



XTM Connect -
Oracle Eloqua

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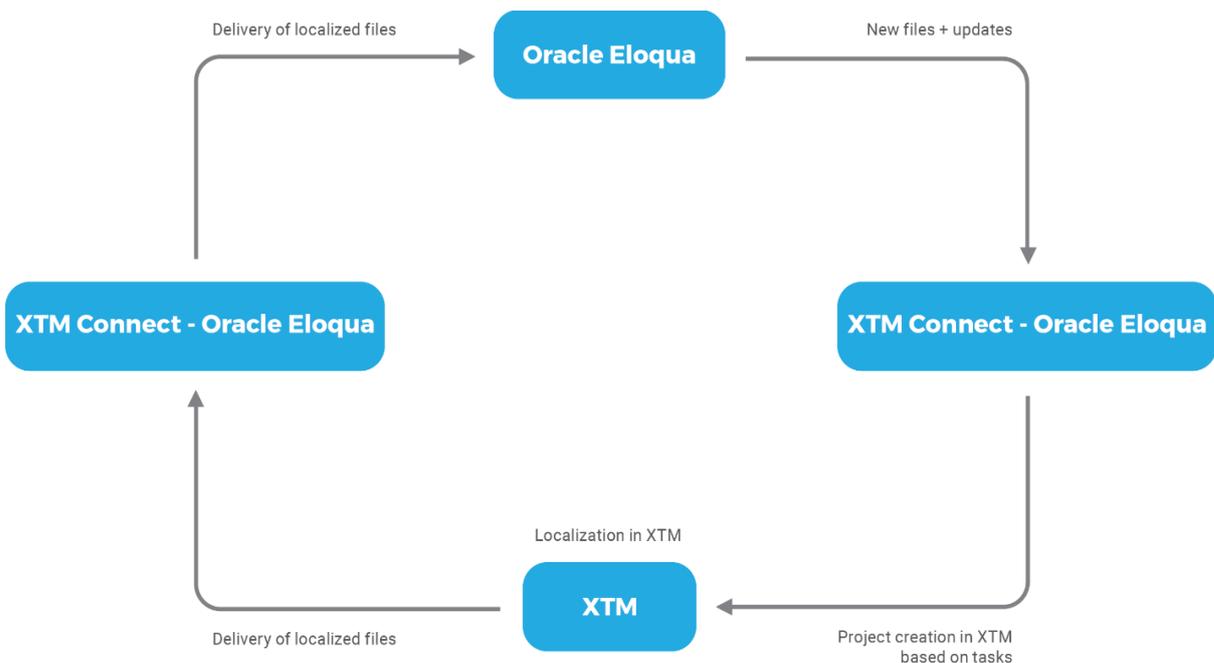
1. Introduction

Eloqua is a software as a service (SaaS) platform designed by Oracle to support marketing flow. The platform is to help B2B marketers and organisations manage marketing campaigns and sales lead generation.

The XTM Connect - Eloqua connector is to enable the exchange of content between Eloqua and the Translation Management System produced by XTM International Limited. It automates and accelerates the process of content translation into multiple languages. The connector saves time, reduces file management costs, cuts down turnaround times, and makes localisation simple. It creates translation projects and automatically pushes translated content back to Eloqua.

There are five types of Eloqua content can be handled by the connector:

- 1) Emails (HTML files),
- 2) Campaigns (a set of emails),
- 3) Dynamic content (a type of email the components of which have been assigned specific rules),
- 4) Forms,
- 5) Landing pages.

