



Oracle Eloqua Emails

User Guide

Contents

Emails	7
Examples of emails	10
Nurture email	10
Survey email	11
Newsletter	12
Creating emails in the Design Editor	14
Email authoring	16
Design Editor email support	17
Working with email content components and layouts in the Design Editor	18
Copying content components or layouts	20
Content Blocks	23
Creating a content block	25
Adding a content block	26
Editing a content block	27
Searching for a content block	30
Locking a content block	31
Deleting a content block	32
Tips to keep your email responsive	33
Creating dynamic subject lines in the Design Editor	35
Adding images to emails in the Design Editor	36
Adding images using image blocks	37
Adding background images	40
Adding videos to emails in the Design Editor	41
Adding buttons to emails in the Design Editor	44
Adding text to emails in the Design Editor	47

Adding links to emails in the Design Editor	50
Adding links to text content	51
Adding links to images	52
Adding links to buttons	52
Link types	53
Hiding cells in the mobile or desktop view	55
Customizing Design Editor emails and landing pages with CSS	59
Class names	60
Sample code	60
Things to consider	62
Adding dynamic content to emails in the Design Editor	66
Adding dynamic content to an email	66
Adding field merges to emails in the Design Editor	68
Adding field merges to an email	68
Adding email headers and footers in the Design Editor	71
Adding shared content to emails in the Design Editor	72
Adding cloud content to emails in the Design Editor	74
Adding signatures to your email in the Design Editor	76
Adding dividers and spacers to emails in the Design Editor	77
Customizing emails with HTML code in the Design Editor	79
Changing the background color of emails in the Design Editor	81
Changing the default font, color, padding, and border settings	83
Sending an email as plain-text only in the Design Editor	85
Editing emails in a mobile view in the Design Editor	86
Writing right to left	87
HTML emails	90
Creating emails using the Source Editor	90
Source Editor components	91

Using the email Source Editor	94
Responsive HTML email templates	98
Editing HTML emails using the Source Editor	102
Uploading HTML emails or templates	104
HTML email code requirements	106
CSS recommendations	108
Formatting HTML code in the Source Editor	110
Adding preview text in the Design Editor	112
Legacy rendering for emails	114
Adding third-party tracking to your emails	117
Editing the plain-text version of emails in the Design Editor	120
Searching for emails	122
Copying emails	123
Previewing emails	125
Sending test emails	127
Sending batch emails	130
Stopping a batch from sending	131
Email Batch Control	133
Sending emails to a single contact	134
Exporting email HTML	135
Email settings	138
Global email defaults	142
Email reporting and metrics	148
Accessing operational reports from an email	148
Overview of email operational reports	149
Overview of email dashboards and Insight reports	149
Calculating email opens	149
Methods of calculating email opens	150

Disabling email tracking	152
Email templates	154
Creating email templates	154
Adding protections to email templates	158
Modifying email templates	161
Customizing email template permissions	161
Email groups	164
Creating email groups	166
Customizing email group permissions	168
Editing email groups	170
Managing contact subscription pages	172
Editing the global subscription confirmation pages	174
Editing the Subscription Management Page	176
Email deliverability	180
Deliverability support resources	180
DIY Marketing Success	180
Oracle CX Marketing Email Deliverability Guide	181
Oracle University	181
Oracle Deliverability Operations support team	181
About bounces	181
Hard bounces	182
Soft bounces	183
Out of office messages	184
Tracking bounces	184
Best practices: Bounces	184
Email Authentication	185
Email Deliverability	186
Eloqua Branding and Configuration	187

Email Authentication Setup	188
Email Sending Domain and Sub-domain Selection	188
Email Bounceback Address	189
Email Defaults: From and Reply-to Address	190
Sender Policy Framework (SPF)	191
DKIM	191
Feedback Loop	192
Transport Layer Security (TLS)	192
DMARC	193
IP Warming	193
Sending Reputation	194
Key Influencers	194
IP and Domain Warming	196

Emails

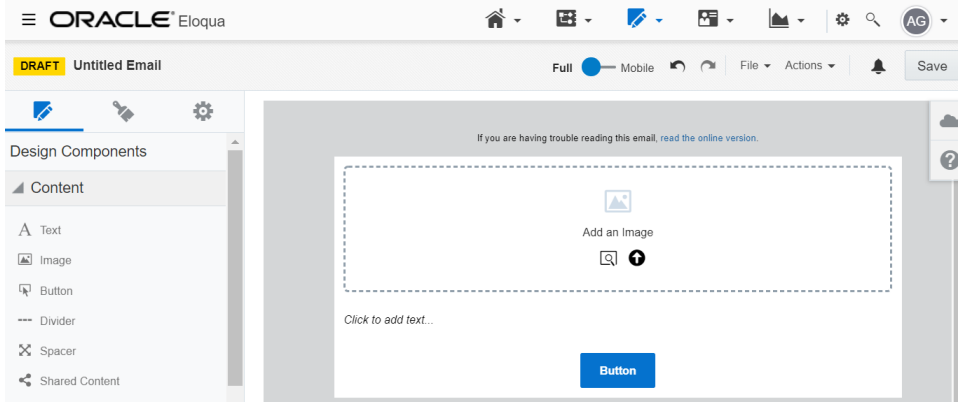
Oracle Eloqua includes robust email marketing capabilities that you can weave into your marketing campaigns. Emails remain central to many marketing campaigns. Using email, you can reach a large number of existing and potential customers efficiently and cheaply. Email is also reliable and it's easy to report on its performance.

The downside of email marketing is that because it is so inexpensive and easy, nearly everyone (including your competitors) is using it, and it is hard to get noticed. Therefore, it is in your best interest to use email intelligently, to consider design and campaign elements carefully, and to use email as part of a multi-device, multi-channel marketing approach. It is also important to include personalization to increase identification with your message and to stand out from every other email that a contact gets. In addition, you need to ensure that you comply with all applicable regulations and best practices.

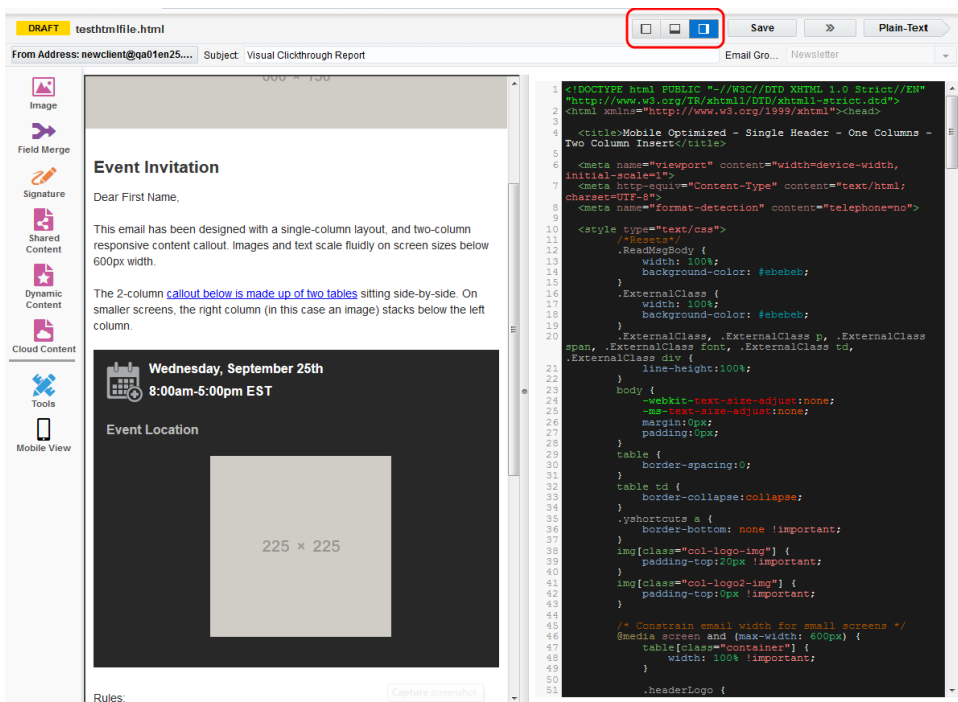
Oracle Eloqua provides you with the following email editors to help create your emails:

 **Tip:** Learn more about differentiating between these [asset types](#).

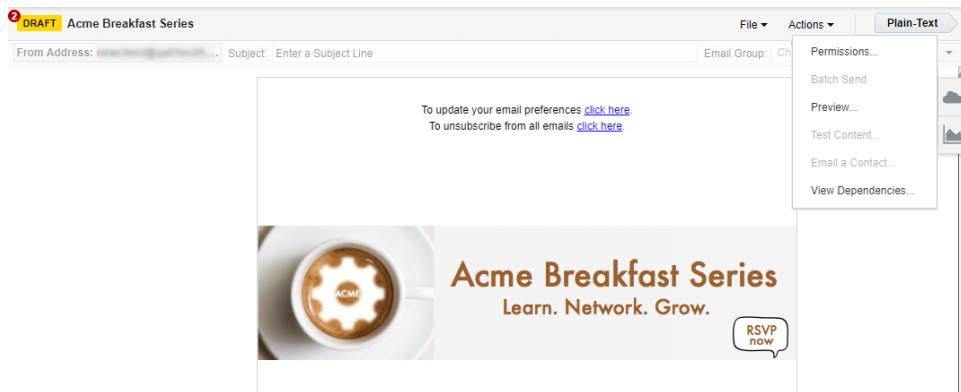
- **Design Editor:** A drag-and-drop interface that let's you easily create fully responsive emails without touching any code. Learn more about [creating responsive emails](#) and [using the Design Editor](#).



- **Source Editor:** An HTML code editor that provides you with a live preview and HTML editor. If you're familiar with HTML code, you can build responsive emails with full access to the underlying code. Learn more about [HTML emails](#).



- **Classic Design Editor:** View-only version of Classic Design Editor assets.



Searching for emails

Examples of emails

Emails continue to be at the center of many marketing campaigns. It's important to pay attention to how design trends in your emails grab recipients' attention. Below are examples of a few different uses and designs for emails. Each email example is created using the email Design Editor starting from a template found in your Oracle Eloqua instance.

Nurture email

Nurture email



How to Orchestrate Your Channels for Better Results

According to Aberdeen Group, **55% of marketers use at least 10 channels**—including web, email, social media, and mobile applications. How can you make sure all your channels are working together to differentiate your business?

Find out in [Digital Experience Management Through Marketing](#), a new eBook from Aberdeen Group.

[Learn More](#)

Template: 1 Column w/ Button
Used template as-is.

Customized button:
Button color: #161E58
Button corner radius: 12

This nurture email provides information to recipients and has a simple call-to-action where they can find additional details. This email could be used as a promotion for the sale of the eBook, or as part of a larger marketing campaign for the company. Note that there is a clearly defined link for getting the eBook as well as a link for further information. This makes it easy for recipients to know what to do, and to carry out an action easily. Equally as important, the email offers a very concise summary as to why the eBook is

useful.

This email was created by starting with the *1 Column w/ Button* template. The template layout was not modified. An image and text with hyperlink were inserted. The call-to-action button was customized by modifying the text, color, and rounding the edges. Learn more about adding [images](#), [hyperlinks](#), and [buttons](#).

Survey email

Nurture email

ORACLE
Marketing Cloud

We Need Your Expert Insight

Help us better understand the Modern Marketer and CX landscape

Marketing and CX
As a top Modern Marketer and key contributor to your company's Customer Experience (CX) strategy, you're paving the way in CX, and are critical in helping us understand where it's headed. We'd love to learn more about your current CX approach through this short survey that will inform a CX Assessment Tool that we're creating for you and your peers. Help us better understand the CX landscape by taking this quick survey.

As a token of our appreciation, we will give you a copy of The Forrester Wave™: Digital Experience Platforms report as a thank you. In this report you'll learn:

- The top 14 Digital Experience Platform providers
- How Digital Experience Platforms are maturing
- What trends must Digital Leaders embrace
- Why Oracle was named the Leader

Take the Survey

Template: 1:2 Column

Border added to top image block (top border only)

Added an image block below first text content block

Removed extra text block and section from the bottom, and added a button below the bottom right column.
Font: Arial
Text color: #46575E
Background color: #F5F5F5
Button color: #FF0000
Button border (bottom only): #A20000

This email invites recipients to take a survey. As an incentive, they will receive a report after completing the survey.

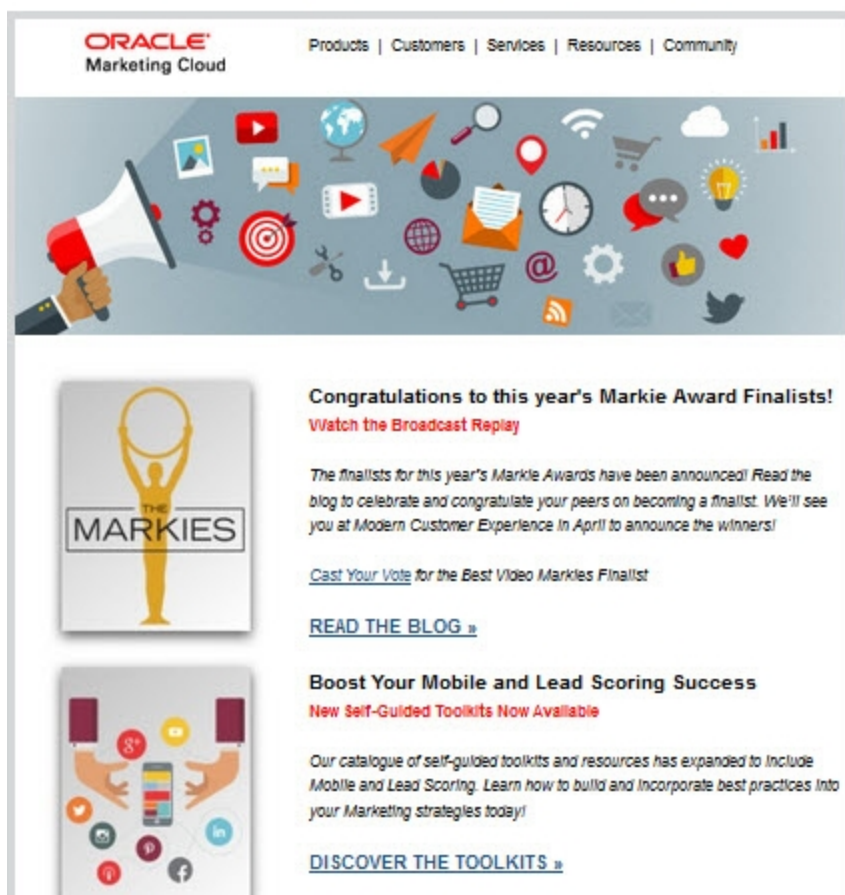
This email was created by starting with the *1:2 Column* template. A border was added to the top image block, and an image block was added below the first text content block. At the bottom, a text block and section was removed and a button added in the bottom right column. Learn more about adding [images](#) and [buttons](#), and [working with content and layout blocks](#).

Newsletter

Newsletter - creating layout



Newsletter - completed



This newsletter provides recipients with many resources. By including images and short descriptions, the recipient can quickly scan the email and click the links for the resources that interest them.

This email was created by starting with the a blank responsive email. Several layouts were added to create the general structure of the email. They include many right sidebar layouts, which contain images and text. Each text section includes several font styles and easy to find hyperlinks. Learn more about adding [images](#) and [hyperlinks](#), and [working with content and layout blocks](#).

Creating emails in the Design Editor

It's easy to create rich, responsive emails using the Design Editor. Without touching any HTML code, your emails will render in many different email clients and across many screen sizes.

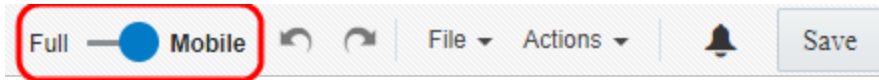
[Learn more by watching this video!](#)

To create an email using the Design Editor:

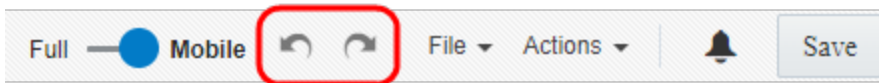
1. Navigate to **Assets** , then click **Emails**.
2. Create an email:
 - In the classic UI, click **Create an Email**.
 - In the Redwood experience, click **Create**. In the **New landing page** drawer, provide the **Name** for the landing page. Optionally provide the microsite and vanity URL. Click **Create**.
3. Choose a template or layout for the email. To build a fully responsive email in the Design Editor, choose **Blank Responsive Layout** or one of the layout options.
4. In the classic UI, after choosing a template or layout, the **Email Settings** page opens. Complete the [email settings](#) and click **Design Email**.

 **Tip:** You can complete the email settings later. Click **Design Email** to continue.

5. Create your email by dragging and dropping [content and layouts](#). Click the content block to configure it using the properties.
6. Click **Mobile** in the menu bar to switch to a mobile view and edit your email content as it may appear on mobile devices. Learn more about [editing emails in the mobile view](#).



7. As you make changes, you can undo or redo your changes using the toolbar or standard keyboard shortcuts.



8. Click **Save** when you are done.

After you finish:

- Draft errors appear  until you have completed all the [email settings](#). Click the error indicator to view a list of all validation errors. You must resolve all draft errors before you can send the email.
- Oracle Eloqua tries to validate that all the content in the email is fully responsive. If there are issues with responsiveness, notification errors appear .
- [Preview the email using different contacts and screen sizes.](#)
- [Send a test version of your email](#) to see what it will look like on different email clients and devices.

Email authoring

It's easy to create rich, responsive emails using the Design Editor. The redesigned user interface lets you focus on building personalized, visually appealing content without wrestling with frameworks or HTML code. Using the Design Editor you can create the refined and marketable emails that are the building blocks to a successful campaign.

 **Note:** Not all fonts will render in a mobile client. The more common web-safe fonts are at the top of the font drop-down list.

[Learn more by watching our videos!](#)

Build fully responsive emails

Without touching any HTML code, your emails will render in many different email clients and across many screen sizes.

Drag-and-drop editing

Easily create great emails using the simple drag-and-drop interface. Place components on the email canvas and know that your layout will adapt across many screen sizes.

Build compelling email design with ease

New features of the Design Editor make it easier to achieve your desired design.

- New layout templates to help you start building your email
- Create hero images by [adding background images](#) to your email layout
- Add [preview text](#) to your email to help boost your open rates

- New standard components allow you easily [add buttons, dividers, and spacers](#)
- Easily change the [default styles of your email](#) so that you can work faster

Include shared components

Create highly personalized emails for audiences using field merges, shared content, and dynamic content. It's also easy to identify shared components that could prevent your email from adapting to screen sizes. Learn some tips to [keeping your shared components responsive](#).

Preview and test

You can send with confidence when you make use of the preview and test features:

- [Quickly view your email in the mobile view](#) and make adjustments for mobile devices
- [Preview your email](#) on different screen sizes and by using different contacts
- [Send test emails](#) to email recipients so you can verify across your target email clients

Design Editor email support

Many combinations of devices and operating systems may have differing results. The following email clients and browsers have been identified as the most commonly used clients and have been tested for responsive or mobile friendly elements.

Desktop	Mobile	Web mail
Thunderbird 52+	Gmail app on Android 5.1+	Gmail
Apple Mail 9+	Gmail app for iOS	Outlook.com
Outlook 2007+	Mail app on iOS 8+	Microsoft Office 365
	iOS 11	Windows 10 Mail
		AOL
		Yahoo!

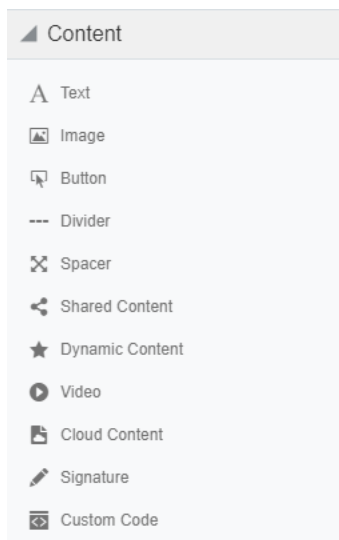
Note: Versions of Outlook from Outlook 2007 to present use Microsoft Word to render HTML email. This can cause problems with email rendering. Try to determine the version of Outlook most used by your email subscribers and design and test for that version.

Working with email content components and layouts in the Design Editor

The Oracle Eloqua email Design Editor uses content components and layouts to help you build your email.

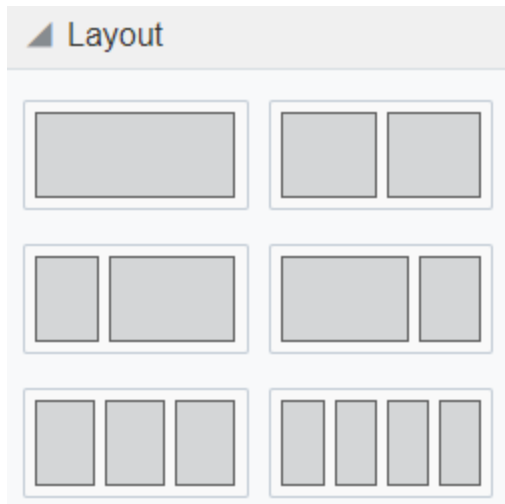
Content components

Content components are types of elements that you can include in your email. Content types include text, buttons, images, and more. You can add content to sections of a layout. Content added to layouts create a content component in your email.



Layouts

Layouts determine where you can place content components. Layouts consist of one or more columns that you can add content components to. Oracle Eloqua provides you with several layouts that you can customize with content components.



Learn how to work with these design components:

- [Adding content components or layouts](#)
- [Copying content components or layouts](#)
- [Moving content components or layouts](#)
- [Deleting content components or layouts](#)
- [Resizing columns](#)
- [Padding and borders](#)

Adding content components or layouts

After you initially choose a layout for your email, you can add content components and layouts to customize the email design.

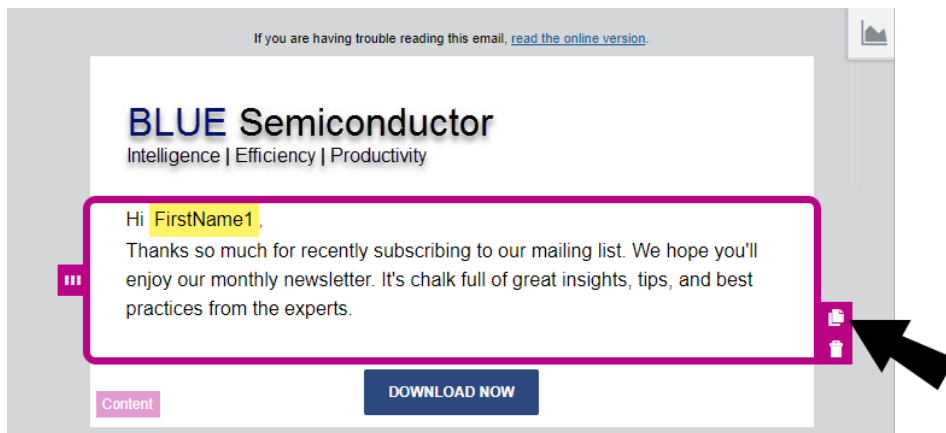
To add content components or layouts:

1. With your email open, drag content components or layouts to your email.

Copying content components or layouts

To copy content components or layouts:

1. With your email open, click the content component or layout you want to copy.
2. Click  .



3. **Move the content component or layout** to the location you want it.

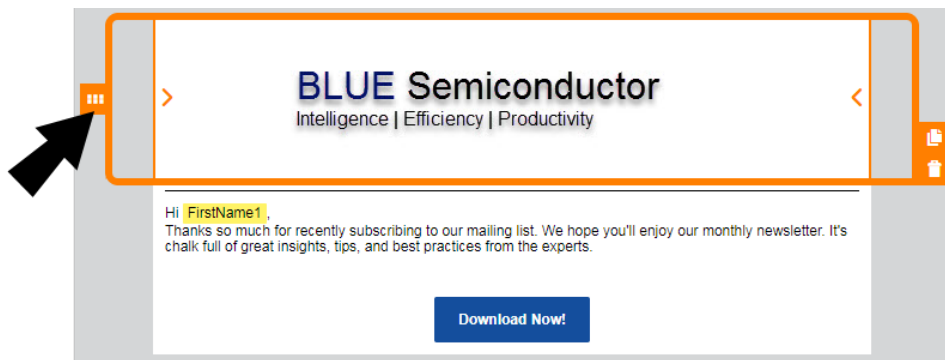
Moving content components or layouts

You can move a content component vertically or horizontally. You can move a content component to a new layout. You can move a layout vertically.

Note: You cannot move content component if you are in the [mobile view](#). You can move a layout in mobile view.

To move content components or layouts:

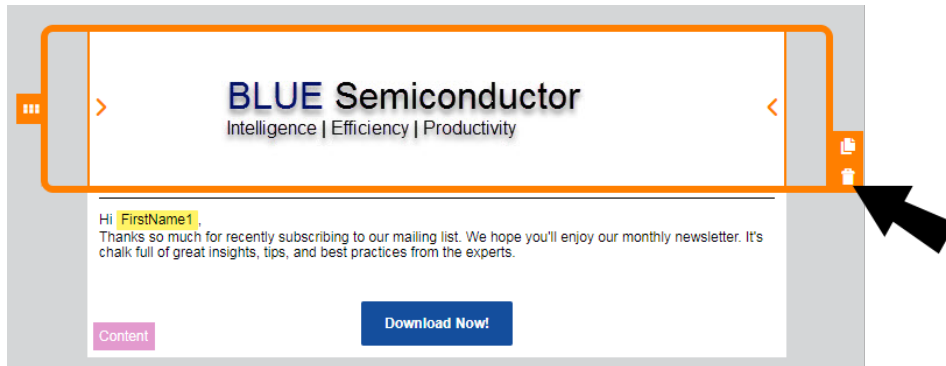
1. With your email open, click the content component or layout you want to move.
2. Click  and drag the content component or layout to the new location.



Deleting content components or layouts

To delete content components or layouts:

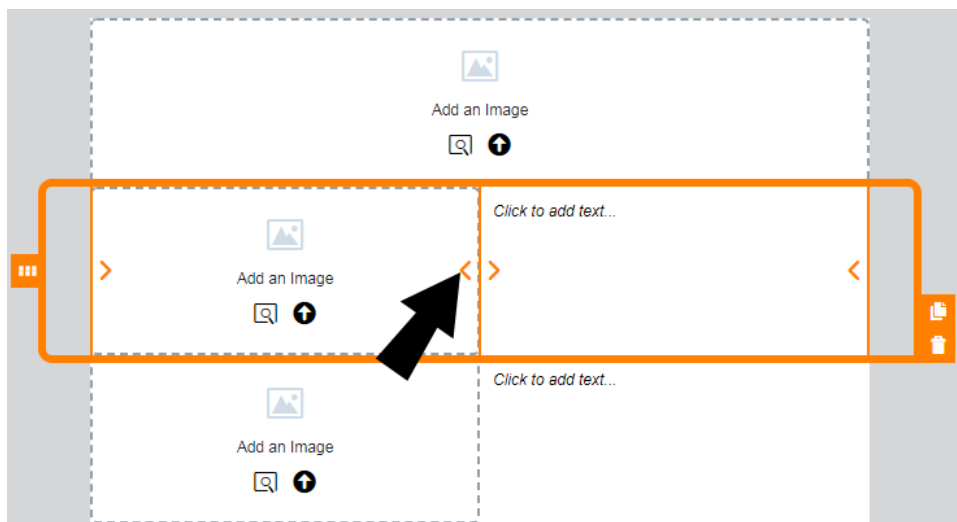
1. With your email open, click the content component or layout you want to delete.
2. Click . You can click  to undo your change.



Resizing columns

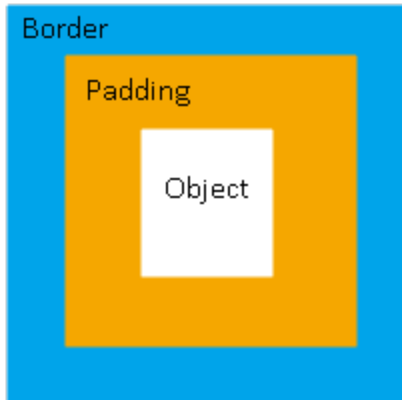
To resize columns in a layout:

1. With your email open, click on the layout that contains the columns you want to resize.
2. Click on  or  to decrease or increase the size of the columns.



Padding and borders

You can add padding to most content components and add borders to both a content component and layout.



Padding

You can adjust the space around a content component using the padding options available from the panel. You cannot adjust the padding for a layout.

Borders

Add a border around the content component or layout by turning on borders. For multi-column layouts, you can adjust the borders for each column.

The border goes around the padding.

Content Blocks

Content blocks are groups of layout containers and cells that can be re-used when building responsive [emails](#) or [landing pages](#). They can be a combination of different cell types such as text, images, dynamic content, shared content, and more. By breaking

down your most commonly used components and re-assembling them to meet the unique needs of each new email and landing page, you can more quickly create brand-compliant content with ease.

For example, if you find yourself frequently using a particular portion of an email template, you can save that section as a content block and re-use it in several emails to achieve a consistent look and feel instead of maintaining a large template library.

 **Note:** To create, edit, and delete content blocks, the **Manage Blocks** security action permission needs to be enabled. Users without the Manage Blocks permission can only use blocks that appear in the Blocks tab. However, if they have email or landing page editing permissions, they can edit a block after it has been added. For more information, refer to the list of [security action permissions](#).

Next steps:

[Creating a content block](#)

[Adding a content block](#)

[Editing a content block](#)

[Searching for a content block](#)

[Locking a content block](#)

[Deleting a content block](#)

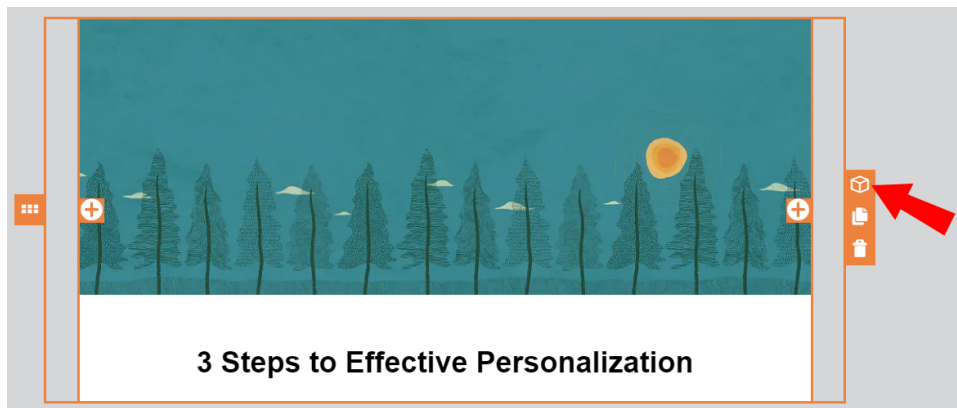
Creating a content block

You can easily create content blocks and save them for future use. In addition to elements like images and text, saved blocks can also include hyperlinks and field merges.

Note: Cloud content cannot be saved into a block. If there is cloud content in a row, you will not be able to save that row as a block.

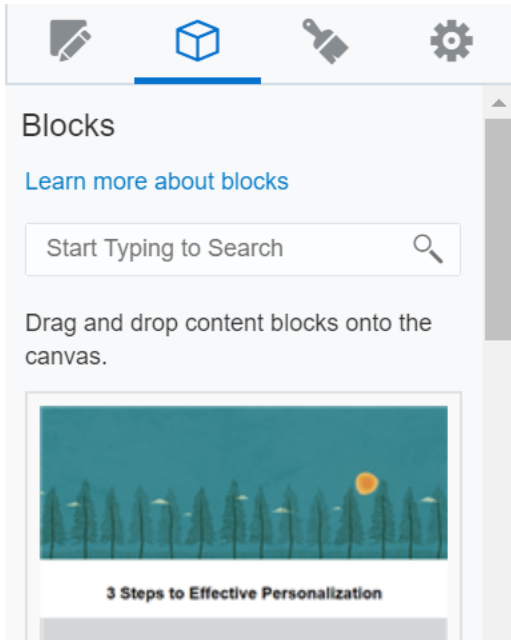
To create a content block:

1. Click the layout that you would like to save as a content block and click .



2. Enter a name and click **Save**.

The content block can now be accessed from the *Blocks* tab.



Tip: For easier management, it is recommended that you have no more than 50 content blocks.

