



HOW TO GUIDE: EVENTBRITE FOR ORACLE ELOQUA

APP OVERVIEW

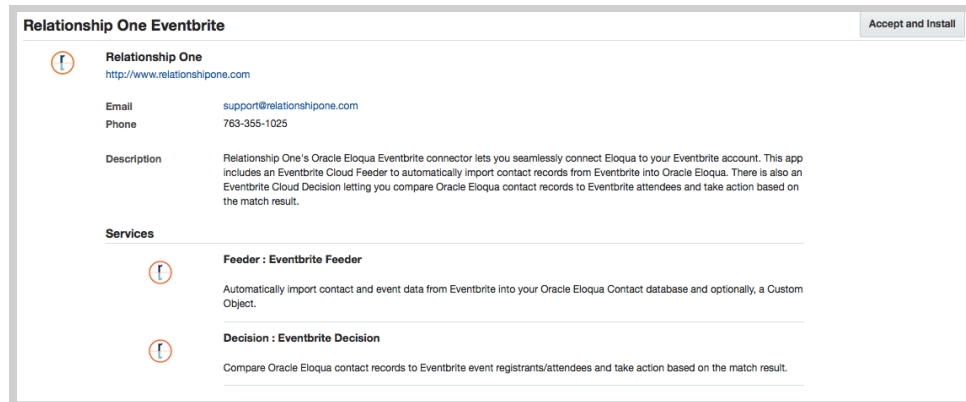
The Eventbrite for Oracle Eloqua app contains two services: Cloud Feeder and Cloud Decision.

The Eventbrite Cloud Feeder allows you to import event and attendee data into the Contact database (and optionally a Custom object) from Eventbrite via campaign canvas or program canvas. The Eventbrite Cloud Decision allows you to compare Contact records to Eventbrite attendees and take action based on the match result within campaign canvas or program canvas.

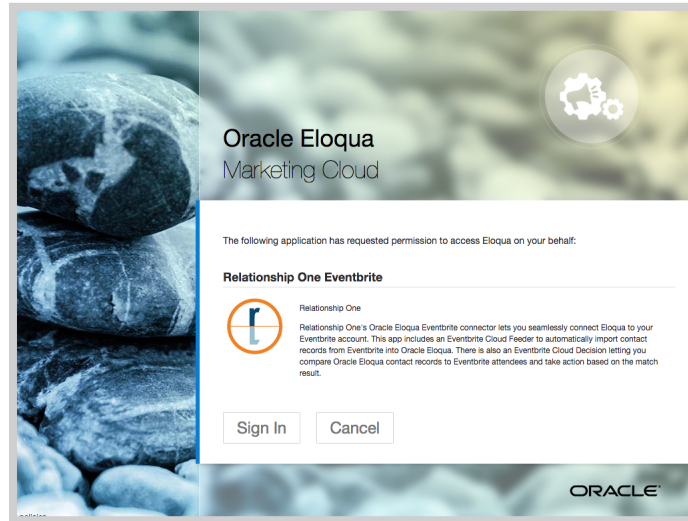
APP INSTALLATION

After purchasing the app, Relationship One will send you the install link. Click on the link and follow the instructions set forth in this user guide. Please note, to successfully install the app, you must have Eloqua user credentials with Customer Administrator rights and user credentials for an Eventbrite account.

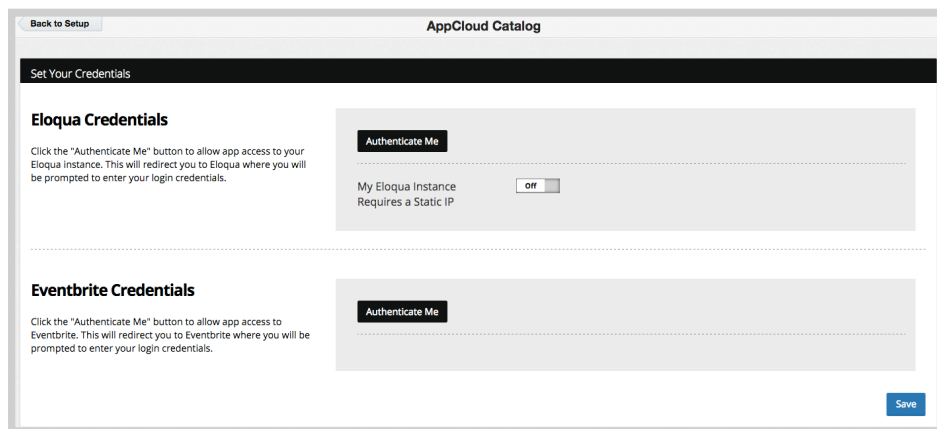
After clicking on the install link, you will be prompted to “Accept and Install” the app into the Eloqua instance.