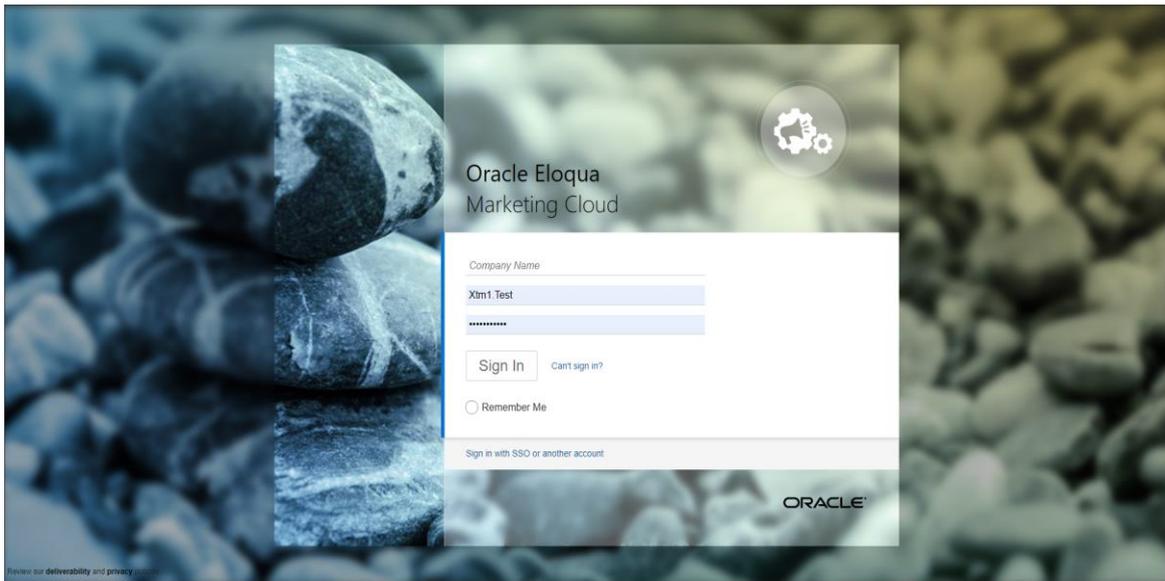


2. Configuration

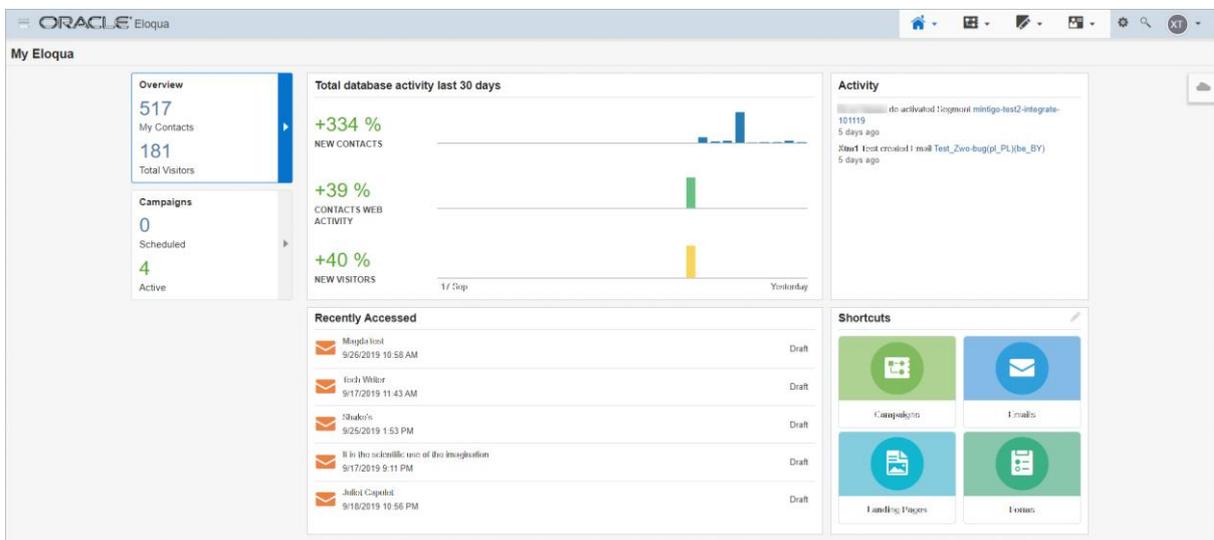
For information about how to configure your instances, please contact XTM Support Team at support@xtm-intl.com.

3. Translation workflow in Eloqua

The XTM connector supports all localisable content in Eloqua: Emails, Campaigns, Landing pages, Dynamic content, and Forms. You can add text manually and automatically to a translation queue or send it directly to XTM. Queues are configured to export content to XTM at a pre-set time. Content is automatically returned to Eloqua from XTM and inserted into the correct location once the translation is finished.



Oracle Eloqua sign-in page



Oracle Eloqua dashboard

Emails – translation workflow

Opening e-mails

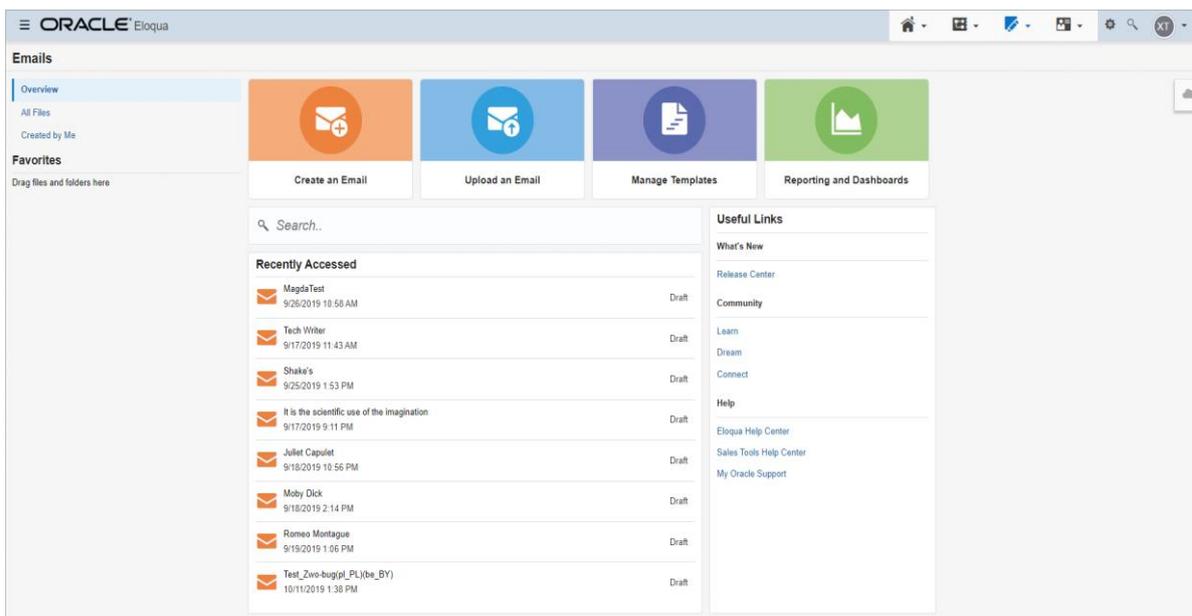
To send e-mail content for translation, you need open it first. To open the e-mail:

- 1) Go to the top navigation bar and click Emails.