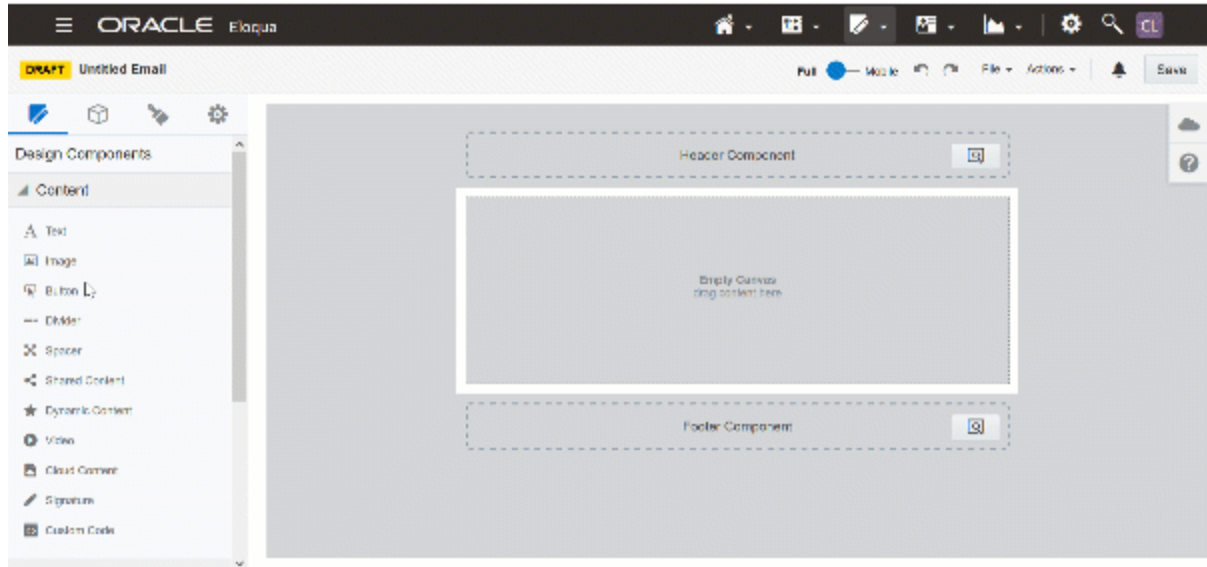
Adding a content block

When you add a block to the canvas, it retains all applied cell, column, and row styling from when it was saved. Any default styles present will reflect the defaults of the email or landing page the block is added to.

If a block contains a hyperlink, that hyperlink will receive a new Eloqua tracking ID each time it is copied or re-used to prevent duplication in reporting.

To add a content block:

1. From the Design Editor, click  to navigate to the *Blocks* tab.
2. Drag and drop the blocks that you would like to use.



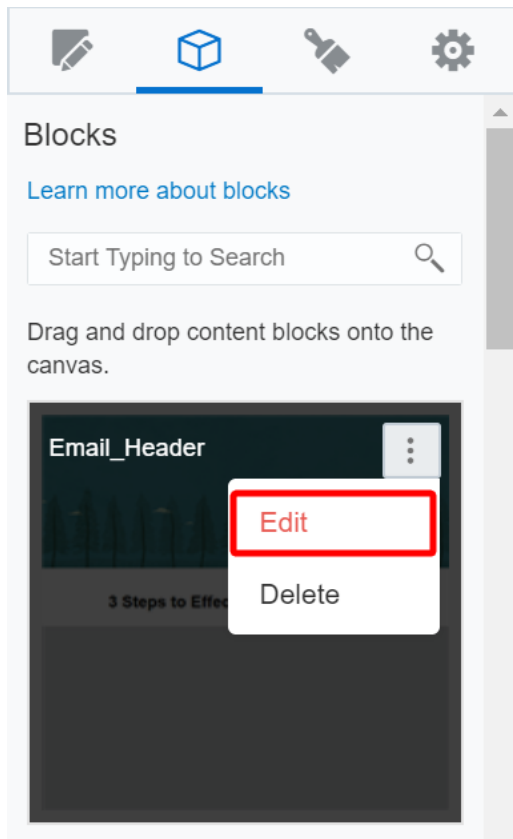
Once a block is added to the canvas, it is separated from the original block and can be edited. Any edits made to the canvas will not impact the original block where the content came from.

Editing a content block

Once saved, a content block can be edited at any time.

To edit a content block:

1. In the *Blocks* tab, locate the content block you want to edit and click .
2. Select **Edit**.



The Block Details tab opens on the left.

3. You can modify the following settings from the Block Details tab:

- **Block Name:** Enter a new name for the content block.
- **Block Description:** Enter a description for the content block.
- **Block appears in:** Choose whether you want the block to appear in an email, landing page, or both.

-  **Note:** If a signature rule, form, or carousel is present, the option to select where the block appears in will be disabled. Only generic content can be shared across both email and landing page.

View-only information such as *Created by* and *Last modified by* are also displayed here along with the date and time stamps.

ORACLE Eloqua

EDIT BLOCK Test_MZ

Block Details

General

Block Name

Test_MZ

Block Description

Block appears in Email

Created by on 06/26/2020 3:22 PM

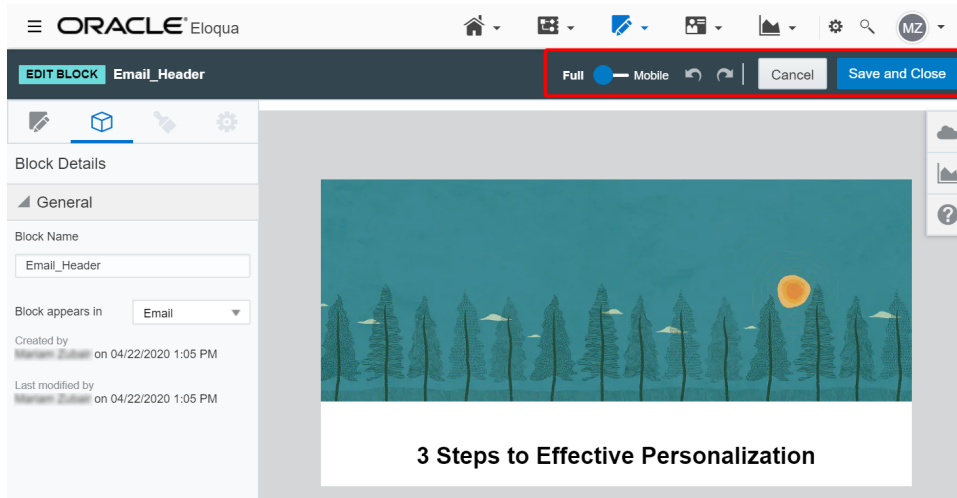
Last modified by on 06/26/2020 3:24 PM

4. Click  if you want to add new content components or layout containers to your block. You can also edit each individual content component such as an image or text in the existing block by clicking on it directly, just like you would for any [emails](#) or [landing pages](#).

When you are editing a block, it will show the text and color defaults saved from the original block. However, the default styling will change once the block is added to a new email or landing page.

Note: You can add a maximum of 3 layout containers for each content block.

5. There are additional settings available on the top right of the editor:



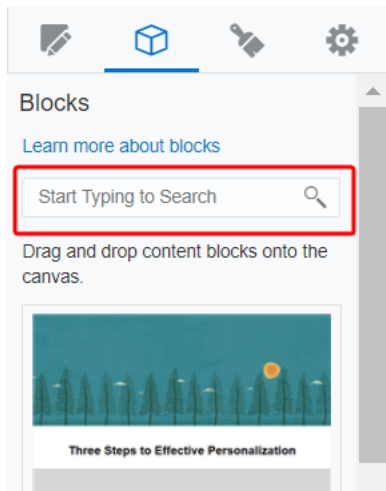
- Switch between **Full** and **Mobile** views.
- Use the arrow buttons to undo and redo your changes.
- If you click **Cancel**, a dialog will prompt you to save. To save your changes, click **Save**. To return to the original content block and undo your changes, click **Don't Save**. To return to the editor and continue editing, click **Cancel**.
- When you are done editing, click **Save and Close** to save your changes.

Searching for a content block

All content blocks are listed in alphanumeric order in the *Blocks* tab. You can narrow down the list using the search functionality.

To search for a content block:

1. From the Design Editor, click  to navigate to the *Blocks* tab.
2. Enter a name or keyword in the search field to find the content blocks you are looking for.



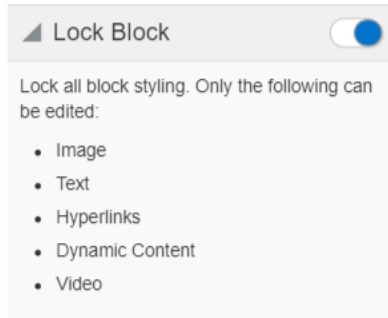
Locking a content block

Content Blocks are unlocked by default, but you can lock all styling changes and make certain components uneditable. Once you have locked a block, you can only edit images, text, hyperlinks, dynamic content, videos, and carousels (for landing pages) without changing styling, such as colors, background, alignment, or column width. This allows you to use content blocks while still enforcing brand compliance and simplify content creation. All other components will be locked and can only be edited if the content block is unlocked again. Once a locked block is added to an email or a landing page it remains locked, even if the original block in the block library is subsequently unlocked.

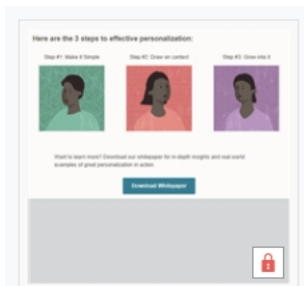
Note: Locked blocks are supported in Engage and styling restrictions are respected. However, Locked blocks are not supported in the Oracle Eloqua Sales Tools for the Microsoft Outlook add-in. Sales users will be able to edit the locked block styling.

To lock a block:

1. From the Design Editor, click  to navigate to the *Blocks* tab.
2. Select **Lock Block**.



3. Click **Save and Close** to save your changes and close the content block.
4. Once it is locked, a lock symbol will display on the content block as shown in the following image:

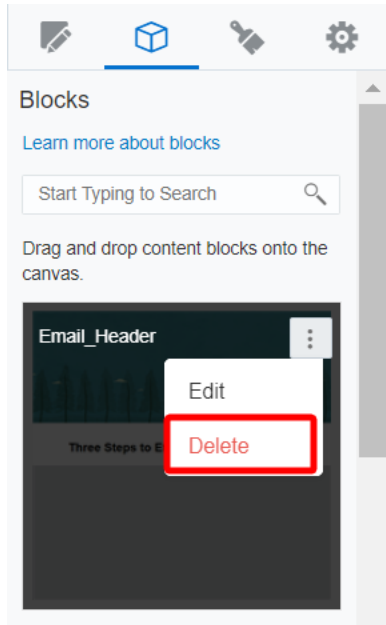


5. You can easily unlock a block by clicking **Edit** and disabling the **Lock Block** feature.

Deleting a content block

To delete a content block:

1. In the Blocks tab, locate the content block you want to delete and click .
2. Select **Delete**.



Tips to keep your email responsive

Oracle Eloqua's Design Editor makes it easy to create responsive emails. But reusable components like shared content or dynamic content can, if not properly designed, break responsiveness. Reusable components include the following:

- Email headers and footers
- Shared content
- Dynamic content
- Signature layouts

Keep responsiveness in mind

Use these tips to help make reusable components more responsive:

- Keep your images flexible. When using images in reusable components, you want ensure that they will scale up and down depending on the screen size. Oracle Eloqua provides a responsive image setting that ensures images scale properly on different devices.
- Keep your layouts flexible. A reusable component with a one-column design, for example, can adapt to different screen sizes. If you use tables to achieve more complex layouts, you will have to consider changing the design or use HTML and CSS code to achieve those same results.

When creating reusable components, the rich text editor checks all content to identify potential responsive issues. [Refer to the potential issues below.](#)

Pay attention to responsive issues

The email Design Editor and the rich text editor checks all content to identify potential responsive issues. The tool checks the content for the following elements:

- The use of tables. While you might not be able to avoid using a table in your reusable content, Oracle Eloqua always flags the table because it can be unresponsive.
- Images that are not using the responsive setting. Because an image without this setting might not scale, Oracle Eloqua flags the image.
- Long text strings. Using long strings of text can flow outside of the display screen. To prevent such an issue, you can use CSS or force breaks in the string. Again, long strings might not be an issue with your email, but Oracle Eloqua flags it for review.

These elements could prevent content from adapting well to different screen sizes.

Oracle Eloqua doesn't prevent you from using these elements, but you should verify the final content on different screen sizes.

Test your final content

Whenever adding reusable components to your email, it is especially important to preview and test the final content on many screen sizes and email clients. If you can, find out how your users are viewing your emails and test to those target email clients and screen sizes. Learn more about [sending test emails](#).

Creating dynamic subject lines in the Design Editor

You can create dynamic and personal subject lines using field merges and dynamic content.

- Field merges allow you to personalize content using information from contact records, events, or custom objects. For example, use a field merge to add a contact's name to an email.
- Dynamic content allows you to create content that changes based on specific conditions. For example, you can customize an email based on a contact's location or other information in their profile.

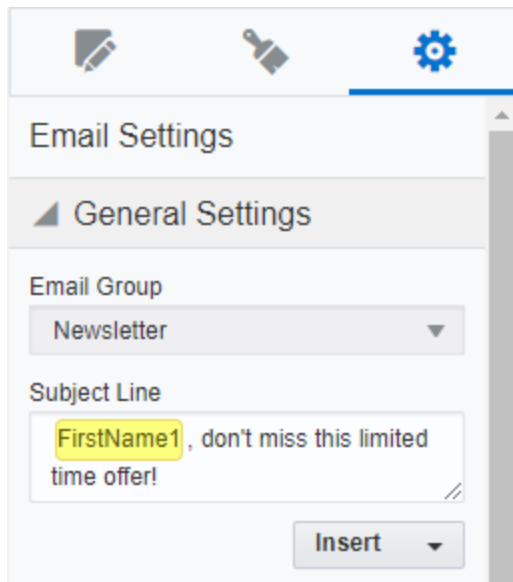
Field merges and dynamic content are reusable content stored in the component library. Learn more about [field merges](#) and [dynamic content](#).

Field merges and dynamic content can be an important part of your organizations personalization strategy.

To add field merges or dynamic content to your email:

1. With your email open, click  to open the *Settings* panel.
2. Select **Insert > Field Merge** or **Insert > Dynamic Content**.

3. Search for the item and then double-click the item you want to add.
4. Add any additional text to the subject line.



The screenshot shows the 'Email Settings' dialog box. At the top, there are three icons: a pencil, a key, and a gear. Below the icons is the title 'Email Settings'. Underneath is a section titled 'General Settings' with a small triangle icon. In this section, there is a dropdown menu for 'Email Group' with 'Newsletter' selected. Below that is a text input field for 'Subject Line' containing the text 'FirstName1 , don't miss this limited time offer!'. The text 'FirstName1' is highlighted in yellow. At the bottom right of the dialog is an 'Insert' button with a small dropdown arrow.

5. After you save your email, you can [preview the subject line using different contacts](#).

The name of the field merge that appears in the subject line might not match the name of the field merge you chose. This happens when a field merge was renamed at some point. Preview the subject line to make sure you've got the field merge you're expecting.

Adding images to emails in the Design Editor

Create more visually appealing content and convey your brand by adding images.

Images can be inserted in [image blocks](#) and as [backgrounds](#) for your emails. You can insert images from the [component library](#) and [Oracle Content Management](#) (formerly Oracle Content and Experience Cloud or Oracle CX Content).

Learn more by [watching this video](#)!

Tip: Since not all email clients download images by default, be sure to include alternate text.

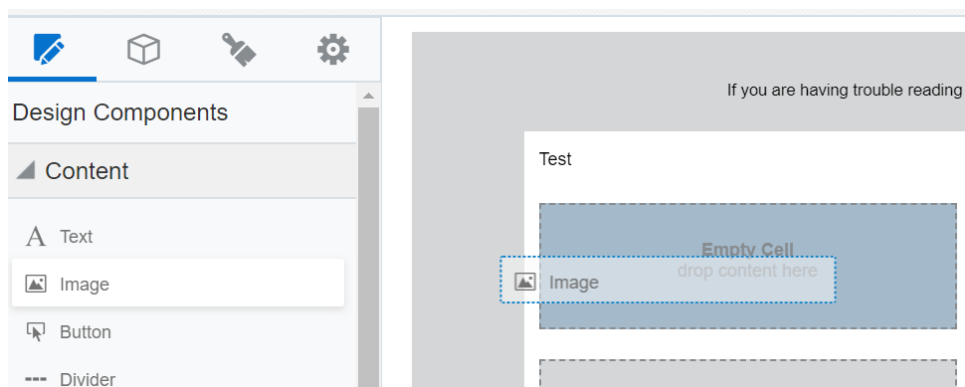
Adding images using image blocks

When adding image content, use the following guidelines for image sizes:

Email layout	Image size
1 column	600px
2 column	300px
3 column	200px
4 column	150px
2 column, left sidebar	200px and 400px
2 column, right sidebar	400px and 200px

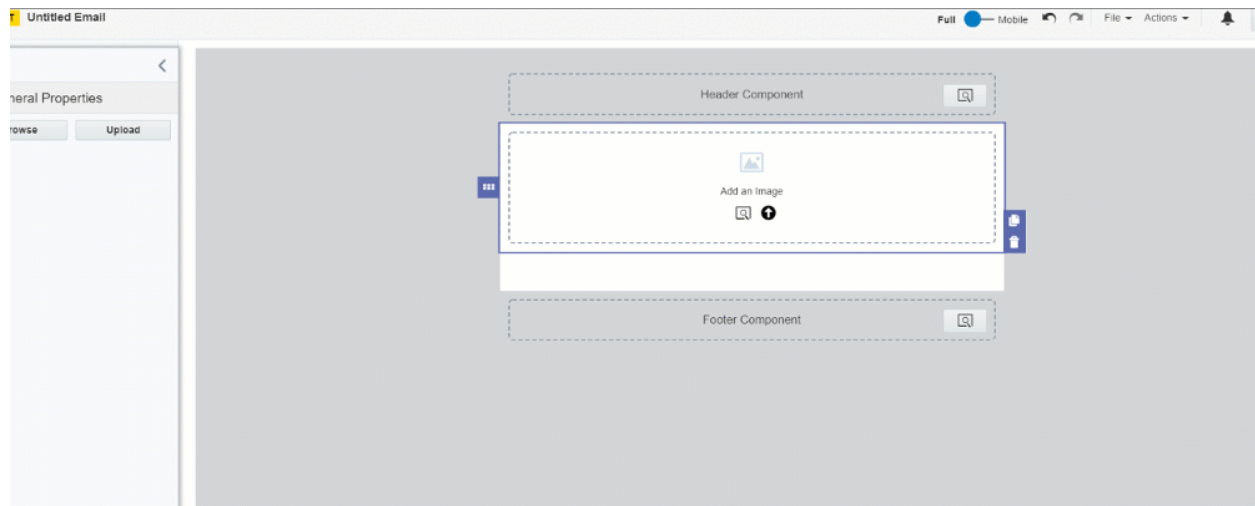
To add images to your email using the image block:

1. With your email open, drag the image content to the layout.



2. Choose whether to browse for the image, or to upload a new one.

- To browse to an image in your image library, click . You can browse images from the component library and [Oracle Content Management](#). Learn more about uploading images to CX Content from within Oracle. Note that the *CX Content* option will only be available if it has been enabled.



Note: The recent Google Chrome version 84 update contains a default setting in `chrome://flags/` that may prevent the Oracle Content Management integration iframe from loading. Make sure that Chrome's 'SameSite by default cookies' setting is set to 'Disabled.'

Important: Due to the end of life for Oracle Content Management in December 2025, the Oracle Content Management integration with Eloqua will be disabled with the 25D release. Please refer to the [Oracle Content Management OCM End of Service Notice](#) for more details.

- To upload a new image, click . The image is uploaded to the image library.
3. By default, Oracle Eloqua auto fits the image height and width proportionality to fit the entire content block. Use the **Image Sizing** properties to scale the image and set the image alignment. Learn more about the [Image Sizing properties](#) below.

4. After you add an image, click the image content block and use the *Image* panel to format the image.

After you finish, Oracle Eloqua validates that the image will be responsive. If there are issues with responsiveness, a notification appears . Click the notification icon to review the issues. You must change the image source to resolve the notifications. You must change the image source to resolve the notifications.

Alternate text

Using the *Image* panel, you can add alternate text to your image. Alternate text allows you to describe your image for recipients that have images blocked or turned off. Alt text also helps make an image more accessible to people with disabilities.

Sizing and alignment

Use the *Image Sizing* options available from the *Image* panel to change the image alignment or to scale the image.

- Use the *Auto Fit* setting to adjust the image height and width proportionality to fit the entire content block.
- Turn off the *Auto Fit* setting to scale the width of the image up or down. You can scale the image up to 100% of the content block. Oracle Eloqua maintains the image's proportions.
- Use the *Alignment* buttons to align the image to the right or left of the content block, or to center the image in the content block.

Background color

Set the background color of the content block using the *Image* panel. You can set the color using hexadecimal or RGB values.

Linking

To make the image a link, use the *Image* panel. You can link to:

- A landing page
- A file in file storage
- An external webpage
- A system action like subscribing to an email group or opening the subscription management page
- A new email message

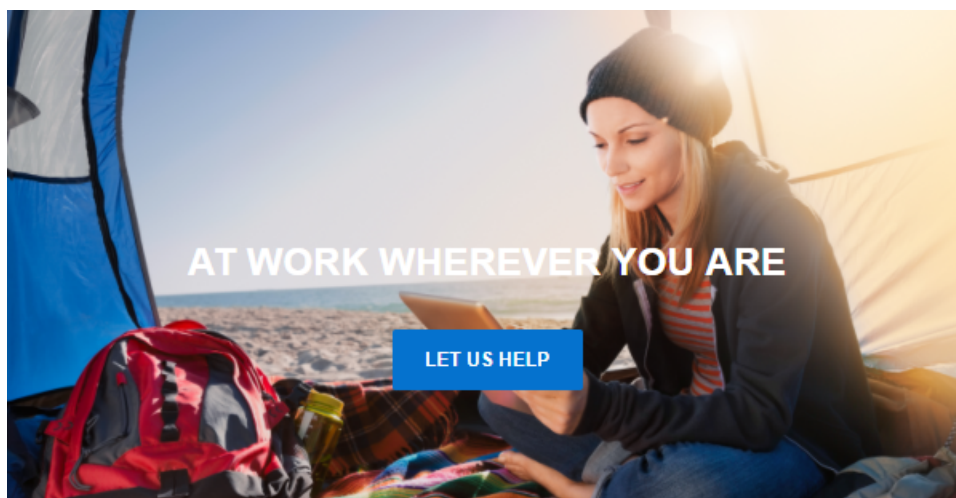
Learn more about the [link types](#).

Padding and borders

Adjust the padding and borders around the content block using the options available from the *Image* panel. Learn more about [padding and borders](#).

Adding background images

You can add background images to any layout in the email. For example, create a hero image and overlay it with content to create your bold layout.



Background images are not supported by all email clients (for example, Microsoft Outlook). Be sure to preview and test your emails using your target email clients.

To add a background image:

1. With your email open, click the layout you want to add a background image to.
2. Under *Background Image*, select whether to browse for the image, or to upload a new one.
 - To browse to an image click . You can browse images from the component library and [Oracle Content Management](#).

 **Note:** The *CX Content* option will only be available if it has been enabled.

- To upload a new image from your machine, click . The image is uploaded to the image library.
3. [Add content to the layout](#) if desired.

Adding videos to emails in the Design Editor

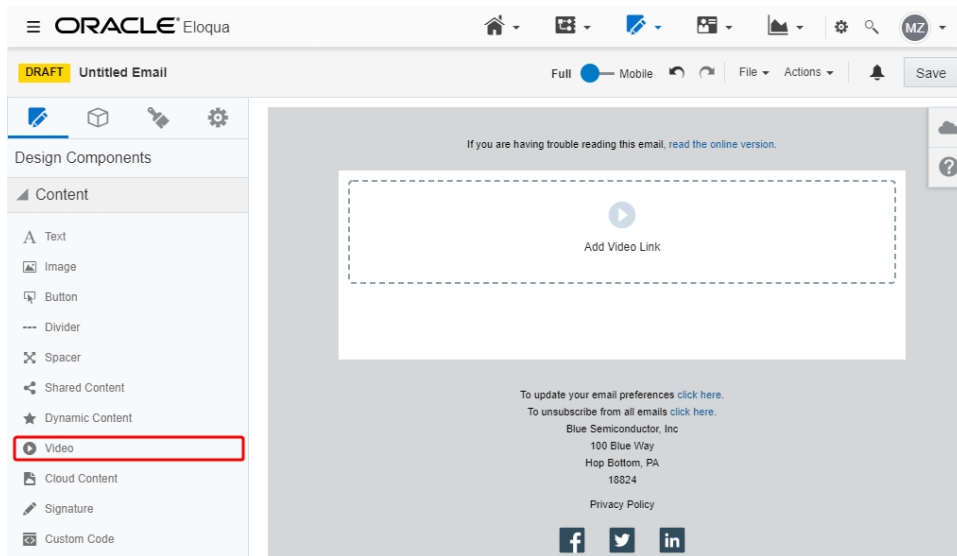
You can easily add a static video preview image from Vimeo and YouTube videos. Oracle Eloqua automatically checks for the appropriate video thumbnail and renders it in the email along with the appropriate video link. Video content is a great way to increase engagement with your audience and provides a nice alternative to long form text.

Some video preview images may have dark bars above and below the video. This is based on the video thumbnail passed from YouTube or Vimeo.

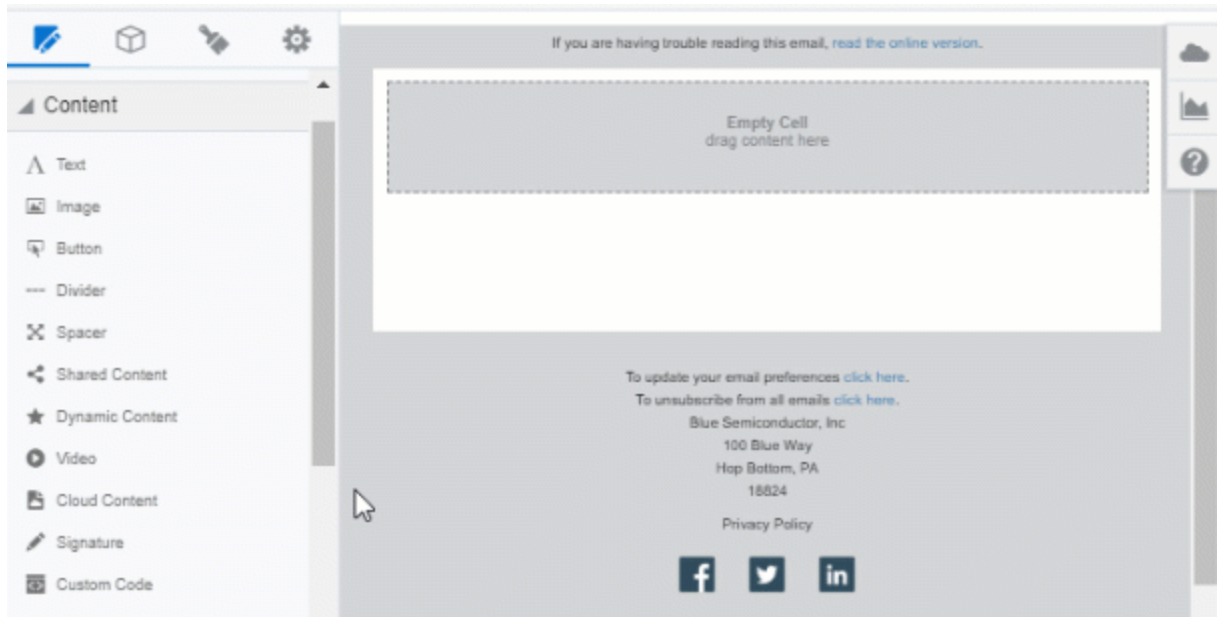
 **Note:** Eloqua currently does not embed the video as most email clients don't support a video embed.

To add a video using the Design Editor:

1. Drag the video content component onto the canvas.



2. Click **Add Video Link**.
3. Paste your video's URL in the **Video Link** field.
4. When you paste your video link, the following *General Properties* display:
 - **Alt text:** Alternate text allows you to describe your video for recipients that have videos blocked or turned off.
 - **Background Color:** Allows you to select a custom background color for your video.



Sizing and Alignment

Use the Video Sizing options available from the Video panel to change the video alignment or to scale the video.

- **Auto Fit:** Enabling *Auto Fit* allows you to adjust the video height and width proportionality to fit the entire content component.
- **Scale:** If you turn off *Auto Fit*, you can manually scale the width of the video by percentage.
- **Alignment:** Lets you align the video to the right, center, or left of the content component.



Padding and Borders

Adjust the padding and borders around the content component using the options available from the Video panel. Learn more about [padding and borders](#).

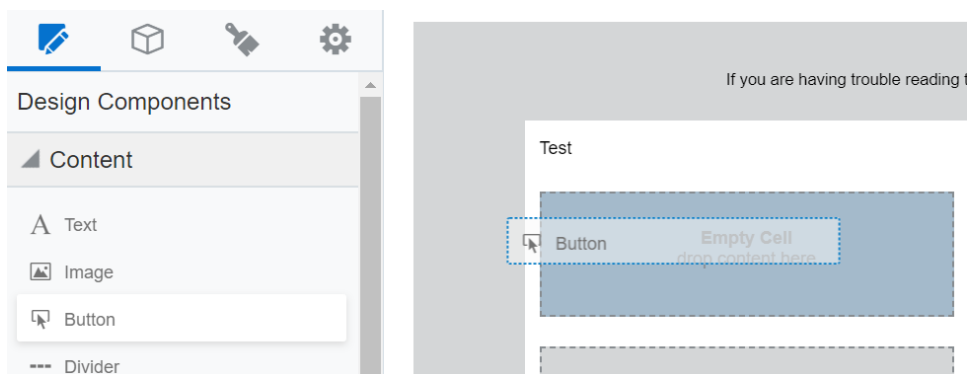
Adding buttons to emails in the Design Editor

Buttons are an effective way to create calls-to-action in your email messages. You can add a button to a layout section of your email using the Design Editor. Button content is text only and cannot use images.

Learn more by [watching this video](#)!

To add buttons to your email:

1. With your email open, drag the button content to the layout.



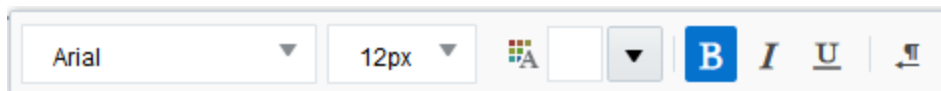
2. Click the button content and use the *Button* panel to style your button and configure the button's link.
3. Click the button text to change it. Use the text toolbar to format the button text.

Alignment

Use the alignment options in the *Button* panel to align the button to the left, to the right, centered, or the full width of the content component.

Text

Set the button text by clicking the button on the email canvas. You can use the text toolbar to change the font, size, style, and color of the button text. If you create emails using a RTL (right-to-left) writing system, the Design Editor gives you the option to write from right to left to insert your button text. Learn more about [writing right-to-left](#).



Color

Using the *Button* panel, you can set the button color and the background color of the content component. To change the color of the button text, click the button on the email canvas and use the text toolbar to make the change.

Linking

To set the link for the button, use the *Button* panel. You can link to:

- A landing page
- A file in file storage
- An external webpage
- A system action like subscribing to an email group or opening the subscription management page
- A new email message

Learn more about the [link types](#).

 **Warning:** To avoid issues with buttons rendering in your emails, do not copy and paste text which contains hyperlinks into your buttons.

Sizing

Using the *Button* panel, you can adjust the size of the button within the content component using the *Width* setting. The following options are available:

- *Fit to text:* Size the button based on the button text. As the button text changes, the size adjusts accordingly.
- *Fit to width:* Size the button to width of the entire content component.