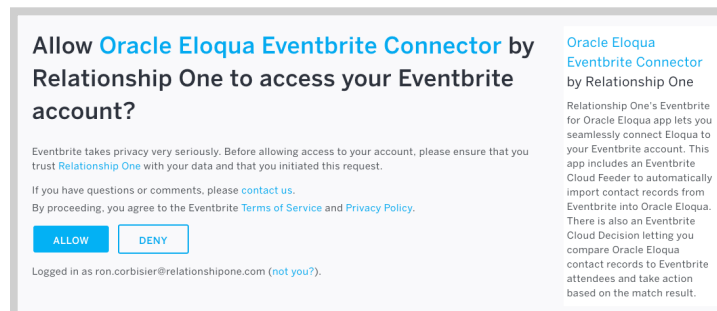
This may require you to login to Eloqua using your credentials.



Next, to provide access to your Eventbrite account click "Authenticate Me" within the "Eventbrite Credentials" section.



You will be prompted to log into your Eventbrite account and then need to "Allow" access to complete the app setup.



You will now see the Relationship One Eventbrite app in your App Catalog inside your Eloqua instance. The Eventbrite Cloud Decision and Cloud Feeder will be available for use within campaign canvas and program canvas.

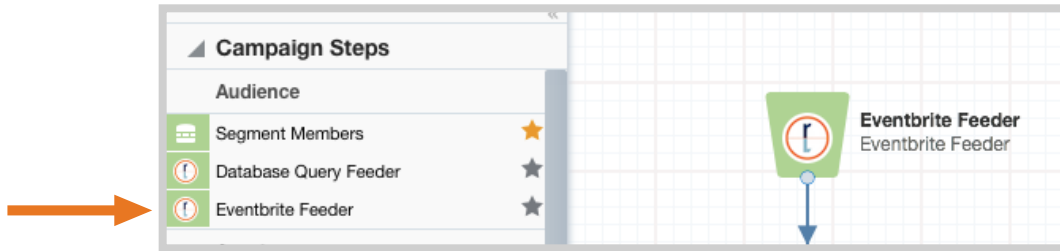
Please see below on how to configure the Eventbrite Cloud Feeder and the Eventbrite Cloud Decision.

EVENTBRITE CLOUD FEEDER

APP CONFIGURATION

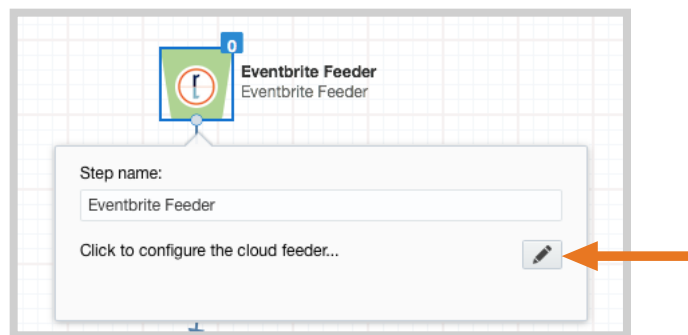
Step 1: Create Campaign

The Eventbrite Feeder is available for use on the campaign canvas under Campaign Step > Audience. Drag and drop the feeder onto your canvas.



