



# Marketing Decisions Add to Calendar Cloud App

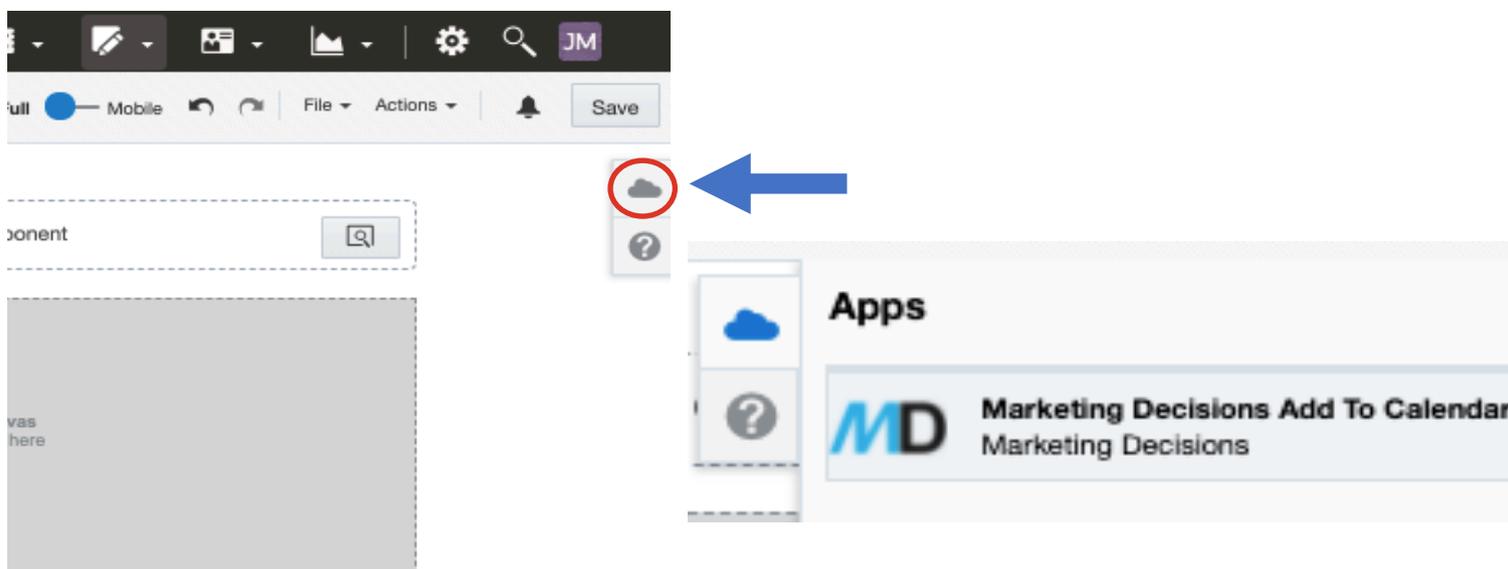
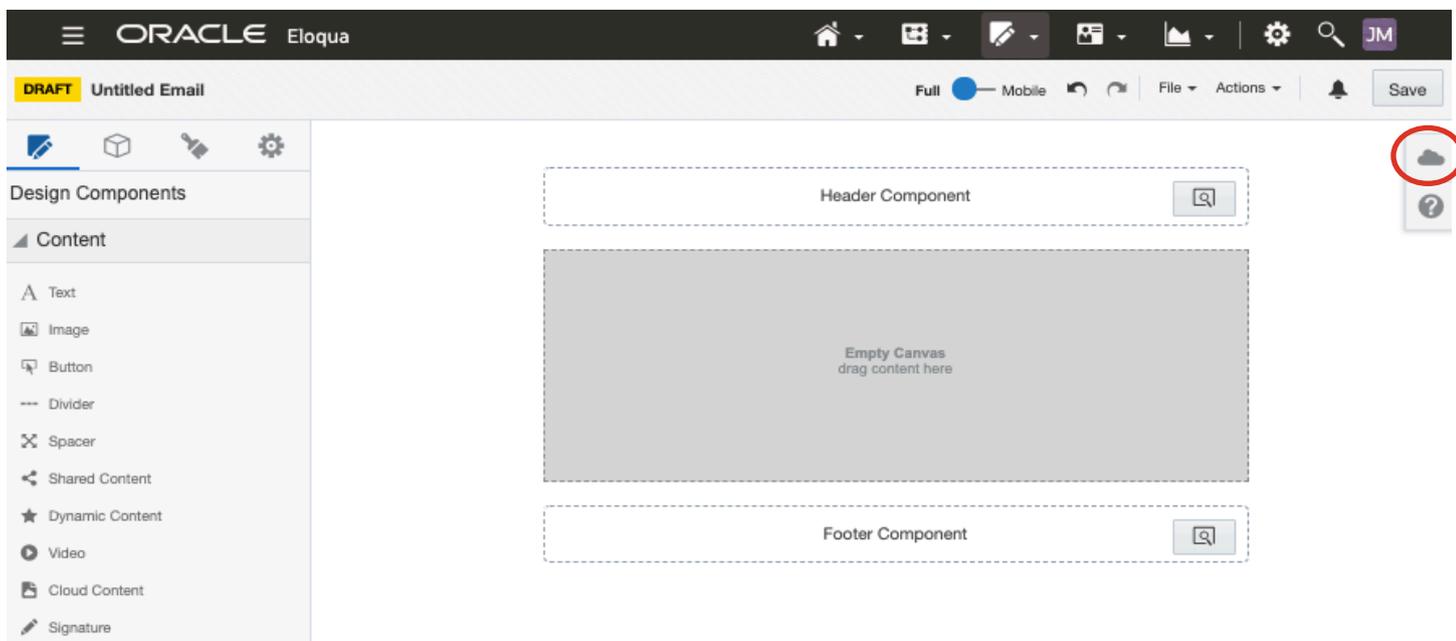
User Guide