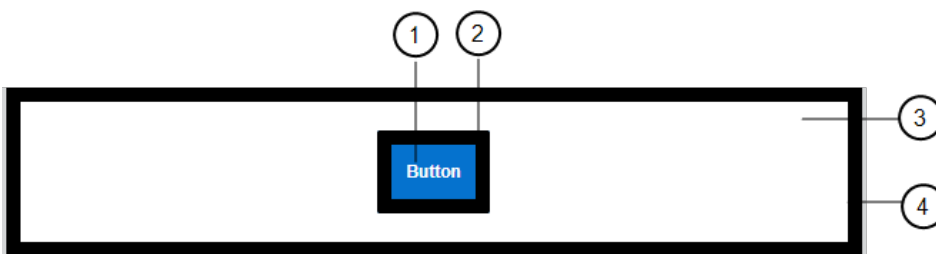
Rounded edges

You can create buttons with rounded edges using the radius settings in the *Button* panel. By default a button has square edges (0 radius). To make rounded edges, increase the radius setting. The radius can be 0 - 30.



Padding and borders

Adjust the padding and borders around the button or the content component using the options available from the *Button* panel.



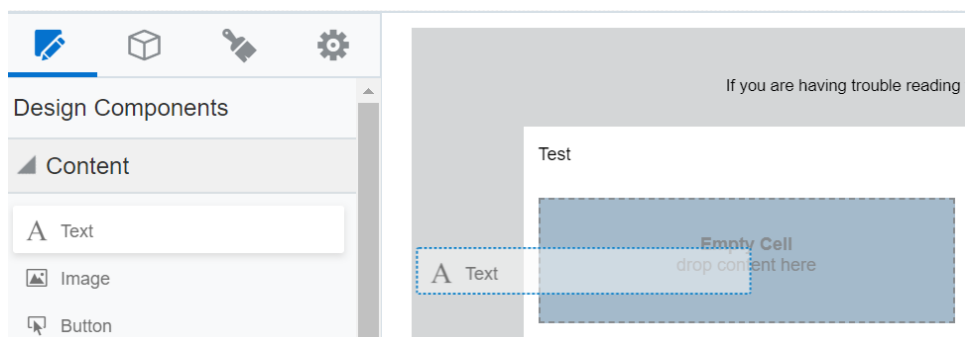
- ① Button Padding: The space around the text of the button.
- ② Button Border: The border around the button.
- ③ Outer Padding: The space around the content component.
- ④ Outer Border: The border surrounding the content component.

Adding text to emails in the Design Editor

Use the text content to add text to your email.

To add text to your email:

1. With your email open, drag the text content to the layout.



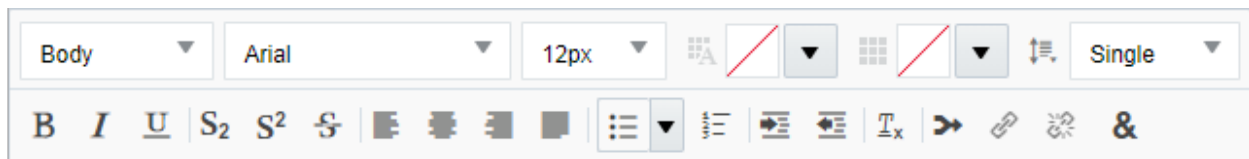
2. Click the text content component and use the text toolbar and *Text* panel to change your email copy.

Text

To add text, click the text content component and begin typing. You can use the text toolbar to change the formatting of the text.

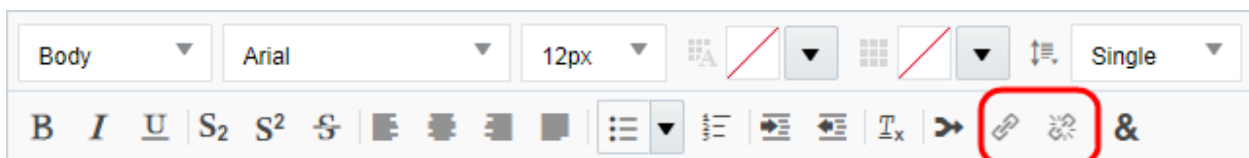
Note: Not all fonts will render in a mobile client. The more common web-safe fonts are at the top of the font drop-down list.

Note: The Design Editor sets the line-height in pixels so that emails can render properly in Microsoft Outlook.



Linking

To add a link, highlight the link text and use the text toolbar buttons.



You can link to:

- A landing page
- A file in file storage
- An external webpage

- A system action like subscribing to an email group or opening the subscription management page
- A new email message

Learn more about the [link types](#).

You can format the link using the text toolbar or the [default style settings](#) for the email.

Pasting text

You can paste text into a text content component using one of the following options:

- Paste as plain text to remove any rich text formatting from the copy source. Depending on your browser, you can use Ctrl + Shift + V to paste plain text.
- Paste as rich text to include any formatting from the source. Depending on your browser, you can use Ctrl + V to paste text with formatting. You should review the content pasted to ensure the formatting is correct.

Color

Adjust the color of the text or the text content component:

- Set the background color of the text content component using the *Text* panel.
- Set the text color using the text toolbar.



- Apply a highlight color to text using the text toolbar.

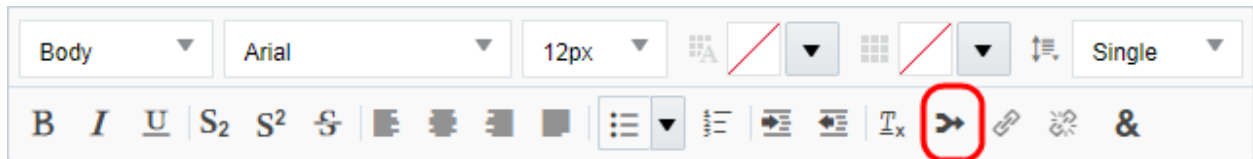


Padding and borders

Adjust the padding and borders around the content component using the options available from the *Button* panel. Learn more about [padding and borders](#).

Field merge

To add a field merge, use the text toolbar.



Adding links to emails in the Design Editor

You can add a link to the following content components:

- [Image](#)
- [Text](#)
- [Button](#)

You can link to:

- A landing page
- A file in file storage
- An external webpage
- A system action like subscribing to an email group or opening the subscription management page
- A new email message

Learn more by [watching this video!](#)

 **Tip:** Getting an invalid URL error for a blind form submit link could mean that you're using the wrong URL syntax; the email editors now use tilde syntax.

 **Note:** With the 24C release, on August 3rd, 2024 (Pods 1, 2, and 7) and on August 17th (Pods 3, 4, 6, and 8), all links will automatically include the authentication hash parameter. The authentication hash is added to links in emails at email send time and to links in landing pages at page load time. For emails sent after the 24C release, the authentication hash parameter will be added to links within the email and enforced for redirect links. Any alterations will result in redirect links being blocked. Please note that Emails sent prior to 24C release will not include the authentication hash parameter in any links within the email. However, redirect links will continue to work until Eloqua enforces the authentication hash parameter on previously sent emails beginning on January 15th, 2025. This means that, on January 15th, 2025, any emails sent prior to the 24C release and are in a recipient's inbox that contain redirect links will be blocked due to not having the authentication hash parameter. [Read the product notice.](#)

Adding links to text content

To add a link to a text content component:

1. Add the text content to your email.
2. After adding the copy to the text content component, highlight the text that you want to make a link.

3. Click  .

The *Hyperlink* panel opens.

4. Add the link details to the *Hyperlink* panel.

Adding links to images

To add a link to an image:

1. Add the image content to your email and add the image.
2. Click the image content component and add the link using the *Hyperlink Properties* in the *Image* panel.

Adding links to buttons

To add a link to a button:

1. Add the button content to your email.
2. Click the button content component and add the link using the *Hyperlink Properties* in the *Button* panel.

 **Warning:** To avoid issues with buttons rendering in your emails, do not copy and paste text which contains hyperlinks into your buttons.

Link types

The following table describes the types of links you can add to an email.

Type	Description
Landing Page	Link to an existing landing page in the application. The landing pages that you can link to are available from the hyperlink library. Learn more about the Components. Links to landing pages are tracked by default.
File in File Storage	Link to a file that has been uploaded to the file storage, such as a PDF file. Learn more about Components. Links to files in file storage are tracked by default.
Webpage	Link to an external web page. These types of links can include field merges. Use the <i>Add tracking for untracked external pages</i> or the <i>Redirect for untracked pages</i> check box to enable tracking on an otherwise untracked website.  Note: Oracle Eloqua landing pages are tracked by default, no action is required to track landing pages. If a landing page URL is detected when adding a webpage link, the tracking option will be disabled and the URL link will not be displayed in manage links.
System Action	Link to subscription management or email viewing options. Often these links are included in the email header or footer, but can be included in the body of the email as well.

Type	Description
	System action links are not tracked. The following system actions are available: • Add to Email Group: Allows the recipient to subscribe to the email group for the current email. • Remove from Email Group: Allows the recipient to unsubscribe from the email group for the current email. • Send to Subscription List: Sends the recipient to the Oracle Eloqua Subscription Management Page where they can manage all their email group subscriptions as well as globally opt-in or opt-out of emails from your organization. Learn more about the Subscription Management Page. • Send to Subscription Page: Sends the recipient to a page that communicates their subscription status for the email group for the current email. • Subscribe to All: Allows the recipient to globally subscribe to all emails. • Unsubscribe from All: Allows the recipient to globally unsubscribe from all emails. • View online version: Allows the recipient to open the email in a web browser instead.  Note: If you use Eloqua's unsubscribe system action link, and are not sending contacts to a subscription management page, we recommend that you setup an intermediate unsubscribe page. This is a landing page created in Eloqua using a template we provide. When a contact clicks an unsubscribe link, they are

Type	Description
	presented this page to confirm the unsubscribe. If you do not use this type of landing page, contacts can be unsubscribed by email scanning tools unintentionally. To enable the intermediate unsubscribe page, update your email defaults .
New Email Message	Creates a link that when clicked will open a new email message in the visitor's default email program. This is also called a mailto link. This is not available in Oracle Guided Campaigns.

Hiding cells in the mobile or desktop view

With this feature, you can optimize the mobile versions and desktop versions of your Oracle Eloqua emails and landing pages. When you use **Hide in Mobile** or **Hide in Desktop** on a content component, that component is hidden in the specified view (mobile or desktop) in a sent email or live landing page, as well as in the Design Editor and the preview.

Important: This feature is tested in Eloqua's supported email clients and web browsers. Always conduct your own tests in the email clients and browsers that matter most to your business. It is advised that your design should gracefully fall back if the hide feature does not work in a given email client or browser.

For example, does the your email or landing page's content look too crowded in its mobile version? You could use **Hide in Mobile** on some of the components to improve your

email or landing page's readability on mobile devices. Certain content or designs may only be relevant for mobile and can also be hidden in desktop

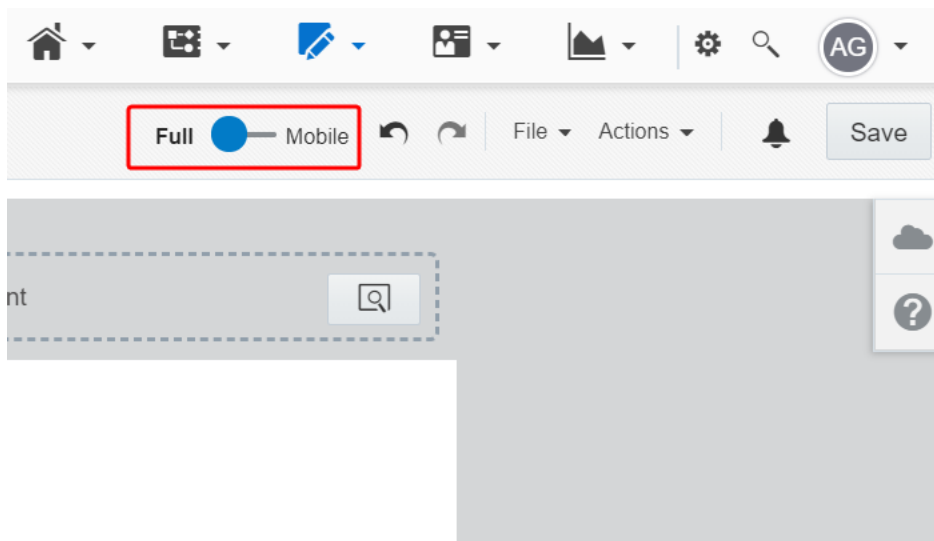
Before you begin, note the following:

- The hide in mobile feature is not supported in Sales Tools for Microsoft Outlook.
- Sales users will see the default desktop view only.

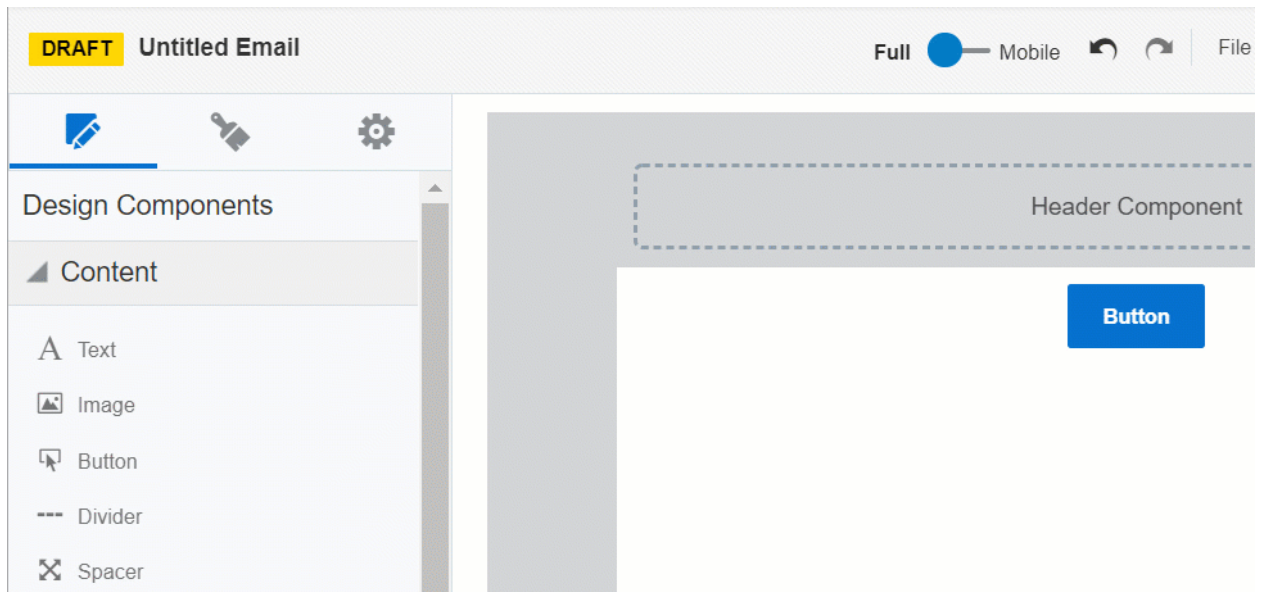
To hide a content component for the mobile or desktop view:

1. With your email or landing page open, select either the **Full** or **Mobile** view.

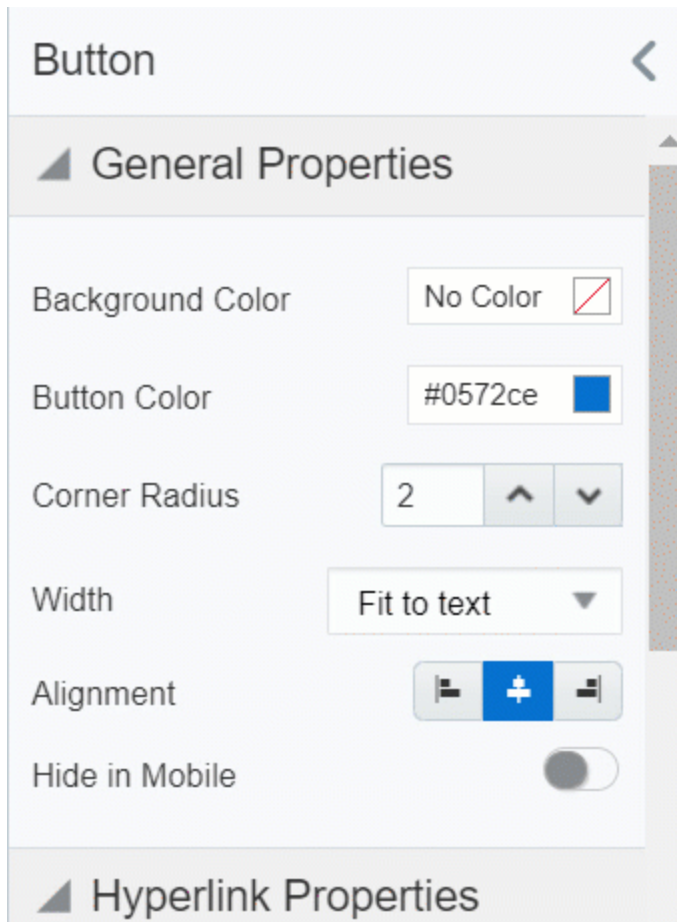
Selecting **Full** lets you use the *Hide in Mobile* option, while **Mobile** lets you use *Hide in Desktop*.



2. Click on a content component to open its configuration panel.

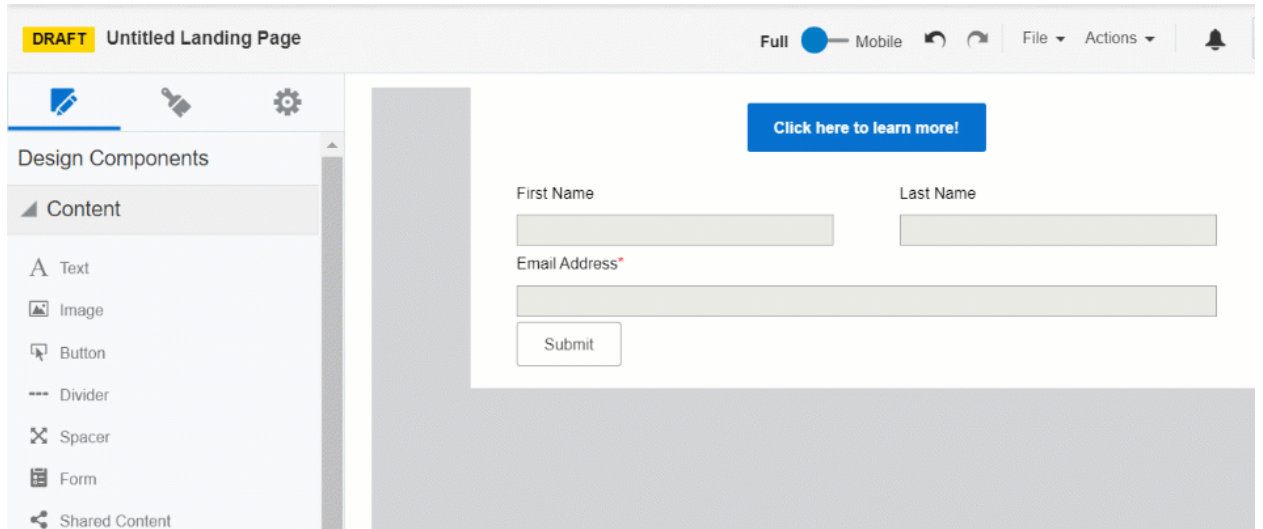


3. If you are in the *Full* view, click **Hide in Mobile**. If you are in the *Mobile* view, click **Hide in Desktop**.



4. (Optional) After hiding a component for one of the views, switch to that view. For example, if you hid a button with *Hide in Mobile*, switch to the **Mobile** view.

You can now see the new layout for this view of your email, and you can assess if there are any other components you would like to hide.



Customizing Design Editor emails and landing pages with CSS

CSS can be used to heavily customize the layout of emails and landing pages.

Standalone CSS classes allow for more flexibility with email and landing page designs, and custom styles in the Design Editor. Custom CSS will be reflected immediately in the editing canvas. It's best practice to confirm your styling in preview mode as well as testing live.

In this topic, you'll learn about:

- [Class names](#)
- [Sample code](#)
- [Things to consider](#)

Learn more by [watching this video!](#)

Class names

Use these classes to identify the parts of your email or landing page that you would like to customize.

Design Editor Element	Class Name	Description
Text	.elq-text-cell	This class targets the text in text cells.
Images	.elq-image-cell	This class targets image cells.
Button	.elq-button-cell	This class targets button cells.
Shared rules/signature rules	.elq-external-cell	This class targets both shared content and signature rules.
Divider line	.elq-divider-cell	This class targets divider cells.
Dynamic content	.elq-dynamic-content-cell	This class targets dynamic content cells.
Cloud content	.elq-cloud-cell	This class targets cloud content cells.
Spacers	.elq-space-cell	This class targets spacer cells.
Custom code cells	.elq-code-cell	This class targets custom code cells.
Cells by location	.row	Target specific rows, columns, and cells.
	.col	
	.cell	

Sample code

See the following design goals and the corresponding example code samples to achieve these goals:

Goal	Code Sample
Adding a webfont	<pre>@font-face { font-family: 'Roboto Slab'; font-style: normal;</pre>

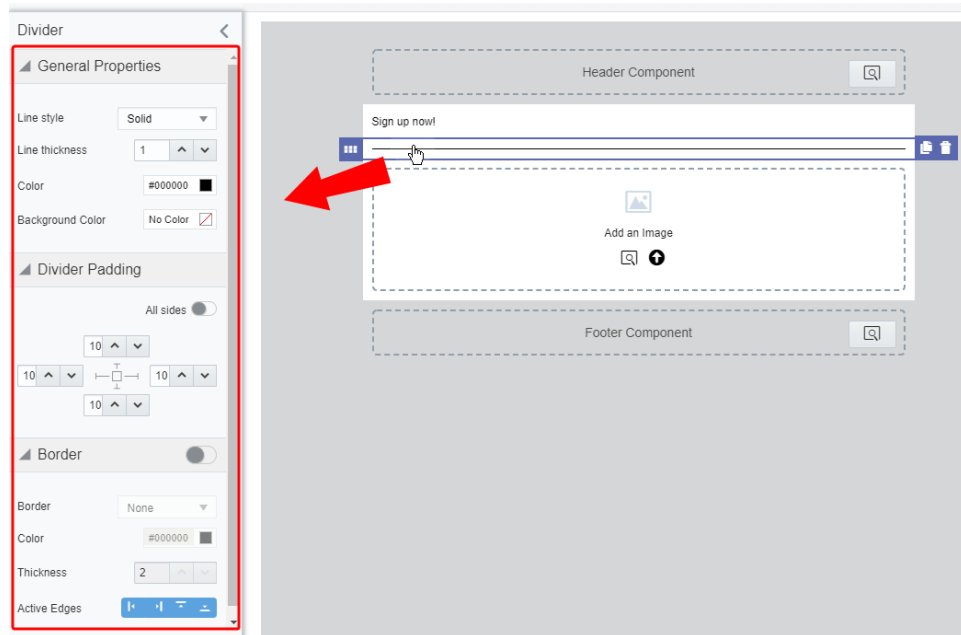
Goal	Code Sample
	<pre>font-weight: 400; src: local('Roboto Slab Regular'), local('RobotoSlab-Regular'), url (https://fonts.gstatic.com/s/robotoslab/v8/BngMUXZYTXPivIBgJJSb6ufA5q Wr4xCCQ_k.woff2) format('woff2'); unicode-range: U+0460-052F, U+1C80-1C88, U+20B4, U+2DE0-2DFF, U+A640-A69F, U+FE2E-FE2F; } @import url('https://fonts.googleapis.com/css?family=Roboto+Slab');</pre>
Style Header s 1-6	<pre>.elq-text-cell h1 { color: red; text-decoration: underline; }</pre>
Style bullets and number ed lists in text cells	Unordered list: <pre>.elq-text-cell ul { color: #666666; font-weight: bold; }</pre>
	Ordered list: <pre>.elq-text-cell ol { color: #444444; font-weight: normal;</pre>

Goal	Code Sample
	<pre>}</pre>
Linking to external style sheets	<pre> </style> <link href="http://exampledomain.com/mystyles.css" rel="stylesheet"> <!-- here we are in html, so re-open the style to get back to CSS --> <style> </pre>
Style specific cells using their location	<pre> .row-0 .col-0 .cell-1 { color: blue; } </pre> The editor counts left-to-right, top-to-bottom.
Style body text in every text cell	<pre> .elq-text-cell > div > div { font-family: 'Roboto Slab'; font-size: 1.3em; } </pre> Use both <code><div></code> elements, otherwise you will style all text in all cells.

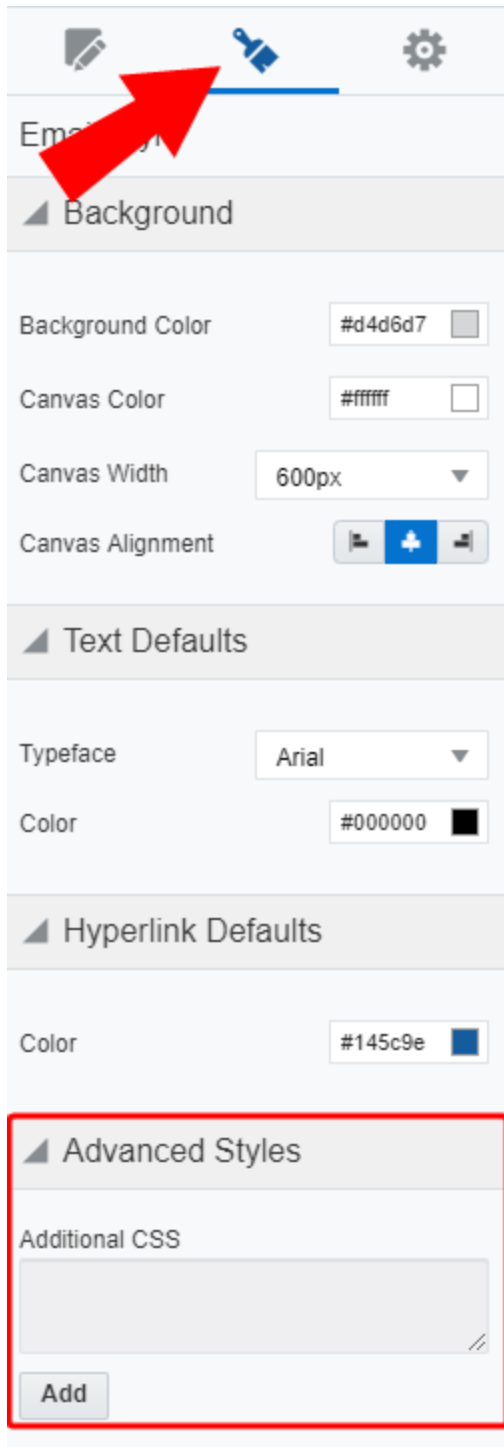
Things to consider

- Old Shared Content, Dynamic Content, Header, and Footer content components use the `<font>` tag rather than `<span>`. Newly created component library assets will use the `<span>` tag.
- If you use the "em" unit inside the CSS block, it may be scaled up or down to the "px" fonts that the `<div>` defaults have been overridden with by styles within the text cell itself.
- Font size for Spacer and Divider cells is default coded to 0.

- The default styles from the Styles tab, as well as other styles needed for consistent rendering, are inserted into the document at the column level, via a `style` attribute.
- Oracle Eloqua prioritizes CSS styling in the Design Editor as such:
 1. Styles defined at the local cell level (when you click on a content component and configure it).



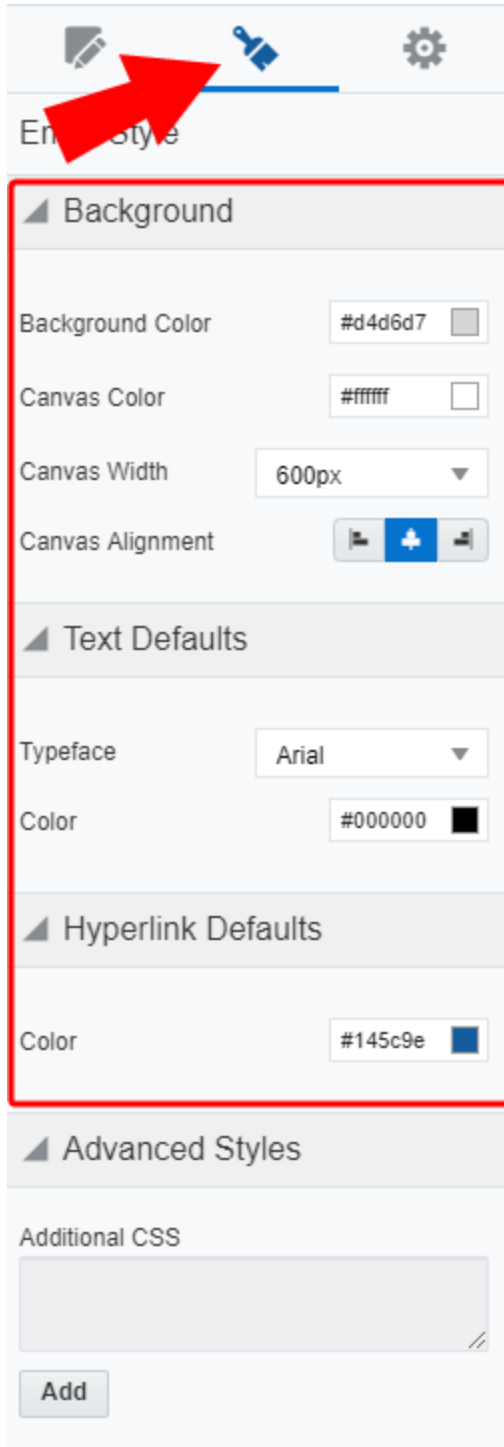
2. Custom CSS (as defined in the *Advanced Styles* section in the *Style*  panel).



The screenshot displays the 'Style' panel of an email client. At the top, there is a toolbar with three icons: a pencil, a paintbrush, and a gear. A large red arrow points to the paintbrush icon. Below the toolbar, the panel is organized into several sections:

- Background**: Includes fields for 'Background Color' (set to #d4d6d7), 'Canvas Color' (set to #ffffff), 'Canvas Width' (set to 600px), and 'Canvas Alignment' (with three alignment icons).
- Text Defaults**: Includes 'Typeface' (set to Arial) and 'Color' (set to #000000).
- Hyperlink Defaults**: Includes 'Color' (set to #145c9e).
- Advanced Styles**: This section is highlighted with a red box. It contains a text area labeled 'Additional CSS' and an 'Add' button below it.

3. Global defaults (as defined in the *Style*  panel).



Style

Background

Background Color

Canvas Color

Canvas Width

Canvas Alignment

Text Defaults

Typeface

Color

Hyperlink Defaults

Color

Advanced Styles

Additional CSS

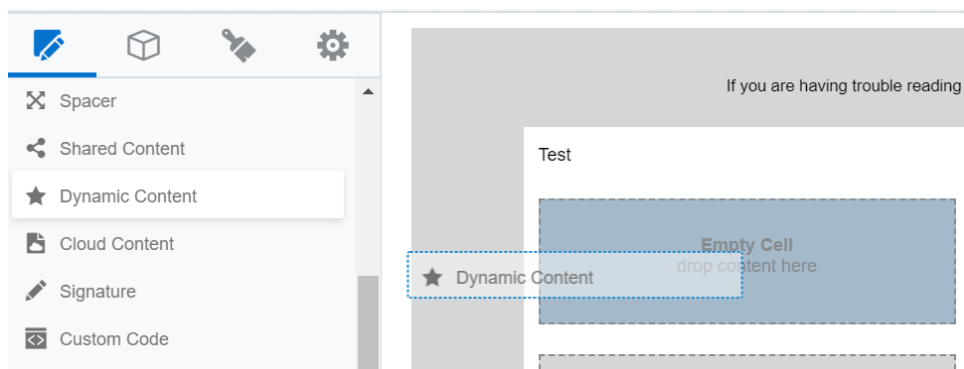
Adding dynamic content to emails in the Design Editor

Dynamic content allows you to create email content that changes based on specific rules and conditions. For example, you could personalize an email with the recipient's sales rep information based on the city, state, country, or region specified in the contact's profile. Dynamic content is reusable content stored in the component library. Learn more about [dynamic content](#).

Adding dynamic content to an email

To add dynamic content to your email:

1. With your email open, drag the dynamic content to the layout.



2. Click  and locate the dynamic content you want to add.
3. After you add the dynamic content, click the content block and use the *Dynamic Content* panel to change the background color, padding, and border of the content block. Click **Edit** to change the dynamic content itself.