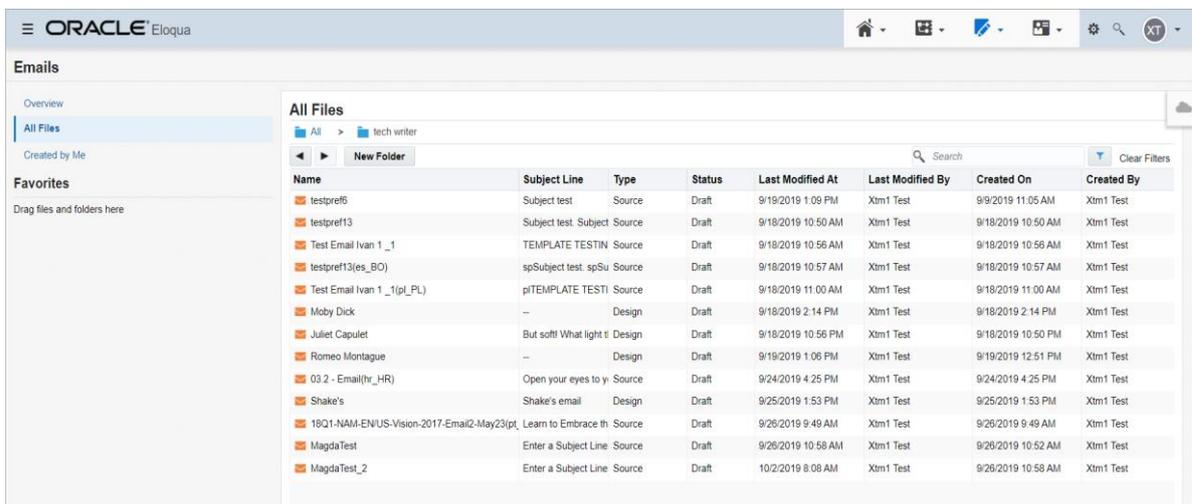
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- 2) Choose All Files from the left-hand menu to see the list of all your e-mails.
- 3) Double-click one of the e-mails from the list to open it.
- 4) Click the Cloud icon on the menu dock on the right side of the screen to open the XTM plugin.
- 5) Choose XTM Connector.

Note: You can have immediate access to the last few e-mails you have opened directly from your Eloqua dashboard, under Recently Accessed.

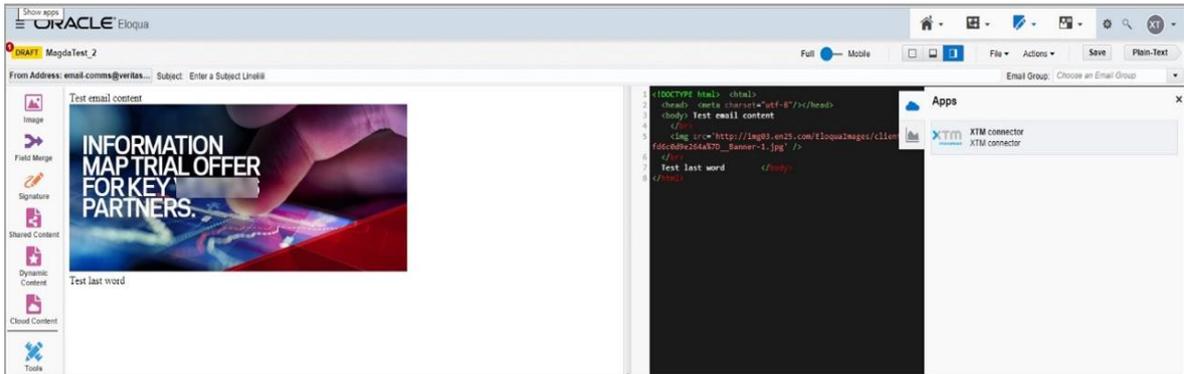


Oracle Eloqua site: drop-down menu -> E-mails overview

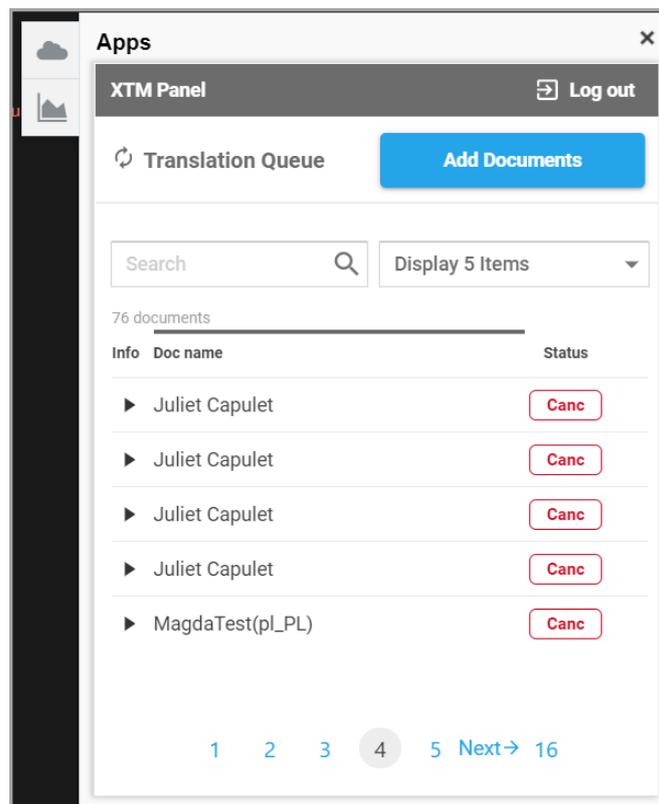


List of emails under All Files

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E-mail content - HTML view and Cloud dock menu



XTM plug-in view

Note: The email HTML file does not contain email subject lines. Email subject is an additional field in Eloqua. To translate email subject lines, we add them to the HTML file. However, when the target content comes back to Eloqua, the plugin extracts information about the email subject and deletes it from the target HTML in Eloqua.

