Setting Up a Custom Object for Video Engagement Data
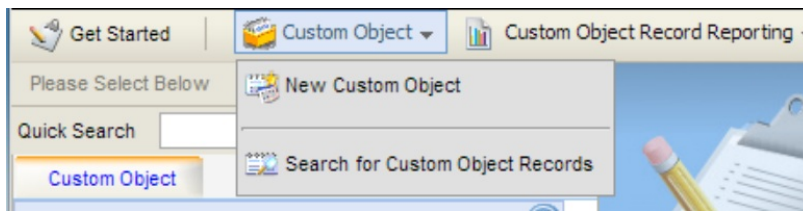
Last Modified on 06/26/2020 5:35 pm IDT

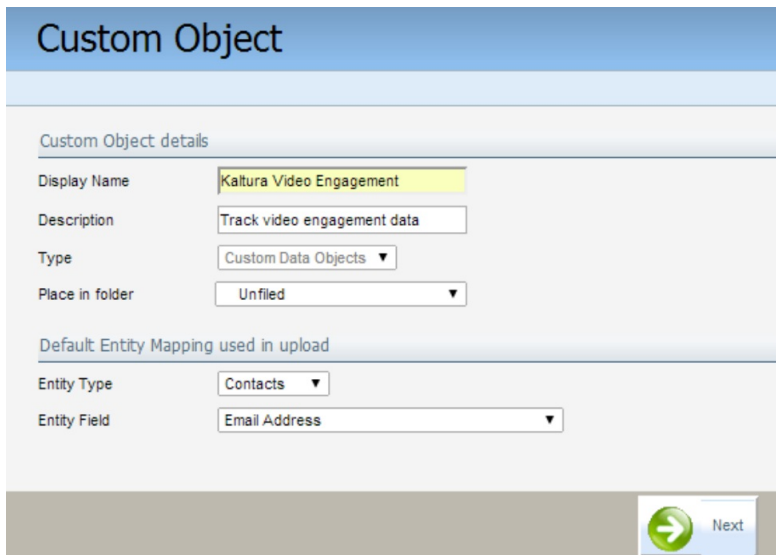**To setup a custom object for the video engagement data in Eloqua**

1. On the upper control bar of Eloqu, click Contacts then click Custom Objects.

2. Click Custom Object and select New Custom Object.

3. In the Custom Object definition, give the custom object Display Name an intuitive name, for example, "Kaltura Video Engagement".

4. Set the default entity mapping to:

   a. Entity Type: Contacts

   b. Entity Field: Email Address

5. Click Next.

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

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7. Add the following fields:

Field Name	Field Type
Entry ID	Text
Entry name	Text
Entry tags	Text
Entry Reference ID	Text
Player ID	Number
Playback date and time	Date/Time
Playback Session ID	Text
View time duration	Text
View time percentage	Number
Clicked CTAs	Text
Data collected	Text
Continued to related video	Text
Referring video	Text
Page URL	Text
External ID	Text
Kaltura unique ID	Text
Email address	Text

8. In the Custom Object definition screen, set the following mapping:

   a. Unique Code Field to Kaltura Unique ID

   b. Email Address Field to Email Address

![Kaltura logo]

Custom Object

Custom Object ▾ Header Fields ▾ Reporting ▾

Kaltura Video Engagement (1703 Custom Object Records)

Custom Object details

Display Name	Kaltura Video Engagement
Description	Engagement data with Kaltura video
Type	Custom Data Objects ▾
Display Name Field	(none) ▾
Unique Code Field	Kaltura unique ID ▾
Email Address Field	email address ▾
Total Number of Custom Object Records	1703 View Custom Object Record

Custom Object parameters

Group By Field	(none) ▾

Default Entity Mapping used in upload

Entity Type	Contacts ▾
Entity Field	Email Address ▾

Header Fields

Save

9. Click Save.