

Creating a Data Lookup Key for the Eloqua Email Field

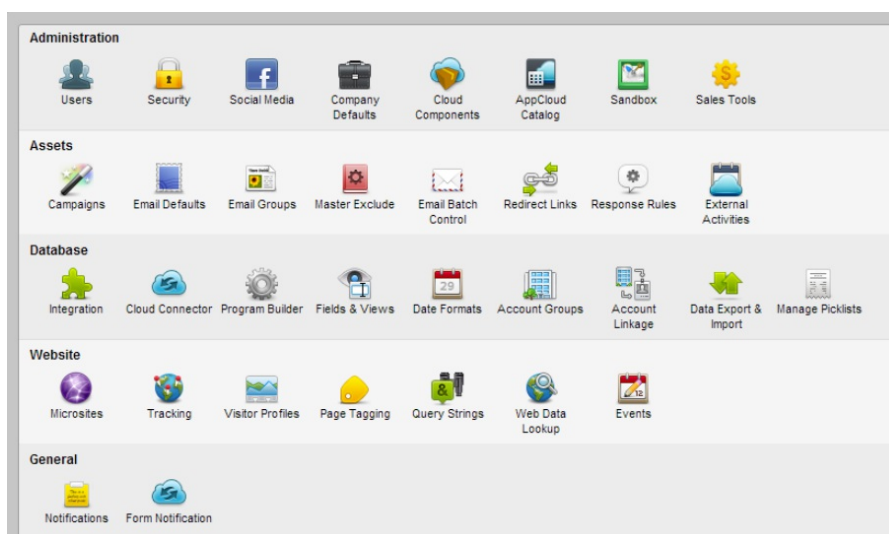
Last Modified on 06/26/2020 5:36 pm IDT

You will need to create a data lookup key for the Eloqua email field so that the data engagement is connected to known contacts when applicable.

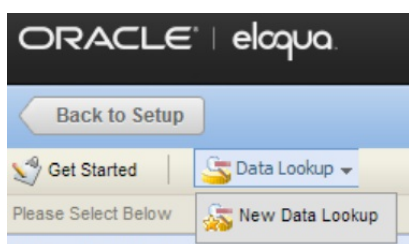
If you are using the data collection form to add data to existing contacts, you would also need to provide the Eloqua email field data lookup ID. If you have already created a data lookup key for tracking video engagement, you can use the same one.

To find the Eloqua email field data lookup ID

1. On the eloqua top toolbar, go to Settings and click Setup.



2. Click Web Data Lookup.
3. Click Data Lookup and Select New Data Lookup.



4. Enter a name for the data lookup.
5. Select "Visitors as the data lookup type.



New Data Lookup

Overview - Data Lookups allow you to add a simple script to an existing web page and have access to any data on a contact, visitor or prospect in order to alter content or pre-populate forms.

Data Lookup Information

Data Lookup Name:


Data Lookup Type:

Data Fields Returned:  Edit  New

Edit Lookup Criteria




Choose the data fields you would like to use to identify this individual

Identify based on the website visitor's cookie

 Save

- Click Save.
- Click Data Lookup Options and choose Get Data Lookup Scripts.

Data Lookup Options

-  Data Lookup Details
-  Get Data Lookup Scripts
-  Check Dependency

- Find the key in the Integration Script after the string "escape".

Data Lookup Script

Overview - Form pre-population scripts are generated using the mapping between form fields and contact fields as specified on the "Update Contacts - With Form Data" processing step. Please make sure that you have created and properly configured this step on the form before generating the scripts.

If a form field is not mapped to the contact table in this step you will see the following 2 lines:


```
//This Form Field couldn't be mapped to a contact field
setFormFieldValue(ekfForm, "FieldName", "No_Field_Found");
```

Form Auto-Population Script

Form Auto-Population Script must be placed after the Eloqua form and before the integration scripts

☒ Sample Display Script

☐ Form Auto-Population Script

Form:  Generate Script for Form

```
<SCRIPT TYPE=javascript LANGUAGE=JavaScript><!--
<div id="contactinfo">
</div>
function CreateRow(label, value) {
  var p = document.createElement('p');
  var b = document.createElement('b');
  p.appendChild(b);
  b.appendChild(document.createTextNode(label));
}
```

Integration Script

Integration Script must be placed after the Eloqua configuration scripts on the page

```
<SCRIPT TYPE=javascript LANGUAGE=JavaScript><!--
  _ekqQ.push(['ekqDataLookup', escape('b4ffcba94a594cf8898a40564a8701b8'), '']);
//--></SCRIPT>
```

- Send this key to your Kaltura representative.

Data Lookup Details

Data Lookup Options

email

Overview - Data Lookups allow you to add a simple script to an existing web page and have access to any data on a contact, visitor or prospect in order to alter content or pre-populate forms.

Data Lookup Information

Data Lookup Name	email
Data Lookup Type	Visitors
Data Lookup Key	b4f1cba9-4a59-4cf8-898a-40564a8701b8
Data Fields Returned	Customer Info Edit New

Edit Lookup Criteria

Choose the data fields you would like to use to identify this individual

Identify based on visitor field match

Data Field	Match Criteria
Aggregated Company	Exact Match Add Criteria
<input type="checkbox"/> Data Field	Match Criteria
<input type="checkbox"/> Cookie GUID	Exact Match

Delete Selected Match Criteria