Sending e-mails for translation

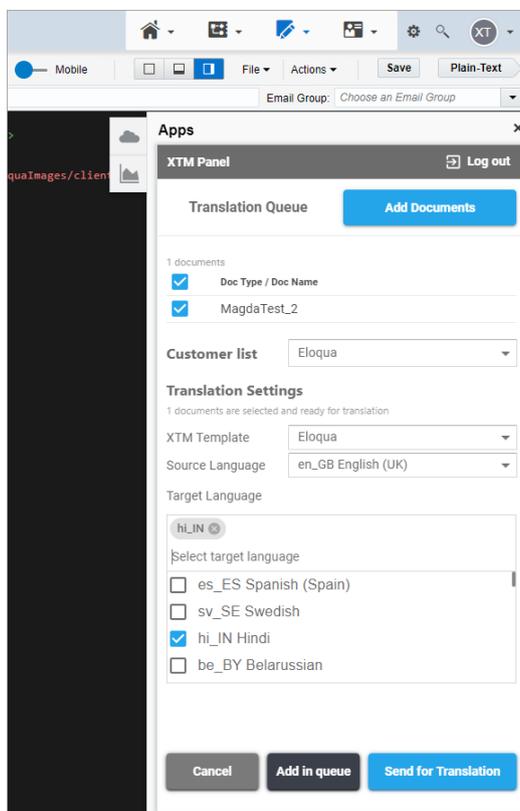
To send your e-mail content to XTM for translation:

- 1) In the Cloud icon, click Add Documents.
- 2) Check the box by the document you want to translate.
- 3) Choose a customer from the drop-down list.
- 4) From the Translation settings choose a template (global XTM templates as well as customer-specific ones), source language, and target languages.
- 5) Click either:

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- a) Add in queue (project will be sent to XTM at pre-set time intervals automatically),
or
- b) Send for Translation (to send it instantaneously to XTM).

When you send an email for translation to more than one language, XTM creates one project with multiple target languages.



Adding content to a translation project in Eloqua

Name	Customer	Source language	New source	Target languages	Time created	Time due	Min status	Max status	Project Manager
ELOQUA DOC MagdaTest-p_PL- (15272)	Eloqua	English (UK)		Bengali, Chinese (Traditional), French (France), Hungarian, Persian, Polish, Portuguese, Romanian	25-09-2019 14:43		Not started	Not started	bestsupport bestsupport
ELOQUA DOC 1902-NAM-EN-US-DG-BigData-Email-01-VK (7768)_1	Eloqua	English (UK)		German (Germany)	25-09-2019 13:51		Not started	Not started	bestsupport bestsupport
ELOQUA DOC 1902-NAM-EN-US-DG-BigData-Email-01-VK (7768)	Eloqua	English (UK)		Hungarian	25-09-2019 13:50		Not started	Not started	bestsupport bestsupport

XTM view of Eloqua projects with one or more target languages

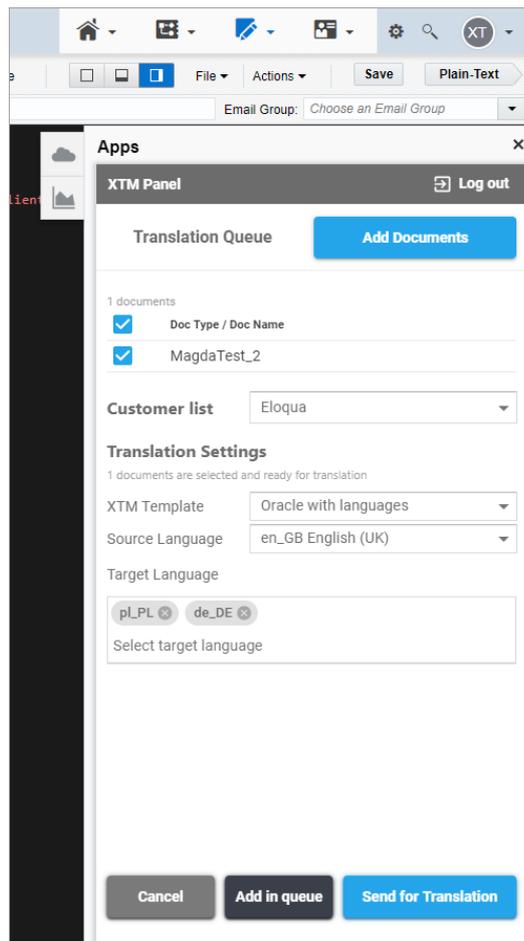
Note: Project templates are defined in XTM and store the settings for creating a project and allocating translators. They can be customer-specific or global (i.e. available for projects from all customers). XTM customer-specific templates define languages that are displayed in Eloqua when you choose your Customer in the XTM Panel.

To cut the time spent on preparing a project, you do not have to pick your languages manually

from the list when choosing an XTM template in Eloqua. As a handy option, you can add target and source languages to the XTM project template name following the naming convention specified below:

- XTM project name,
- Source language in brackets,
- Target language in brackets (in the case of many languages, use a comma).

A sample project template name could look like this: Oracle with languages (en_GB)+(de_DE, pl_PL). This way, when choosing this XTM template in Eloqua, you do not have to pick your languages manually from the list.