Step 2: Configure App

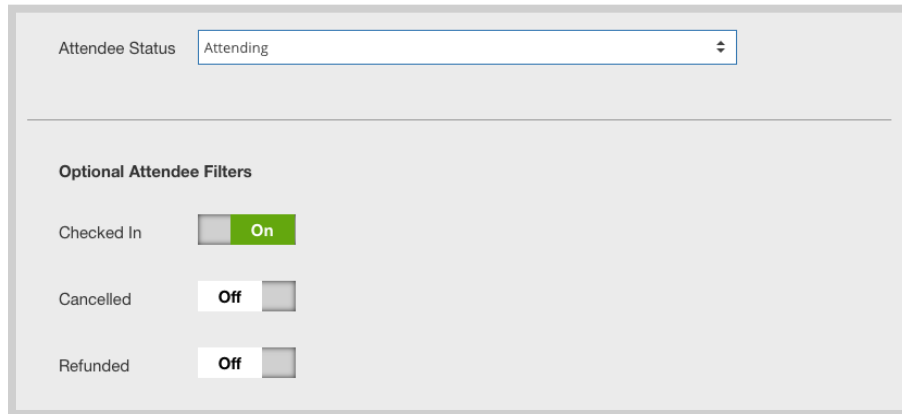
To begin configuration of the the app, double-click on the app step on the canvas.



When you click on the configuration button, a new frame will open with preliminary configuration settings.

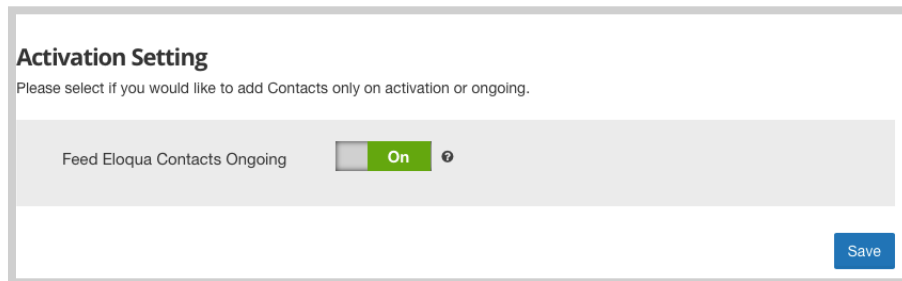


Eventbrite Selection Criteria - Click here to set up your event, attendee type and activation settings. Select an Attendee Status type to confirm which types of attendees to import. You can choose additional attendee filters based on Checked In, Cancelled or Refunded.



The screenshot shows a settings interface for Eventbrite Selection Criteria. At the top, there is a dropdown menu for "Attendee Status" currently set to "Attending". Below this is a section titled "Optional Attendee Filters" containing three toggle switches: "Checked In" (set to "On"), "Cancelled" (set to "Off"), and "Refunded" (set to "Off").

You have the option to feed data from Eventbrite into Eloqua once or on a scheduled continuous basis.

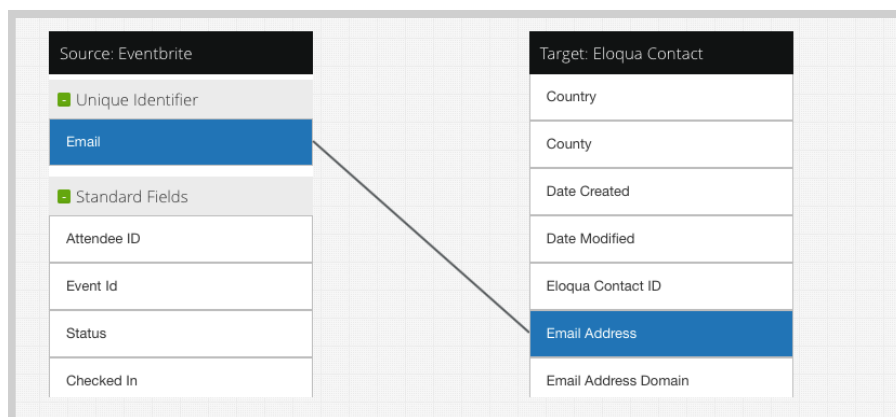


The screenshot shows the "Activation Setting" section. It includes a heading "Activation Setting" and a sub-heading "Please select if you would like to add Contacts only on activation or ongoing." Below this is a toggle switch for "Feed Eloqua Contacts Ongoing" which is currently set to "On". A blue "Save" button is located at the bottom right of the form.

