



# Cloudwords for Eloqua Quick Start Guide



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## Introduction

Marketing on a global scale requires reaching multilingual audiences with marketing materials in their own language. But localizing marketing content—and all of the different assets associated with a global marketing campaign—is a slow, costly and cumbersome process.

Eloqua’s world-class marketing automation software enables marketers to engage customers and drive revenue. However, to localize marketing assets in multiple languages requires Eloqua customers to copy and paste their source content into a document they send to their translation vendors, and then copy and paste all the translated materials back into Eloqua. The process is time-consuming and prone to error when managing translation in just one language. Imagine multiplying this process in 5, 10 or even 30 different languages!

Cloudwords, using its best-in-industry integration knowledge and API, has made translating Eloqua assets easier. It allows marketers to significantly accelerate and simplify the process of translating all types of marketing materials—regardless of file or content type—including email, html, video, audio, PDFs, landing pages, snippets, and more.

Through our own easy-to-enable Eloqua integration, you can:

- Automatically send content to Cloudwords and route it to the translation vendor(s) for the job, and
- Seamlessly sync translated content back into Eloqua.

Through the Cloudwords for Eloqua integration, you will:

- Pick what Eloqua assets (landing pages, emails, forms) you want to send out for translation
- Route those assets to the translation vendor(s) of your choice
- Review the translated content directly in Eloqua once your translation vendor has delivered the translated content into Cloudwords. No more copy and paste for exporting your Eloqua assets or importing them back once translated!

Since the Cloudwords for Eloqua integration manages your translation process via Cloudwords, you enjoy all the standard benefits of Cloudwords:

- Time-saving project management and workflow
- Vendor management
- Cost-saving benefits of centralized Translation Memory, and more.

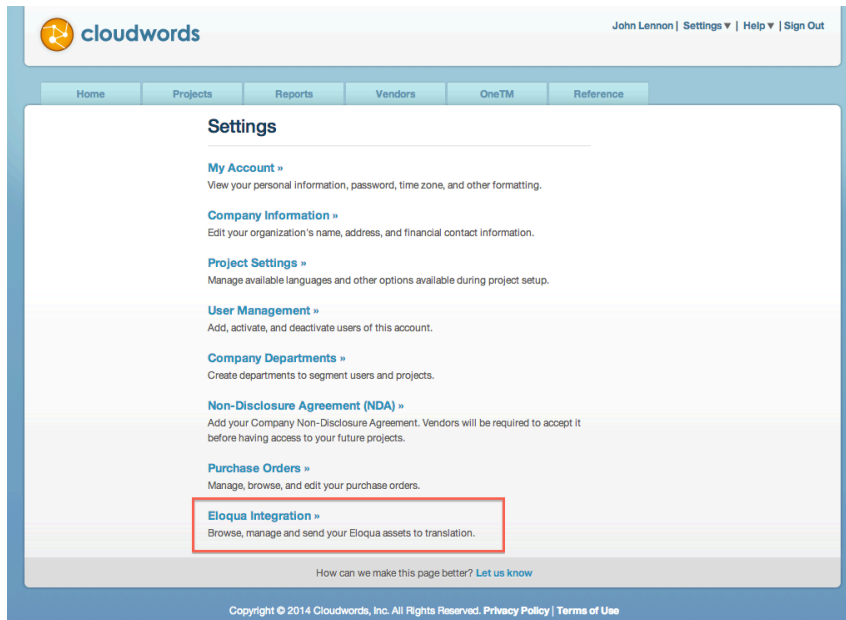
Cloudwords also sends your Eloqua assets to translation vendors via XLIFF, a translation industry XML standard file type that helps simplify the process by driving down translation costs and time.

## Enabling the Cloudwords for Eloqua Integration

Before being able to configure and use the Eloqua integration, you will need to contact your Cloudwords representative or send an email to [support@cloudwords.com](mailto:support@cloudwords.com) and request that the integration is enabled for your account.