XTM template with languages in Eloqua

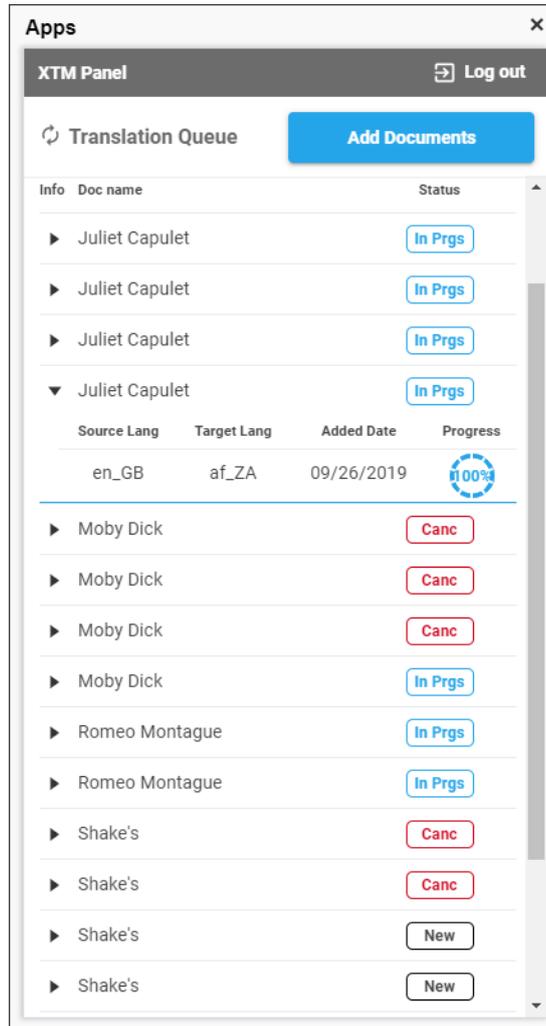
Displaying translation project status

If you send the content for translation, your project is added to the list. A button appears indicating its current status. The available statuses are:

- New** – document with content has been added to the list of projects in Eloqua
- Sent** – document with content has been sent to XTM for translation
- In progress** – the process of project analysis in XTM has finished and translation started
- Cancelled** – translation has been cancelled in Eloqua
- Done** – translation is ready and the content is in the process of being sent from XTM to Oracle Eloqua

By clicking the arrow to the left of the project you can view additional details about the project,

such as the progress chart, languages in use, date of project creation, etc. To check if your project status has changed, click Translation Queue.



Project statuses

Note: The XTM plug-in calculates progress by:

- Checking the number of steps used in the XTM workflow in a relevant project,
- Calculating the percentage for each step (wordsdone / wordstobedone),
- Adding up the percentage values of every step and dividing them by the total number of steps.

Accessing translated content

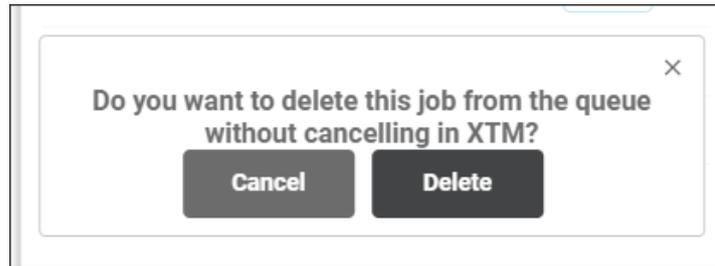
When a project is finished in XTM, the translated content is available from the list of emails in the E-mails overview. First, in the cloud menu, a green "Done" status message appears by the finished project. Then, it disappears from the cloud menu and it is automatically sent to the Overview section. You can find your project on the list – it should have a target language extension added to its name. Click it, to see open the translated file.

Deleting projects in Eloqua

To delete a project from the list:

- Click the bin icon.
- In the pop-up window, click Delete.

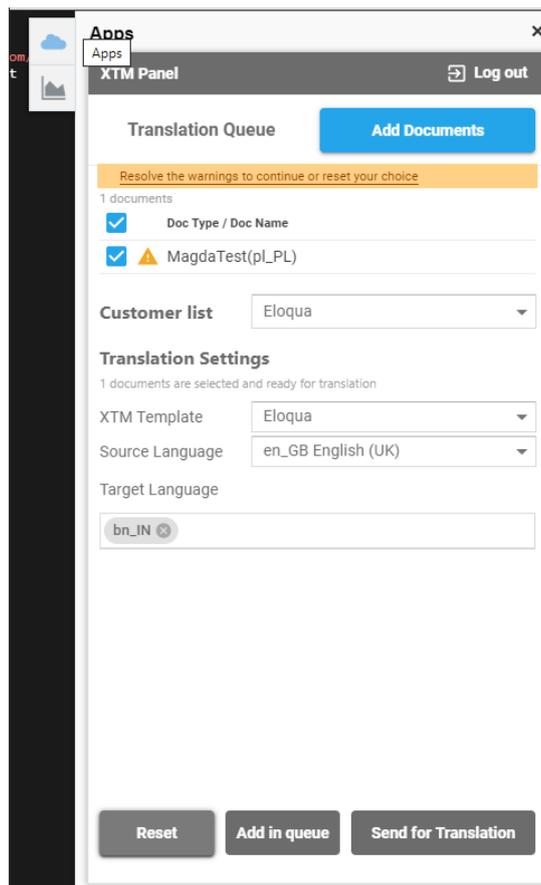
Note: Deleting the project in Eloqua does not remove it from XTM.



