

Engage with your leads faster with NetLine's Connectors.

Connect your newly generated leads to your marketing automation platform (MAP) or CRM solution with the NetLine Portal.

1

Welcome to the NetLine Portal for B2B Marketers

Create a content syndication campaign on your schedule. LeadFlow campaigns will help you generate leads and C...

[Learn more >](#)

New LeadFlow Campaign

New

✕

LeadFlow Campaign


Generate leads by syndicating your content. Starting at \$9 per lead.

Create

Cancel

Request Connector Approval

1. After setting up your free NetLine Portal account, you can request access to connect to your MAP or CRM by creating a draft LeadFlow campaign. You can start creating a campaign from either the 'Welcome' or 'Campaigns' pages.
2. Once you name your draft campaign, you can request approval on the 9th step, '9. Fulfillment' of the campaign creation process. Approval will be granted within 1 business day.



LeadFlow Campaign Setup

- 1 General
- 2 Content
- 3 Questions
- 4 Filters
- 5 Scoring
- 6 Mapping
- 7 Lead Terms
- 8 Schedule
- 9 Fulfillment
- 10 Review
- 11 Submit

Setup Your Lead Fulfillment (Highly Recommended)

Schedule lead files to be automatically emailed to you and two other recipients by CSV file. Leads can also be accessed directly in the NetLine Portal 'Leads' tab.

Receive Fulfillment Yes No

Fulfillment Frequency Daily Weekly

Fulfillment Type Incremental Cumulative

Email Recipient 1

Email Recipient 2

Email Recipient 3

Connect Leads to Your CRM (Optional)

Send leads directly into your CRM, ESP, and MAP using the NetLine Portal Leads Connector. To qualify for the connector, your total campaign spend must exceed \$5k.

Request Approval 2

Previous

FULF

Facts on Fulfillment
Daily Fulfillment
Monday - Friday
Weekly Fulfillment
All PST
Incremental Fulfillment
Leads you have
Cumulative Fulfillment
Leads in every

Note
By setting up a connector, you will be billed at the first of the month, unless you have monthly billing.

Choose A Method

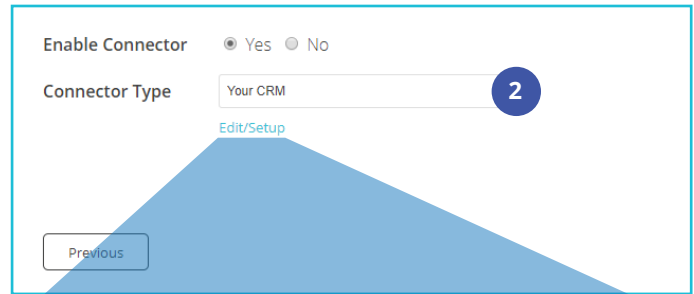
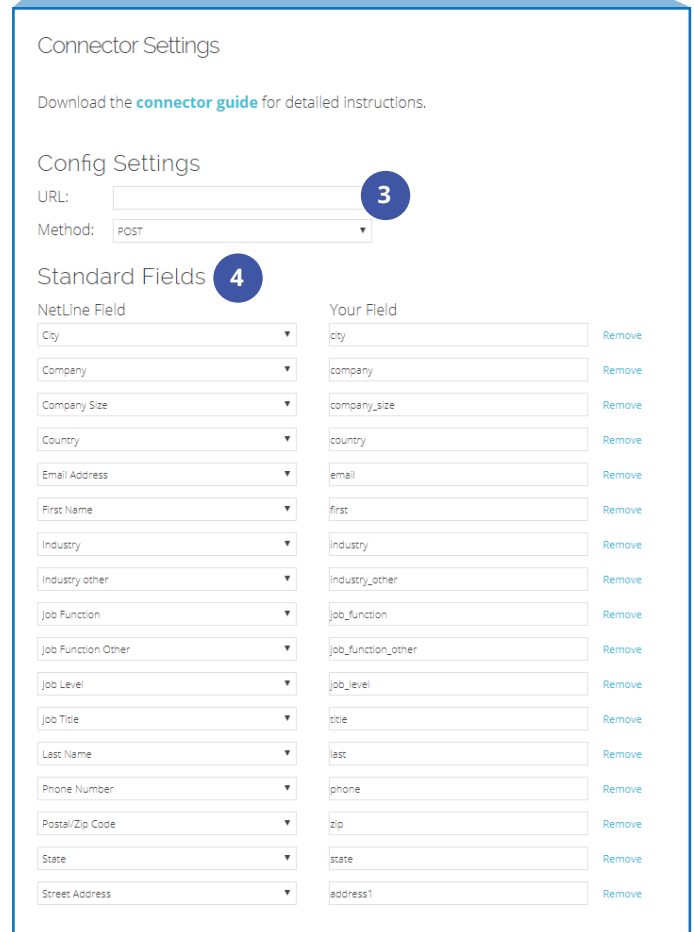
Once you've received approval, you will have to sign back into your account to continue setting up your connector. This can be done in two different ways:

1. Campaign level
2. Account level

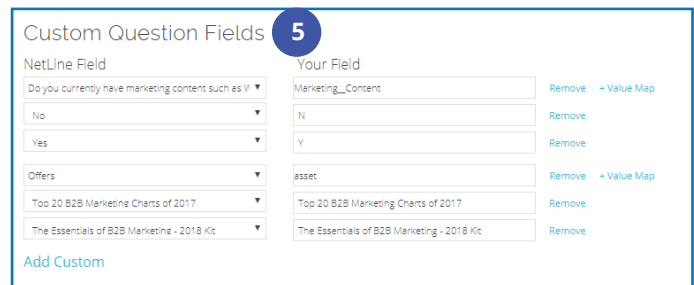
All LeadFlow campaigns will leverage the connector settings established at the account level, unless connectors are set up at the individual campaign level.

METHOD 1: CAMPAIGN LEVEL

1. After receiving approval, make sure you have logged out and back in before resuming step 9 of campaign creation. You will now see 'Connector Type'.
2. Select from the 'Connector Type', 'Your CRM'. Then, click on 'Edit/Setup'. For Hubspot, On24, and Marketo users, see section 'Mapping Fields' in this doc.
3. In the 'Post URL' field, enter the URL provided to you by your MAP or CRM solution—you will have to be logged in to retrieve this URL.
4. 'Standard Fields' consists of fields (listed on the left) that are ready to be mapped with your desired values to your respective MAP/ CRM fields (listed on the right). See 'Mapping Fields' for more details.
5. 'Custom Questions Fields' will allow you to also map custom values, including your offer(s).

NetLine Field	Your Field	
City	city	Remove
Company	company	Remove
Company Size	company_size	Remove
Country	country	Remove
Email Address	email	Remove
First Name	first	Remove
Industry	industry	Remove
Industry other	industry_other	Remove
Job Function	job_function	Remove
Job Function Other	job_function_other	Remove
Job Level	job_level	Remove
Job Title	title	Remove
Last Name	last	Remove
Phone Number	phone	Remove
Postal/Zip Code	zip	Remove
State	state	Remove
Street Address	address1	Remove



NetLine Field	Your Field	
Do you currently have marketing content such as V	Marketing_Content	Remove + Value Map
No	N	Remove
Yes	Y	Remove
Offers	asset	Remove + Value Map
Top 20 B2B Marketing Charts of 2017	Top 20 B2B Marketing Charts of 2017	Remove
The Essentials of B2B Marketing - 2018 Kit	The Essentials of B2B Marketing - 2018 Kit	Remove

[Add Custom](#)

- 'Constant Fields' allow you to append additional fields where the value remains the same for each record posted. This can be helpful should you choose to identify NetLine's leads generated by other sources.
- Complete the mapping process by clicking 'Submit'.
- To ensure that you've mapped your fields appropriately, click on 'Send Test.'
- Click 'Submit' to send test leads into your CRM
- Return to your MAP/CRM and search for the test records. The easiest method is to search by email address.
- Once you've identified the test records, you can return to the NetLine Portal, and select "Yes" to release the connector.

Constant Fields 6

Your Field: Campaign Type Value: NetLineCSLeadGeneration [Remove](#)

[Add Constant](#)

Submit 7

Enable Connector Yes No

Connector Type Your CRM [Edit/Setup](#) | [Send Test](#) 8

last	last	Test	Test	Test	Test
phone	phone	(555) 555-1234	(555) 555-1234	(555) 555-1234	(555) 555-1234
address1	address1	address1	address1	address1	address1
address2	address2	address2	address2	address2	address2
city	city	Big City	Big City	Big City	Big City
state	state	CA	CA	CA	CA
zip	zip	12345	12345	12345	12345
country	country	UNITED STATES	JAMAICA	DOMINICAN REPUBLIC	NETLINE
company	company	Netline	Netline	Netline	Netline
title	title	Engineer	Engineer	Engineer	Engineer
company_size	company_size	50,000+	25 - 49	20,000 - 49,999	50,000+
industry	industry	Manufacturing - Consu	Automotive - Auto Part	Finance - Other	Manufacturing - Consu
industry_other	industry_other				
job_function	job_function	Legal - Patent/IP	Building Construction	Logistics/Transportation	Legal - Patent/IP
job_function_other	job_function_other				
job_level	job_level	Senior Employee	C-Level	Senior VP	Senior Employee
offer_codes	offer_codes	offer_codes	offer_codes	offer_codes	offer_codes
offer	offer	offer	offer	offer	offer

Submit 9

Enable Connector Yes No

Connector Type Your CRM [Edit/Setup](#) | [Send Test](#)

Release Connector (setup verified) Yes No 11

METHOD 2: ACCOUNT LEVEL

- After receiving approval, make sure you have logged out and back in before resuming step 9. You will now see 'Connector Type'.
- Go to 'Account', then click on the 'Connectors' tab.
- Click on 'Edit/Setup' to begin the connection process.
- Follow the setup steps listed in Method 1, 3 - 7.