Once your Cloudwords account has been granted access to the Eloqua integration, you must follow the instructions below (Note: You must be an Administrator in Cloudwords to have access to the settings and configuration steps):

1) **Log in** to your Cloudwords account, go to the **settings** page and click on the **Eloqua Integration** link.



2) The **first time** you access the Eloqua Integration configuration page; you will see an Introduction text. Click the **Start Now** button to enable the integration in your account. Note: This is a one-time action.

3) On the **Eloqua Integration configuration** page, you will have the following options:

### 3.1) Enable the Eloqua Integration?

Select the **Yes** option to make the integration available to users who have been granted permission to use it. Select the **No** option to completely disable the Eloqua integration from your Cloudwords account.

### 3.2) Permission to Use the Eloqua Integration

Here is where you manage who has permission to create translation projects that include Eloqua assets in Cloudwords.

The **list of users** will only show the name of those who can create translation projects in Cloudwords, together with their Role, Department(s) they can access (in case your Cloudwords account has been divided into Departments) and if they have been granted permission to use the Eloqua Integration.

[Home](#)[Projects](#)[Reports](#)[Vendors](#)[OneTM](#)[Reference](#)[« Return to Settings](#)

## Eloqua Integration

Browse, manage and send your Eloqua assets to translation.

### Enable the Eloqua Integration?

- Yes, enable the Eloqua integration in Cloudwords to manage the translation of Eloqua assets. Eloqua Integration will be available in the project wizard.
- No, disable the Eloqua integration.

[Save](#)

### Permission to Use the Eloqua Integration

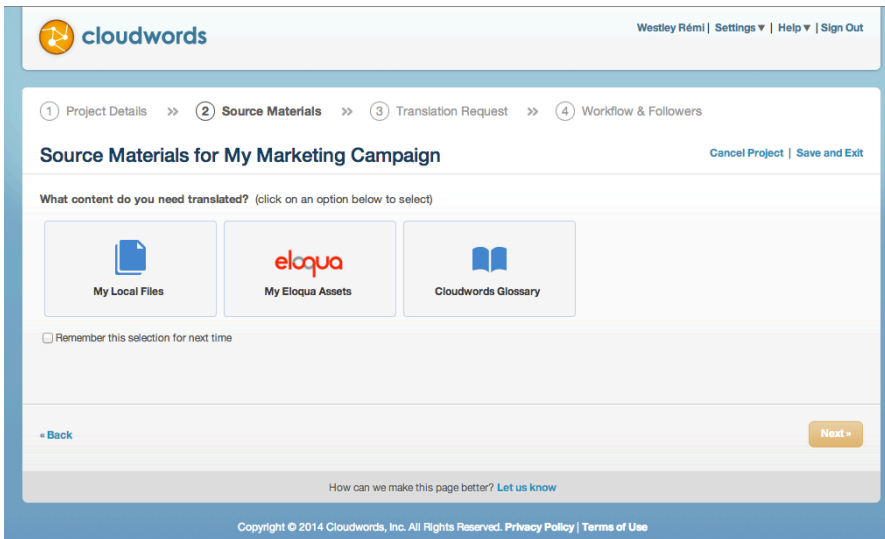
Manage who has permission to create Eloqua integration projects in Cloudwords. Users can set up their Eloqua credentials in the "Integration" subtab of the My Account page.