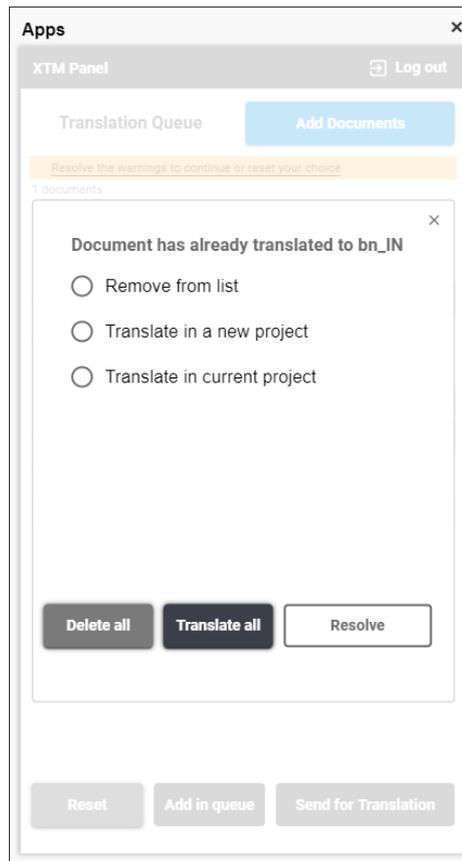
Deleting projects in Eloqua

Managing translated content

With Eloqua you can stay in control of the content you send for translation in XTM. You'll be notified when a document has already been translated into a given language. A warning appears along with an exclamation mark by the document. If you click it, a pop-up window appears informing you that your document has already been translated.



Notification about warnings



Already translated documents – action options

In such case, there is a number of options to choose from. You can:

- Remove the file from the list,
- Translate the file in a new project, i.e. translate it again, but in a different project,
- Translate the file in the current project, i.e. get new versions of the translation.

You can also use one of the following buttons:

Translate all – sends all files for translation as a batch, if there are many projects into several target languages. The files are sent by default to the current project (this option has a similar effect to the “Translate in current project->Resolve” option used for every file in every language separately).

Delete all – cancels the action of sending of all files for translation in a batch, if there are many projects into several languages (this option has a similar effect to the “Remove from list->Resolve” option used for every file in every language separately).

As for the algorithm used to find projects in XTM to update them (“Translate in current project”), the XTM plugin looks for the most recent, non-archived projects. It also checks customer and templates, so if you try to send content to XTM using the same settings, but with a different customer, for instance, then a new project is created nevertheless.

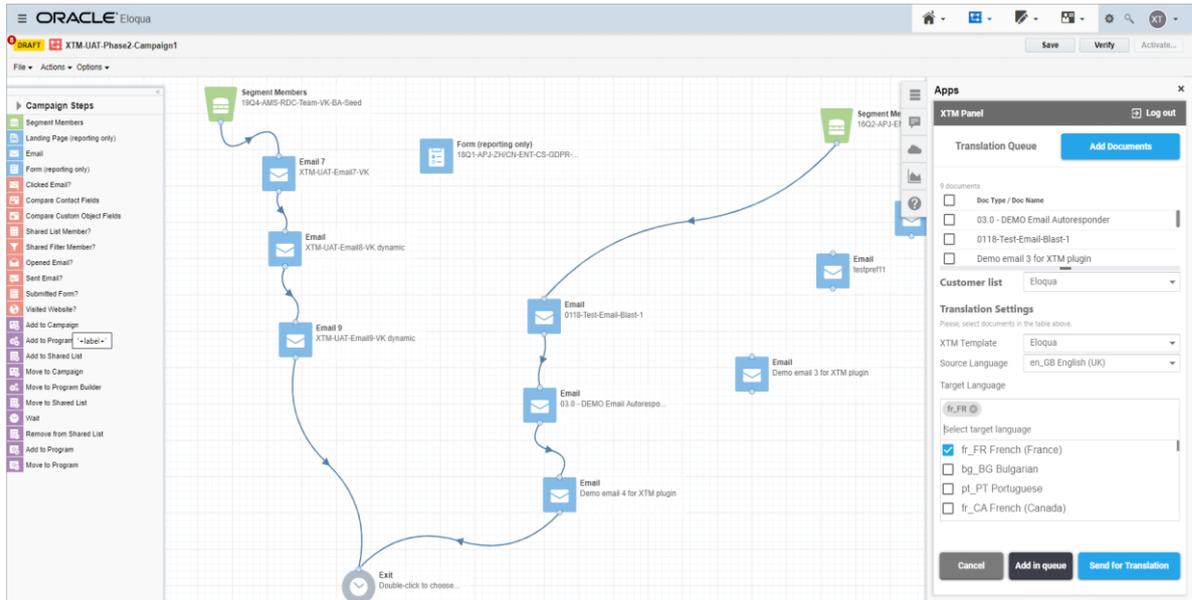
Campaigns

Campaigns let you create customised sets of emails that can be sent to a group of contacts.

Opening campaigns

To open a campaign you want to send for translation:

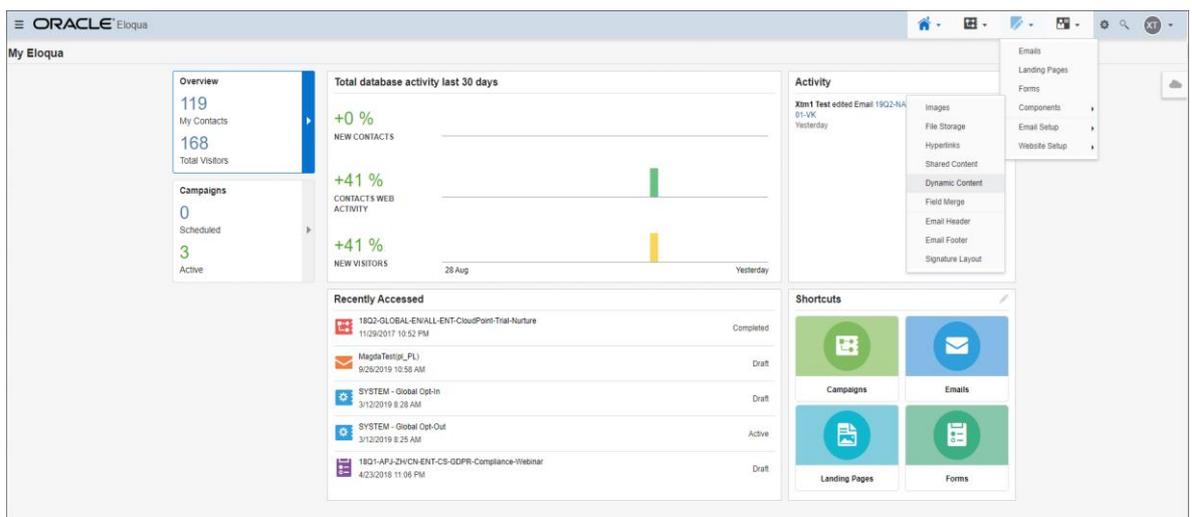
- 1) Go to the top navigation bar and click Campaigns.
- 2) Choose a campaign.
- 3) Click the Cloud icon on the right to open the XTM plugin and see all e-mails related to the campaign.
- 4) Choose any of the emails and follow the same workflow as in the case of e-mails ([here](#)).



