to a Video Player

A call to action button appears at the end of playback and is used to increase engagement by recommending actions that can be taken after viewing the video.



Example 1: custom skin Call-To-Action buttons without related videos



Example 2: Default skin Call-To-Action buttons with related videos

### To add Call-To-Action buttons to a player

1. For each player you want to add Call-To-Actions buttons, decide the following:
  - a. If you want 1 or 2 buttons
  - b. If you want the Call-To-Actions with related videos or without
  - c. For each button:
    - The ID of the button (for reporting)
    - The label
    - The URL
  - d. If you want to allow overriding the buttons for specific videos via metadata.
  - e. Optional style rules like font and colors.
2. Send this information to your Kaltura representative for implementation.



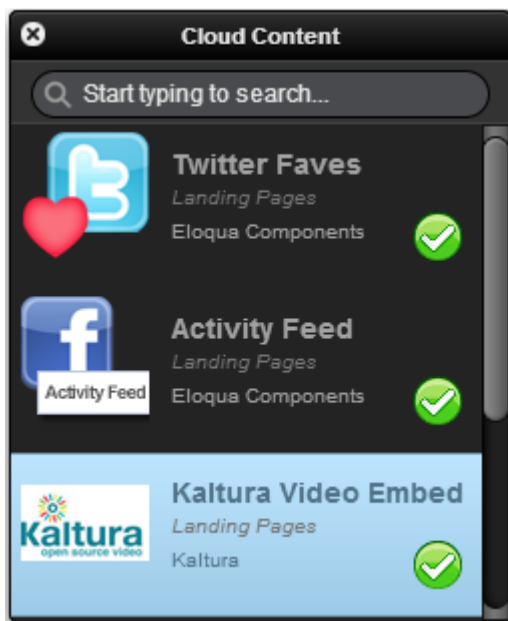
# Working with the Kaltura Video Extension

## Adding Video to Eloqua Landing Pages

With the Kaltura Video Extension extension you can easily add a Kaltura video to a landing page.

### To add a video to Eloqua landing page

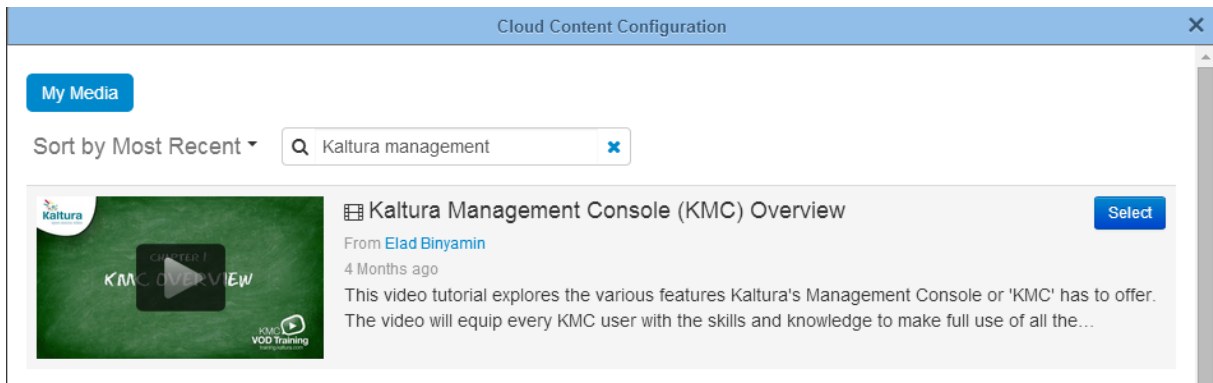
1. On a landing page click on Cloud Content on the left side
2. In the Cloud Content widget find the Kaltura App by scrolling or searching.



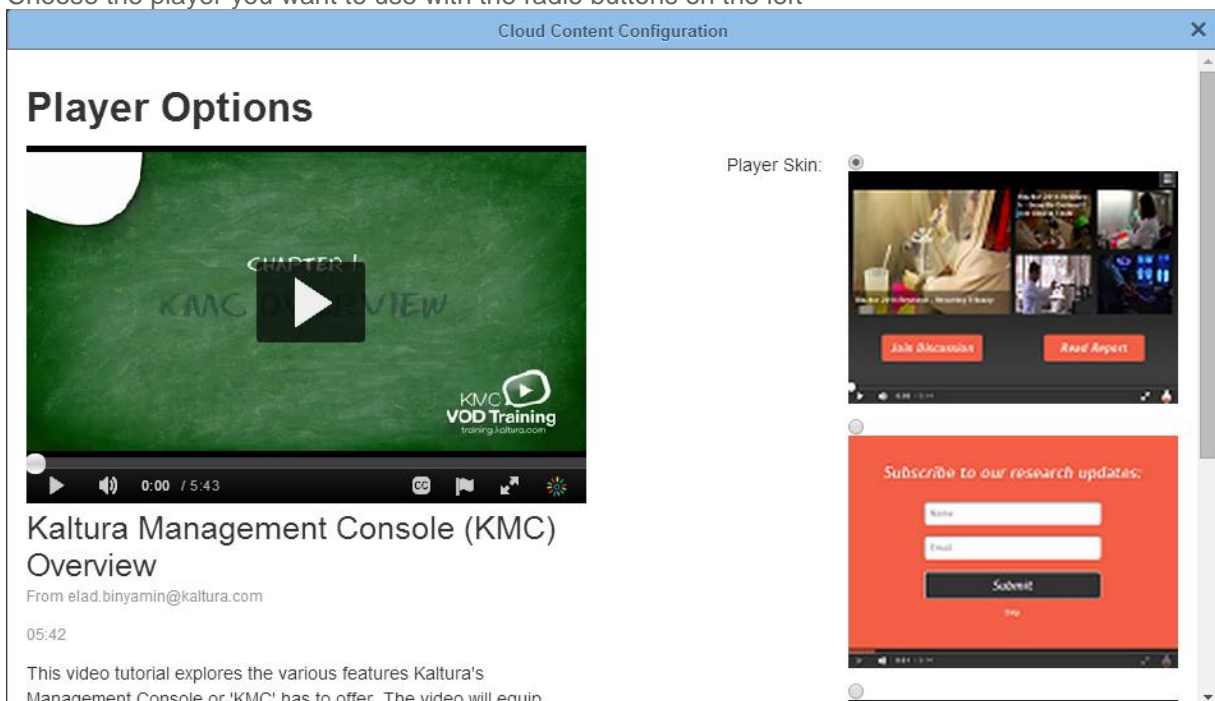
Drag the icon to the landing page, wait for it to expand to a placeholder of full size and locate the video player where you want it to be on the landing page.



3. Double click the placeholder or right click and choose Edit Content.
4. Sign in using your Kaltura credentials (if necessary).
5. Find the video you want to use by scrolling or searching.



6. Click Select on the desired video.
7. Choose the player you want to use with the radio buttons on the left



8. Click Select.
9. Wait for the confirmation message and close box.

## Video Engagement Data

Video engagement data is stored in the custom object records. A contact can have multiple custom object records based on the how many video playback session she had. You can view reports on video engagement on the custom object interface or in Eloqua Insight. If you can't run reports on Custom Object records in Eloqua Insight, please contact your Eloqua representative to enable this.