2

HOME ACCOUNT CAMPAIGNS LEADS SALVAGE REPORTS

Email Preference Question Library Content Library Connectors Delete Account

our LeadFlow campaign.

CRM, please click on 'Edit/Setup'.

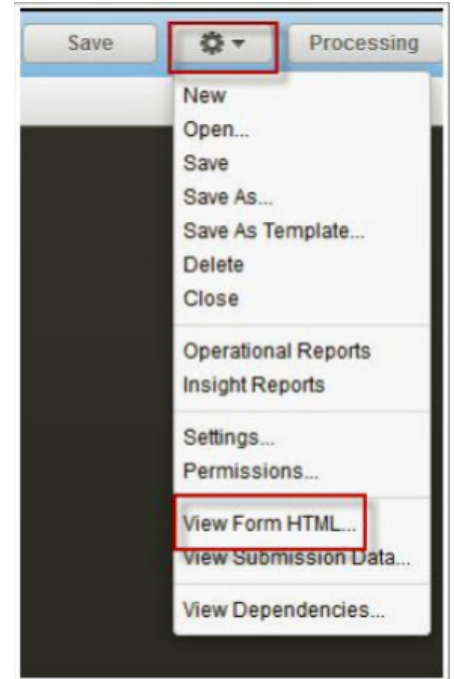
Your CRM	Primary	Action Edit/Setup 3
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How to Connect the NetLine Portal to Eloqua

1. CREATE A FORM IN ELOQUA

1. Navigate to **Assets**, then click **Forms**.
2. Click **Create a Form**
3. Choose either Blank Form or an existing form template.
4. Click **Actions**, then **Settings** to open the form settings window.
5. **Configure the settings** of the form:
 - Name: Name the form something descriptive
 - Leave the rest of the settings as they are
 - Click **done** when you are finished
6. **Add Fields** to the form by clicking the icon on the left panel to open the **Field Chooser**
7. Double click the fields you want to add or drag and drop them onto your form
8. Configure the form processing to your preference
9. Click **Save**

2



Note: After you create a form and configured form processing, you can use the form in a campaign. The status of your form mirrors the status of the campaign. For example, if the campaign is in Draft state, the form is in Draft state. If the campaign is Active, the form is also Active.

2. LOCATE THE FORM HTML

1. Navigate to and select your created form
2. Click the **gear icon** in the upper right then click **View Form HTML**
3. Copy/Paste the HTML into a document for easy access for Portal Setup

SAMPLE HTML

```

</p></div></td><input name="C_EmailAddress" id="C_EmailAddress" class="elqField" onblur="" value="" onfocus=""
size="40" style="width:275px;" type="text">
</p></div></td><input name="C_FirstName" id="C_FirstName" class="elqField" onblur="" value="" onfocus=""
size="40" style="width:275px;" type="text">
</p></div></td><input name="C_LastName" id="C_LastName" class="elqField" onblur="" value="" onfocus=""
size="40" style="width:275px;" type="text">
</p></div></td><input name="C_Title" id="C_Title" class="elqField" onblur="" value="" onfocus="" size="40"
style="width:275px;" type="text">
    
```

3. DETERMINE THE POST URL

1. Eloqua POST URL standard format is: [https://s\[elqSiteID HERE\].t.eloqua.com/e/f2](https://s[elqSiteID HERE].t.eloqua.com/e/f2)
2. Locate the elqSiteID in Eloqua by:
3. Navigate to your Form
4. Click **Form Details**
5. Click **Integration Details**
6. Plug in the **elqSiteID** (ex: 123456) to get the full URL
7. POST URL = <https://s123456.t.eloqua.com/e/f2>
8. Paste the POST URL into the Portal setup screen where indicated
9. Choose POST for the method

Config Settings

URL:

Method:

4. STANDARD FIELDS SECTION

1. The Standard section consists of the the standard information that we collect on the leads (First Name, Last Name, Email, Company, Title, Address, Phone, etc.)
2. Please note that if any of your fields have picklists, you will need to setup mapping to those picklists in step 6 (mapping), prior to sending tests. Common ones are country, industry, and company size.
3. Edit the standard section so it only displays the fields that are on your Eloqua form.
4. Now we will use the Form HTML to get the field names and paste them into the Portal.
5. The example below is what setup would look like for a Eloqua form that has Email, First Name, Last Name, and Title as standard fields on their form.