Click **“Save”** to save your settings.

Contact Field Mapping - Click here to create field mapping and change the update rule.

Map the standard and custom data available in Eventbrite to your preferred Contact fields. Simply drag the desired source field to its target. Remove a mapping by dragging a mapped target field to the left.



Optionally, you can set an update rule to be applied when the data is imported from Eventbrite to Eloqua. Note: "Always Update Eloqua" is the default.

The screenshot shows a dropdown menu for the 'Update Rule' field. The menu is open, showing four options: 'Always Update Eloqua' (which is selected with a checkmark), 'Update Eloqua if the New Value is Not Blank', 'Update Eloqua if the Existing Value is Blank', and 'Use the Eloqua Rule Defined at the Field Level'. A 'Save' button is visible in the bottom right corner of the form area.

Click "Save".

Custom Object Field Mapping - Should you want to, you have the option to import data from Eventbrite into an Eloqua Custom Object.

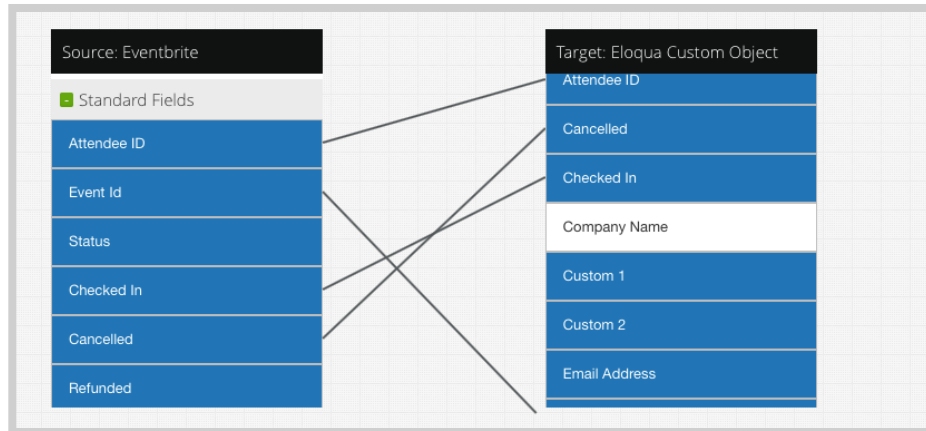
Select your Custom Object, and the field on the Custom Object and Eventbrite that should be used for matching (e.g. email address).

The screenshot shows the 'Select Custom Object' configuration screen. It includes a dropdown for 'Select Custom Object' set to 'Eventbrite', a dropdown for 'Eloqua Match Field' set to 'Attendee ID', and a dropdown for 'Eventbrite Match Field' with a list of options including 'Attendee ID' (selected), 'Billing Address 1', 'Billing Address 2', 'Billing City', 'Billing Country', 'Billing Postal Code', 'Billing Region', 'Cancelled', 'Checked In', 'Email', 'Event Id', 'First Name', 'Last Name', 'Refunded', and 'Status'. Below this is the 'Import Settings' section with a 'Map New Records' button.

Under "Import Settings", set your preferences for how you would like Custom Object records to be linked to an Eloqua Contact or Account record.

The screenshot shows the 'Import Settings' configuration screen. It includes a 'Map New Records' toggle set to 'On', an 'Object Mapping Field' dropdown set to 'Email Address', a 'Map Entity Type' dropdown set to 'Eloqua Contacts', an 'Eloqua Contact Field' dropdown set to 'Email Address', and a 'Case Sensitive Match' toggle set to 'Off'.

Under “Field Mapping”, map the standard and custom data available in Eventbrite to your preferred Custom Object fields.



Lastly, select your preferred “Update Rule” to be applied to the data imported from Eventbrite to the Custom Object. Note: “Always Update Eloqua” is the default.