Campaign with emails

Dynamic content

Dynamic content allows you to create content that changes based on specific conditions (rules). For example, you can customise an email based on the location of your contacts or other information in their profile.



Access to files with dynamic content

Sending e-mail with dynamic content for translation

To open an e-mail with dynamic content you want to send for translation:

- 1) Open the file from the E-mails overview dashboard.
- 2) Use the XTM plugin to send the file for translation and follow the same workflow as with e-mails ([here](#)).

Note: When sending an email with dynamic content for translation into more than one language, XTM creates separate projects for every target language. Every project will have more than one XTM task, while target content can be downloaded automatically to Eloqua only if all XTM tasks are finished.

Name	Customer	Source language	New source	Target languages	Time created	Time due	Min status	Max status	Project Manager
ELOQUA DOC MagdaTest-pl_PL- (15272)	Eloqua	English (UK)		Bengali, Chinese (Traditional), French (France), Hungarian, Persian, Polish, Portuguese, Romanian	26-09-2019 14:43		Not started	Not started	bestsupport bestsupport
ELOQUA DOC 1902-NAM-EN-US-DG-BigData-Email-01-VK (7768)_1	Eloqua	English (UK)		German (Germany)	26-09-2019 13:51		Not started	Not started	bestsupport bestsupport
ELOQUA DOC 1902-NAM-EN-US-DG-BigData-Email-01-VK (7768)	Eloqua	English (UK)		Hungarian	26-09-2019 13:50		Not started	Not started	bestsupport bestsupport

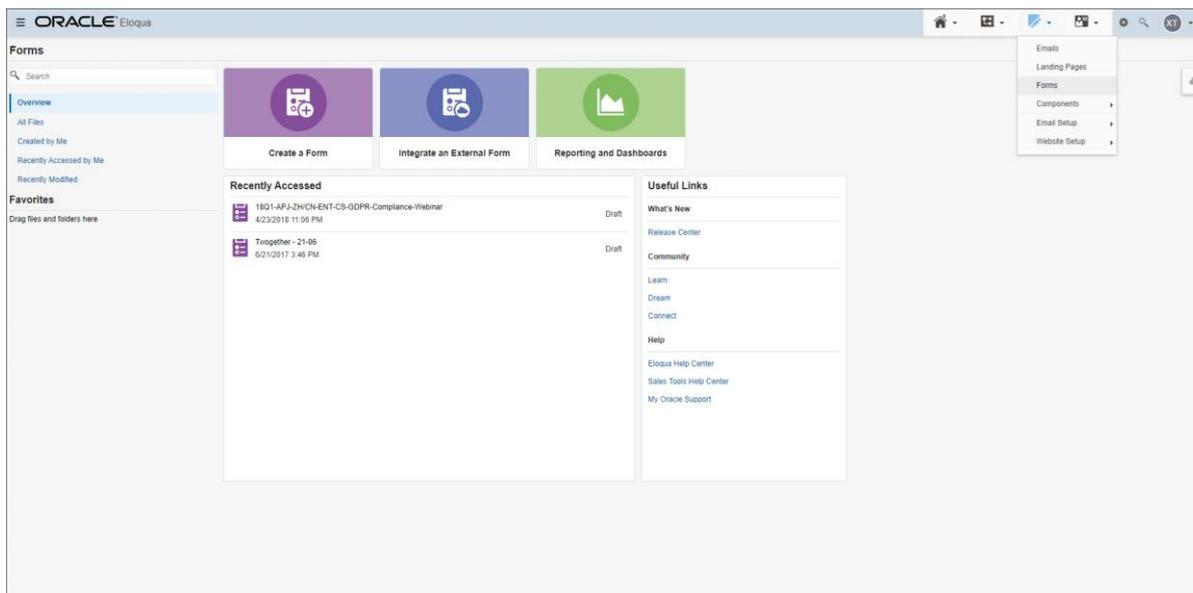
Forms

Forms are used to collect information about existing or potential customers. They offer access to information for marketing purpose.

Sending files with forms for translation

To open forms with content you want to send for translation:

- 1) Choose Forms from the navigation bar.
- 2) Choose a form.
- 3) Go to the XTM plugin and follow the same workflow as with e-mails ([here](#)).