SAMPLE HTML

```

</p></div></td><input name="C_EmailAddress" id="C_EmailAddress" class="elqField" onblur="" value="" onfocus=""
size="40" style="width:275px;" type="text">
</p></div></td><input name="C_FirstName" id="C_FirstName" class="elqField" onblur="" value="" onfocus=""
size="40" style="width:275px;" type="text">
</p></div></td><input name="C_LastName" id="C_LastName" class="elqField" onblur="" value="" onfocus=""
size="40" style="width:275px;" type="text">
</p></div></td><input name="C_Title" id="C_Title" class="elqField" onblur="" value="" onfocus="" size="40"
style="width:275px;" type="text">
  
```

TRANSLATES INTO...

Standard Fields

NetLine Field	Your Field	
<input type="text" value="Email Address"/>	<input type="text" value="C_EmailAddress"/>	Remove
<input type="text" value="First Name"/>	<input type="text" value="C_FirstName"/>	Remove
<input type="text" value="Last Name"/>	<input type="text" value="C_LastName"/>	Remove
<input type="text" value="Job Title"/>	<input type="text" value="C_Title"/>	Remove

[Add Standard](#)

5. CUSTOM QUESTIONS

- The Custom Question section consists of any custom questions you have on your campaign, as well as the offer names for your content. These can only be sent through if they are on your Eloqua form.
- In the below example, we are sending the asset and the custom question. Again, use the form HTML to determine the field names on the right side.

Custom Question Fields

NetLine Field	Your Field	
<input type="text" value="Offers"/>	<input type="text" value="netlineAsset"/>	Remove
<input type="text" value="What is your current CRM? - (Current CRM)"/>	<input type="text" value="currentCRM"/>	Remove

[Add Custom](#)

6. CONSTANT FIELDS

1. "Hidden Fields" consists of any fields you have on your form that have not been covered in the Standard/Custom sections. Common hidden fields are UTM parameters and lead source. Eloqua also has their own required hidden fields.
2. Navigate to the **Form Details** page of your Eloqua form
3. Click **Integration Details**
4. Retrieve the following field names and corresponding values
 - **elqSiteID** (ex:123456)
 - **elqFormName** (ex: NetLinecontentsyndication-112233)
5. Add these fields and values to the constant section of the Portal

TRANSLATES INTO...

Constant Fields

Your Field	Value	
<input type="text" value="elqSiteID"/>	<input type="text" value="123456"/>	Remove
<input type="text" value="elqFormName"/>	<input type="text" value="NetLinecontentsyndication-112233"/>	Remove

[Add Constant](#)

7. SEND TESTS & RELEASE CONNECTOR

1. Once you have all of the sections setup, click **submit** to close out of the setup
2. From the portal screen, click on **Send Tests** in order to to send tests to confirm setup.
3. Check Eloqua to make sure the tests made it in.
4. Once verified, switch **“Enable Connector”** to “Yes” and **“Release Connector”** to “Yes”
5. Click **Next** to advance to the next step to save the connector. You do not need to submit your campaign.

Next section: Troubleshooting

Troubleshooting Failed Tests

There are a few common reasons that test connections fail. Try troubleshooting with these tips and if you're still having trouble, contact portal-support@netline.com for help.

NOT MAPPING PICKLIST VALUES

Some fields often have picklists of values that should be used instead of being able to send a free text value. Common values are country, company size, and industry. If you have a picklist of values for anything in the Standard Section, please go to step 6 of the campaign setup (mapping) and update the values.

You may also have a picklist of values for your custom question answers or for your assets. If this is the case, on the connector setup, click on **"Value Map"** next to the offer or custom question field, choose your answers/offers, and type in the picklist values on the right.

MISSING HIDDEN FIELDS

Any required hidden fields must be added to the Constant section. Common hidden parameters include, Lead Source, UTM Parameters and Campaign ID's.

CAPITALIZATION ERRORS

All fields are case sensitive, and one wrong capital or lowercase letter will prevent a successful test. Make sure that the fields are an exact match exactly the API names in your Form HTML (i.e. Email vs. email). Make sure your hidden fields are as follows:

- **elqSiteID**
- **elqFormName**

STANDARD AND CUSTOM FIELD MISMATCHES

Although there are a lot of values available to be sent on the connector setup page, we can only send values that are on the Eloqua form you created.

For example, if you get to the setup and decide you want to send "Industry", but your Eloqua form does not have an industry field, your tests will not go through. You will need to go back to your form to **add** the field in Eloqua.

Similarly, if you have a field on your Eloqua form that you **did not** add to the connector setup, it also will not work.