 **Tip:** Oracle Eloqua validates that the dynamic content is responsive. If there are issues with responsiveness, a notification appears . Click the notification icon to review the issues. You can edit the dynamic content from the Design Editor or from the component library. As you make changes, review the responsive validation errors in the rich text editor.  indicates that there are no responsive concerns.  indicates that there might be responsive issues.

4. After you save your email, you can [preview the email content using different contacts](#).

Padding and borders

Adjust the padding and borders around the content block using the options available from the *Dynamic Content* panel. Learn more about [padding and borders](#).

Background color

Set the background color of the content block using the *Dynamic Content* panel. You can set the color using hexadecimal or RGB values.

Text

You can format the text contained in a dynamic content in one of two ways:

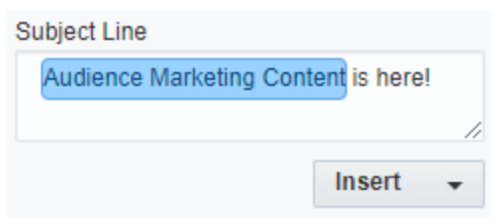
- By formatting the dynamic content source. Click the dynamic content block and click **Edit** in the *Dynamic Content* panel. See [Dynamic Content](#) for more information.
- By setting style defaults for the email. Learn more about [setting style defaults](#).

Adding dynamic content to the subject line

You can add dynamic content to the subject line of the email.

To add dynamic content to the subject line:

1. With your email open, click  to open the *Settings* panel.
2. Select **Insert > Dynamic Content**.
3. Search for the dynamic content and then double-click the item you want to add.
4. Add any additional text to the subject line.



5. After you save your email, you can [preview the subject line using different contacts](#).

Adding field merges to emails in the Design Editor

Add field merges to personalize your Oracle Eloqua emails using information from contact records, events, or custom objects. For example, use a field merge to add a contact's name to an email or to customize email links and images.

Field merges can be an important part of your organizations personalization strategy.

Learn more by [watching this video](#)!

Adding field merges to an email

You can add a field merge to [text content](#).

To add field merges to your email:

1. Add the text content to your email.
2. Click the text content block and place your cursor where you want to add the field merge.
3. Click  in the text toolbar.
4. Search for the field merge you want to add using the *Field Merge Properties* panel.
5. Double-click the field merge in the search results to add it to the text content block. Field merges appear with yellow highlighting.
6. After you save your email, you can [preview the field merge using different contacts](#).

Adding field merges to a URL

You can add a field merge to an external link.

Note: The Design Editor does not use the `<span class="eloquaemail">field_merge_name</span>` format for field merges.

To add a field merge to a URL in an email:

1. Add the text content to your email.
2. After adding the copy to the text content block, highlight the text that you want to make a link.
3. Click .

The *Hyperlink* panel opens.

4. Click the **Web Address URL** field in the *Hyperlink* panel and place your cursor where you want to add the field merge.

5. Click **Insert > Field Merge** and search for the field merge.
6. After you save your email, you can [test the field merge using different contacts](#).

Oracle Eloqua adds the field merge to the URL using a tilde (~) syntax which is HTML-compliant. In the following example, the field merge is part of a query string:

```
http://www.example.com&elqTrackId=1234&elqTrack=true&
foo=~eloqua..type--emailfield..syntax--[field_merge_name]~~
```

The following list describes the field merge tilde syntax:

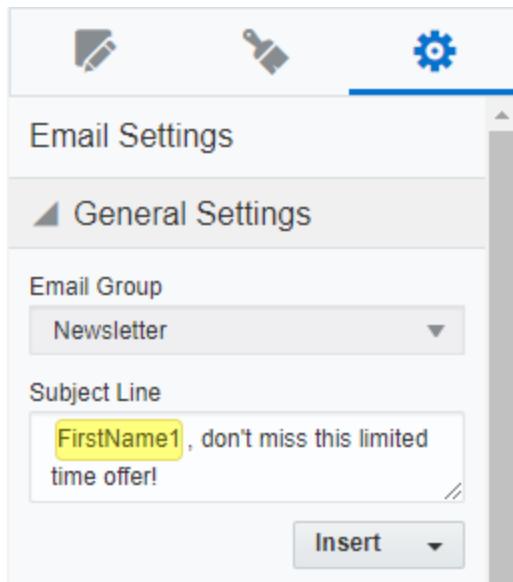
- `~eloqua..type--emailfield` identifies that this is a field merge for an email. Do not remove this.
- `..syntax--[field_merge_name]~~` identifies the field merge name. Oracle Eloqua converts any spaces or hyphens in the name to underscores (_).

Adding field merges to the subject line

You can add field merges to the subject line of the email.

To add field merges to the subject line:

1. With your email open, click  to open the *Settings* panel.
2. Select **Insert > Field Merge**.
3. Search for the field merge and then double-click the item you want to add. Field merges appear with yellow highlighting.



4. After you save your email, you can [preview the subject line using different contacts](#).

Adding email headers and footers in the Design Editor

Add a header to an email to provide information about your company, display a logo, link to a website, and more. Headers and footers are reusable content stored in the component library. Learn more about [editing email headers and footers](#).

To add a header or footer to your email:

1. With your email open, click the header or footer content block.
2. Click  or click **Replace** in the properties panel. Locate the header or footer you want to use.

 **Tip:** Oracle Eloqua validates that the header or footer content is responsive. If there are issues with responsiveness, a notification appears . Click the notification icon to review the issues. Learn some tips on how to [keep your email responsive](#).

3. Click **Edit** in the properties panel to change the content of the header or footer itself.
4. Use the properties panel to change the background color of the content block.

Alternatively, you can use the default header and footer associated with the email group. See [Email settings](#) for more information.

Padding and borders

Adjust the padding and borders around the content block using the options available from the properties panel. Learn more about [padding and borders](#).

Plain text email headers and footers

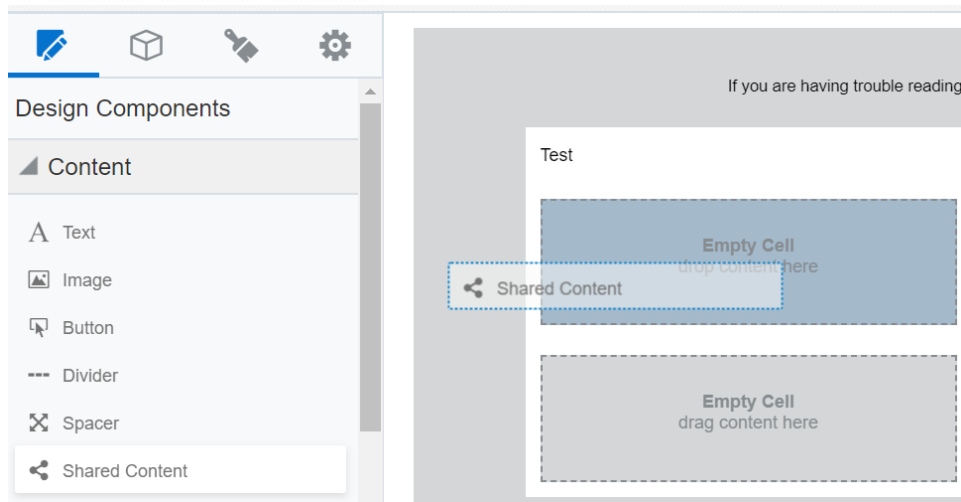
To view the plain text version of the header or footer, click **Edit** in the properties panel and then click **Plain Text**.

Adding shared content to emails in the Design Editor

Shared content is reusable content snippets that you can create once, then reuse in different emails and landing pages. It allows you to "build once, re-use everywhere" for your most valuable common pieces of content. Shared content is stored in the component library.

To add shared content to your email:

1. With your email open, drag the shared content to the layout.



2. Click **Browse** and locate the shared content you want to add.
3. After you add the shared content, click the content block and use the *Shared Content* panel to change the background color, padding, and border. Click **Edit** to change the shared content itself.

 **Tip:** Oracle Eloqua validates that the shared content is responsive. If there are issues with responsiveness, a notification appears . Click the notification icon to review the issues. You can edit the content from the Design Editor or from the component library. As you make changes, review the responsive validation errors in the rich text editor.

 indicates that there are no responsive concerns.  indicates that there might be responsive issues.

4. After you save your email, you can [preview the email content using different contacts](#).

Padding and borders

Adjust the padding and borders around the content block using the options available from the *Shared Content* panel. Learn more about [padding and borders](#).

Background color

Set the background color of the content block using the *Shared Content* panel. You can set the color using hexadecimal or RGB values.

Text

You can format the text contained in a shared content in one of two ways:

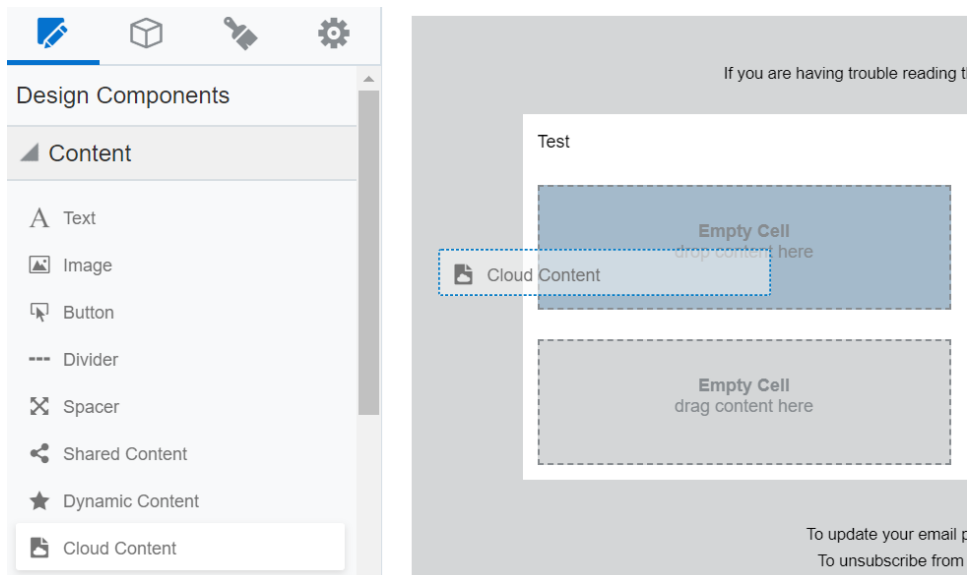
- By formatting the shared content source. Click the shared content block and click **Edit** in the *Shared Content* panel.
- By setting style defaults for the email. Learn more about [setting style defaults](#).

Adding cloud content to emails in the Design Editor

Cloud content is content provided by an external service. Cloud content apps must be installed by your administrator.

To add cloud content to your email:

1. With your email open, drag the cloud content to the layout.



2. Click **Browse** and locate the cloud content you want to add.
3. After you add the cloud content, click the content block and use the *Cloud Content* panel to configure it.

Tip: Oracle Eloqua cannot validate whether the cloud content is responsive and will always notify you about possible issues. You should preview and test the cloud content before sending the email.

4. After you save your email, you can [preview the content](#).

Padding and borders

Adjust the padding and borders around the content block using the options available from the *Cloud Content* panel. Learn more about [padding and borders](#).

Background color

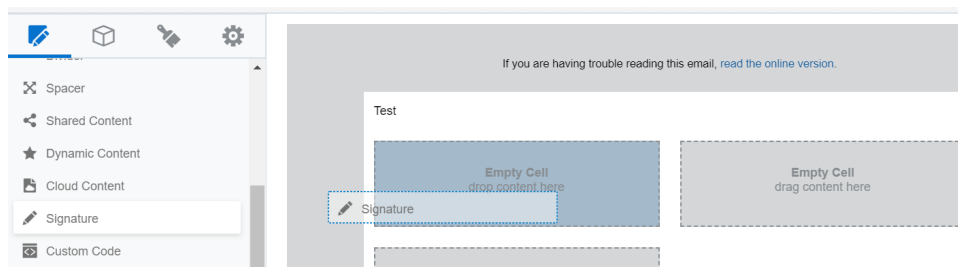
Set the background color of the content block using the *Cloud Content* panel. You can set the color using hexadecimal or RGB values.

Adding signatures to your email in the Design Editor

Signatures allow you to add personalized sender information to an email. The email sender or signature rule will be used to dynamically populate the signature. For example, use a signature layout to include an image and contact information of the sales rep sending the email. Signature layouts are reusable and stored in the component library.

To add signatures to your email:

1. With your email open, drag the signature content to the layout.



2. Click **Browse** and locate the signature layout you want to add.
3. After you add the signature layout, click the content block and use the *Signature* panel to change the background color, padding, and border of the content block. Click **Edit** to change the content of the signature, or **Replace** to locate a different signature.

Tip: Oracle Eloqua validates that the signature is responsive. If there are issues with responsiveness, a notification appears . Click the notification icon to review the

issues. You can edit the content from the email or from the component library. As you make changes, review the responsive validation errors in the rich text editor.  indicates that there are no responsive concerns.  indicates that there might be responsive issues. Learn some tips on how to [keep your email responsive](#).

Color

Using the *Signature* panel, you can change the background color of the signature content block. You can set the color using hexadecimal or RGB values.

Padding and borders

Adjust the padding and borders around the content block using the options available from the *Signature* panel. Learn more about [padding and borders](#).

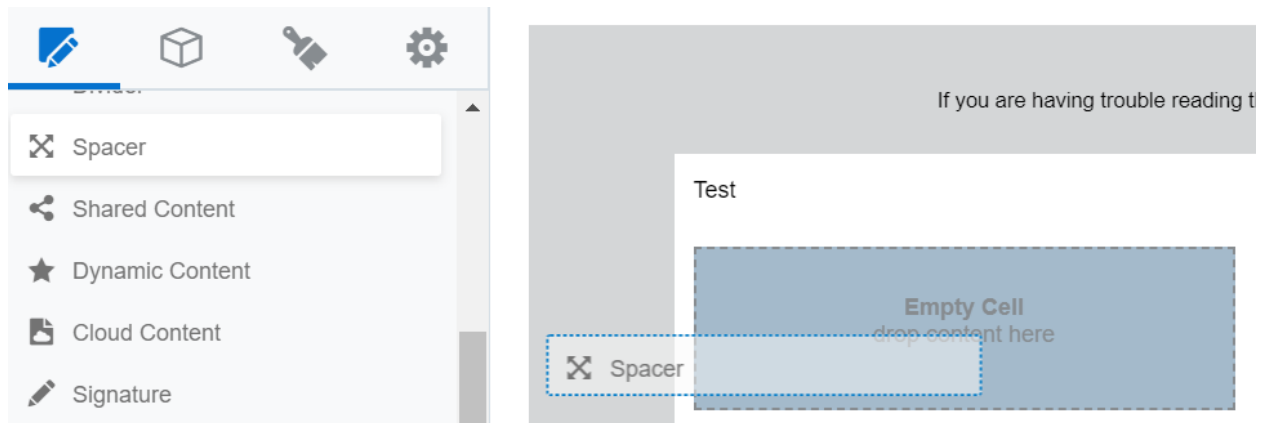
Adding dividers and spacers to emails in the Design Editor

Add dividers and spacers in your Oracle Eloqua email using the Design Editor.

- A divider adds a horizontal line between content components in an email.
- A spacer adds vertical space between content components in an email.

To add dividers and spacers to your email:

1. With your email open, drag the divider or spacer content to the layout.



2. Click the divider or spacer content component and use the *Divider* or *Spacer* panel to configure the settings and style of your divider or spacer.

Line style

Adjust the line style or thickness of your divider in the *Divider* panel. You can also customize the line's color.

Color

To configure the color of your divider or spacer, use the *Divider* or *Spacer* panel.

You can set the color using hexadecimal or RGB values.

Size

Adjust the size of your spacer in pixels in the *Spacer* panel.

Padding and borders

Adjust the padding and borders around the content component using the options available from the *Spacer* or *Divider* panel. Learn more about [padding and borders](#).

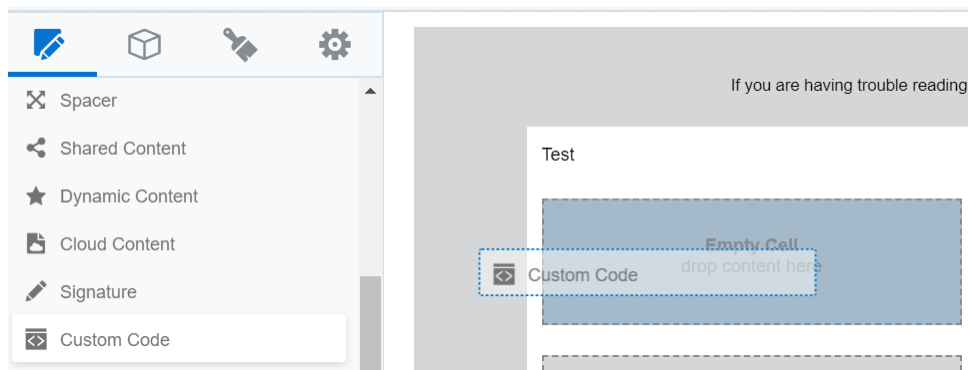
Customizing emails with HTML code in the Design Editor

Add your custom HTML code to an Oracle Eloqua email using the Design Editor. For example, you can use a code content block to fully customize some of your email's HTML code.

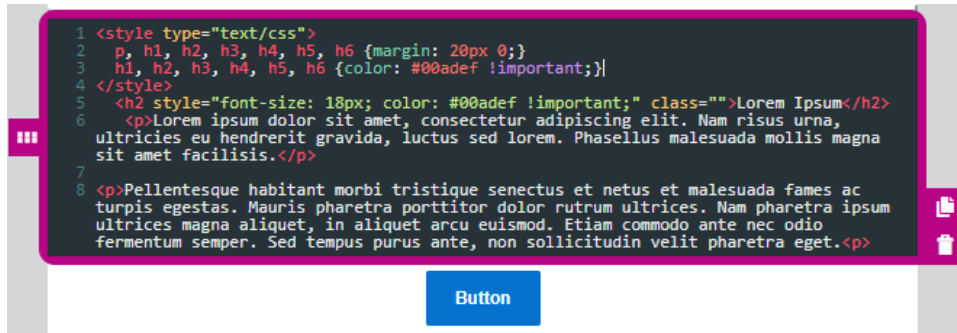
Note: Oracle Eloqua tracking IDs are not added to links posted in the custom HTML of the Design Editor.

To add custom HTML code to your email:

1. With your email open, drag the code content to the layout.



2. Click the code content block and use the HTML editor add your HTML code. Use the *Custom Code* panel to format the content block.



Note: You must click outside of the code content block to preview your changes. If you need a full feature editor, you should create an email HTML instead using the Source Editor. Learn more about [HTML emails](#).

HTML guidelines

The code content in the Design Editor is intended for snippets of custom HTML code. If you need greater control over the email, you should use the Source Editor to create an HTML email. Learn more about [HTML emails](#).

Here are some guidelines for your HTML code:

- Write HTML code that is standards compliant. For example, be sure to nest and close elements correctly and use lowercase element names, attributes, and values.
- Avoid using the following HTML elements to a code content block: `<html>`, `<head>`, `<body>`, `<script>`, `<iframe>`, `<form>`. The Design Editor does not support the use of some of these elements. Others are not supported by many email clients, are often blocked for security reasons, and if used could cause deliverability issues.
- Be aware of reserved characters like `<`, `>`, and `&`. These characters make up the HTML language. If you want them to appear in the content of your email, you must use the entity name or number instead. For example `<`, `>`, and `&`.

- Support for CSS properties varies across email clients. Use a CSS compatibility chart to validate what is supported and test your email against your target email clients.
- To prevent CSS conflicts with Oracle Eloqua:
 - Avoid the following class names: `.body`, `.ExternalClass`, `.button`.
 - Always name classes to be applied to `<table>` elements. If you are using tables, note the potential responsive issues below.
- If your HTML code contains tables or long text strings, a notification appears  in the Design Editor. Tables and long text strings can potentially cause responsive issues, preventing content from adapting to different screen sizes. Oracle Eloqua doesn't prevent you from sending an email with these potential issues, but you should test your content on different screen sizes and against your target email clients.

Padding and borders

Adjust the padding and borders around the content block using the options available from the *Custom Code* panel. Learn more about [padding and borders](#).

Background color

Set the background color of the content block using the *Custom Code* panel. You can set the color using hexadecimal or RGB values.

Changing the background color of emails in the Design Editor

There are different areas where you can change the background color of your email. You can set the color using hexadecimal or RGB values.



① Email background: Change the background color of the area outside of the email canvas.

② Canvas: Change the background color of the email canvas. This is the area that contains layout and content components.

③ Layout: Change the background color of a layout. For multi-column layouts, you can adjust the background color of each column.

④ Content component: Change the background color of content components.

To change the background of a layout or content component:

1. With your email open, click the layout or content component you want to change.
2. Change the background color using the panel settings.

 **Tip:** For multi-column layouts, you can adjust the background color of each column.

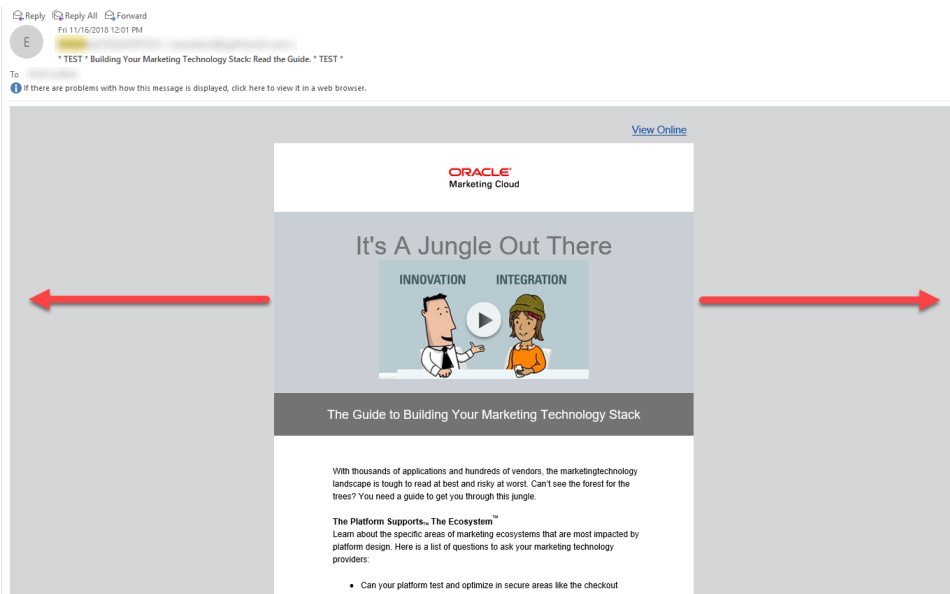
To change the canvas background color or email background color:

1. With your email open, click .
2. Change the **Email Canvas Color** or **Background Color** setting in the *Email Style* panel.

Changing the default font, color, padding, and border settings

Using the Design Editor, you can change some of the default styles of an Oracle Eloqua email using the *Settings* panel. Default style settings include:

- **Color:** Choose the background color and canvas color. Learn more [about these background settings](#).
- **Canvas Width:** Select the canvas width for your email in pixels (600px, 756px, 900px, or 1080px). The default width is 600px width. When a width is selected, the canvas automatically resizes, with layout and content components adjusting accordingly. Each size is responsive and fully supported.
- **Canvas Alignment:** Select left, center, or right alignment. The default alignment is center. Canvas alignment causes the entire canvas to shift to the far left or right side of the email client. It does not otherwise affect the layout components or content.



For example, you may want to change it to left alignment if you wanted the email to resemble a personal email created with a standard email editor. Note that the canvas alignment won't be reflected in the editor, but you can see the change in the preview and in the final email.

- **Text Defaults:** Choose the default font and font color of email copy.
- **Hyperlink Defaults:** Choose the default color of links.
- **Advanced Styles:** Add your own web font, or control other advanced CSS styling, to meet your brand needs. CSS added in the CSS code component will automatically render in the editing canvas, so that you can see how your CSS is being applied without having to toggle between preview and edit mode. See the [Working with email content components and layouts in the Design Editor](#) topic for more details.

If you need to, you can customize the background color, font, and hyperlink color of individual content components.

To change the default style settings:

1. With your email open, click .
2. Change the settings in the *Email Style* panel.

Sending an email as plain-text only in the Design Editor

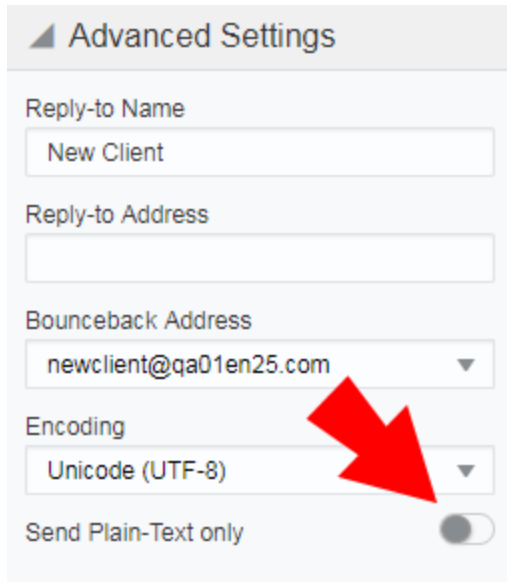
With Oracle Eloqua Design Editor, you can choose to send an email as plain-text only. A plain-text email does not send any images, formatting, or embedded links and does not include an Oracle Eloqua tracking pixel. It allows the email to be viewed when the HTML version cannot be rendered properly. You can set contact preferences so that a contact receives only plain-text emails. To learn more about setting these preferences for a contact, see [flagging contacts to receive plain-text emails](#).

 **Note:** Plain-text emails do not include a tracking pixel. Without a tracking pixel, you can only view engagement metrics if a link is clicked.

To send an email as plain-text only:

1. Create a new email in the Design Editor or open an existing one.
2. Click  to go into *Email Settings*.

3. Under *Advanced Settings*, click **Send Plain-Text only**.



Advanced Settings

Reply-to Name
New Client

Reply-to Address

Bounceback Address
newclient@qa01en25.com

Encoding
Unicode (UTF-8)

Send Plain-Text only ☐

Contacts will now receive this email as plain-text.

Editing emails in a mobile view in the Design Editor

It is important to ensure that your Oracle Eloqua emails look right on a mobile device. The Design Editor provides a mobile view of your email that you can use to preview your email with a smaller screen size and edit the content. The mobile view sets the width of the email to 360 px.

When using the mobile view, you can edit the content of the email and copy content components. However you cannot do the following:

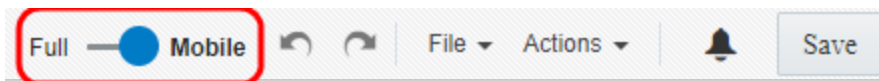
- You cannot add new layouts or content to the email.
- You cannot move content components

The mobile view is a preview of your email on a smaller screen size. To fully test your email, you should continue to do the following:

- [Preview the email using different contacts and screen sizes.](#)
- [Send a test version of your email](#) to see what it will look like on different email clients and devices.

To preview and edit your email in a mobile view:

1. With your email open, click **Mobile** in the menu bar.



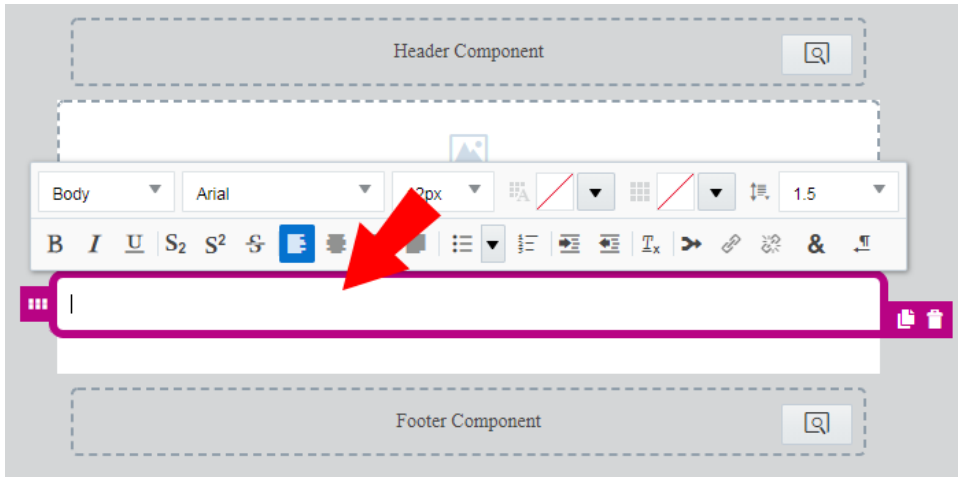
2. Make your changes.

Writing right to left

If you create emails using a RTL (right-to-left) writing system, the email Design Editor gives you the option to write from right to left. This option is available when adding text to a [content component](#) or [button](#).

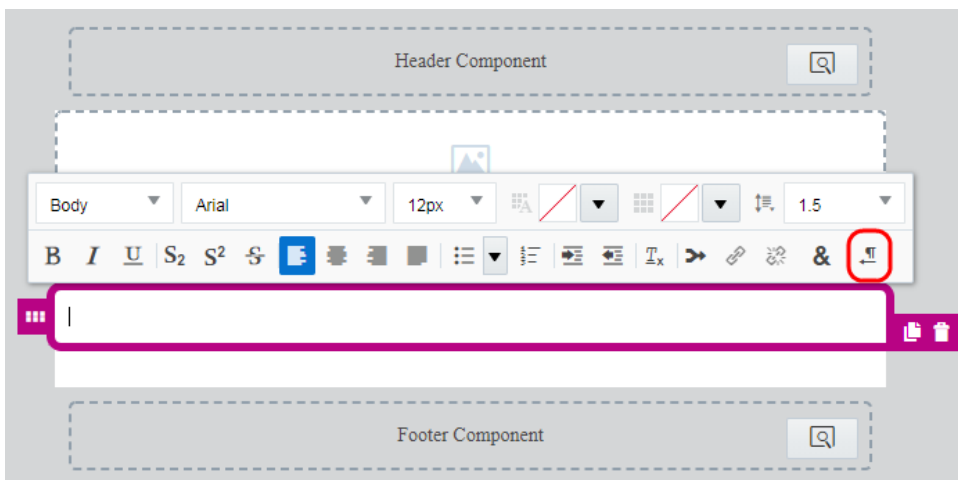
To start writing from right to left:

1. Click on a text content component to select it. Learn more about content components in [emails](#) or .

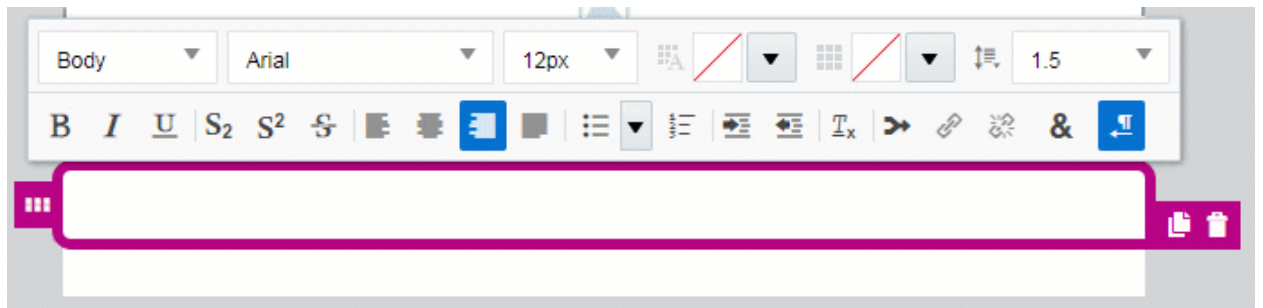


2. Click the **Right To Left** button in the toolbar.

Note: If you have existing text in your content component, clicking the RTL button will right-justify the selected paragraph.

