

What is Form Post?

Form Post is a feature of the Certain Platform that enables Event, Profile, Registration, and/or Session data to flow into Oracle Eloqua by “posting” the values of selected fields in Certain to an Eloqua Form when selected field values change. Configuration includes mapping the relevant fields in Certain to the matching ones in Eloqua. (Cross references: [POST \(HTTP\)](#) in Wikipedia and [Eloqua Forms](#) in Eloqua Help Center.)

Note: Although the Form Post feature can be used with any other third party forms, this document focuses on an **Eloqua** Form.

Why use Form Post?

Form Post allows for a seamless flow of data to Eloqua in a manner that a registrant fills out his/her information in a Certain Registration Form without filling out another form that is hosted in Eloqua. This allows for data to be captured in both Certain and Eloqua with just a single form, and be consolidated in Eloqua: one-way integration.

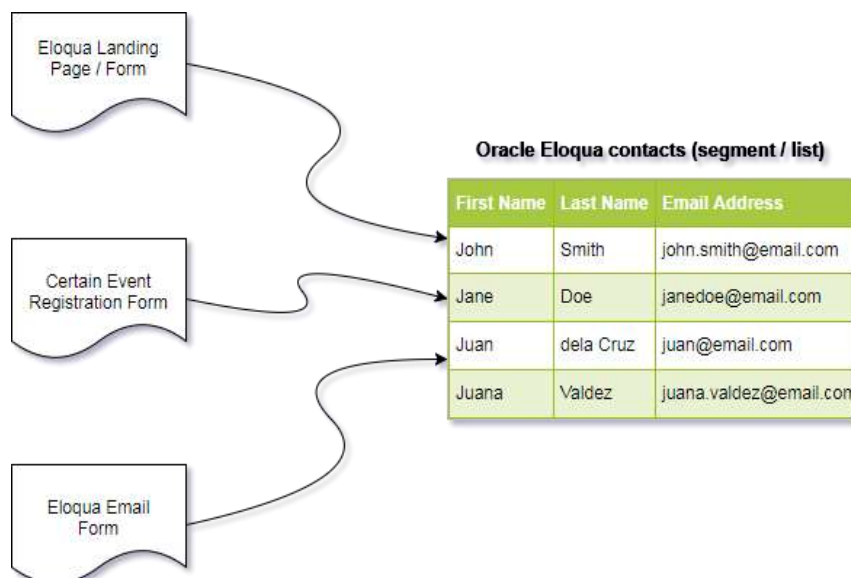
When to use (and not use) Form Post

Use Form Post when:

- You need to capture data from either Certain or Eloqua fronts: customer-facing forms.
- You need to centralize data in Eloqua for future communication or marketing use.
- Captured leads in Eloqua do not necessarily have to be in the Certain database.

Do not use Form Post when:

- Captured leads in Eloqua need to be in sync with the Certain database: two-way integration.
- Data needs to reside only in or be centralized in the Certain database for an event.

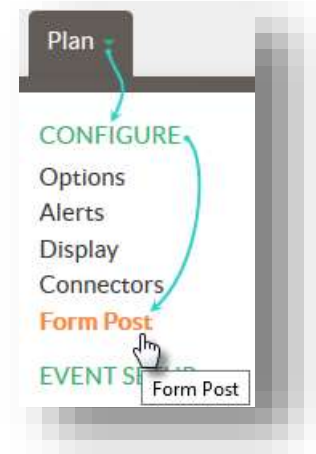


Where is the Form Post page in Certain?

Open an event in Certain and go to **Plan > Configure > Form Post**.

This page lists all Form Post configurations. Here you can:

- Create a new Form Post configuration
- Edit an existing Form Post configuration
- Delete an existing Form Post configuration
- View Form Post historical data



What do Form Posts Do?

When you've configured a form post, Certain watches for when:

- A registration's **Registration Status** changes to a selected status (e.g. "New" or "Cancelled"), **or**
- A registration has a selected **Registration Property** set (e.g. "Complete" or "Badge Printed"), **or**
- The status of a **Registration Session** changes to a selected status (e.g. "Qualified" or "Scheduled")

It then triggers a "post" to an Eloqua Form when the changes/conditions applies.


Note: If, for example, triggers are set for both **Registration Status** and **Registration Property**, this would be treated as an **OR** clause: the "post" would be triggered if **either** of the conditions is met.

Form Post How-Tos

Create a new Form Post configuration

1. Go to the Form Post List page (Plan > Configure > Form Post)
2. Click **Add New**
3. Enter a **Name** for the Form Post configuration
4. Complete the [Form Post Details](#) described below.

Edit an existing Form Post configuration

1. Go to the Form Post List page
2. Click the  icon in the Actions column for the Form Post you want to edit.
3. Edit the [Form Post Details](#) described below.

Delete a Form Post configuration

1. Go to the Form Post List page
2. Click the  icon in the **Actions** column for the Form Post you want to delete.

View a Form Post configuration's historical data

1. Go to the Form Post List page
2. Click the  icon in the **Actions** column for the chosen Form Post.

Form Post Details

- The **Enabled** check box is the first thing on the Form Post configuration details page. By default, this is selected by default for a new form post. (Clear it to disable an existing form post.)
- **Registration Statuses** or **Registration Properties** or **Registration Session Statuses**
 - Here, select the statuses or properties that the form post must watch.

As noted above, select from within only one of the three groups, although you can select multiple statuses or properties within that group.
- **Post Action URL** – This is the URL of the form to which the data will be posted. This must be a “fully qualified” URL that starts with *HTTPS://* or *HTTP://*. Copy this from Eloqua, as described next. Here you also provide the **Method**: a *GET* or a *POST*. (See [GET vs POST](#) on Diffen.)