UW-Madison

# How to Access the App in Eloqua

The Marketing Decisions Add to Calendar app can be used in either email or landing page (both source and design editor). Note: **always** use static settings below.

It is located within the **"Cloud"** app icon (top right). Once selected, choose 'Marketing Decisions Add to Calendar' as shown below.



Once loaded, fill out the below information which can then appear in the calendar of the end user.

# Configuration

All below configuration options provide two source choices:

- **Static** – manually enter the information
- **Field Merge** – allow the data to be used via a field merge (to add a new field merge, navigate to Assets > Components > Field Merge)

Note: A user needs to be known in the Eloqua database for the field merge option to work.

1. Enter **Event Title**
2. Enter **Event Description**

The screenshot shows the 'ADD TO CALENDAR' configuration form. It has a header with the 'MD' logo and the text 'ADD TO CALENDAR'. Below the header, it says 'Please enter values for the following fields.' There are two sections: 'Event Title' and 'Event Description'. Each section has a 'Source:' dropdown menu set to 'Static' and a text input field with a placeholder 'Please enter the event title here' and 'Please enter the event description here' respectively.

3. Enter **Event Location**
4. Enter **Event Start Date Time** (either manually type, or select the calendar for a pop out to appear)
5. Enter **Event End Date Time** (either manually type, or select the calendar for a pop out to appear)

The screenshot shows the 'ADD TO CALENDAR' configuration form with the 'Event Location', 'Event Start DateTime', and 'Event End DateTime' sections. Each section has a 'Source:' dropdown menu set to 'Static' and a text input field with a placeholder 'Please enter the event location here', 'dd/mm/yyyy, --:-- --', and 'dd/mm/yyyy, --:-- --' respectively. A calendar pop-up is visible at the bottom, showing the month of February 2022. The calendar has a grid of days from 1 to 28, with the 24th highlighted. There are also buttons for '03', '07', and 'pm' at the top of the calendar, and '04', '08', 'am' at the bottom. There are also 'Clear' and 'Today' buttons at the bottom of the calendar.

6. Select **Time zone**

Note: Time zone field will appear only if the data input is static. If it is field merges, the app will check if the field type is date/time which automatically converts the field to EST. If it is another field type e.g. textbox, the app will convert this to the user’s local time.

TimeZone

Please Select

Email Address Domain

Source : Static

GENERATE URL

7. Select Email Address Domain

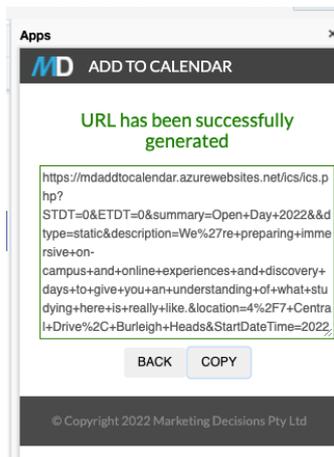
If left as **static** – **Recommend leaving this blank!**

If **field merge** ‘Email Address Domain’ is selected – the app will look at the user’s email address domain (after the @):