Name	Role	Department	Access to Eloqua
Westley Rémi	Administrator	Product, Development, HR, Marketing, Sales	<a href="#">Yes</a>
Petya Yoshi	Project Manager		<a href="#">Yes</a>
Emery Tiger	Administrator	Product, Development, HR, Marketing, Sales	<a href="#">No</a>
Jaylin Kyou	Project Manager	Development, Product, HR	<a href="#">No</a>
Joe Johnson	Administrator	Development, Product, HR, Marketing, Sales	<a href="#">No</a>
Freddy Tristen	Project Manager	Development, Product, HR, Marketing	<a href="#">No</a>
Averill Ayo	Administrator	Marketing, Development, Product, HR, Sales	<a href="#">No</a>
Brogan Chris	Project Manager	Marketing, Development	<a href="#">No</a>

How can we make this page better? [Let us know](#)

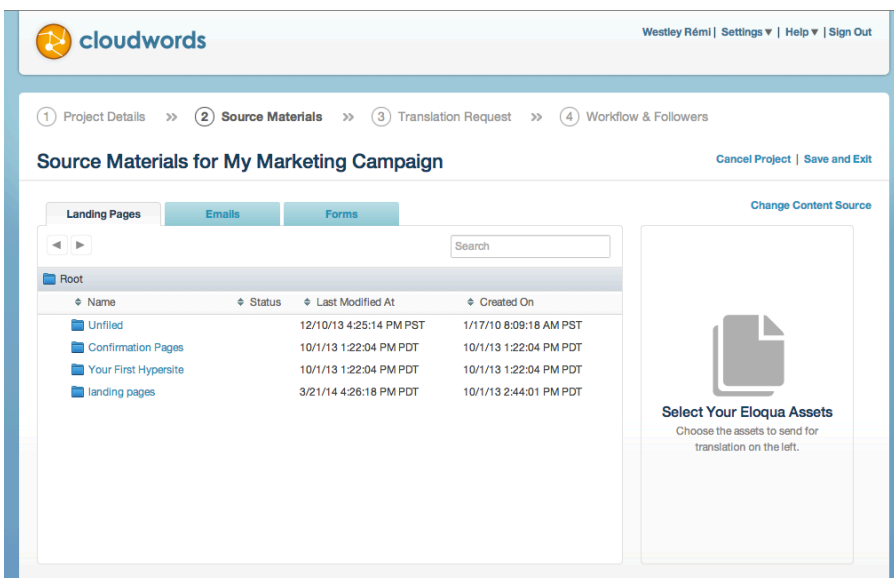
## Using the Cloudwords for Eloqua Integration to Translate Eloqua Assets

Congratulations, you are now ready to localize your Eloqua assets for the global audience easily and seamlessly. To start, login to Cloudwords and click on the **Start a New Project** button. At the **Source Materials** step, select **Eloqua**.



If this is the **first time** you are creating an Eloqua project, you will be prompted to login with your Eloqua account company, username, and password.

You will then be able to access your Eloqua assets directly within Cloudwords, and choose the desired assets to send to translation.



## Frequently Asked Questions

**Q:** What types of Eloqua content can I send to translation using the Cloudwords for Eloqua integration?

**A:** Cloudwords for Eloqua supports the translation of Eloqua landing pages, emails, and forms.

**Q:** I have an Eloqua landing page that contains an embedded Eloqua form. How do I make sure they are all translated?

**A:** Simply select your desired landing page and send for translation. Cloudwords will automatically figure out any embedded Eloqua forms and include them in your project.

**Q:** Does Cloudwords support Eloqua dynamic content?

**A:** Yes, Cloudwords will automatically extract all variants of the content and send for translation.

**Q:** Where can I find the translated version of my assets?

**A:** Upon translation delivery from your project's translation vendor, Cloudwords will automatically sync the content back to Eloqua and create a translated clone of your original content. The translated versions will be located in the **Cloudwords** folder next to your original content in Eloqua.

**Q:** Are change orders supported for Eloqua projects?

**A:** No, change orders are not supported.

**Q:** How do I request changes to the translations delivered by the vendor?

**A:** Once you have reviewed the translations in Eloqua, you can send the vendor a revision request in Cloudwords. To do so, go to your project in Cloudwords, access its Translations tab and click the **Request Revision** button.

## Who to contact for help

Send us an email at [support@cloudwords.com](mailto:support@cloudwords.com) in case you have any questions or comments regarding the way the Eloqua Integration works.