Getting the Post Action URL in Eloqua

- Navigate to **Assets** > **Forms**, and select the form to apply the Form Post to.
- Once the Form is open, go to **Actions** > **View Form HTML**
- Scroll down until you see the `<form>` HTML tag. The **action** URL would be the **Post Action URL** value in Certain and the **method** would be **POST**.

```
<form method= post name="cleaner2017" action= https://s186207.t.eloqua.com/e/f2
onsubmit="setTimeout(function(){if(document.querySelector){var
s=document.querySelector('form#form27 input[type=submit]');if(s){s.disabled=true;}}},100);return
true;" id="Form27" class="elq-form" >
```

- **Field Mapping** – This area contains the list of fields in Certain to map with an Eloqua Form. Every line must have a **Source**, a **Value**; and, a **Form Field Name** (explained below). Think of the **Form Field Name** as the “key” and the **Value** as the “value” in a key-value pair format when the data is “posted” to the Eloqua form.

Configuring the Field Mappings for an Eloqua Form

- For Eloqua, there are two required fields that you must include in the mappings for the form post to work. These are “**elqSiteId**” and “**elqFormName**”, as shown here:

```
<input value= cleaner2017 type="hidden" name= elqFormName />
<input value= 186207 type="hidden" name= elqSiteId />
```

Source	Value	Form Field Name
Static Value	186207	elqSiteId
Static Value	TPepitoForm	elqFormName

- To map all the other fields on an Eloqua Form to a field in Certain, you would get the **HTML Name** of the field on the Eloqua Form and map this to a field in Certain, as in the screenshots below.


Eloqua Form field's HTML Name



Certain field mapping

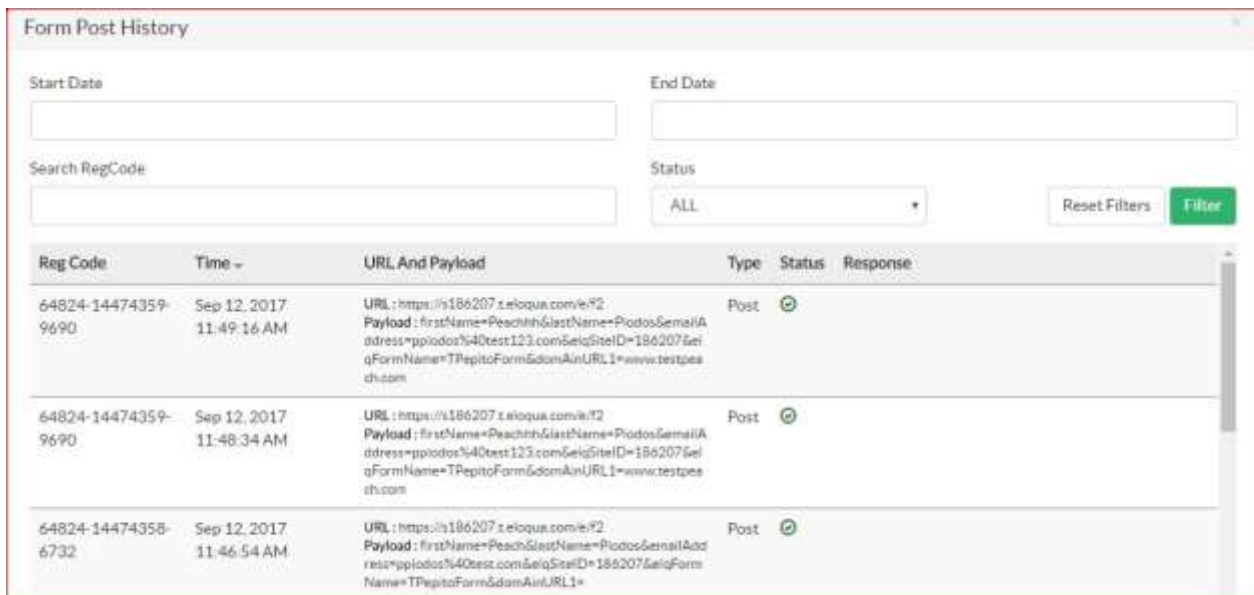


Form Post History

This pop-up window opens when you click the  icon of a Form Post configuration.

This history is particularly useful for troubleshooting and determining whether posts have failed or succeeded.

It includes a Filter function with which you can limit the results. Filters include **Start Date**, **End Date**, **Registration Code**, and **Status**.



Reg Code	Time	URL And Payload	Type	Status	Response
64824-14474359-9690	Sep 12, 2017 11:49:16 AM	URL: https://s186207.eloqua.com/e/f2 Payload: firstName=Peachhh&lastName=Plodos&emailAddress=ppidos%40test123.com&siteID=186207&siteFormName=TPepitoForm&domainURL1=www.testpeach.com	Post	Success	
64824-14474359-9690	Sep 12, 2017 11:48:34 AM	URL: https://s186207.eloqua.com/e/f2 Payload: firstName=Peachhh&lastName=Plodos&emailAddress=ppidos%40test123.com&siteID=186207&siteFormName=TPepitoForm&domainURL1=www.testpeach.com	Post	Success	
64824-14474358-6732	Sep 12, 2017 11:46:54 AM	URL: https://s186207.eloqua.com/e/f2 Payload: firstName=Peachh&lastName=Plodos&emailAddress=ppidos%40test.com&siteID=186207&siteFormName=TPepitoForm&domainURL1=	Post	Success	

Tip: The **Payload** and **Response** values will usually help determine the source of failure.