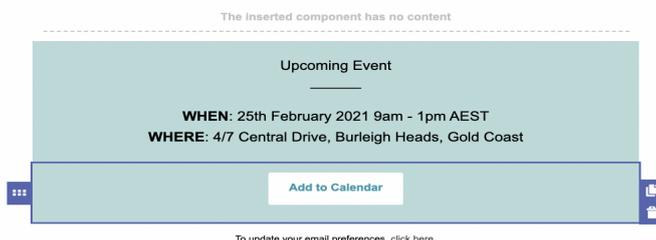
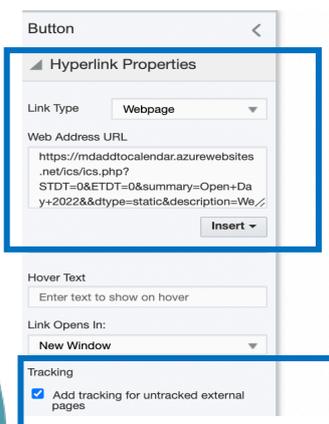
- o If gmail, yahoo, live or outlook is there it will redirect to their own calendars for the file to add.
- o If it is anything else, upon clicking the link an ICS file will download. The user then needs to click this for the calendar to save to their device. An ICS file is a calendar file saved in a universal format for any device to use.

8. Finally, click **Generate URL**

9. Click **Copy** (ensure you click anywhere within the green textbox first) or manually copy all the text from the textbox



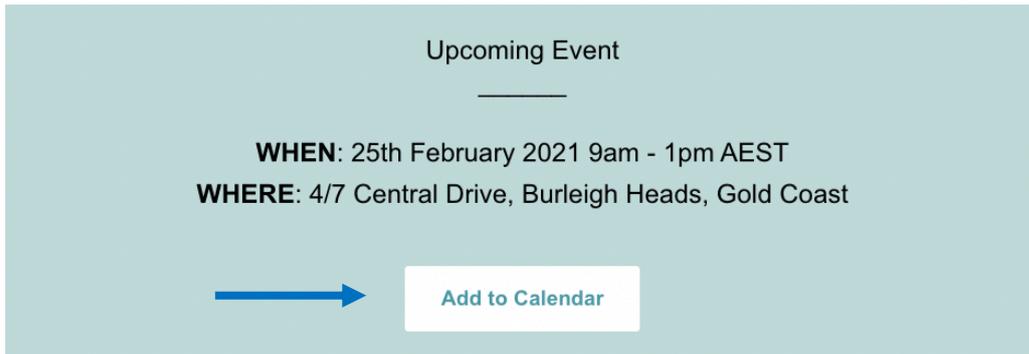
10. Add a **Hyperlink** to the button and paste the calendar URL. Ensure the redirect button is ticked on



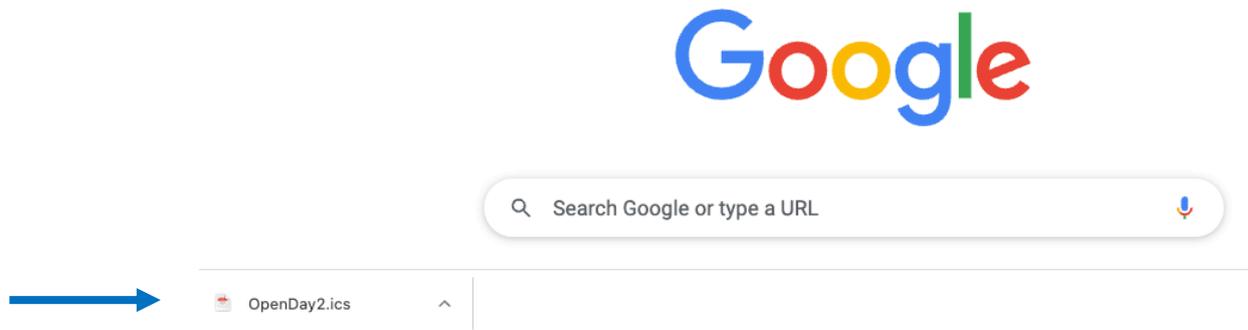
# End User Experience

The below process outlines what an end user will view.

1. A user clicks on the link where the calendar URL is stored. In this case the 'Add to Calendar' button.



2. In this instance, the email address used was not one of the four options where it uses the systems default, hence the ICS file has downloaded.



3. Upon clicking the file, it has downloaded in the system's default calendar and all the information is presented.