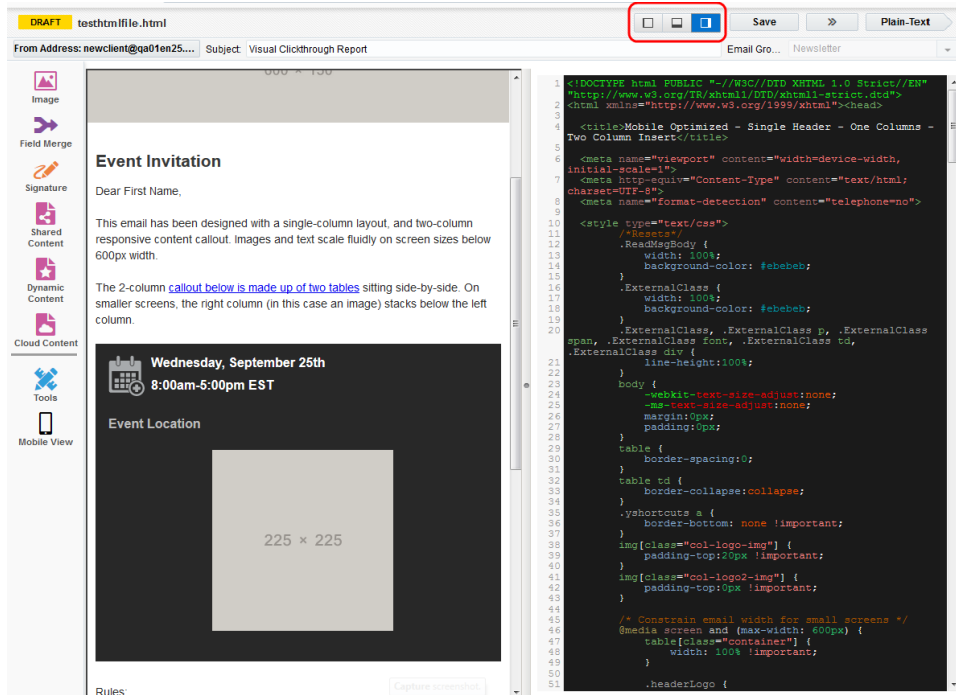


3. Type in your content. It will now display from right to left as you type.



HTML emails

Oracle Eloqua supports creating emails using HTML code. Using the Source Editor you can create an email with a combination of HTML code and the standard Oracle Eloqua elements such as images, signatures, dynamically populated fields, and so on.



Creating emails using the Source Editor

With Oracle Eloqua, you can use the Source Editor to create dynamic and effective HTML emails using a combination of code, and the standard Oracle Eloqua elements such as images, signatures, dynamically populated fields, and so on.

To create a new HTML email:

1. Navigate to **Assets** , then click **Emails**.
2. Create an email:
 - In the classic UI, click **Create an Email**.
 - In the Redwood experience, click **Create**. In the *New email* drawer, provide the **Name** for the email . Optionally provide the email group, subject line, and preview text. Click **Create**.
3. Select the **Blank HTML Email** template or [your own template](#).
4. In the Source Editor, click **Actions**, then click **Settings**.
5. Configure the [email settings](#).
6. Add the content of the email. Learn more about [HTML email code requirements](#), [email editor components](#), and [editing HTML emails](#).
7. Click **Save** when you are done.
8. [Preview](#) and [test your email](#) before adding it to a campaign.

Source Editor components

The Source Editor provide components to build your email. To learn more about the Design Editor, see [Email authoring](#).

The following table describes the components of this.

Component Description	
	Image: Add images to your email. Click the icon to open the <i>Image Browser</i>, then drag-and-drop an image from the browser onto the email canvas. Important: As of version 85, Google's Chrome is now blocking

Component Description

embedding mixed content in secure web pages and web applications served with the `http` protocol. Mixed content refers to images that are considered insecure. To resolve this issue for any images in your source editor email, click **Actions > Fix Images**. Learn more about [Chrome mixed content changes](#).



Field Merge: Add a field merge to your email. Field merges personalize emails by drawing information from specified fields in contact profiles. Click the icon to open the *Field Merge Browser*, select the text that you want to convert to a field merge, then double-click on the field name in the browser.



Hyperlink: Add a link to your email. You can enable text or images as hyperlinks, you can then configure the link in a number of different ways. A hyperlink can route your clients to a landing page, a file, a web page, a system action, or a pre-addressed email that they can fill out and send. Select text or an image and click the *Hyperlink* icon, select the check box next to *Enable as Hyperlink* then configure the link as needed.



Signature: Add a signature to your email, this can be a standard signature layout that populates with specific sender information.

Click the icon to open the *Signature Browser*, then drag-and-drop a signature from the browser onto the email canvas.

Learn more about [signature layouts](#) and [signature rules](#).



Shared Content: This component allows you to add shared content to your email, this is content that can be reused in multiple Oracle Eloqua assets.

Click the icon to open the *Shared Content Browser*, then drag-and-drop shared content from the browser onto the email canvas.

Component Description

Learn more about [shared content](#).



Dynamic Content: This component allows you to configure your email to substitute different content depending on specific rules and conditions.

 **Example:** You could create a rule to decide which salesperson will appear as the sender of an email based on the city, state, country, or region specified in the contact's profile.

Click the icon to open the *Dynamic Content Browser*, then drag-and-drop the content from the browser onto the email canvas.

The *Responsive Vertical Resizing* option dynamically resizes emails built in the Email Editor based on the content populated in the email (e.g. cloud content, dynamic content, shared content). This prevents content from being cut off when a recipient's content is larger than the container originally configured in the email editor and renders a more mobile-friendly version.

Learn more about [dynamic content](#).



Cloud Content: Cloud content is content that is provided by an external service. (Cloud content can be added to the browser from *Apps* in the *Setting* area of Oracle Eloqua.) Click the icon to open the *Cloud Content* browser, then drag-and-drop the service that you want to add from the browser onto the email canvas.

If the service needs to be configured, double-click the icon on the canvas, the *Cloud Content Configuration* window opens. Enter the required details then click **Save**.

Component Description

Note: If you attempt to save the email with AppCloud services which are not fully configured, you will be prompted to complete the configurations before you can proceed.

The *Responsive Vertical Resizing* option dynamically resizes emails built in the Email Editor based on the content populated in the email (e.g. cloud content, dynamic content, shared content). This prevents content from being cut off when a recipient's content is larger than the container originally configured in the email editor and renders a more mobile-friendly version.



Tools: Click this icon to open the *Tools* window. This component allows you to access settings related to component you are working with, or to change the overall email settings (like page size, alignment, etc.).



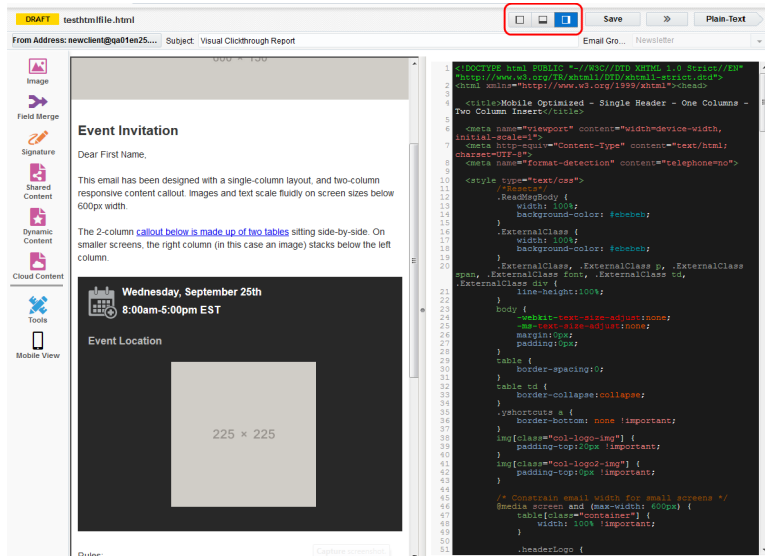
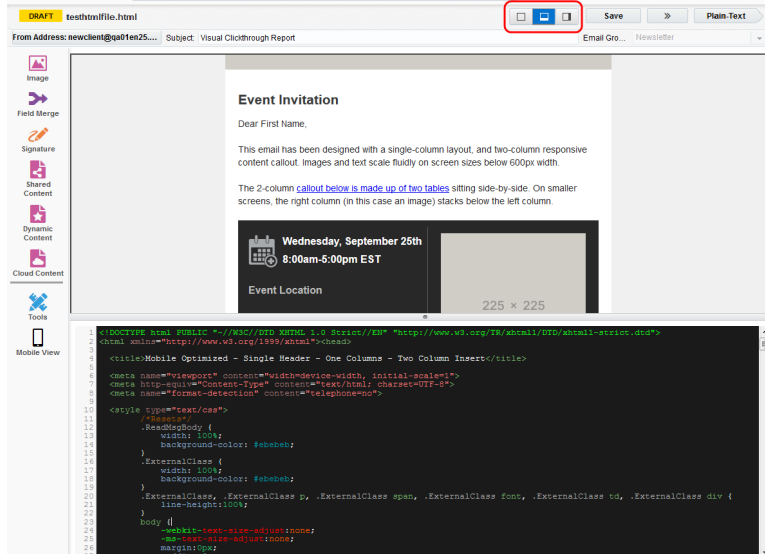
Mobile View: Click to view the email canvas in a mobile view. This applies to the HTML editor only. To preview your finished email on various devices, see [Previewing emails](#)

Using the email Source Editor

You can use the Source Editor to modify and customize an HTML email whether you have HTML knowledge or not.

Adjust the layout for the preview and HTML panes

The buttons at the top of the editor allow you to toggle between a vertical or horizontal view.

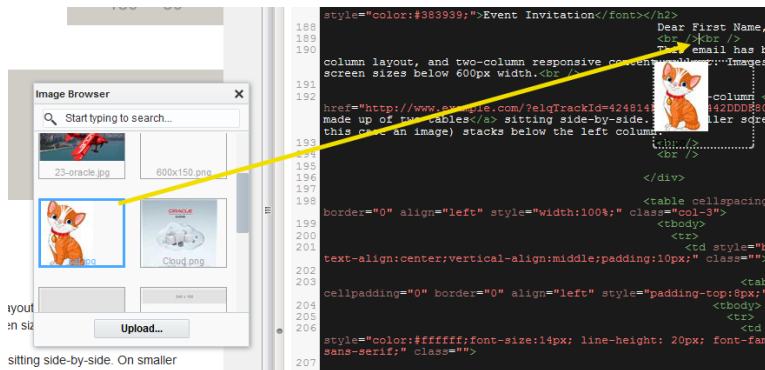


You can adjust the size of the panes. Depending on the chosen layout view, drag the pane divider up and down (for vertical view) or left and right (for horizontal view).

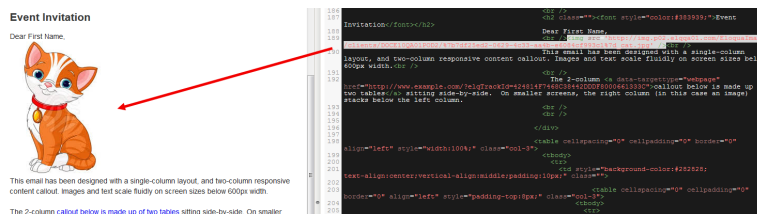
Working with content in the Source Editor

Modify and customize the content in the email using one of the following methods:

- Enter code directly into the HTML pane: Type HTML code directly into the HTML pane. You can use standard keyboard shortcuts in the HTML pane.
- Drag Oracle Eloqua components to the HTML pane: Use the icons in the left pane to add Oracle Eloqua components to your email. Learn more about [email components](#).



After releasing the component, it is converted to code. The preview pane reflects the change in the code.

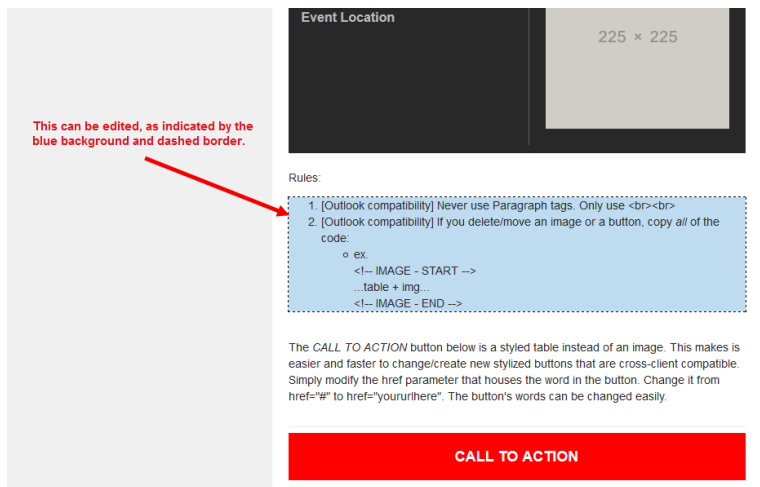


To delete code you have added using the method above, highlight the code and press **Delete** on your keyboard. You can use standard keyboard shortcuts to cut, copy, and paste or use your browser's **Edit** menu).

You can also organize the code with formatting. [Learn more.](#)

Note: Text boxes cannot be added using the drag-and-drop method above. To add text to your email, you must manually enter the HTML.

- Use keyboard shortcuts: You can use standard keyboard shortcuts in the HTML pane to cut, copy, and paste code.
- Edit elements in the preview pane: As you move your mouse over the elements (sections) in the preview panel, some elements can be edited directly. If the section is editable, it is highlighted with a blue background and dashed border.



Double-click a highlighted section to edit it using the Eloqua editor tools. When you are done editing, click outside of the area and the source code is immediately updated.

Note: The only sections that can be edited this way are ones that have a `<table>` or `<div>` tag in the HTML source code. No other sections can be modified in the preview pane. However, modifications, according to the stylesheet that has been applied to your asset, can always be made in the source code.

Limitations and known issues

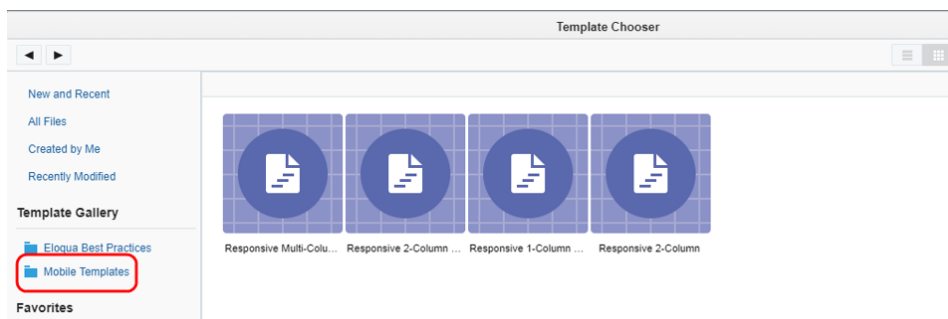
- You cannot group or lock objects in the Source Editor, since the right-click functionality is disabled. However, in edit mode, you can make other changes using the *Tools* panel.

- Modifying content in the live preview pane does not automatically move to the relevant section in the HTML pane.
- You cannot edit the source code of dynamic content, shared content, and signature layouts using the HTML pane. To make changes, use the live preview pane.

Responsive HTML email templates

The Design Editor provides various layouts that you can use to build a fully responsive email. However, you can continue to use the responsive HTML templates. Responsive HTML templates are available from the Template Chooser in the Mobile Templates folder.

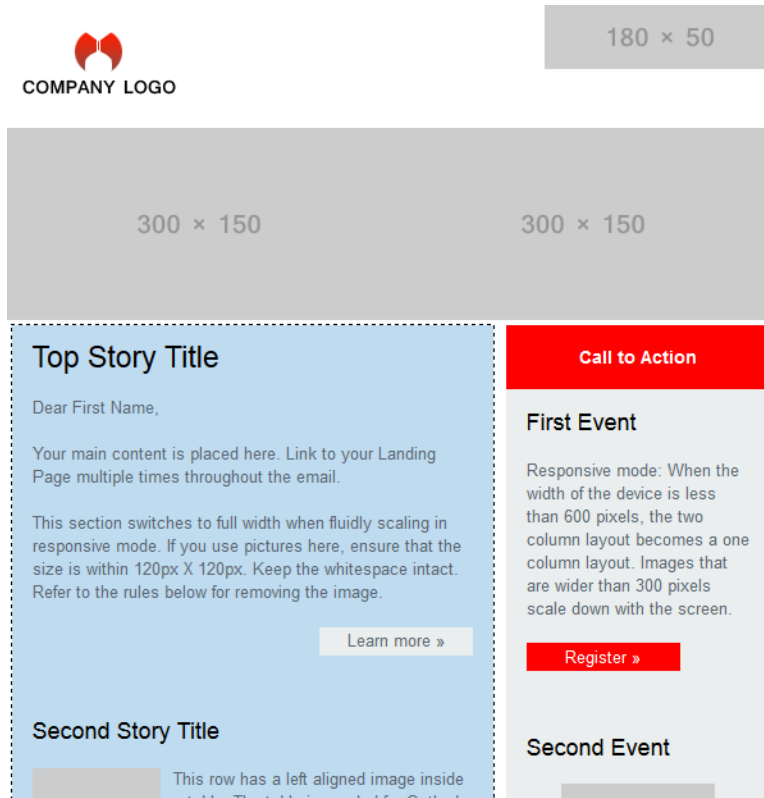
Note: The responsive HTML email templates rely on CSS media queries. Deleting these from the template will remove the responsive nature of the email.



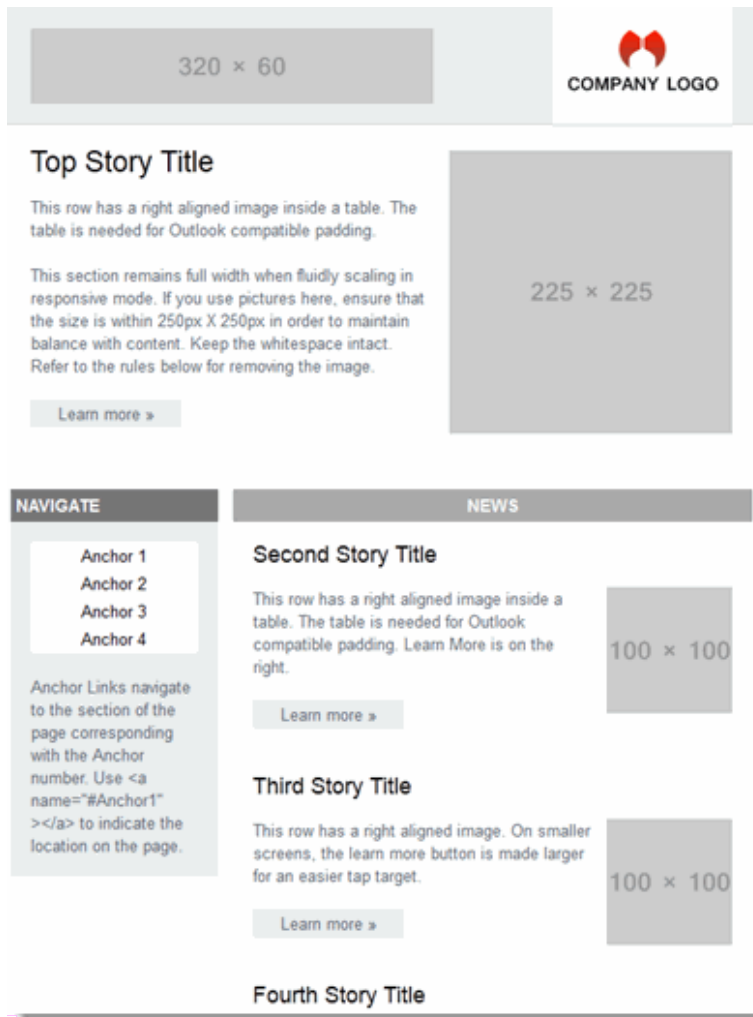
The following describes the responsive HTML templates:

- **Responsive 2-Column Split Header:** This template contains a two-column header (the company logo placeholder on the left and a placeholder for other content on the right, 180x50 px). The body of the email is also divided into two columns. The content within the column

sections can be modified when creating your email.



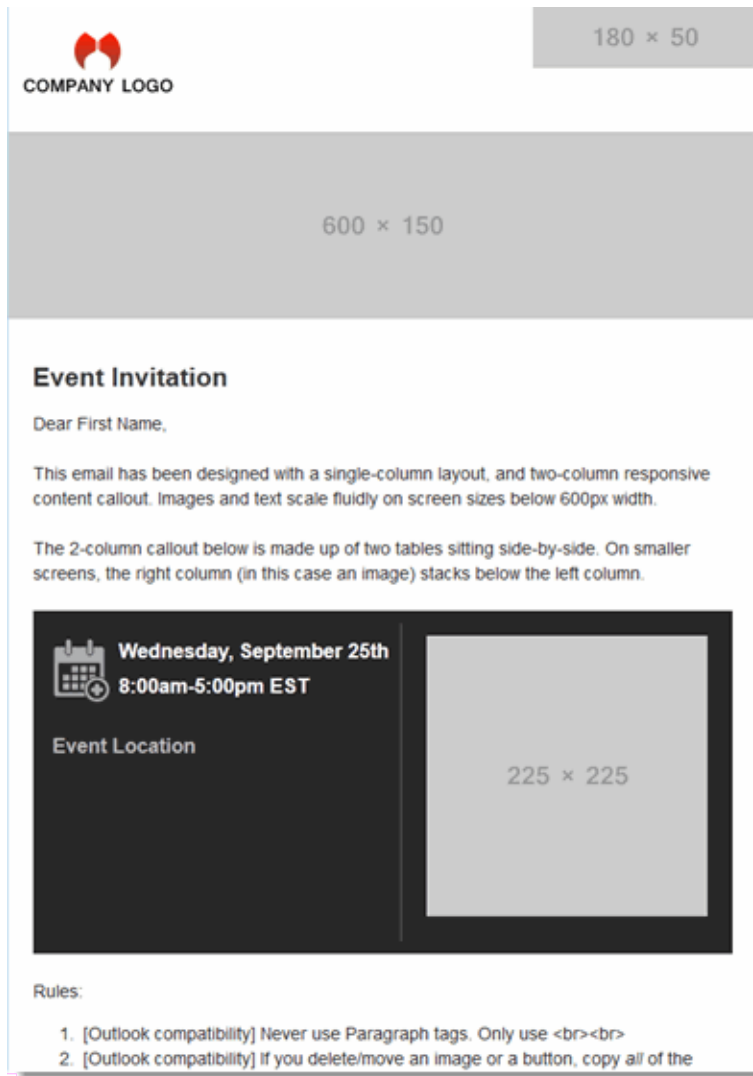
- **Responsive Multi-Column Top Story:** This template is similar to the *2-Column Split Header* template, except for the heading which is shown in a single column of 320 x 60 px size.



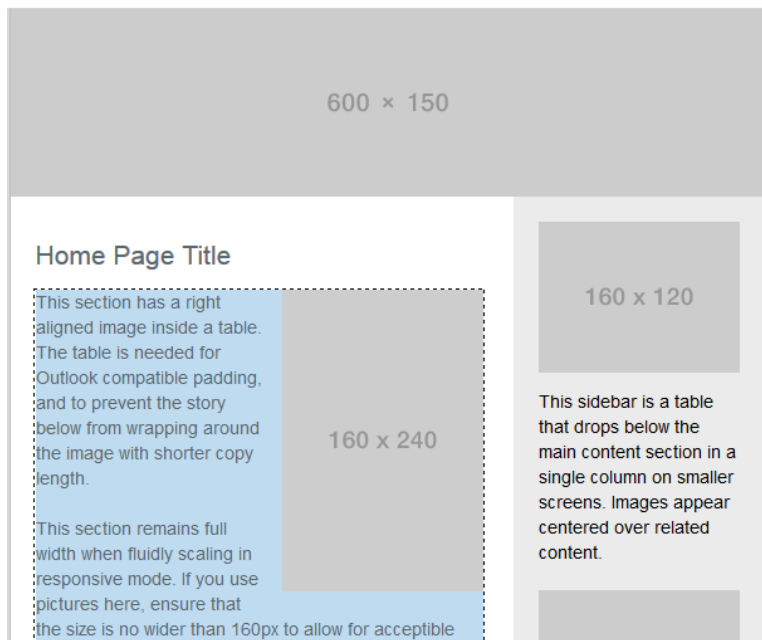
- **Responsive 1-Column with Callout:** This template is geared towards smaller resolution email clients (600 px or lower). Within the email template body there are specific guidelines for what codes and tags to use when adding your content.

Example: In order to ensure that emails viewed in Microsoft Outlook are rendered properly, do not use paragraph tags, only "
". It is important to follow the rules provided in order to ensure that your emails render properly in various email clients.

This template also includes a placeholder for a callout. In the example below, there is a section that provides information (and perhaps a calendar callout) for an event. You can customize this section by adding the dates, names and other pertinent information for your email campaign.



- **Responsive 2-Column:** Finally, the *Responsive 2-Column* template is used for creating an email containing text and images divided into a two-column arrangement.



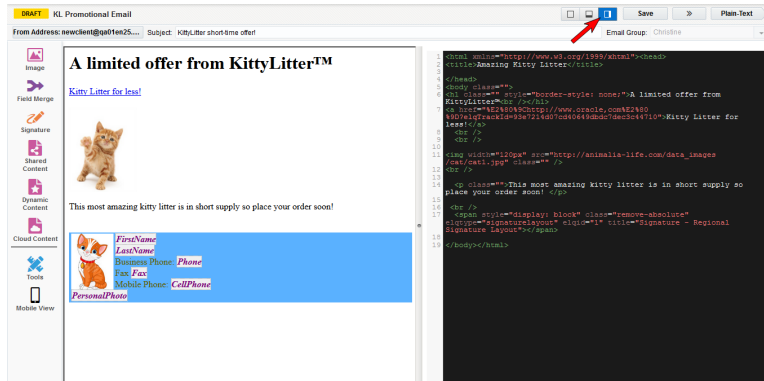
Editing HTML emails using the Source Editor

After you [create an HTML email](#) or [upload an email using the HTML upload wizard](#), you can edit the contents of the email in the Source Editor. You can use the editor to drag and drop elements into the code or change the code directly.

Note: You cannot edit HTML emails using the Design Editor.

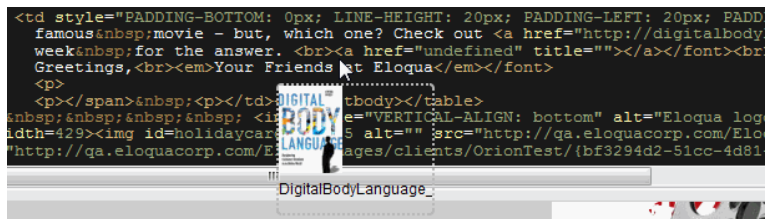
To edit an email in the Source Editor:

1. With the email opened in the Source Editor, click one of the page view buttons in the upper right-hand corner of the canvas, the HTML pane opens. You can choose to set the pane to the right, or along the bottom of the screen, this pane gives you access to the code for the email that you are editing. .

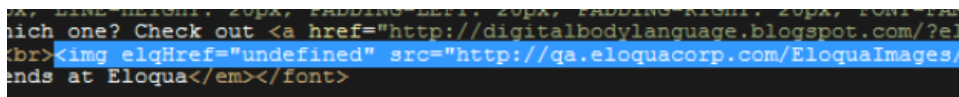


2. Add or edit the email using one of the following methods:

- Type HTML code directly into the HTML panel. You can use standard keyboard shortcuts in the HTML panel.
- Click one of the component icons on the left-side menu, locate the element that you want to add, then drag-and-drop the element into the code at the desired location on the code panel.



After the element is released, it is converted to code and the preview pane reflects the change in the HTML code.



Note: If you use dynamic content, shared content, or signature layouts in your HTML email, the source code that displays for this content is limited. You cannot edit this content (for example, its dimensions) directly via the source code editor.

Instead, right-click the content on the left design panel, click **Edit**, and then edit that content in its respective editor. Learn more about editing [dynamic content](#), [shared content](#), and [signature layouts](#).

3. Click **Save**.

Uploading HTML emails or templates

You can upload an HTML file or a ZIP file that contains your HTML as well as any associated content (images). If you have created an email outside of Oracle Eloqua using HTML, you can upload the file to Oracle Eloqua then [edit the content in the Source Editor](#).

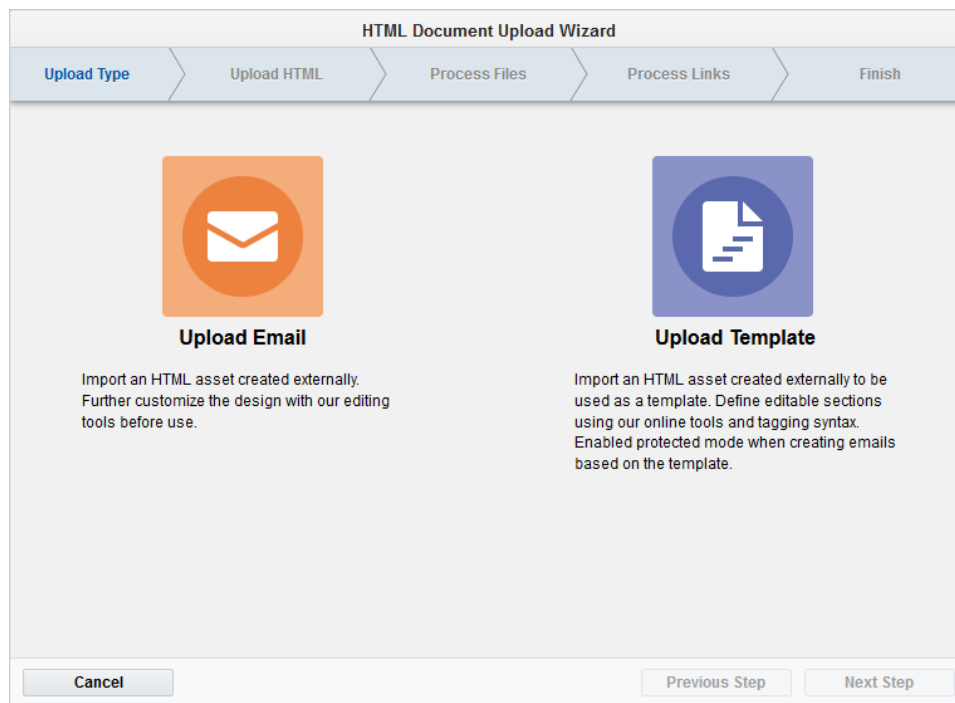
Before you begin:

- Make sure your code adheres to the [code requirements for HTML email uploads](#).
- **Do not** use JavaScript. It is not supported on most email clients and Oracle Eloqua will prevent uploading HTML emails that contain `<script>` tags.
- You can upload an HTML file or a ZIP file. If you upload a ZIP, Oracle Eloqua will extract the files during the upload process.
- The maximum file size you can upload is 5 MB.

- Files uploaded will be scanned for malware before the upload process will complete. Any files with malware detected will not be uploaded.

To create new emails or templates using the HTML upload wizard:

- Navigate to **Assets** , then click **Emails**.
- Choose the upload action:
 - In the classic UI, click **Upload an Email**. In the wizard, choose if you are uploading an email or a template.



- In the Redwood experience, click **Actions > Upload an Email**. If you are uploading a template, choose **Templates** from the page selection, and then click **Upload Template**.
- On the **Upload HTML** step, choose the file you want to upload. You can upload an HTML file or ZIP.
 - For a Zip upload, on the **Zip contents** step, review the contents of the Zip. You can choose where images should be stored. The excluded list lists files that will not be uploaded.

5. On the **Process files** step, review the list of images and other files and choose to either use existing files or upload new ones.

For each image, you can choose an action. We will update references to the images during the upload so that they refer to the images in the image library.

- **Use Suggested Image:** If an image is available in Eloqua with the same name as the image referenced in the HTML code, we will suggest using that existing file.
- **Upload New Image:** If you want to upload a new image to replace one referenced in the HTML code, choose this option. Then upload the new file.
- **Do Nothing:** Choose this option if you do not wish to change the image shown in the thumbnail. We will upload this image to Eloqua during the upload process.

6. On the **Process links** step, review the links found in the HTML code. Choose the links you want to track with a redirect or click *Track All*.
7. On the **Finish upload** step, give the final details about the email or template.
8. Click **Finish** to complete the upload process.

If there are any issues with the uploaded email or template, you will have to resolve them and try to upload again.

After the upload completes, the new email or template is opened in the editor. Learn more about the [editing HTML emails using the Source Editor](#).

HTML email code requirements

In order for your HTML to render as expected in Oracle Eloqua and across browsers and email clients, use the guidelines below when working with HTML in an email.

HTML recommendations

- Always declare the DOCTYPE to ensure the best possible rendering of emails across browsers. The DOCTYPE for HTML is `<!DOCTYPE html>`. For example, this declares the document to be XHTML 1.0 Strict.