Choosing Forms for translation

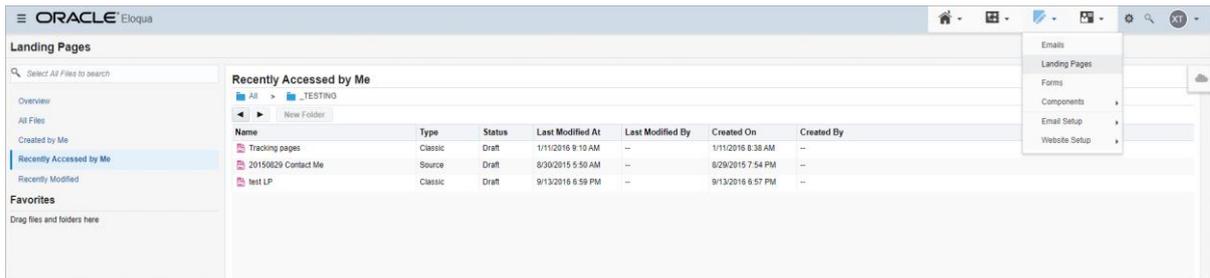
Landing pages

Landing pages are a significant part of a campaign. They offer information and various options to choose from to a webpage visitor.

Opening files with landing pages

To open files with landing pages you want to send for translation:

- 1) Choose Landing pages from the navigation bar.
- 2) Choose a landing page.
- 3) Go to the XTM plugin and follow the same workflow as with e-mails ([here](#)).



Choosing Landing pages for translation

4. Translation workflow in XTM

In XTM, the names of the projects coming from Eloqua have a special convention: a prefix ELOQUA DOC, Eloqua file name, and Eloqua file ID.

Eloqua projects can be opened in XTM in the Visual Editor to allow in-context translation and review

Name	Customer	Source language	New source	Target languages	Time created	Time due	Min status	Max status	Project Manager
ELOQUA DOC It-is-the-scientific-use-of-the- imagination (15249)	Eloqua	English (UK)		Russian	17-09-2019 21:12		Not started	Not started	bestsupport bestsupport
ELOQUA DOC Tech-Writer (15248)	Eloqua	English (UK)		Italian, Russian	17-09-2019 11:55		Finished	Finished	bestsupport bestsupport
ELOQUA DOC testpref11 (15203)_3	Eloqua	German (Austria)		Greek	17-09-2019 11:36		Not started	Not started	bestsupport bestsupport
ELOQUA DOC testpref11 (15203)_2	Eloqua	German (Austria)		Italian	17-09-2019 11:36		Not started	Not started	bestsupport bestsupport
ELOQUA DOC testpref10 (15202)_1	Eloqua2test	German (Germany)		Russian	09-09-2019 13:34		Not started	Not started	bestsupport bestsupport

List of Eloqua projects in XTM instance

Cancelling projects in XTM

To cancel a translation task into one target language in XTM, you can delete it from the list of projects in XTM:

- 1) Click on the menu by the project.
- 2) Go to Actions.
- 3) Choose:
 - a) Delete project and project TM, or
 - b) Delete project leaving TM
 - c) The project disappears from the Eloqua list.

Name	Customer	Source language	New source	Target languages	Time created	Time due	Min status	Max status	Project Manager
email-with-dynamic-content-ru_RU-	Eloqua	English (UK)		Japanese	02-10-2019 07:54		Not started	Not started	bestsupport bestsupport
email-with-dynamic-content-ru_RU-	Eloqua	English (UK)		Chinese (Simplified)	02-10-2019 07:54		Not started	Not started	bestsupport bestsupport
email-with-dynamic-content-ru_RU-	Eloqua	English (UK)		Arabic	02-10-2019 07:54		Not started	Not started	bestsupport bestsupport
email-with-dynamic-content-ru_RU-	Eloqua	English (UK)		Portuguese	02-10-2019 07:54		Not started	Not started	bestsupport bestsupport
ELOQUA DOC M...	Eloqua	English (UK)		Chinese (Traditional)	02-10-2019 07:54		Not started	Not started	bestsupport bestsupport
ELOQUA DOC 19 (7768)_1	Eloqua	English (UK)		Bengali, Chinese (Traditional), French (France), Hungarian, Persian, Polish, Portuguese, Romanian	26-09-2019 14:43		Not started	Not started	bestsupport bestsupport
ELOQUA DOC 19Q2-NAM-EN-US-DG-BigData-Email-01-VK (7768)	Eloqua	English (UK)		German (Germany)	26-09-2019 13:51		Not started	Not started	bestsupport bestsupport
ELOQUA DOC 19Q2-NAM-EN-US-DG-BigData-Email-01-VK (7768)	Eloqua	English (UK)		Hungarian	26-09-2019 13:50		Not started	Not started	bestsupport bestsupport

Cancelling project tasks in XTM Project Editor – single target language

To cancel a task in a translation project into more than one target language in XTM, you have to use the option of updating project target languages:

- 1) Open the Project Editor.
- 2) Go to General info tab

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- 3) Click the Update button to open the Update target languages window.
- 4) Delete a language to automatically cancel a given task.

The screenshot shows the XTM Project Editor interface. The top navigation bar includes 'XTM', 'Projects', 'Customers', and 'Users'. The main header displays 'Project Editor - ELOQUA DOC MagdaTest-pLPL- (15272)'. A left sidebar contains menu items: General Info, Metrics, Statistics, Workflow, Files, Estimates, and LQA. The 'General Info' tab is active, showing a form with the following fields:

Project name	ELOQUA DOC MagdaTest-pLPL- (15272)
Description	
Reference ID	
Payment status	Not required
Proposal approval status	Not required
Subject matter	Other
TAUS DQF quality level	-
TAUS DQF content type	-
Source language	English (UK)
Target languages	Bengali, Chinese (Traditional), French (France), Hungarian, Persian, Polish, Portuguese, Romanian Update
Created by	bestsupport bestsupport
Customer	Eloqua
Project template	Eloqua
Analysis template	Choose...
Project Manager	bestsupport bestsupport

Canceling project tasks in XTM Project Editor – multiple target languages