

## Connecting Brainshark, Salesforce.com, and Eloqua

This document outlines how to incorporate Brainshark presentations into Eloqua email campaigns and connect the Views back to the person's record in Salesforce.com.

### Requirements

1. A Brainshark Administrator, an Eloqua Administrator, and a Salesforce.com Administrator should all be available to complete the setup.
2. You must have one of the following Salesforce.com Editions: Group, Professional, Enterprise, Unlimited
3. You must have one of the following Eloqua Editions: For both Eloqua 9 and Eloqua 10 - Team or Enterprise. Eloqua Express users should check with their Eloqua CSM for the availability of microsites.
4. You must have the Brainshark-Salesforce.com connector, and if you have not already installed this, please do so before proceeding:
  - a. Enterprise/Unlimited Brainshark Editions: [Brainshark - Salesforce Connector Installation Procedure](#)
  - b. Other Brainshark Editions: [Purchase the Brainshark - Salesforce Connector](#)

### Need Help?

- Visit our [Help & Training](#) site.
- Contact our support team at [support@brainshark.com](mailto:support@brainshark.com) or 781.370.8222. They are available weekdays, 8 AM – 9 PM EST.

### Part I (General Information): Connecting Brainshark Viewing Data to Salesforce.com Records

To integrate a Brainshark view with Salesforce.com, and tie viewing data back to the appropriate Contact, Lead, and Campaign records in Salesforce.com, you'll use parameters in the Brainshark URL. These parameters pass SFDC IDs to Brainshark to synch back to SFDC.

1. View the following presentation for information about the URL parameters used for the SFDC Connector: <http://www.brainshark.com/ayoung/campaigns?sld=12>
2. The SFDC Connector parameters:

**&int1=** the ID of the "Sender" (e.g. SFDC user/Record Owner)

**&int2=** the ID of a Lead/Contact

**&int3=** the ID of a Campaign

"ID" refers to the unique ID that Salesforce.com creates for every record in the system. In SFDC, this ID can be found in the URL used to access a record; it can also be reported on (e.g. Lead ID, Contact ID, User ID, Campaign ID).

Using these codes, the completed Brainshark link will look something like the example below, but it will be **unique for each recipient**.

<http://www.brainshark.com/brainsharkinc/vu?pi=765571670&int2=00Q3000000F1IsL&int3=70130000000DXta&int1=00530000000sAmc>

There are other URL parameters that can be used to track views or control how the presentation appears. Visit [Help & Training](#) for more information.

## Part II (Eloqua Specific): Connecting Brainshark Viewing Data from Eloqua emails to Salesforce.com

Since Brainshark presentations are normally displayed in pages hosted by the Brainshark application, visits to these pages can't easily be tracked by Eloqua. The normal procedure of using an Eloqua generated redirect link in the email is not available since the link needs to be personalized for the recipient.

In order to get view tracking with Brainshark and click-through tracking with Eloqua, embed the presentation on a page trackable by Eloqua and deliver all the necessary tracking codes pulled from the viewer's Eloqua record.

Use blind form submits and an Eloqua Hypersite generic landing pages to generate activity in Brainshark. These activities provide information about what presentation a prospect viewed and for how long they viewed it as well as other information related to the activity and the prospect. This information is written to the Brainshark application and is synced to the lead or contact record in Salesforce.com.

The blind form is used as the main action link in almost every link we send. Below is an outline of how to set this up including the following five steps:

1. Blind form link sends Presentation ID, Campaign ID, and Hypersite URL to the Eloqua form, loading fields on the contact record.
2. Eloqua form then redirects to the Hypersite generic landing page.
3. Field merges on the Hypersite generic landing page complete the Brainshark URL drawing information from the contact's record.
4. Brainshark passes the viewing information to Salesforce.com.

### Link Syntax for the Email

**Note:** This is a blind form submit to a dedicated Eloqua form.

```
<P><A  
href="http://now.eloqua.com/e/f2.aspx?elqformname=yourformname&elqSiteID=x000&c_emaila  
ddress=<span  
class=eloquaemail>EmailAddress</span>&C_sfdclastcampaignid=70xxxxxxxxxxxxxxxx&C_Last_Emai  
l_PID1=x00000000&bsrkURL=http://eloquahypersite.example.com?elq=<span  
class=eloquaemail>recipientid</span>">Watch this 2-minute presentation to learn more  
about Brainshark</A>.
```

?elqformname = Your form name. It's best to use an Eloqua form dedicated to this process.

&elqSiteID = Your site ID

&C\_sfdclastcampaignid = The appropriate SFDC campaign ID. This will be picked up by field merge and inserted in to the Brainshark URL on the hypersite generic landing page









&C\_Last\_Email\_PID1 = The Brainshark presentation ID. This will be picked up by field merge and inserted in to the Brainshark URL on the hypersite generic landing page.

&bsrkURL=http://eloquahypersite.example.com?elq=<span class=eloquaemail>recipientid</span> - This is the Eloqua hosted Hypersite generic landing page.

**Note:** The entire URL, with the question mark and the Eloqua recipient ID, needs to be passed to the form. The Eloqua WYSIWYG interface will not allow two question marks in a link. Therefore, these links can only be edited in HTML view.

### Form Fields

The fields for Email Address, Last SFDC Campaign ID, Last Email PID, and brskURL are required for this process. Your internal processes will determine what other fields you need. Make sure you have email field merges for the fields you are using.