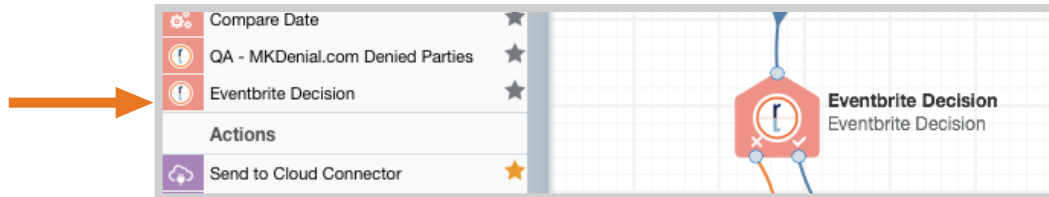
Click “**Save.**”

Your Eventbrite Cloud Feeder is configured. The Feeder will automatically enable when you enable the campaign canvas or program canvas.

APP CONFIGURATION

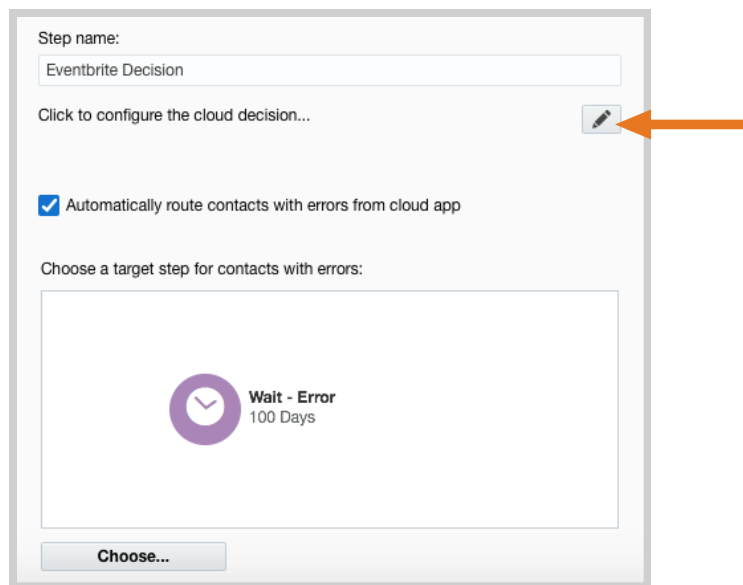
Step 1: Create Campaign

The Eventbrite Cloud Decision is available for use on the campaign canvas under Campaign Step > Decisions. Drag and drop the Decision onto your canvas.

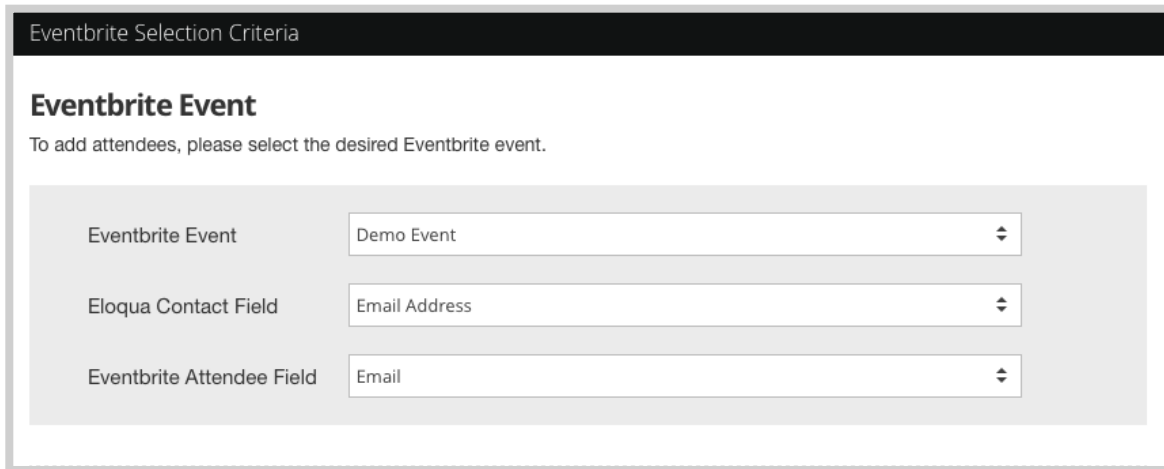


Step 2: Configure App

To begin configuration of the the app, double-click on the app step. From this window you can select a target step for contacts to enter if the app errors. Next, click on the configure button. A new frame will open the preliminary configuration setting.