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
```

- Write HTML code that is standards compliant. For example, be sure to nest and close elements correctly, use the correct document structure (using the `<html>`, `<head>`, `<body>` tags), and use lowercase element names, attributes, and values. There are various tools and browser plug-ins that can help you validate your HTML code. For example, the W3C provides the free [W3C Markup Validation Service](#).
- Use of tables is encouraged for more complicated layouts. Using the `<div>` tag for complex layouts will not work on many email clients. When creating tables, be sure to use the correct HTML code structure using the tags `<table>`, `<tr>`, and `<td>`. Also be aware that nesting tables with fixed widths might cause your email to display unexpectedly across different screen sizes. Be sure to test your email across browsers and screen sizes.
- Recognize that many email clients block images by default. Because of this, include the `alt` attribute in your image tag. This will be displayed instead of the image if the email client blocks the image.

```

```
- Use absolute paths to reference images, stylesheets, and so on. Do not use relative references. For files in the component library, you can get the absolute path after you upload the files.
- You can include animated GIFs and videos in your emails. Here is how Litmus describes [how to code video background in email](#).
- Be aware of reserved characters like `<`, `>`, and `&`. These characters make up the HTML language. If you want them to appear in the content of your email, you must use the entity name or number instead. For example `<`, `>`, and `&`.

- You cannot edit dynamic content, shared content, and signature layouts in the HTML source code editor. You must use design panel of the email editor to edit these types of content. For more information on these types of content, see [Components](#).
- Do not use `<html>`, `<head>`, or `<body>` tags within a text or shared content section. This can create HTML code in the final email that is not standards compliant.
- Avoid using JavaScript. Most email clients do not support it for security reasons and Oracle Eloqua might give you an error if you try to use `<script>` tags.
- Avoid the use of elements like `<iframe>` or `<form>` in your emails. These are not supported by most email clients and are often blocked for security reasons. Oracle Eloqua might give you errors if you try to use these tags in your HTML code.

CSS recommendations

- Support for CSS properties varies across email clients. Use a [CSS compatibility chart](#) to validate what is supported.
- Do not target the `<body>` tag with CSS.
- Oracle Eloqua uses CSS to style the code in the Source Editor. Because of this, if you use CSS class names that are also used by the editor, your email might not display as expected. To help avoid this CSS conflict, avoid using the following class names in your HTML code:
 - `.body`
 - `.elq-form`
 - `.elq-form-ce`
 - `.elq-responsive`
 - `.hidden-border`
 - `.inline-styled-view`
 - `.main`
 - `.overlays-active`
 - `.sc-container-view`

- .sc-view
 - .sc-view.static-layout
 - .sc-view-overflow
- Positioning like `top`, `bottom`, `relative`, `absolute` may not display as expected across email clients. Use tables as a more reliable way to position elements of your email.
 - For proper rendering across different browsers, ensure compatibility with the following basic Oracle Eloqua CSS reset included in the application:

```
html {
  color:#000;
  background:#FFF;
}
body,div,dl,dt,dd,ul,ol,li,h1,h2,h3,h4,h5,h6,pre,code,
form,fieldset,legend,input,button,textarea,p,blockquote,th,td {
  margin:0;padding:0;
}
table {
  border-collapse:collapse;
  borderspacing:0;
}
fieldset,img {
  border:0;
}
address,caption,cite,code,dfn,em,strong,th,var,optgroup {
  font-style:inherit;
  font-weight:inherit;
}
del,ins {
  text-decoration:none;
}
```

```
caption,th {
  text-align:left;
}
input,button,textarea,select,optgroup,option {
  font-family:inherit;
  font-size:inherit;
  font-style:inherit;
  font-weight:inherit;
}
input,button,textarea,select {
  font-size:100%;
}
```

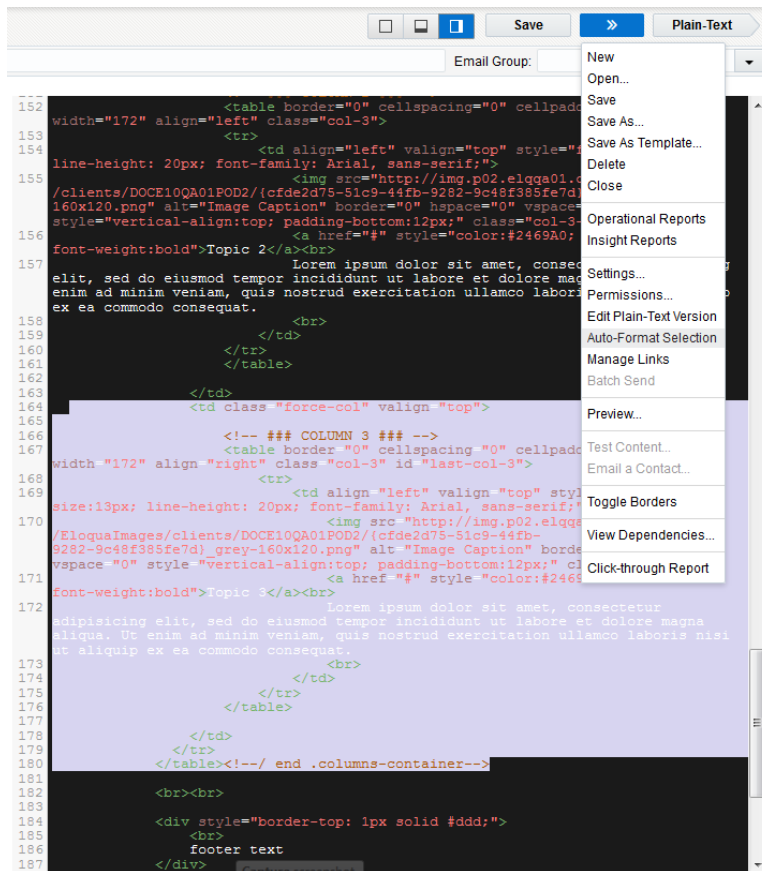
Formatting HTML code in the Source Editor

You can format crowded and hard-to-read HTML code using the Auto-Format Selection feature. This feature formats your code with standard indentations and other mechanisms to make the code easier to read and modify.

To auto-format the HTML in an asset editor:

1. Open the email in the Source Editor.
2. In the Source Editor, highlight the code you want to format.

3. Click Actions, then click Auto-Format Selection.



The selected code will be formatted.

Adding preview text in the Design Editor

Most email clients display an email in the inbox with preview text. Preview text typically displays beneath the sender and subject line and can help quickly convey the content of your email.

Oracle Eloqua enables you to customize that preview text. Here are some things to note about preview text:

- The preview text only appears in an recipients inbox. It doesn't appear in the email when it is opened.
- If you do not include preview text, email clients will use the beginning of the email message as the preview. This could include the email header and opening content of your email body.

To add a preview text to your email:

1. With your email open, choose an option:

- If you are using the Design Editor, click  to open the *Email Settings* panel.
- If you are using the Source Editor, click **Actions**, then click **Settings**.

Important: The Classic Design Editor is sunset, and all classic assets are in view-only mode. Users can create and edit [emails](#) and [landing pages](#) with the Design Editor or Source Editor. [Learn More](#).

2. Add the preview text.

3. Save your changes.

After you finish, validate the preview text by [sending test emails](#) to various email clients. You cannot view the preview text using the preview tool.

Support for preview text

Most email clients support the Oracle Eloqua's implementation of preview text. Here is some support information to keep in mind:

- The length of preview text supported varies by email client and can vary depending on the length of the subject line. The email client could support from 35 to 120 characters.
- Preview text is not supported by all Microsoft Outlook email clients. Be sure to test your preview text using your target email clients.

Legacy rendering for emails

In the Oracle Eloqua email Design Editor, you can choose between legacy rendering and the newer rendering offered by Eloqua. The new rendering uses an updated HTML Doctype and will improve the rendering experience in email clients and web browsers. In this topic, you'll learn about:

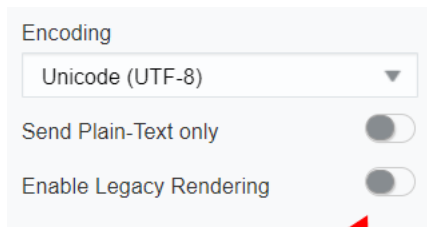
- [Enabling legacy rendering when creating a new email](#)
- [Disabling legacy rendering for emails created prior to 20C](#)

Important: If any existing email contains custom code through code cells, headers, footers, dynamic content, shared content, or signatures, the new rendering might change the way the email is displayed. If you enable the new rendering for existing emails, make sure to test what the emails look like before sending them to contacts.

To enable legacy rendering when creating a new email:

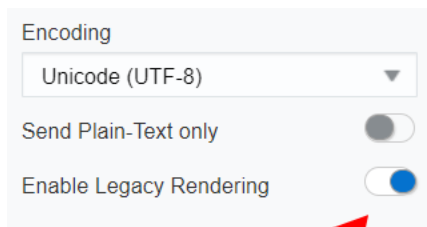
1. Create a new email in the Design Editor.
2. Click  to go into *Email Settings*.

3. Under *Advanced Settings*, click **Enable Legacy Rendering**.



 **Tip:** Legacy rendering is enabled when the toggle is blue.

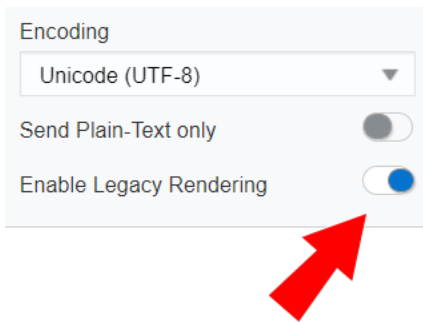
Legacy rendering will now be enabled.



To disable legacy rendering for emails created prior to 20C:

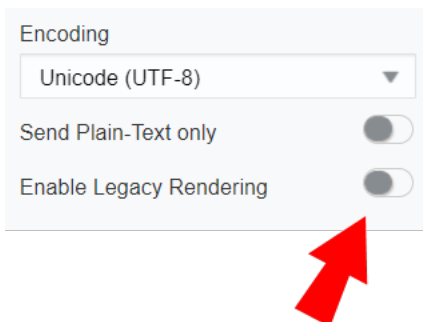
1. Open an existing email.
2. Click  to go into *Email Settings*.

3. Under *Advanced Settings*, click **Enable Legacy Rendering**.



 **Tip:** Legacy rendering is enabled when the toggle is blue.

Legacy rendering will now be disabled.



Adding third-party tracking to your emails

Adding third-party tracking codes to an email

You can add an external tracking code to an individual email. This allows you to capture email activity for a single email with your third-party provider. For example, this code could allow you to track email opens with a third-party provider. If you need to add tracking parameters to an email link, see [Adding third-party tracking parameters to email links](#).

To add external tracking to an email:

1. With your email open, choose an option:

Option	Steps
If you are using the Design Editor	a. Click  to open the <i>Email Settings</i> panel. b. Click Enable 3rd Party Tracking in the <i>Tracking Settings</i> section, and enter the tracking code in the field below. When you send the email, Oracle Eloqua adds the code before the closing <code>body</code> element.
If you are using the Source Editor	Paste the tracking code in the HTML pane. Refer to the provider documentation for recommendations on where to place the code. Typically, it is at the end of the email, before the closing <code>body</code> element.

2. Save your changes.

Adding third-party tracking parameters to email links

You can automatically add third-party tracking parameters to all your email links. To do this, you must update your [email default settings](#).

 **Note:** You must be an administrator to update email default settings.

For example, you can automatically add Google Analytics parameters to all email links so that you can track link activity outside of Oracle Eloqua. You could use this to add the following Google Analytics parameters to all your links:

- Campaign Source (`utm_source=Eloqua`)
- Campaign Medium (`utm_medium=email`)
- Campaign Name (`utm_campaign=Eloqua-Email-Name`)

```
http://www.example.com/index.html?utm_source=Eloqua&utm_medium=email&utm_campaign=Eloqua-Email-Name
```

To add third-party tracking parameters to email links:

1. Navigate to **Assets** , and click **Email Setup**, then **Email Defaults**.
2. Click the **External Tracking** check box and choose the analytics tool from the drop-down list.
For example, Google Analytics.
3. Click **Advanced Options > Manage External Tracking**.

4. Review the configuration for the selected analytics tool.

For example, the default configuration for Google Analytics is `utm_campaign=<eloqua type="emailfield" syntax="elqWAEmailName" />&utm_medium=email&utm_source=Eloqua`.

When you send an email, Oracle Eloqua adds the parameters to all links and resolves the email name parameter.

5. If you need to add additional parameters or customize the configuration, click **Copy As New** and make your changes.
6. After saving the configuration, [send a test email](#) to verify the changes.

Note:

Oracle Eloqua tracks and stores the following automatic engagement metrics separately from those generated by an actual email contact:

- Auto-opens and clicks by email scanning tools
- Apple email privacy auto-opens

Editing the plain-text version of emails in the Design Editor

Oracle Eloqua always generates a plain-text version of your email. The plain-text version does not send any images, formatting, or embedded links and does not include an Oracle Eloqua tracking pixel. It allows the email to be viewed when the HTML version cannot be rendered properly. It is also the only version sent to contacts who prefer plain-text emails.

The plain-text version uses the text from the HTML version of the email. You can customize the plain-text version without impacting the HTML version.

Note: If you want to only send the plain-text version of the email, the Source Editor allows you to do this by [updating the email settings](#). If you are using the Design Editor, only contacts who prefer to receive plain-text emails will be sent the plain-text version. Learn more about this [contact preference setting](#).

To edit the plain-text version of an email:

1. Navigate to **Assets** , then click **Emails**.
2. Open an existing email, or [create a new one](#). You must save your email before you can change the plain text version.
3. Choose an option:
 - If you are using the Design Editor, click **Actions > Edit Plain-Text** in the menu bar.
 - If you are using the Source Editor, click **Plain-Text**.
4. To customize the plain text email, choose an option:

- If you are using the Design Editor, click **Sync with HTML email** to turn off the setting.
- If you are using the Source Editor, clear the **Automatically generate plain-text version** check box.

5. Make your changes and save your email.

Searching for emails

To find an email:

1. Navigate to **Assets** , then click **Emails**.
2. Oracle Eloqua provides several ways to find an email:
 - Search for emails by email name or subject line.
 - Use the available pre-defined filters:
 - Recently Accessed
 - All Files
 - Created by Me
 - Recently Modified
 - For more advanced filtering, use the Filters tool. You can access it from *All Files* or from some of the pre-defined filters. You can then use the advanced filters to by date, user, status or type.

Copying emails

You can make a copy of an email and then change it for your current campaign needs. When you copy the email, Oracle Eloqua copies the email settings and design. After you make a copy, you'll want to open the copy and make sure you configure it for your current needs.

Important: Emails with links should not be copied, this can cause issues with tracking and reporting. It is recommended to [create a template](#) without email links, so the tracking information is not persisted to an unrelated email. If an email with links is copied, the `elqtrackID` must be deleted and upon saving, Eloqua will assign a unique `trackID` per link to the email.

Tip: You can also consider [creating an email template](#) instead of copying an email. Templates are an easy way to speed up your email creation process, reduce errors, and ensure consistency.

To create a copy of an email:

1. Navigate to **Assets** , then click **Emails**.
2. [Search for the email you want to copy.](#)

3. Copy the email:

- In the classic UI, right-click the email and select **Copy**.

-

- In the Redwood experience, click **Actions**  > **Copy**.

4. The copied email appears with the word *Copy* appended to the name.

5. Open the copy and make the changes you need.

Previewing emails

Previewing emails allows you to quickly validate your email content using different contacts and screen sizes. No emails are sent when you preview and you cannot preview using different email clients. However, previewing your emails allows you to review your dynamic content and check how your email adapts to different screen sizes.

Previewing allows you to view your message as a recipient in desktop, tablet, or mobile views. The preview includes the following parts of the email:

- The sender name, email address, and subject line
- The email sender's signature, populated with information based on [signature rules](#)
- The email header and footer
- All of the email content

 **Note:** You cannot preview the email's [preview text](#).

Before you begin:

- You must save your email before you can preview it.
- For emails developed in the Design Editor, review any notifications about potential responsive issues. Notification errors appear  when the email content might not adjust to all screen sizes. Click the notification icon to view a list of all validation errors.

To preview an email:

1. Navigate to **Assets** , then click **Emails**.
2. Open an the email or create a new one.
3. Click **Actions > Preview**.

Important: The Classic Design Editor is sunset, and all classic assets are in view-only mode. Users can create and edit **emails** and **landing pages** with the Design Editor or Source Editor. [Learn More](#).

The *Preview Email* window opens.

4. Search for a contact to use for the preview, then click **Preview**.

Tip: You can select multiple contacts. Use standard keyboard shortcuts to select up to 10 contacts.

5. Click the **Desktop**, **Tablet**, or **Mobile** tabs to view the email in different displays. You can click  to view the email in both portrait and landscape views.

Sending test emails

Sending test emails can help verify that there are no issues with an email before adding it to a campaign. Test emails appear in an inbox with **"*TEST*"** prepended to the subject line.

Before you begin:

- You must resolve all draft errors before you can send the email. Draft errors appear until you have completed all the [email settings](#). Click the error indicator to view a list of all validation errors.



- For emails developed in the Design Editor, review any notifications about potential responsive issues. Notification errors appear  when the email content might not adjust to all screen sizes. Click the notification icon to view a list of all validation errors.
- You can only send test emails to contacts in your contact database.
- Activity associated to the test email (for example email opens and clickthroughs) will appear in the [email operational reports](#). Insight reports will not show test email activity. The activity is also captured on the recipient's contact record.

To send a test email:

1. Navigate to **Assets** , then click **Emails**.
2. Open an existing email, or [create a new one](#).

3. Choose an option:

- If you are using the Design Editor, click **Actions > Send Test**.

Important: The Classic Design Editor is sunset, and all classic assets are in view-only mode. Users can create and edit [emails](#) and [landing pages](#) with the Design Editor or Source Editor. [Learn More.](#)

- If you are using the Source Editor, click **Actions**, then click **Test Content**.

4. Fill out the fields in the email checker as follows:

- **Step 1. Select an email to test:** The email that you have open will automatically be populated in this field.
- **Step 2. Select a User from whom to send:** You can choose not to send the email from a particular user (the default) and no signature rules will be processed. Or, you can select a user from the drop-down list, the email will appear to have been sent from this user. This is useful if your email contains a signature and you would like to see how the email will be generated with a specific user's signature.
- **Step 3. Select a testing Email Address:** This is the email address to which the test email will be sent. Choose from recent contacts or enter a new email in the *To:* section. You can also use the **Find Contact** and **Preview Contact** icons to search for and preview contacts respectively.
- **Step 4. Select Test:** Select the type of test you wish to perform. Typically you will want to use the *Email Checker* option.
 - **Email Checker:** Checks all the links in your email to ensure they are in the correct format. This checker also scans the content to ensure compliance (Unsubscribe link is included and web version is available, for example) and verify certain formatting (headers and footers are applied properly, for example).
 - **HTML Email:** Sends the test email in HTML format.
 - **Text Email** Sends the test email in plain text.

5. Click **Perform Test** .

The email is sent and the bottom pane shows the results of the test depending on the test type you selected.

6. Review the test results for potential issues. If the email was sent successfully, the test recipients can verify the email content from their inbox.

Note:

Oracle Eloqua tracks and stores the following automatic engagement metrics separately from those generated by an actual email contact:

- Auto-opens and clicks by email scanning tools
- Apple email privacy auto-opens

Sending batch emails

You can send batch emails directly from an email editor. This allows you to quickly send the email to contacts as soon as it is ready. The email is added to a simple or multi-step campaign and is sent based on the schedule you provide.

To batch send an email from the email editor:

1. Navigate to **Assets** , then click **Emails**.
2. Open an existing email or [create a new one](#).
3. Click **Actions > Batch Send**:

Important: The Classic Design Editor is sunset, and all classic assets are in view-only mode. Users can create and edit [emails](#) and [landing pages](#) with the Design Editor or Source Editor. [Learn More](#).

4. Choose the type of campaign you want to add the email to:
 - To send this email to a group of contacts, choose **Simple Email Campaign**. This option gives you a straight forward wizard guiding you through the steps to send a single email. Find out more about [creating a simple campaign](#).
 - To send the email as part of an A/B test, choose **Simple Email Campaign**. You can then build an A/B test using the design wizard. Find out more about [A/B testing](#).
 - To use this email in a highly customized marketing campaign flow, click **Multi-Step Campaign**. This option allows to build a more sophisticated email campaign with decision and action steps. Find out more about [creating a multi-step campaign](#).
5. Configure and send your email campaign.

Stopping a batch from sending

If you need to stop a batch from sending, there are three options:

- Force Complete
- Lock Batch
- Delete Batch (Only if the batch has not sent any emails out)

Force Complete

Force Complete essentially snatches the Email Batch out of the email batch servers. All emails that have been sent would remain sent, but any still "waiting in line" would be instantly pulled out and marked as unsuccessful sends. However, please note that this is an "emergency" method of stopping batches. Contacts within a campaign remain in those steps as *scheduled* or *In progress*. Once the Force Complete is done, the batch is sealed off and will not re-activate or send out any more emails.

Lock Batch

In the case where a batch was sent / scheduled a bit later than intended, but you'd like to send out the rest of the emails the next day, you'd choose to lock the batch. As such, locking it can be thought of as a "pause" that is *reversible*. If an email was locked at 8:00 pm, you can go back into the same batch and send it out at 8:00 am the next morning without having to schedule a new batch.

Delete Batch

If you catch the batch before a single email was sent out, it would also be possible to delete the batch by clicking on the delete option.

Email Batch

zzTestCampaign-9/6/2011 3:19:28 PM

OVERVIEW - This batch has been created

No emails have been dispatched so batch may be deleted.

Batch is unlocked. To prevent any emails from being sent, lock the batch.

Delete Batch

Lock Batch

Batch Schedule

Recipient Information

Recipient creation started on 9/6/2011 3:19:28 PM and finished on 9/6/2011 3:19:28 PM

Status	Number Of Emails
Successfully Sent	0
Waiting to be Sent	0
Failed to Send	0
Sent Error	0
Unsubscribed	0
Forced Complete	0
Total	0

Bounces/batches: 0

View

Email Deployment Log

View

Email Deployment Action Log

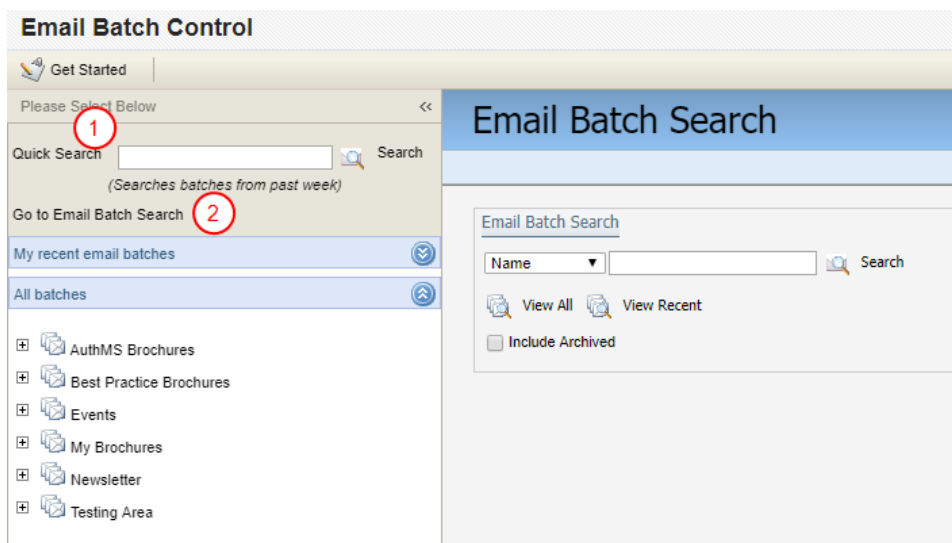
Batch Details

→ In the case where an email was sent, delete batch would be replaced with the option to Force Complete

Email Batch Control

Use the Email Batch Control page to manage your batch emails. To access to the Email Batch Control page, navigate to **Assets**  **> Email Setup > Email Batch Control**.

From this page, you can search for past batch emails and upcoming ones as well.



1 Use the quick search for find an email batch created in the past week.

2 Use the Go to Email Batch Search option to search from all email batches for all time.

Sending emails to a single contact

You can send an email to a single contact without setting up a campaign.

Note: When you send an email, the sender address is the email address associated with your user account, not the email address specified in the [email settings](#).

To send an email to a single contact:

1. Navigate to **Assets** , then click **Emails**.
2. Open an existing email, or [create a new one](#).
3. Click **Actions > Email A Contact**.

Important: The Classic Design Editor is sunset, and all classic assets are in view-only mode. Users can create and edit [emails](#) and [landing pages](#) with the Design Editor or Source Editor. [Learn More](#).

4. Search for and select the desired contact. If you need to send to more than one contact, see [Sending batch emails](#).
5. Click **Send**.

Exporting email HTML

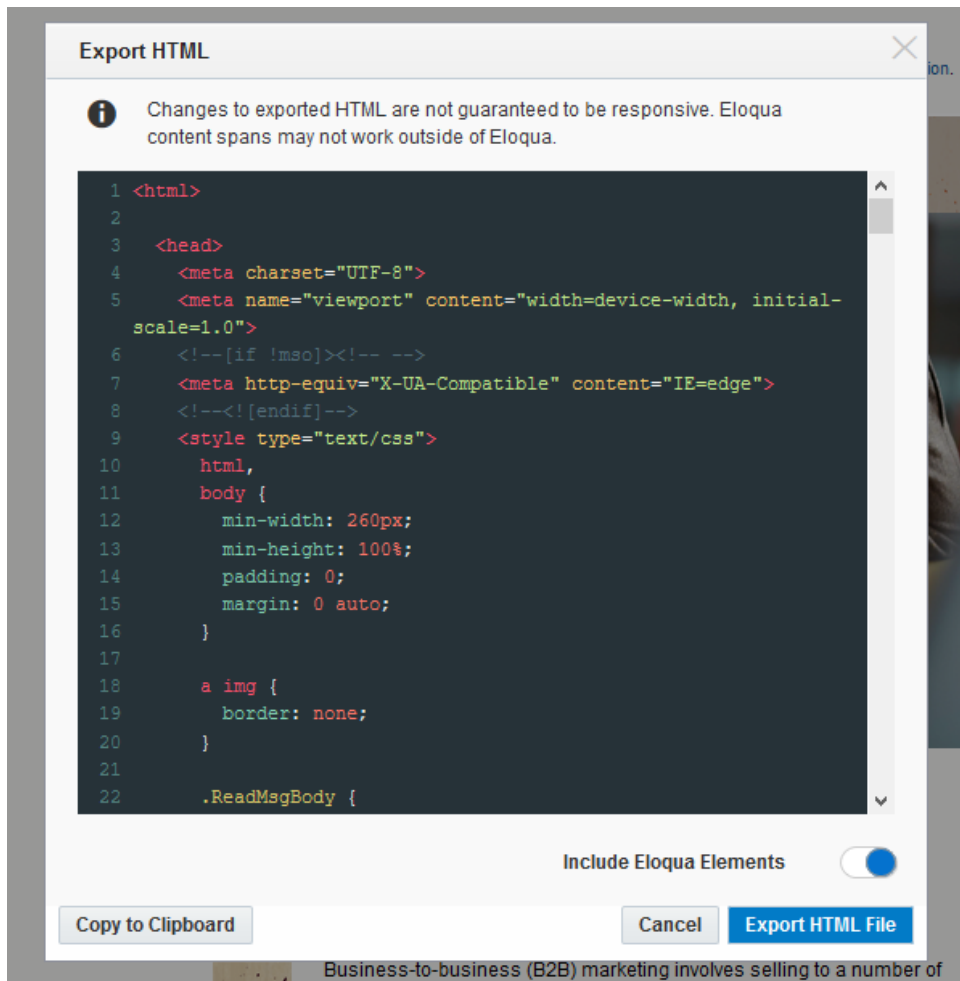
You can export the HTML for emails created in the Design Editor. The exported HTML also includes custom CSS. This enables you to share content and utilize the output for other use cases, giving you greater flexibility while also having the benefit of the editor. You can also easily re-upload the HTML back into Oracle Eloqua using the [Source Editor](#).

Prior to exporting HTML, note the following:

- Oracle Eloqua headers and footers will be exported if the *Include Eloqua Elements* toggle is off.
- Exported HTML does not include package images. It will always reference the images hosted in Oracle Eloqua.
- Cloud content is removed when HTML is exported as it will not function outside of Oracle Eloqua, and may not function if re-uploaded to Oracle Eloqua.
- Changes to exported HTML are not guaranteed to be responsive. Oracle Eloqua content spans may not work outside of Oracle Eloqua.

To export email HTML:

1. Navigate to **Assets** , then click **Emails**.
2. Open an existing email, or [create a new one](#).
3. Click **Actions**, then select **Export HTML**.



4. With the *Include Eloqua Elements* option, you can include or exclude Oracle Eloqua-specific elements such as dynamic content, shared content, and field merges.
- If you want to use the HTML outside of Oracle Eloqua, toggle this option off.
 - If you want to re-upload and use the HTML in Oracle Eloqua, toggle this option on.

Note: If the *Include Eloqua Elements* toggle is on, and you attempt to use that HTML outside of Eloqua, images and Eloqua-specific elements will not work.

5. Click **Export HTML File**, then open or save the file.

 **Tip:** You can use the *Copy to Clipboard* option to quickly copy and paste your HTML.

6. Click **Cancel** to close the Export HTML window when you are done.

Email settings

Oracle Eloqua email settings specify information needed to send your email. Some settings are [set by default](#), but you can override email settings on an email by email basis.

To open the email settings:

- If you are using the Design Editor, click ,
- If you are using the Source Editor, click **Actions**, then click **Settings**.

Important: The Classic Design Editor is sunset, and all classic assets are in view-only mode. Users can create and edit [emails](#) and [landing pages](#) with the Design Editor or Source Editor. [Learn More](#).

The following table describes the email settings.

Setting	Description
Bounceback	The email address that captures bounceback responses. Your organization may have multiple bounceback addresses. If you are not sure what the address should be, contact your administrator.
Brands	When a branded domain is set up in your account, it will link to your chosen URL and appear in the same spot in every email. Learn more about setting up branded domains. Important: This feature is currently released under our Controlled Availability program. To request access to this feature,

Setting	Description
	please log in to My Oracle Support (https://support.oracle.com) and create a service request.
Email Footer	The email footer. The selected email group may have a default header that you can change. Learn more about email footers .
Email Group	The email group for the email. Email groups are used to manage emails that have a common property, such as a geographic location, type of customer, and so on. The email group determines the default headers and footers. You can override the email group defaults without affecting other emails in that group. Learn more about Oracle Eloqua email groups. Tip: As a best practice, do not specify an email group until after you create your email. After you save the email, you cannot change the email group. In order to change the email group, you must recreate the email, then assign it to the correct group.
Email Header	The email header. The selected email group may have a default header that you can change. Learn more about email headers. Using the Design Editor, you manage the header directly from the email canvas. See Adding email headers and footers in the Design Editor to learn more.
Enable Email Tracking	Allows you to turn off tracking for the email. Turning on tracking adds the tracking pixel to the email when it is sent. Find out more about tracking emails.

Setting	Description
	Only turn off this setting if you do not want to track email metrics for the email and do not want to be able to report on the email's performance. Learn more about disabling tracking.
Enable Legacy Rendering	With this option, you can choose between legacy rendering and the newer rendering offered by Eloqua. The new rendering uses an updated HTML Doctype and will improve the rendering experience in email clients and web browsers. Learn more about this setting. This is available in the Design Editor only.
Encoding	Set the character encoding to use when sending the email. If you are using a double-byte language in the email (such as Chinese) or may translate the content in future, set this to Unicode (UTF-8).
From Sender	The display name and address for the sender. If you don't provide a reply-to address, replies are sent to the from address.  Note: We recommend using an address from your organization's domain instead of something from a public ISP like Gmail or Yahoo!. This can help ensure the email is delivered to the recipients inbox. For more information, see Deliverability.
Name	The name for the email.
Preview Text	Text to display under the sender name and subject in the receiver's inbox. Preview text only appears in an inbox. It doesn't appear in the email when it is opened. Preview text is not supported by all email clients. Refer to this article for support information.

Setting	Description
Reply-to	The display name and email address for replies to the email. This may be the same as the from information. If you don't provide a reply-to address, replies are sent to the from address.
Send Plain-Text only	Allows you to send a plain-text version email only. Plain-text emails do not include a tracking pixel. Without a tracking pixel, you can only view engagement metrics if an email link is clicked. Some contacts may be setup to only receive plain-text emails.
Subject	The email subject line. This can include field merges or dynamic content. See Creating dynamic subject lines in the Design Editor to learn more. In the Design Editor, you can add Unicode currency symbols and special characters by using the <i>Insert</i> menu.  Note: Subject lines are plain text and cannot include HTML. You can use characters supported by the character encoding you have selected for the email but be sure to test your emails. A recipient's email client might not render all characters as expected regardless of the encoding.
Virtual MTAs	The Virtual MTA configuration for custom email sending options. Virtual MTAs provide more granular control over your email sending options, including auto bcc, IP routing, and mail relay configurations. Although this option appears for all customers by default, only

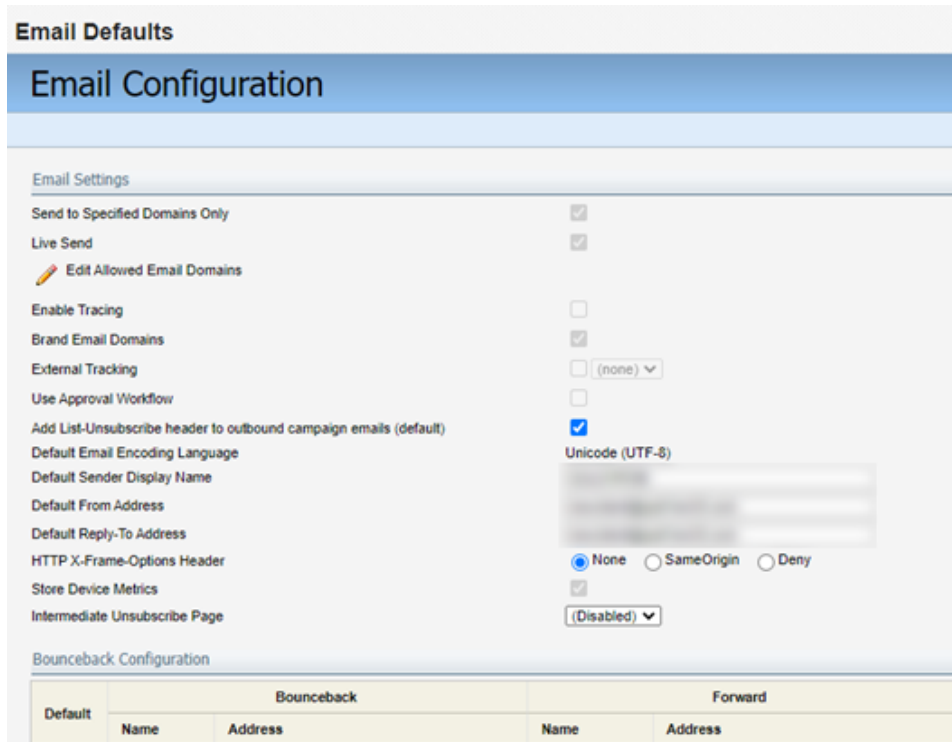
Setting	Description
	customers who have the Premium Branding and Deliverability package will be able to take advantage of this functionality. Options for this section are setup during the Premium Branding and Deliverability package provisioning process. If you are not sure what Virtual MTA should be selected, contact your Eloqua administrator. If only one option appears in the Virtual MTAs drop-down, your Eloqua instance does not have the Premium Branding and Deliverability package and cannot further configure this option. If you are interested in taking advantage of this feature, please contact your Account Representative and ask about the benefits of the Premium Branding and Deliverability package. Learn more.

Global email defaults

Email defaults are set up when your organization first purchased Oracle Eloqua. Some of these settings can be set on an email by email basis, and typically you should not have to change the default settings. For more information on individual email settings you can change, see [Email settings](#).

Note: Many of the global email default settings are read-only. If you need to make changes, contact your Customer Success Manager or contact [My Oracle Support](https://support.oracle.com) (<https://support.oracle.com>) and create a service request.

To view global email defaults, navigate to **Assets**  > **Email Setup** > **Email Defaults**.



Email Defaults

Email Configuration

Email Settings

Send to Specified Domains Only	☒
Live Send	☒
 Edit Allowed Email Domains	
Enable Tracing	☐
Brand Email Domains	☒
External Tracking	☐ (none) ▼
Use Approval Workflow	☐
Add List-Unsubscribe header to outbound campaign emails (default)	☒
Default Email Encoding Language	Unicode (UTF-8)
Default Sender Display Name	
Default From Address	
Default Reply-To Address	
HTTP X-Frame-Options Header	☒ None ☐ SameOrigin ☐ Deny
Store Device Metrics	☒
Intermediate Unsubscribe Page	(Disabled) ▼

Bounceback Configuration

Default	Bounceback		Forward	
	Name	Address	Name	Address

Global email default settings

- **Send to Specified Domains Only:** Read-only. This is selected if there are no domains being used that are not managed by Oracle Eloqua.
- **Live Send:** Read-only.
 - **Edit Allowed Email Domains:** Available if **Send to Specified Domains Only** is selected. Click to manage Allowed Email Domains.
- **Enable Tracing:** Read-only. This is only enabled if a batch investigation is happening in order to trace individual batch steps. You can always check past batch emails and upcoming ones in the email batch control area. [Learn more](#).

- **Brand Email Domains:** Read-only. Depending on the Branding & Deliverability package you purchased, you may have one or more branded email sub-domains. Contact your Customer Success Manager for more information. Each sub-domain is leveraged for bounceback handling and reporting in Oracle Eloqua. These sub-domains may also be used as microsites to host Oracle Eloqua landing pages and forms. See [Microsites](#) for more information.
- **External Tracking:** If you are using an external web analytics system (like Google Analytics), you can send Oracle Eloqua email tracking information to that system. You can manage the configurations by clicking **Advanced Options**. See [Adding third-party tracking to your emails](#) for more information.
 - **Enable Domains for External Tracking:** Click to configure domain settings for external tracking. When in use Oracle Eloqua will not append external tracking parameters to any domains except domains explicitly on this external tracking list. If this is enabled, you can add domains and sub-domains to the allowlist. You can use an asterisks (*) to represent sub-domains. For example, *.example.com would include the sub-domains your.example.com and my.example.com.

Important: This feature is currently released under our Controlled Availability program. To request access to this feature, please log in to [My Oracle Support](https://support.oracle.com) (<https://support.oracle.com>) and create a service request.

- **Use Approvals Workflow:** Read-only. If your organization purchased the campaign approvals add-on, this indicates whether the approval workflow is required when sending emails. Some users might be able to bypass the approvals workflow. For more information, see [Campaign approvals](#).
- **Add List-Unsubscribe header to outbound campaign emails (default):** Enabling this option adds a list-unsubscribe and list-unsubscribe-post header to all outbound campaign emails.
- **Default Email Encoding Language:** Shows the default encoding used for emails. Users can override this on an email by email basis [using the email settings](#). If you are using a double-byte language in the email (such as Chinese) or may translate the content in future, this should be set to Unicode (UTF-8).

- **Default Sender Display Name:** The default display name for the email sender. You can change this default and users can override this on an email by email basis [using the email settings](#).
- **Default From Address:** The default address for the sender. This must be a valid email address. For deliverability purposes, it is recommended that this email address has the same sub-domain as the bounceback address. You can change this default address and users can override this on an email by email basis [using the email settings](#).
- **Default Reply-To Address:** The default address for email replies. If you don't provide a reply-to address, replies are sent to the from address. The email address must be valid and should not use the same sub-domain as the bounceback address. You can change this default address and users can override this on an email by email basis [using the email settings](#).
- **HTTP X-Frame-Options Header:** This option is used to determine if a browser is allowed to render a page in an iframe, frame, and so on.
 - **None:** No restrictions. That is, a browser would allow a client's pages that has no header to be included within iframes, frames, and so on.
 - **SameOrigin:** Allows a client page to be displayed in iframes, frames, and so on if these have the same origin as the page.
 - **Deny:** Prevents client pages from being displayed in iframes, frames, and so on.
- **HTTP Referrer-Policy Header:** This option is used to determine how a referrer header is implemented on landing pages. The default selection is that a referrer header is not added. A referrer header allows a server to identify referring pages that people are visiting from. This is also a security protocol for prevention of tracking, stealing information, and leaking sensitive information.
 - **no-referrer:** The referrer header will be omitted. Sent requests do not include any referrer information.
 - **no-referrer-when-downgrade:** Send the origin, path, and query string in Referrer when the protocol security level stays the same or improves (HTTP -> HTTP, HTTP -> HTTPS, HTTPS -> HTTPS). Don't send referrer information from (HTTPS -> HTTP).
 - **origin:** Send only the origin in the Referrer header. The origin is the scheme (protocol), host name, and port of the URL.

- **origin-when-cross-origin:** For cross origin requests (HTTPS -> HTTP), send only origin. For the same origin requests send origin, path, and query string.
 - **same-origin:** Send the origin, path, query string for same-origin requests. (HTTP -> HTTP) and (HTTPS -> HTTPS).
 - **strict-origin:** Send only origin for same-origin requests (HTTPS -> HTTPS). Don't send the Referrer header to less secure destinations (HTTPS -> HTTP).
 - **strict-origin-when-cross-origin:** Send origin, path, and query string when performing a same-origin request. For cross-origin requests, send the origin only. Don't send the Referrer header to less secure destinations (HTTPS -> HTTP).
 - **unsafe-url:** Send the origin, path, and query string when performing any request, regardless of security.
 - **none:** If no referrer policy is set, the browser's default policy will be used. The default policy is strict-origin-when-cross-origin.
- **Store Device Metrics:** Read-only and enabled by default. If enabled, Oracle Eloqua will record device metrics.
 - **Intermediate Unsubscribe Page:** A landing page to present to contacts after clicking an [unsubscribe system action link](#). An intermediate unsubscribe page helps prevent email scanning tools from unsubscribing contacts unintentionally. Only after confirming the unsubscribe using the landing page will Eloqua unsubscribe the contact.

This feature is disabled by default. To enable it, select a page. Only [landing pages created using the template provided](#) can be selected.

- **Bounceback Configuration:** Read-only. The email address that captures bounceback responses.

When an email cannot be delivered because of a [hard or soft bounce](#), the bounce response message is sent to this address. You can use the [Bounceback History with Messaging](#) report to view the bounce details. Depending on your Branding & Deliverability package, you may have multiple bounceback addresses. The bounceback address should use the sub-domains configured above. If you have multiple bounceback address, users can override the default address on an email by email basis [using the email settings](#).

Learn more from [this](#) knowledge base article on how to change or set up a bounceback address.

Email reporting and metrics

 **Note:** You must have the *View Operational Reports* [action permission](#) to access operational reports.

After you've sent an email, you can use various reports and metrics to measure the email's performance.

Important: Email operational reports only report on the last 3 months of email activity. If you need to look further back into an email's performance, use [Insight reports](#) or [Oracle Eloqua dashboards](#). Operational reports include test email activity. Insight reports do not show test email activity.

Accessing operational reports from an email

You can access reports directly from an email. If you want to report on multiple emails or a campaign, you should [use Insight reports](#).

To access operational reports:

1. Navigate to **Assets** , then click **Emails**.
2. Open the email you want to report on.
3. Click .

Overview of email operational reports

The following table describes the email operational reports:

Report Name	Description
Email Link Click-Through	Shows the total clickthroughs for every tracked link in the email.
Recent Email Click-Thorough	Shows the clickthroughs by date, contact, and link.
Recent Email Opens	Shows email opens by date and contact. Find out more about Calculating email opens .
Recent Email Sends	Shows email sends by contact and date.
Recent Email Unsubscribes	Shows all contacts that have marked the email as spam.

Overview of email dashboards and Insight reports

The following table describes the email dashboards and Insight reports:

Report or Dashboard Name	Description
Email Performance	Use this dashboard to view an email's engagement by activity metrics, segment performance, activity timeline, and click map.
Email Analysis	Use this Insight report for a detailed report on the selected email and all its metrics. With this report, you can drill down to view the contacts associated with certain metrics. Additionally, the report presents data for all time.

Calculating email opens

When your email assets are configured to track email opens, Oracle Eloqua matches the email open activity with a contact record to allow you to track engagement. If there is no open record in Oracle Eloqua for the user who opened the email, Oracle Eloqua uses clickthroughs to "assume an email open" for email open tracking.

Emails contain a RecipientID and a tracking pixel:

- The RecipientID enables Oracle Eloqua to associate email open activity with a contact in Oracle Eloqua.
- The tracking pixel is a 1x1 sized pixel image that is embedded in emails by default when email tracking is enabled. The tracking pixel is responsible for identifying opens.

Note: The tracking pixel is embedded at the bottom of an email by default. To request for the tracking pixel to be placed at the top of an email, please log in to [My Oracle Support](#)(<https://support.oracle.com>) and create a service request.

With these two components, Oracle Eloqua is able to count the number of email opens and associate the email open activity with contacts. The email open counter is incremented when a user loads email images and/or clicks a link within the email.

Note:

Oracle Eloqua tracks and stores the following automatic engagement metrics separately from those generated by an actual email contact:

- Auto-opens and clicks by email scanning tools
- Apple email privacy auto-opens

Methods of calculating email opens

There are two methods Oracle Eloqua uses to calculate email opens:

- [Calculating email opens via tracking pixels](#)
- [Calculating email opens via clickthroughs](#)

Calculating email opens via tracking pixels

An email open is counted when a user loads images in their email because the tracking pixel image is loaded.

The tracking pixel image is an image tag that points to an endpoint on the Oracle Eloqua servers and accepts the *elq* parameter (unique recipient id). When the image is loaded, the endpoint records the email open against the RecipientID (which can be resolved to a contact for reporting). The HTML snippet looks similar to this:

```
<img  
src='http://s3.t.deven25.com/e/FooterImages/FooterImage1?elq=8a7dda673  
7164d099d416d0e24d7a9b8&siteid=3' alt="" border=0 width=1px  
height=1px>
```

If a user does not load images when viewing the email, the tracking pixel cannot be loaded, and therefore the email open cannot be detected. In this case, Oracle Eloqua uses clickthroughs to "assume an email open" for email opens. This helps ensure that email opens are counted even if image loading is disabled in the email client.

Calculating email opens via clickthroughs

Eloqua uses clickthroughs to track email open activity. There are two types of clickthroughs: website links and redirect links.

- *Website links*: The link click count is incremented when a link to your website within your email is clicked. The RecipientID associated with the user is used to connect the click to the known user back in Oracle Eloqua. Note that the target website must have tracking scripts enabled. See Oracle Eloqua Asynchronous Tracking Scripts for more information.
- *Redirect links*: The link click count is incremented before the final destination web page is loaded. There is a redirect endpoint (a point between navigating to the final browser destination at which Oracle Eloqua is pinged so we're alerted to the behavior for tracking). This redirect endpoint also uses the RecipientID to associate the activity to the known user.

If a clickthrough occurs, Oracle Eloqua determines whether or not an email open is recorded for the RecipientID. If not, then an email open is also recorded along with the clickthrough to "assume an email open".

Disabling email tracking

When your email assets are configured to track email opens, Oracle Eloqua matches the email open activity with a contact record to allow you to track engagement. If there is no open record in Oracle Eloqua for the user who opened the email, Oracle Eloqua uses clickthroughs to "assume an email open" for email open tracking.

Email tracking is enabled by default. You can turn off tracking for an individual email. Only turn off this setting if you do not want to track email metrics for the email and do not want to be able to report on the email's performance.

To disable tracking for an email:

1. Navigate to **Assets** , then click **Emails**.
2. Open an existing email or [create a new one](#).
3. Choose an option:
 - If you are using the Design Editor, click  and click **Enable Eloqua Email Tracking** to turn off the setting.

Important: The Classic Design Editor is sunset, and all classic assets are in view-only mode. Users can create and edit [emails](#) and [landing pages](#) with the Design Editor or Source Editor. [Learn More](#).

- If you are using the Source Editor, click **Actions**, then click **Settings**. Clear the **Enable Email Tracking** check box.

4. Save your changes.

 Note:

Oracle Eloqua tracks and stores the following automatic engagement metrics separately from those generated by an actual email contact:

- Auto-opens and clicks by email scanning tools
- Apple email privacy auto-opens

Email templates

Your organization can use Oracle Eloqua email templates to standardize on branding or types of emails. Simply create the email in the desired email editor and save it as a template, or upload a HTML template.

After you create a template, you can tightly manage what users can and cannot change in the template by adding protections. This allows you to maintain consistency with your emails and ensure required elements of the email are never deleted or changed.

 **Note:** To manage templates, you must have the Manage Templates action permission and asset permissions for the asset.

Creating email templates

You can create custom email templates for your marketing users. Using templates can help speed up your email creation process and ensure your branding guidelines are followed. Templates can also help your organization maintain consistency across your marketing organization. You can add protections to your email templates to prevent users from deleting or changing elements of an email. Learn more about [protected templates](#).

 **Note:** To manage templates, you must have the Manage Templates action permission and asset permissions for the asset.

Before you begin:

- This topic describes how to make a template for Oracle Eloqua marketing users. If you need to make an email template for sales users, you [create an email](#) instead.
- You can manage access to the template using asset permissions. Marketing users can access templates from the *Template Chooser*.

Creating a template

You can create a template using the Manage Templates option. This allows you to add [protections](#) as you create the template.

To create a template:

1. Navigate to **Assets** , then click **Emails**.
2. Open the template manager:
 - In the classic UI, click **Manage Templates**.
 - In the Redwood UI, click **Templates** from the page selector and then click **Create Template**.
3. Choose a template or select **Blank Template** or **Blank HTML Template**.
 - In the classic UI, choose a template, **Blank Template** or **Blank HTML Template**.
 - In the Redwood experience, click on *Create Template* and configure **Name**, **Description**, **Link Text**, **Link URL** fields, and **Change Icon** in drawer. Then choose a template, **Blank Template** or **Blank HTML Template**.
4. Add content to the email and update the [email settings](#).
5. If applicable, define editable elements in the template. Learn more about [protected templates](#).

6. Save your template.

 **Note:** The subject line and preview text are not saved as part of the template. This prevents users from erroneously using the original information.

7. If prompted, complete the *Save as Template* dialog with information about the template. This information appears for marketers in the *Template Chooser* when they select the template.

- You can choose to use a thumbnail of the template or use a custom icon. To use an icon, clear the **Use Thumbnail** check box and choose the icon.
- To link to a web page that provides more information about the template, complete the **Text to Display for Link** and **URL for the Link** fields. When users select the template, they can follow the link to find out more.

8. Review and [customize the template permissions](#). To use the template, a security group or user must have View permissions.

If you [added protections](#) to the template, the template status is Protected. Otherwise, the template status is Standard. After you save the template, marketing users can use the template based on the permissions you've assigned the template.

Saving an email as a template

You can create a template by creating a new email and saving it as a template.

To save an email as a template:

1. Navigate to **Assets**  , then click **Emails**.
2. Open the email or create a new one.

3. Add content to the email and update the email settings.
4. Click **File > Save as Template**.

 **Note:** The subject line and preview text are not saved as part of the template. This prevents users from erroneously using the original information.

 **Important:** The Classic Design Editor is sunset, and all classic assets are in view-only mode. Users can create and edit [emails](#) and [landing pages](#) with the Design Editor or Source Editor. [Learn More](#).

5. If prompted, complete the *Save as Template* dialog with information about the template. This information appears in the *Template Chooser* window when the user selects the template.
 - You can choose to use a thumbnail of the template or use a custom icon. To use an icon, clear the **Use Thumbnail** check box and choose the icon.
 - To link to a web page that provides more information about the template, complete the **Text to Display for Link** and **URL for the Link** fields. When users select the template, they can follow the link to find out more.

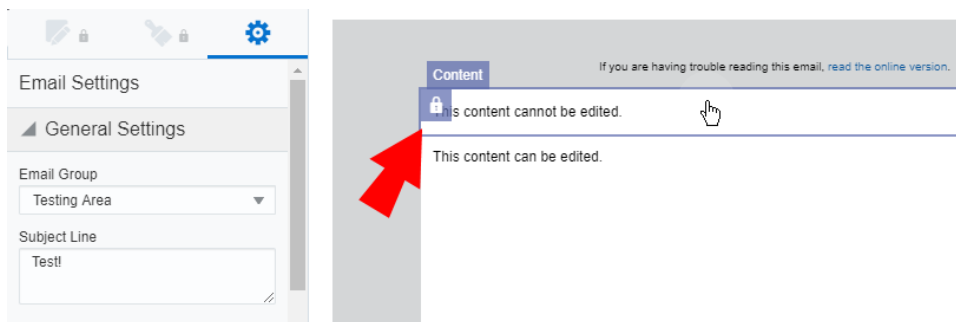
After you save the template, the original email remains open. If you need to change the template, update permissions, or add protections, you must close the email and open the template using the Manage Templates option. See [Creating a template](#) for more information. After you save the template, marketing users can use the template based on the permissions you've assigned the template.

Adding protections to email templates

Note: We're updating our help center to reflect the new [Redwood experience](#). During the transition, some content reflects the previous version of the UI.

Protected templates allow you to prevent marketers from deleting or changing elements of an email created from that template. After adding protections, elements with protections appear with a protected indicator.

When a marketer creates an email using the template, Oracle Eloqua identifies the content they can edit.



To protect elements of an email template:

1. Navigate to **Assets** , then click **Emails**.
2. Open the templates list:
 - In the classic UI, click **Manage Templates**.
 - In the Redwood experience, choose **Templates** from the page selector.

3. Choose an option:

Option	Steps
If you are using the Design Editor	- Click  to open the <i>Settings</i> panel. - Click Protected Content and choose what users can change: - To allow users to change the layout settings (background image or border settings) or the default email style, click Allow Changes to Email Style. - To allow changes to the overall email design, such as adding or moving content and layouts, click Allow Change to Email Design. - Click the content components in the email that you want to allow users to change and click Allow Changes to Content. By default, the setting is off and users cannot change the content component. You cannot protect a layout, but you can prevent users from changing the settings for all layouts using the Protected Content settings above.
If you are using the Source Editor	- Right-click an email element that you want to allow users to change and select Mark as Editable. - Choose the options you want to enable from the <i>Settings</i> dialog. - To allow users to change the element, click the Mark as Editable check box and give the element a descriptive name. The name can help users identify the intent of the element. - To allow uses to remove the element from the email, click the Allow Delete check box. - Click Save to close the dialog.

 **Tip:** If you are using the Source Editor, you can manually add the `elq-edit="true"` and `elq-delete="true"` attributes to elements of the email. See the [reference below](#) for more information.

4. Click **Save**.

After you apply protections to the template, the status of the template changes to Protected.

Protected HTML email reference

If you are using HTML code, refer to the following table for the attributes you can use to protect elements of your email.

Attribute	Description
<code>elq-edit="true"</code>	Defines an element as editable in a template. Supported elements: - Some block level elements and HTML5 elements (<code><article></code>, <code><aside></code>, <code><blockquote></code>, <code><caption></code>, <code><div></code>, <code><details></code>, <code><fig></code>, <code><figure></code>, <code><footer></code>, <code><header></code>, <code><nav></code>, <code><section></code>, <code><summary></code>) - Headers (<code><h1></code>, <code><h2></code>, <code><h3></code>, and so on) - Images (<code></code>)  Tip: These are the supported elements. You can try to use the attribute on other elements, but Oracle Eloqua cannot verify the functionality.
<code>elq-delete="true"</code>	Defines an element as deletable. You can apply this to the same elements listed above.

Modifying email templates

You can change the layout and content of an email template. Changing the template does not change any emails that were created using the template.

 **Note:** To manage templates, you must have the Manage Templates action permission and asset permissions for the asset.

To modify a template from the template manager:

1. Navigate to **Assets** , then click **Emails**.
2. Open the templates list:
 - In the classic UI, click **Manage Templates**.
 - In the Redwood experience, choose **Templates** from the page selector.
3. Open the template you want to change and make your changes.

Customizing email template permissions

 **Note:** We're updating our help center to reflect the new [Redwood experience](#). During the transition, some content reflects the previous version of the UI.

After creating an email template, the creator has full permission to the template. The creator or an administrator can customize who can view, edit, or delete an individual email template.

 **Note:** Administrators set default asset permissions. Customizing a email template's permissions override those defaults.

- **View:** Allows for searching for and viewing the asset.
- **Edit:** Allows for changing the asset.
- **Delete:** Allows for deleting the asset.
- **Set Security:** Allows for changing the permissions for the asset.

The template will be available to marketing users if they have the View permission.

To customize template permissions:

1. Navigate to **Assets** , then click **Emails**.
2. Click **Manage Templates**.
3. Select the template that you want to change, then click **Choose**.

4. Click **Actions > Permissions**.

Asset Permissions				
Specify users or security groups and what level of access they will have to this asset				
User/Group	View	Edit	Delete	Set Security
 Active Users - Sales	☒	☐	☐	☐
 Advanced Users - Marketing	☒	☒	☒	☐
 Alexa Kalapaca	☒	☒	☒	☒
 Basic Users - Marketing	☒	☐	☐	☐
 Customer Administrator	☒	☒	☒	☒



5. Do one of the following:

- To add a user or user group to the list, click **Add** .
- To remove a user or user group, click the user or group and click **Delete** .

6. Select the check boxes to set the permissions for the user or user group.

7. Click **Save**.

Email groups

Email groups allow you to configure default settings for similar emails, including default headers, footers, and subscription management options. If you regularly send brochures and event emails, each of these types of messages can have their own default settings. This makes design and deployment easier for your organization.

Using email groups (and group defaults) is an easy way to ensure visual and contextual consistency. This can be especially valuable when you routinely deploy messages to a set segment, like subscribers to a monthly newsletter. Consistent visual signifiers like branding images in an email header, and agent information in the footer, can help foster familiarity among a base audience. Moreover, keeping subscription options readily available helps to develop a sense of transparency and trust within these communications.

As a part of the subscription management functionality built into Eloqua, you are not able to send an email before associating it with an email group. Having an email group defined for each email makes it easier to manage and provide customized unsubscribe options instead of simply defaulting to the global unsubscribe list.

 **Tip:** For the latest best practices on subscription management, [review our post on Topliners](#).

Examples of using email groups

Administrators can create email group defaults for various group types. It's important to consider not only the type of email included in that group, but also the target audience;

there should be some shared relevance between the recipients to ensure an optimized experience. Here are a few suggested group types:

- By marketing asset type: One of the more common setups is to organize email groups by the type and instance of the marketing asset. For example, you may have different email groups for different newsletters, notifications, PRs, emergency bulletins, and so on.
- By department: You can group the emails by the department from which they are sent. This is particularly useful if you have several different departments sending different types of emails to contacts. For larger companies, the top-level categories might be by department, with functional groupings within each department area.
- By campaign: You could separate your emails into different campaign email groups. This will make it easier for you to isolate the responses to each campaign. Again, this structure could be within a department structure if more than one department (for instance: Marketing, Sales, Support) is distributing email to recipients.
- By event: In some cases, particularly for larger events (such as trade shows), you may want to have an email group for each event. In other instances, it may make more sense to organize by the type of event, such as seminars, trade shows, and webinars.
- By user or agent: In a really large operation, you may want to allow individual marketers or sales personnel to run their own email groups.
- By industry: If you are addressing multiple industry verticals, it may make sense to organize email groups by different industries.
- By product or service: If you have a large catalog of products and/or services, you may want to organize email groups by the different types of products.
- For Engage users: Email groups can be created to share email templates with [Engage](#) users.

Creating email groups

 **Note:** We're updating our help center to reflect the new [Redwood experience](#). During the transition, some content reflects the previous version of the UI.

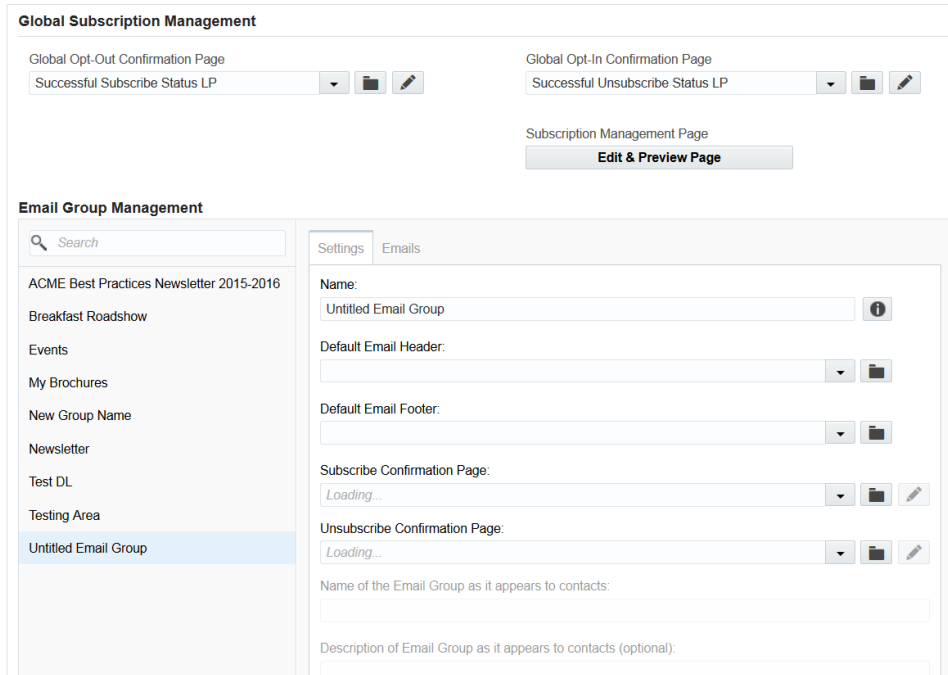
Create an email group to easily manage content served to a targeted audience, such as email or newsletter recipients.

Before you begin

- Define who your audience is and what the purpose of the group should be.
- Create the email headers, footers, and subscription management pages with that audience in mind. While you can edit your subscription pages while creating the email group, it's best to create all of your components prior to setting up your email group.

To create an email group:

1. Navigate to **Assets**  > **Email Setup**, then click **Email Groups**.
2. Click . The new group appears as *Untitled Email Group*.



The screenshot displays the 'Global Subscription Management' interface. At the top, there are sections for 'Global Opt-Out Confirmation Page' (set to 'Successful Subscribe Status LP') and 'Global Opt-In Confirmation Page' (set to 'Successful Unsubscribe Status LP'). Below these is a 'Subscription Management Page' section with an 'Edit & Preview Page' button. The main area is titled 'Email Group Management' and features a search bar and a list of email groups on the left. The 'Untitled Email Group' is selected. The right pane shows the 'Settings' tab for this group. Fields include: 'Name' (Untitled Email Group), 'Default Email Header' (a dropdown menu), 'Default Email Footer' (a dropdown menu), 'Subscribe Confirmation Page' (a dropdown menu showing 'Loading...'), 'Unsubscribe Confirmation Page' (a dropdown menu showing 'Loading...'), 'Name of the Email Group as it appears to contacts' (a text field), and 'Description of Email Group as it appears to contacts (optional)' (a text field). Each dropdown menu has a folder icon to its right for browsing.

3. Configure the email group settings.

- **Default Email Header:** Select the default header. This header can be changed on an email by email basis. Learn more about [email headers](#). To choose a header, select one from the drop-down list or click  to browse to the page.
- **Default Email Footer:** The default footer for the email group. This header can be changed on an email by email basis. Learn more about [email footers](#). To choose a footer, select one from the drop-down list or click  to browse to the page.
- **Subscribe confirmation page:** The page that displays when a contact subscribes to this email group. This is different than the [global subscribe confirmation page](#). To choose a page, select one from the drop-down list or click  to browse to the page.

- **Unsubscribe confirmation page:** The page that displays when a subscriber opt-outs of an email group. This is different than the [global unsubscribe confirmation page](#). To choose a page, select one from the drop-down list or click  to browse to the page.
- **Make this Email Group available in Eloqua for Sales:** Select this check box to make the group available to Eloqua's Sales Tools users. Learn more about [Sales Tools](#).
- **Include this Email Group on the Subscription Management Page:** Select this check box to include the group on the [Subscription Management Page](#). Recipients can reach this page by following a Send to Subscription List system link added to an email.

When you click this check box the following fields become available to edit:

- **Name of the Email Group As It Appears to Contacts:** Enter the name of the group as you want it to be displayed on the landing page.
- **Description of Email Group As It Appears to Contacts:** Enter a description to make it clear what types of information this group provides. Provide a clear description to ensure that a contact who is subscribed to several different groups will not mistakenly unsubscribe from the wrong group.

Learn more about [managing contact subscription pages](#).

4. Click **Save**.
5. Review and [customize the template permissions](#). To use the email group, a security group or user must have View permissions.

Customizing email group permissions

 **Note:** We're updating our help center to reflect the new [Redwood experience](#). During the transition, some content reflects the previous version of the UI.

The email group creator or an administrator can customize who can view, edit, or delete an individual email groups. You can use this, for example, to restrict access to an email group when creating an email.

Note: Administrators set default asset permissions. Customizing an email group's permissions override those defaults.

- **View:** Allows for searching for and viewing the asset.
- **Edit:** Allows for changing the asset.
- **Delete:** Allows for deleting the asset.
- **Set Security:** Allows for changing the permissions for the asset.

The email group will be available to users if they have the View permission.

To customize permissions:

1. Navigate to **Assets**  > **Email Setup**, then click **Email Groups**.
2. Select email group you want to update.
3. Click **Permissions**.

Asset Permissions				
Specify users or security groups and what level of access they will have to this asset				
User/Group	View	Edit	Delete	Set Security
 Active Users - Sales	☒	☐	☐	☐
 Advanced Users - Marketing	☒	☒	☒	☐
 Alexa Kalapaca	☒	☒	☒	☒
 Basic Users - Marketing	☒	☐	☐	☐
 Customer Administrator	☒	☒	☒	☒
  Cancel Save				

4. Do one of the following:

- To add a user or user group to the list, click **Add** .
 - To remove a user or user group, click the user or group and click **Delete** .
5. Select the check boxes to set the permissions for the user or user group.
 6. Click **Save**.

Editing email groups

 **Note:** We're updating our help center to reflect the new [Redwood experience](#). During the transition, some content reflects the previous version of the UI.

You can edit the settings of a pre-existing email group from the settings area of the application.

To edit an email group:

1. Navigate to **Assets**  > **Email Setup**, then click **Email Groups**.
2. Click on the name of the group that you want to modify. Group names appear on the left, and group settings appear on the right.
3. Change the settings as needed, then click **Save** to save your changes. Learn more about [email group settings](#).

 **Note:** When you change the name of the email group, the name on the associated subscription page is also updated.

To view the emails that are associated with this group, click the *Emails* tab for that group. The emails are presented in a read-only list.

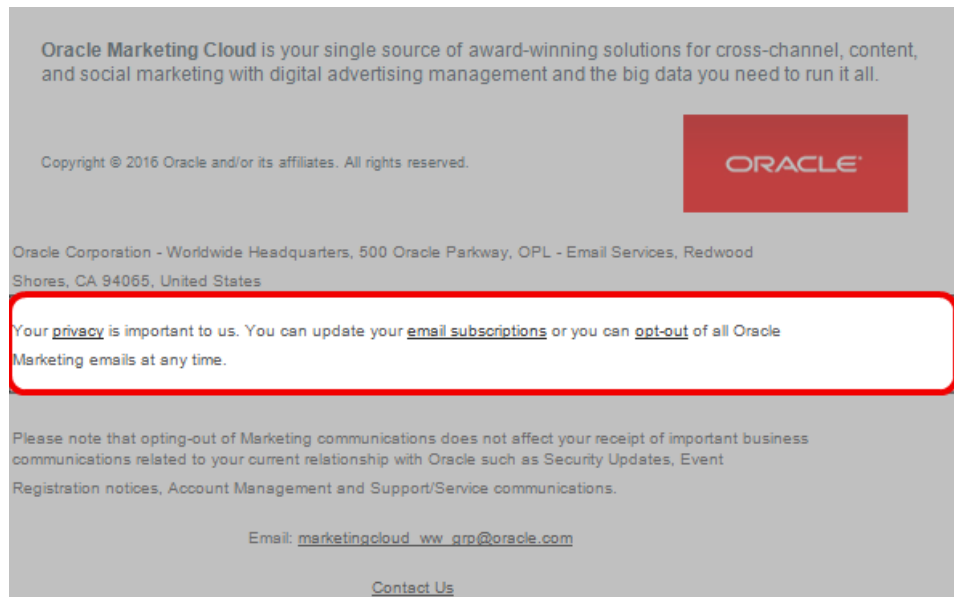
Managing contact subscription pages

Important: We recommend that subscription management links are included in your emails. Privacy laws and regulations vary from country to country. Often, commercial or relationship emails are required to provide clear and easy-to-act-upon instructions for subscription management. Regulations around transactional emails (such as confirmation emails) might not have the same requirements, but again, these vary from country to country. Know and understand the rules and regulations for the countries that you are sending emails to. Stay up to date with the latest on international deliverability regulations by joining the [Global Deliverability group on Topliners](#).

Contacts can manage their subscription status on two levels:

- Email groups: Contacts can subscribe to and unsubscribe from emails on a per email group basis
- Globally: Contacts can opt-in or opt-out from all communications at a global level

As a marketer, you facilitate this by providing links to a contact's subscription options in the [email footer](#) of an email (or somewhere else in the body of the email). These pages help to maintain a sense of transparency with your subscribers.



When a contact clicks these links, they are brought two one of two areas:

- [Subscription Management Page](#): A system-driven web page that you configure.
- [Global Opt-In or Global Opt-Out confirmation pages](#): [Landing pages](#) that confirm a contacts global subscription changes.
 - If you use Eloqua's [unsubscribe system action link](#) in an email, and are not sending contacts to a subscription management page, we recommend that you setup an intermediate unsubscribe page. This is a landing page created in Eloqua [using a template we provide](#). When a contact clicks an unsubscribe link, they are presented this page to confirm the unsubscribe. If you do not use this type of landing page, contacts can be unsubscribed by email scanning tools unintentionally. To enable the intermediate unsubscribe page, [update your email defaults](#).

Note: Any settings in the [master exclude list](#) will override a contact's subscription preferences.

Editing the global subscription confirmation pages

Note: We're updating our help center to reflect the new [Redwood experience](#). During the transition, some content reflects the previous version of the UI.

The global subscription confirmation pages are [landing pages](#) presented to contacts when they click an *Unsubscribe from All* or *Subscribe to All* hyperlink that you place into your email.

When a contact changes their global subscription status changes, the change is immediate. You can view a contact's global subscription status by viewing the contact's preferences.

The screenshot displays the 'Preferences' tab for a contact. It features a navigation bar at the top with links: Summary, Field Details, Preferences (active), Campaigns, Activity Log, Scoring, and Linked Records. The main content area is divided into two sections. The left section, 'Group Subscriptions:', includes a search bar and a table with columns for Status, Email Group Name, and Last Change. The right section, 'Contact address subscriptions and status:', contains three toggleable settings: 'Subscribed Globally' (checked), 'Valid Email Address' (checked), and 'Receives Rich HTML Email' (checked). At the bottom right, there are 'Cancel' and 'Save' buttons.

Status	Email Group Name	Last Change
No Status	Best Practices Newsletter	11/28/2017 9:42 AM
No Status	Breakfast Roadshow	5/27/2016 2:20 PM
Unsubscribed	Events	10/15/2018 4:51 PM
Subscribed	My Brochures	10/15/2018 4:52 PM
No Status	New Group Name	7/25/2016 9:10 AM
No Status	Newsletter	9/21/2017 4:31 PM
No Status	Test DL	10/17/2016 9:51 AM
No Status	Testing Area	11/28/2017 3:11 PM

Contact address subscriptions and status:

- ☒ Subscribed Globally [Unsubscribe](#)
- ☒ Valid Email Address [Reset Status](#)
- ☒ Receives Rich HTML Email [Send Text Only](#)

[Cancel](#) [Save](#)

Note: After a contact globally unsubscribes, no emails are sent to them, regardless of the email groups they may have subscribed to. However, if the contact later globally subscribes, their original email group preferences are used. The global email subscription status is also retained if a contact is removed from your database. See [Understanding what contact data Oracle Eloqua retains and restores](#).

Before you begin:

The global subscription pages are Oracle Eloqua [landing pages](#). Because they are landing pages, you have complete control over the content of each page. However, it is recommended that each page show a very clear confirmation of the contact's action. You can brand the page and provide links to your homepage or other relevant content as desired.

