

Eloqua API

Integration Cheat Sheet



About the Endpoint

The Eloqua marketing automation platform is part of the Oracle Marketing Cloud and gives marketers the ability to design custom campaigns across email, display search, web, video and mobile.
Want to integrate faster? Check out our standardized [Eloqua Element](#) and get up-and-running in no time!

API Basics

TYPE
REST

ACCESS Closed

While documentation for the Eloqua API is openly accessible, data is only accessible using Eloqua user credentials

FORMAT JSON

When accessing objects through the API, payloads into and out from the platform will be in JSON

Authentication

• • • • •

OAuth 2.0
Recommended

Auth URL • • <https://login.eloqua.com/auth/oauth2/authorize>

Eloqua highly recommends using OAuth 2.0 to authenticate your integration. More information on getting using OAuth 2.0 with Eloqua can be found here:

https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAC/Authentication_Auth.html

Eloqua also offers the ability to use Basic HTTP authentication with you can learn about here:

https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAC/Authentication_Basic.html

API Access

Getting Started

Because Eloqua supports multiple data centers, you will need to validate your base URL before trying to access any endpoints in the API. To do this you'll send a request to the <https://login.eloqua.com/id> endpoint.

Full instructions on getting your base URL can be found here: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAC/DeterminingBaseURL.html

API Usage

Request Basics

Requests to the Eloqua API are made with the HTTP verbs typically used by RESTful APIs - GET, POST, PUT, PATCH, DELETE. For some operations, your request may require a header and may need to specify certain optional parameters such as request depth, return count, or others. For details on how to make any request follow the link below: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAC/APIRequests_URLParameters.html

Base Objects

- account
 - activities
 - contact(s)
 - contentSection
 - email
 - emailAddresses
 - form
 - image(s)
 - landingPage(s)
 - microsite(s)
 - optionList
 - users
 - campaign
 - events
 - eventRegistration
 - assets
 - customObject/{id}
- [List of All Objects Here](#)

Custom Objects

Eloqua's custom objects allow you to access sets of custom records that supplement standard records. Each custom object can contain the following:

- Record*: Additional field information tied to a contact or account
- Record Field*: Customized field to collect unique or temporary information
- Record Services*: Automatic actions triggered by changes to object records

[More information about Eloqua Custom Objects Here](#)