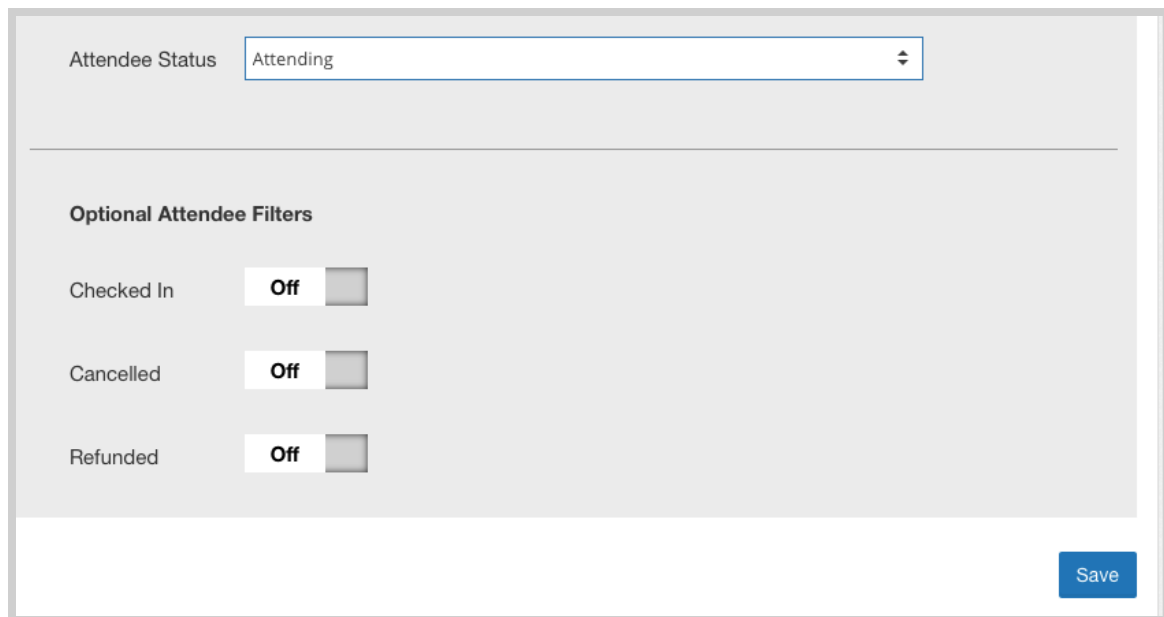


Eventbrite Selection Criteria - To compare Contacts that fall into the Decision step to attendees in Eventbrite, select the desired Eventbrite event. Then select the Eloqua Contact field and Eventbrite attendee field that should be used for matching (e.g. email address).



The screenshot shows a configuration window titled "Eventbrite Selection Criteria". Below the title is a section header "Eventbrite Event" followed by the instruction "To add attendees, please select the desired Eventbrite event." There are three dropdown menus: "Eventbrite Event" with "Demo Event" selected, "Eloqua Contact Field" with "Email Address" selected, and "Eventbrite Attendee Field" with "Email" selected.

Select an Eventbrite attendee status type. You can choose additional attendee filters based on Checked In, Cancelled or Refunded.



The screenshot shows a configuration window for "Attendee Status". The "Attendee Status" dropdown is set to "Attending". Below this is a section titled "Optional Attendee Filters" with three toggle switches: "Checked In" (Off), "Cancelled" (Off), and "Refunded" (Off). A blue "Save" button is located in the bottom right corner.

Click **"Save"**.

Your Eventbrite Cloud Decision is configured. The Decision will automatically enable when you enable the campaign canvas or program canvas.

For additional support, please visit support.relationshipone.com.