To edit the global subscription pages:

1. Navigate to **Assets**  > **Email Setup**, then click **Email Groups**.
2. Select the global opt-in and opt-out landing pages:
 - To choose a page, select one from the drop-down list or click  to browse to the page.
 - To view or edit a landing page, click **Edit** .

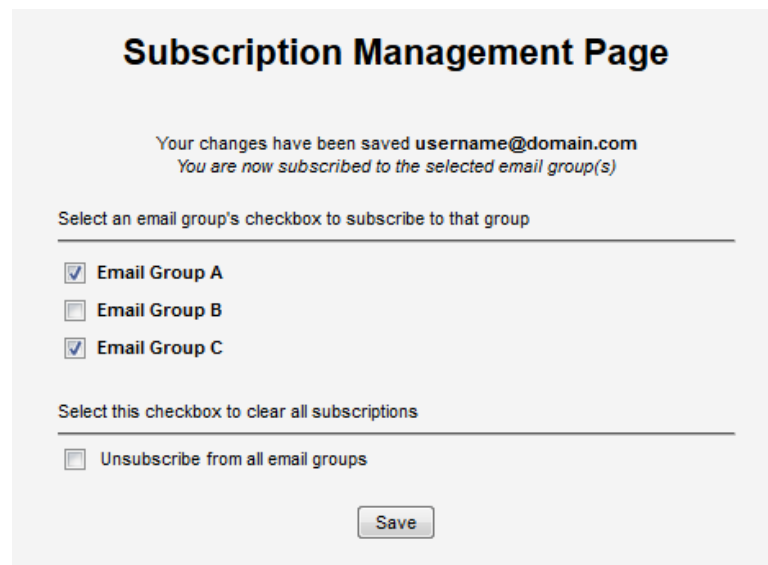
Global Subscription Management	
Global Opt-Out Confirmation Page	Global Opt-In Confirmation Page
Successful Subscribe Status LP   	Successful Unsubscribe Status LP   

3. Click **Save**.

Editing the Subscription Management Page

Note: We're updating our help center to reflect the new [Redwood experience](#). During the transition, some content reflects the previous version of the UI.

The Subscription Manage Page is a page allowing your contacts to subscribe to and unsubscribe from email groups. Any email group set up to be included in the Subscription Management Page appears on the page. The page also includes an option to unsubscribe from all emails. If a contact unsubscribes to a group, the changes are immediate. You can verify a contact's status when you [search and view contact records](#).



Subscription Management Page

Your changes have been saved **username@domain.com**
You are now subscribed to the selected email group(s)

Select an email group's checkbox to subscribe to that group

☒ Email Group A
☐ Email Group B
☒ Email Group C

Select this checkbox to clear all subscriptions

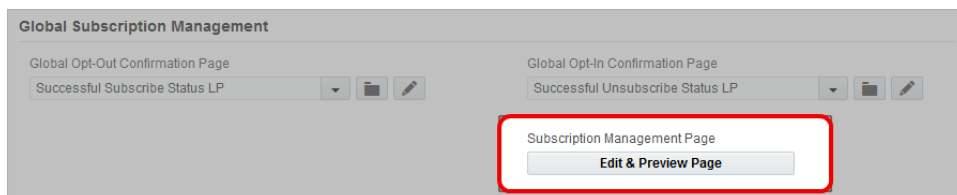
☐ Unsubscribe from all email groups

Note: If the contact uses the *Global Opt-Out Confirmation Page*, their status is changed to "Unsubscribed Globally." This status overrides any email group subscriptions set on the *Subscription Management Page*. However, Oracle Eloqua retains the contact's email group preferences so that if its status ever changes to "Subscribed Globally," those group preferences will take effect. The *Global Opt-Out* and *Global Opt-In* confirmation pages are not displayed when any changes are made to the subscription management list.

The *Subscription Management Page* is a static page that you modify by entering information into the relevant fields. You can partially edit the page using HTML style tags at the top and bottom of the page if needed.

To edit the subscription management page:

1. Navigate to **Assets**  > **Email Setup**, then click **Email Groups**.
2. Click **Edit & Preview Page**.



3. Enter the information that you want to appear on the page in the corresponding fields:

- **Status Changed Text:** The message that is displayed at the top of the Subscription Management Page when a contact makes changes to their preferences. For example, "Your status has changed" or "Your subscription preferences have been saved."
- **Status Text:** Text that appears at the top of the screen followed by the recipient's email address. For example, "<You are logged in as:> user@example.com" where <You are logged in> is the text in this field.
- **Subscribed Message:** Text that confirms when a contact subscribes to one or more email groups. The text appears after they submit their changes.
- **Unsubscribed Message:** Text that confirms when a contact unsubscribes from one or more email groups. The text appears after they submit their changes.
- **Choose From List Text:** The header text above the list of email groups available to the contact. When a user selects a check box in this area, they opt to subscribe to that email group. For example, "Subscribe" or "Select from these email groups."
- **Unsubscribe Text:** The header text above the unsubscribe check box. For example, "Unsubscribe" or "Select this check box to unsubscribe from all email groups."
- **Unsubscribe Checkbox Text:** Name of the "unsubscribe from all" check box. If a contact selects this check box, they are automatically unsubscribed from all email groups on this page (and all email group check boxes are deselected). For example, "Unsubscribe" or "Unsubscribe from all groups."
- **Button Text:** Text that appears on the button a contact clicks in order to save their subscription preferences. For example, "Save" or "Submit Changes."

4. Enter HTML into the **Top HTML Style Tags** and **Bottom HTML Style Tags** to change the design and layout of the top and bottom of the page.
5. Save or preview your changes.
6. Click **Save** after you have finished making changes, then click **Close**.

Email deliverability

Email deliverability is about maximizing the potential number of emails reaching your contact's inbox.

It should be no surprise that getting your messages to the inbox is absolutely critical these days, especially if you're using email as the way to kick off an orchestrated marketing program.

Deliverability support resources

Internet service providers (ISP) are constantly making changes to ensure that their subscribers receive emails that they actually want and that unwanted emails are sent to the spam or junk folder. To develop a successful email marketing strategy, staying informed of changes made by ISPs and trends can be helpful. Here are some resources you can use to help keep you informed and seek support when you need it.

DIY Marketing Success

Boost Series

This Boost Series gives you on-demand access to modern marketing ideas and examples by exploring best practices and strategies in a self-guided environment. The Boost Series is available to all Oracle CX Marketing customers.

Your Customer Success Manager (CSM) can help get you started with the Boost Series and ensure you are getting the most out of these resources.

Deliverability: DIY Marketing Success

The Do-It-Yourself Marketing Success group on [Topliners](#) provides resources and tools that can help you learn about and execute modern marketing best practices.

Oracle CX Marketing Email Deliverability Guide

Access guides, webinars, and best practices on the [Oracle CX Marketing website](#) and be sure to download the [Email Deliverability Guide](#). This guide covers email deliverability best practices, the ISP landscape, international regulations, and deliverability strategies.

Oracle University

Oracle University offers the following instructor-led courses to help you achieve deliverability success:

- [Best Practices: Email Deliverability](#)
- [Eloqua 10: Custom Subscription Management](#)
- [QuickCast: IP Warming Basics](#)

Oracle Deliverability Operations support team

The Oracle Deliverability Operations support team is a global team of experts dedicated to supporting various deliverability issues. Each individual utilizes their global and localized expertise in email deliverability, and works with Oracle University customers to identify deliverability issues, assist in understanding the drivers behind the issues, and provide recommendations to address the issues going forward. If you are noticing deliverability issues, contact [My Oracle Support](#) (<https://support.oracle.com>) and create a service request.

About bounces

A bounce is an email that is returned to the sender because it was unable to reach the recipient's inbox.

There are two different types of bounces:

- [Hard bounces](#)
- [Soft bounces](#)

Once you send an email, you can immediately start to see bounce information. Identifying bounces and the types of bounces can help provide insights into deliverability problem areas. It is normal to have both hard and soft bounces, but you want to keep your overall bounce rate below 5%. Find out more about [tracking bounces](#).

Hard bounces

A hard bounce is an email that permanently could not be delivered. Some common reasons for hard bounces include an invalid email address or domain name. After Oracle Eloqua finds a hard bounce, it updates the contact's bounce status and marks the email address as invalid. After that, Oracle Eloqua automatically excludes the contact from future email sends.

Typically, hard bounces are returned with an Simple Mail Transfer Protocol (SMTP) code in the 500 range. However, an internet service provider (ISP) might return a hard bounce even if the email address is valid. In these cases, Oracle Eloqua converts the hard bounce to a soft bounce. For example, an ISP might return a hard bounce response with the message *Blocked for spam* or *Too many messages on the server* or it may return a reverse DNS lookup failure error. In these cases, the email address is valid, and Oracle Eloqua converts the hard bounce to a soft bounce.

Oracle Eloqua actively manages the logic used to convert hard bounces based on the guideline that the email address is valid. In addition, Oracle Eloqua sometimes converts a soft bounce to a hard bounce. [Find out more about that below](#).

Although Oracle Eloqua does not send emails to hard bounces, you should actively review hard bounce information. Find out more about [tracking bounces](#) and [best](#)

[practices](#) below. If you identify contacts that were incorrectly identified as hard bounces, you can manually change the bounce status and set the email address as valid.

 **Warning:** Be sure to verify that an email address is valid before resetting the bounceback status. Continuing to send emails to hard bouncebacks can impact your sender reputation and overall deliverability. Changing the bounceback should always be done with caution.

Soft bounces

A soft bounce is an email that temporarily could not be delivered. This could mean that the email address is valid, but the recipient's inbox was full, the mail server was unavailable, or the email message was too large. These bounces may still be delivered at another time.

Typically, soft bounces are returned with an SMTP reply code in the 400 range. If Oracle Eloqua receives a soft bounce, it will attempt to resend the message for 48 hours in most cases. After that, Oracle Eloqua stops sending the message. The email address remains valid, and you can continue to send messages to this email address.

Sometimes an internet service provider (ISP) might return a hard bounce even if the email address is valid. Oracle Eloqua converts those types of SMTP 500-level failures from hard bounces to soft bounces. For example, failures that are due to reverse DNS lookup failures are converted to a soft bounce.

Oracle Eloqua won't resend messages if the response indicates that the recipient's inbox is full. This response could come with a 4XX or 5XX SMTP reply code but is always treated as a soft bounce. The email address remains valid, and you can continue to send messages to the address.

Out of office messages

An out of office message is sent by an autoresponder after delivering the original email. Oracle Eloqua does not classify an autoresponder message (link an out of office) sent to the email's bounceback address as a bounce. Whether the out of office message is sent to the email's from address, reply-to address, or bounceback address depends on how the recipient's email application or server is configured.

For example, Microsoft Outlook sends out of office messages to the from address, and IBM Notes (formerly Lotus Notes) sends them to the reply-to address. If an email client normally sends out of office messages to the reply-to address, but no reply-to address is included in the email, then the out of office message is sent to the from address. There is no way to change the reply behavior of a recipient's email application.

Tracking bounces

It is normal for bounces to occur, but the Oracle Deliverability Operations team recommends the following thresholds:

- Hard bounce rate: 2%
- Overall bounce rate (soft and hard): 5%
- Spam complaints: 0.2%

Best practices: Bounces

Use the following best practices to help you manage bounces and minimize the impact on your deliverability:

- Regularly review email bounces using the reports available. Unusual spikes in bounces can indicate an issue with your sender reputation.

- If there are a large number of soft bouncebacks from the same domain, the bouncebacks may have been caused by the ISP's email throttling limits. Read [this knowledge base article](#) to find out more.
- Consider segmenting out hard bounces. Although Oracle Eloqua will not send emails to hard bounces, keeping your segments clean can give you more accurate contact counts when you build campaigns.
- If you identify hard bounces outside of Oracle Eloqua, update the impacted contact records as soon as you become aware of the invalid address.
- Work with your sales team to determine when to delete contacts. It is important to maintain good list hygiene, but you might not always want to delete contacts with hard bounces. For example, maybe a contact changed jobs but is still a valuable contact. Your sales team can follow up with the contact and update the contact details in your CRM, which would then be synced with Oracle Eloqua.
- If you determine that you want to delete contacts, you should first export the contacts and then delete them in a batch.
- While Oracle Eloqua prevents sending emails to contacts with hard bounces, you should make sure that those contacts aren't exported for use by other teams or partners. Again, segmenting out hard bounces is one way to prevent bad contact lists from being exported.
- Review the best practices in other areas and the resources available to you to help with your deliverability.

Email Authentication

The goal of email authentication is to improve confidence in the authenticity of email messages in order to improve overall confidence in email as a trustworthy communications channel.

Several ISPs have made it clear that in order to gain reliable delivery to the inbox, instead of delivery to bulk or "spam" folder, authentication is required. The measures of authentication required will vary from ISP to ISP and is determined by the individual ISP's policy.

Authentication can reduce the impact of spam, spoofing, and phishing attacks. This helps protect the integrity of the domain owner's brand.

- Spoofing - method of forging another entity's identity (e.g., the "From" address) onto an email in order to get users to open a message
- Phishing - method of tricking recipients into giving out personal information, such as credit card numbers or account passwords, often by spoofing the origins of the email (e.g., a user's bank, credit card company, or familiar merchant)

Several senders who have been subject to chronic spoofing and phishing issues have declared that recipients may safely discard any email claiming to be from their domains if valid authentication is not present in the message.

The key measures of email authentication used today are

- Sender Policy Framework (SPF)
- Domain Keys Identified Mail (DKIM)
- Domain-based Message Authentication Reporting and Conformance (DMARC)
- Transport Layer Security (TLS)

Email Deliverability

Email deliverability is all about maximizing the potential number of emails that reach target inboxes. How well you perform depends on how your organization:

- Manages email sender reputation
- Maintains email lists

- Ensures a quality database
- Acquires email addresses
- Manages bounces

Email deliverability and privacy matter now more than ever. New and existing laws up the stakes for companies that don't comply with standards and regulations. And today's email marketers find it increasingly difficult to be heard. You need to master deliverability and privacy to tackle the noise generated by social media, other email marketers, and even word-of-mouth marketing. Getting your message delivered is vital to revenue performance.

Eloqua Branding and Configuration

Eloqua helps maximize deliverability of your email communication through a combination of technology solutions, services/relationships, and client tactics/best practices. All new Subscription customers receive Oracle Eloqua account(s) with a non-branded configuration. Before sending your first campaign, your account must convert to using a branded domain.

The main benefits of Eloqua Branding and Configuration:

- Improved deliverability. Coupled with existing Eloqua measures, it improves the likelihood of reaching the recipient's Inbox.
- Maintain corporate identity through sub-domain. Improved branding as email arrives from info.client.com for example rather than en25.com.
- Remove doubt as to the origin of an email and control reputation. Only you can deploy from a unique IP. You will establish deliverability on a subdomain that you control (rather than a domain shared by hundreds of senders).

The main elements of branding in your Eloqua install include:

- Branded sending From domain
- Branded bounceback envelope domain
- Branded DNS
- Branded image domain
- Branded application domains
- Branded tracking domains
- Branded microsites/landing pages

Email Authentication Setup

In this topic, you'll learn about:

- [Email Sending Domain and Sub-domain Selection](#)
- [Email Bounceback Address](#)
- [Email Defaults: From and Reply-to Address](#)
- [Sender Policy Framework \(SPF\)](#)
- [DKIM](#)
- [Feedback Loop](#)
- [DMARC](#)
- [Transport Layer Security \(TLS\)](#)

Email Sending Domain and Sub-domain Selection

The branded domain is recommended to be a sub-domain, but it can be your corporate domain as well if configured correctly. The sub-domain(s) should be unique to Eloqua

and will be leveraged for sending and bounceback handling and reporting in Eloqua.

Here are tips for choosing a domain/sub-domain:

- Branded sub-domains are an opportunity to strengthen your brand recognition with your recipients. It is important to select a branded sub-domain that helps increase your brand identity, and it should be easily identifiable with your brand. Examples that you could consider (but replace "example.com" with your specific domain):
 - `response.example.com`
 - `learn.example.com`
 - `go.example.com`
 - `e.example.com`
 - `Info.example.com`
- Avoid using "email", "sales", or "marketing" as the sub-domain or bounceback domain, because that may subject your communications to more scanning by the receiving ISPs.
- If you have more than one brand set up for your account, you must have a unique branded domain/sub-domain for each one. It is best if the sub-domain is not in use and has not been used previously. [Multiple brands](#) is an add-on to your Eloqua contract. Contact your account manager for more information.

 **Note:** You should not use the same email sub-domain as your Eloqua microsite (s).

Email Bounceback Address

Each email address will be used to capture bounceback responses to your Eloqua system and uses the email sub-domain created for branding. Valid bounceback responses to this email address will be captured, processed and available through the

bounceback reporting tool in Eloqua (some Out-of-Office replies will be captured by this address and will be available in the Bounceback History report).

Best practice for email sending is using the same domain for the sender From address and bounceback domain.

For example, if your sending sub-domain is *go.example.com*, then your bounceback domain could be *return@go.example.com* or *bounce@go.example.com*.

Email Defaults: From and Reply-to Address

While both the From and Reply-To Email Addresses can be set at the individual email level in Eloqua, we configure the default settings to ensure that all of your emails are sent with this information specific to your company.

The Default From Email Address appears in the From line in the recipient's Inbox. It is recommended that this email address has the same sub-domain as the bounceback address for optimal inbox placement. Lack of consistency with domains could cause ISPs to identify your email as spam.

The Default Reply-To Email Address is used when a recipient replies to an Eloqua email. This email address must be a valid email address where responses can be accepted and monitored.

 **Note:** The From and Reply-to emails can be changed per email but should align with the bounceback domain. The bounceback domain can also be changed if [multiple domains](#) have been configured.

Sender Policy Framework (SPF)

SPF is an open standard for preventing sender address forgery. Senders publish a record in the Domain Name System (DNS). The SPF record consists of a list of IP addresses that are authorized to send email for that domain. ISPs can then verify a sender by cross checking the domain in the from address against the registered DNS record. By declaring authorized IP addresses, companies can help prevent email address forgery.

As part of the DNS setup when deploying Oracle Eloqua for your organization, your IT department created SPF records for your organization's sub-domains and Oracle Eloqua IP addresses.

See [this knowledge base article](#) for more information on how to implement SPF.

DKIM

DKIM (Domain Keys Identified Mail) is a cryptographic signature-based type of email authentication. DKIM requires email senders' computers to generate "public/private key pairs" and then publish the public keys into their Domain Name System (DNS) records. The matching private keys are stored in a sender's outbound email servers, and when those servers send out email, the private keys generate message-specific "signatures" that are added into additional, embedded email headers.

ISPs that authenticate using DKIM look up the public key in DNS and then can verify that the signature was generated by the matching private key. This ensures that an authorized sender actually sent the message, and that the message headers and content were not altered in any way during their trip from the original sender to the recipient.

To use your corporate domain with Eloqua signature rules which sends emails on behalf of our sales team, your IT team will need to add the public key to the corporate domain.

Feedback Loop

Following DKIM setup, you should contact support to initiate the feedback loop setups. Then the Oracle team will enable the Yahoo Feedback Loop, Microsoft SNDS, and JMRP for your emails. This will allow you to see complaint data from these managed domains in the SPAM Unsubscribe List report in Eloqua, and will also ensure that those email addresses are automatically unsubscribed in your Eloqua database. Without DKIM signing, your emails are not eligible for setup on for these feedback loops.

- As part of the initial setup, you/your IT team will receive a confirmation email as part of this process. This email will include a link that you need to click as part of the setup process.

Note: The customer must submit an SR to deliverability team for completion of setup with the feedback loop ISPs.

Note: Eloqua enables feedback loops for other ISPs on your behalf.

Transport Layer Security (TLS)

TLS refers to encryption of web traffic between Oracle's server and the recipient's server. TLS enhances the privacy between sender and recipient.

Normal email traffic is not encrypted. This leaves the risk that snoopers could easily intercept messages in transit. TLS ensures all communication is scrambled in such a way that messages cannot be snooped easily.

Oracle Eloqua implements best-effort TLS for all customers so that email traffic is encrypted whenever the remote server supports encryption.

DMARC

Domain-based Message Authentication, Reporting and Conformance (DMARC) is a policy based email authentication. DMARC advertises to ISP's which support the protocol how to treat email's which may fail either SPF / DKIM and who might trying to phish or spoof email's using your brand. ISP's lookup the DMARC record in DNS and action the policy specified, for example you may specify to quarantine emails which fail DMARC alignment, and to also send failure reports to a given email address. DMARC must live in the FROM domain's DNS.

Note: Eloqua recommends that all senders use DMARC as it is an industry best practice in regards to authenticating messages. With that said, it is important to note that all Eloqua customers are responsible for the implementation, configuration, and monitoring of their DMARC records & reporting. Eloqua does not provide specific DMARC records for customers, as this process is to be completed outside of sender's standard configuration. Contact support for any additional questions regarding DMARC via a My Oracle Support Service Request (SR).

IP Warming

In this topic, you'll learn about:

- [Sending Reputation](#)
- [IP and Domain Warming](#)

Sending Reputation

- Each client/IP receives its own reputation at each ISP
- ISPs can react quickly to perceived spam patterns. Sometimes blocking senders within hours of a campaign launch.
- Reputation over the last 30 days matters too, which is why correcting your deliverability takes days or weeks.
- New IPs are treated with scrutiny due to lack of reputation data
- Deliverability on-boarding and IP warm up are critical for establishing a great reputation.

Key Influencers

- Bounces
- Complaints
- Volume & Consistency
- Spam Traps
- Engagement

Spikes in hard bounces or complaint rates signal deliverability problems:

- Hard bounces are a predictor of spam trap hits; this means distribution contains many old addresses
- Abnormal soft bounce rate spikes (over typical averages) may indicate reputation-related bulking or blocking
- Indicate end users are not expecting to receive your messages, are fatigued, or were not properly opted in

 **Note:** Complaints are based on abuse reports received from the ISPs currently offering feedback loops.

Volume & Consistency:

- ISP filters are configured to automatically monitor for any unusual activity to protect their users from spam
- Sending inconsistent volumes and/or irregular volume patterns over time can trigger spam filters and damage overall deliverability

Spam Traps:

- Spam trap hits can be one of the most damaging issues for email deliverability and maintaining proper list hygiene is very important to avoiding spam traps.
- This requires monitoring engagement levels and removing inactive subscribers. At the very least remove all subscribers who have not opened or clicked within the past 12 months.
- Beyond 12 months, many ISPs will invalidate inactive addresses, or convert them to spam traps directly. Some ISPs will convert inactive addresses to spam traps after as little as 6-9 months of inactivity.

Recipient actions that contribute to the positive engagement quotient are:

- Clicking through links
- Adding an address to their contacts or address book
- Enabling images
- Opening and/or scrolling through the message

Recipient actions that contribute to the negative engagement quotient are:

- Reporting as spam
- Deleting the message
- Moving the message to trash
- Marking messages as read
- Ignoring messages

IP and Domain Warming

A new IP address is like applying for a credit card for the first time - no history, and unknown risk

Once the email configuration is completed, it is essential that you slowly 'warm' your dedicated IPs in order to create successful email deliverability and to avoid being blocked by ISPs.

Whenever an ISP sees email traffic enter their network via an IP they have never seen before, traffic from that IP is heavily scrutinized in order to determine if emails sent from that IP is legitimate or SPAM. As a result, sending large volumes of email immediately via a new IP can result in it being blocked. Other factors to consider are the number of complaints, hard bouncebacks, and SPAM trap hits that result from these sends.

It takes approximately four to six weeks to sufficiently warm new IP addresses. During this time, outbound emails from your IPs should gradually increase and batches closely monitored for irregularities. Eloqua can help with the warming process on request.

- A good domain warm up should span at least 7 to 10 business days for each phase of IP warming.
- Senders should start with their best, most engaged audience for their first sends.

- Deliverability metrics should be monitored closely throughout this process, identifying and acting on any issues quickly.
- Warming allows for slow volume increase, as well as clearing out list issues
- Low initial volume helps avoid volume blocks
- Limits complaint likelihood (best contacts, targeted campaign)
- Bouncebacks on low volumes get less notice
- Active contact requirement eliminates SPAM traps

Note: Oracle provides consulting engagements for warm-up and ramp-up services. Oracle University offers a free course for IP Warming Basics <https://learn.oracle.com/ols/course/ip-warming-basics/37002/40400/83372#>