	Display Name	HTML Name	Field Type	Data Type	Move
	Email Address	C_EmailAddress	Textbox	Text	↕
	Last SFDC Campaign ID	C_SFDCLastCampaignID	Hidden	Text	↕
	Last SFDC Campaign Status	C_SFDCLastCampaignStatus	Hidden	Text	↕
	Last Email PID	C_Last_Email_PID1	Textbox	Text	↕
	Lead Source Team	C_Lead_Source_Team	Hidden	Text	↕
	Lead Source - Most Recent...	C_Lead_Source	Hidden	Text	↕
	bsrkURL	bsrkURL	Hidden	Text	↕
	Company (from IP)	CompanyfromIP	Textbox	Text	↕

### Form Processing Steps

1. The “Update Existing Record or Data Object” and “Redirect to URL” are the only processing steps required. Your requirements determine what other processing steps you.
2. The “Update Existing Record or Data Object” step must be configured to update the Last Email PID and Last SFDC Campaign Id with the Email address as the “Lookup Criteria”

	Name	Description	Status
▼	Save to Contact Table		Active
▼	Update Existing Record or Data Object		Active
▼	Email Notification	QA to admin	Disabled
▼	Add to Step in Program Builder	Sync to CRM	Active
▼	Add to Step in Program Builder	Add to lead scoring	Active
▼	Associate to Marketing Campaign	Associate to whatever campaign	Active
▼	Redirect to URL	bshrk URL redir	Active
▼	Confirmation Page		Active

### Hypersite Generic Landing Page

- This HTML markup should be added to the Eloqua Generic Landing page
- The Brainshark URL (<http://www.brainshark.com/clientbrainsharkinstance>) should be replaced with client's URL
- Field merges need to be created for the custom fields (Last Email PID and Campaign ID) as well as any other fields used. They may already exist in the client's Eloqua install.
- This is just a simple example. The HTML should be changed to match any branding or campaign visual standards

```
<html>
<head>
<TITLE>Brainshark On-Demand Presentation</TITLE>
</head>
<body bgcolor="#005d93">
<center>
<table width="100%" height="100%" border="0" cellpadding="0" cellspacing="0">
<tr>
<td valign="top">
<iframe WIDTH="90%" HEIGHT="90%" marginwidth="0" marginheight="0"
src="http://www.brainshark.com/clientbrainsharkinstance/vu?dm=0&bg=005d93&pbg=005d93&p
i=<span class=eloquaemail>Last_Email_PID1</span>&int1=<span
class=eloquaemail>Owner_ID__Mergel</span>&int2=<span
class=eloquaemail>Lead_Contact_ID_Mergel</span>&int3=<span
class=eloquaemail>Last_SFDC_Campiagn_ID1</span>&em=<span
```

```

class=eloquaemail>EmailAddress</span>" frameborder="0" scrolling="no"
border="0"></iframe>
</td>
</tr>
</table>
</center>
</body>
</html>

```

### Brainshark Passes Viewing Details to Salesforce.com

**Example:** Below is a screenshot of how the Views (aka "Brainshark Activities") will enter Salesforce.com, connected to the Lead/Contact and Campaign. They are also assigned to the appropriate Lead/Contact owner.

**Campaign**  
EM: 2011-01-27 Mobile Strategy Upside Down

[Back to List: Campaigns](#)

[Customize Page](#) | [Edit Layout](#) | [Printable View](#) | [Help for this Page](#)

[Campaign Members \(5\\*\)](#) | 
 [Brainshark Activities \(5\\*\)](#) | 
 [Brainshark Interaction Responses \(0\)](#) | 
 [Attachments \(0\)](#) | 
 [Open Activities \(5\)](#) | 
 [Activity History \(0\)](#) | 
 [Opportunities \(1\)](#) | 
 [Campaign Hierarchy \(1\)](#)

**Campaign Detail**

[Edit](#) [Delete](#) [Clone](#) [Manage Members](#) [Advanced Setup](#) [All Campaign Leads](#) [All Campaign Contacts](#)

Campaign Owner	<a href="#">Marketing</a> <a href="#">[Change]</a>	Marketing Program Manager	Army Marks
Campaign Name	EM: 2011-01-27 Mobile Strategy Upside Down <a href="#">View Hierarchy</a>	BDR Support	
Parent Campaign	MASTER: EM: 2011 Prospecting Email Campaigns	Start Date	1/27/2011
Campaign ID	7013000000blel	Time Sent	

**Custom Links**

[All Campaign Members](#)

[All Campaign Members - For BDRs](#)

[Which Members viewed a Brainshark?](#)

[Brainshark Interaction Responses?](#)

[Send email with Campaign Info](#)

**Brainshark Activities** [Brainshark Activities Help](#)

Action	Viewed Date/Time	Brainshark Presentation	SFDC: Last Activity	Lead/Contact Owner	SFDC: Company	SFDC: Title	Lead	Contact	% Slides Viewed	Tracking Code
<a href="#">Edit</a>   <a href="#">Del</a>	3/10/2011 9:04 AM	<a href="#">Is your mobile strategy upside down?</a>	3/10/2011	Marc McHugh					100.00	Marc McHugh
<a href="#">Edit</a>   <a href="#">Del</a>	2/28/2011 2:47 PM	<a href="#">Is your mobile strategy upside down?</a>	3/4/2011	Marc McHugh					100.00	Marc McHugh
<a href="#">Edit</a>   <a href="#">Del</a>	2/22/2011 11:09 AM	<a href="#">Is your mobile strategy upside down?</a>	2/23/2011	Jonathan Coe					100.00	Jonathan Coe