

ON24

Eloqua App Flow Chart

December 2024

When Using ON24 Registration

Data Sync to Eloqua:

Both Registrant and Attendee data will be synced to Eloqua by adding the Registrant Data Query Service app to the campaign.

Contact and Custom Object Creation:

Upon registration, a contact record and a custom object for the user are created in Eloqua.

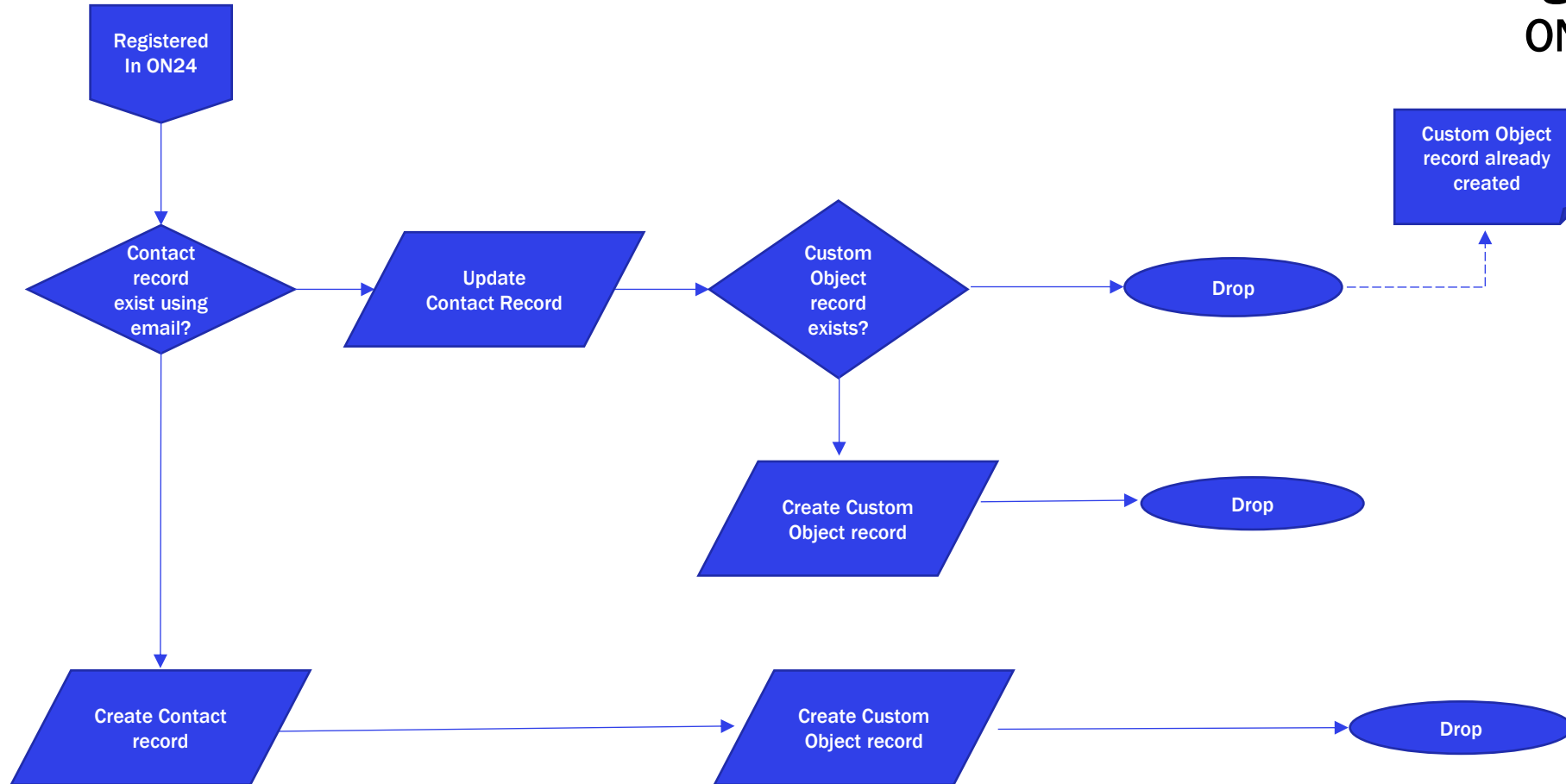
Updating Attendee Data:

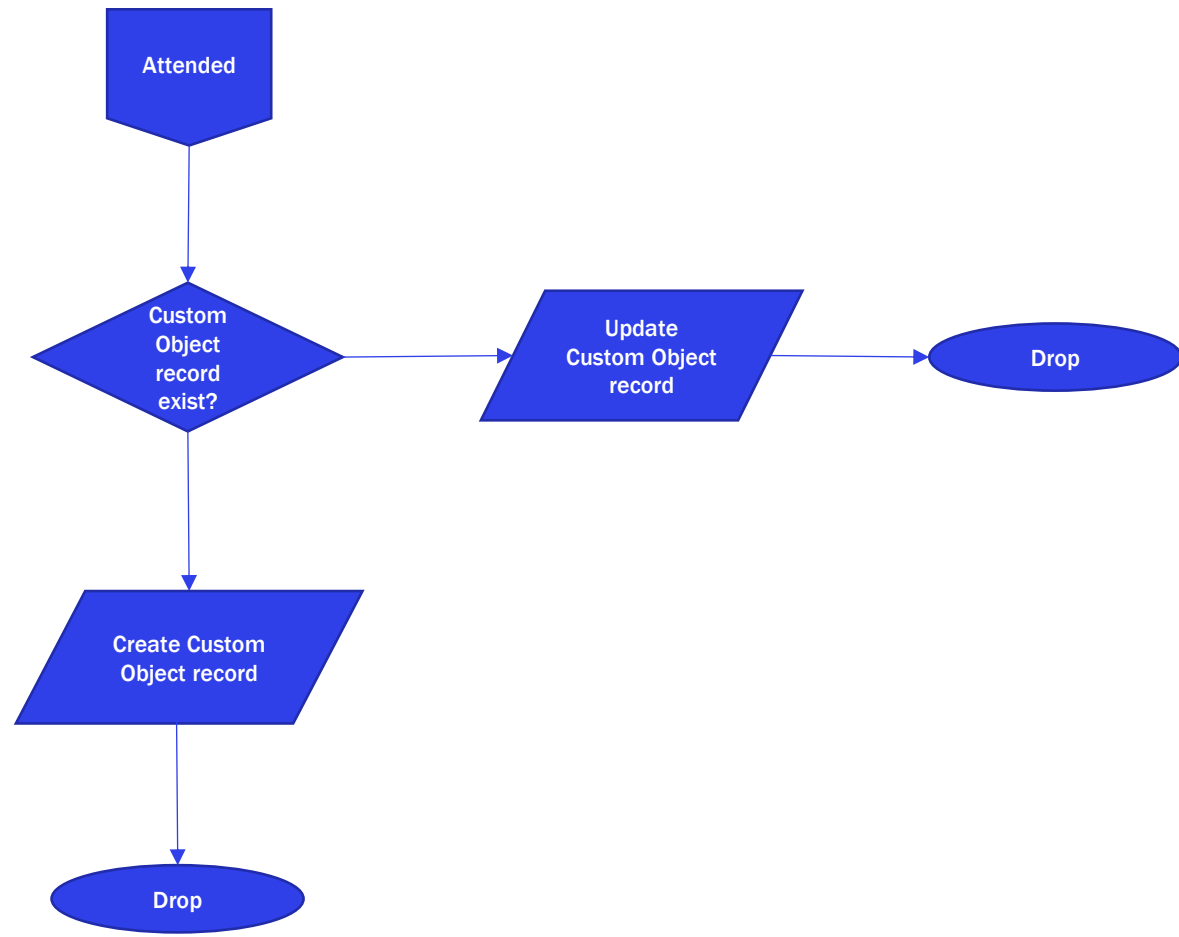
- After the webinar, the attendee's custom object is updated with engagement data from the event.

Setup Instructions:

Link [click here](#)

ON24 Registrant record ON24 Registration





When using Eloqua/third party Registration

Enable "Login Only":

Ensure that the "Login Only" option is enabled on the ON24 Registration Page.

Link [click here](#)

Data Sync to ON24:

Registrant data will be synced to ON24 by selecting the Post Data to Server in the Form Processing Step.

Custom Object Creation:

Upon registration, a custom object for the user are created in Eloqua.

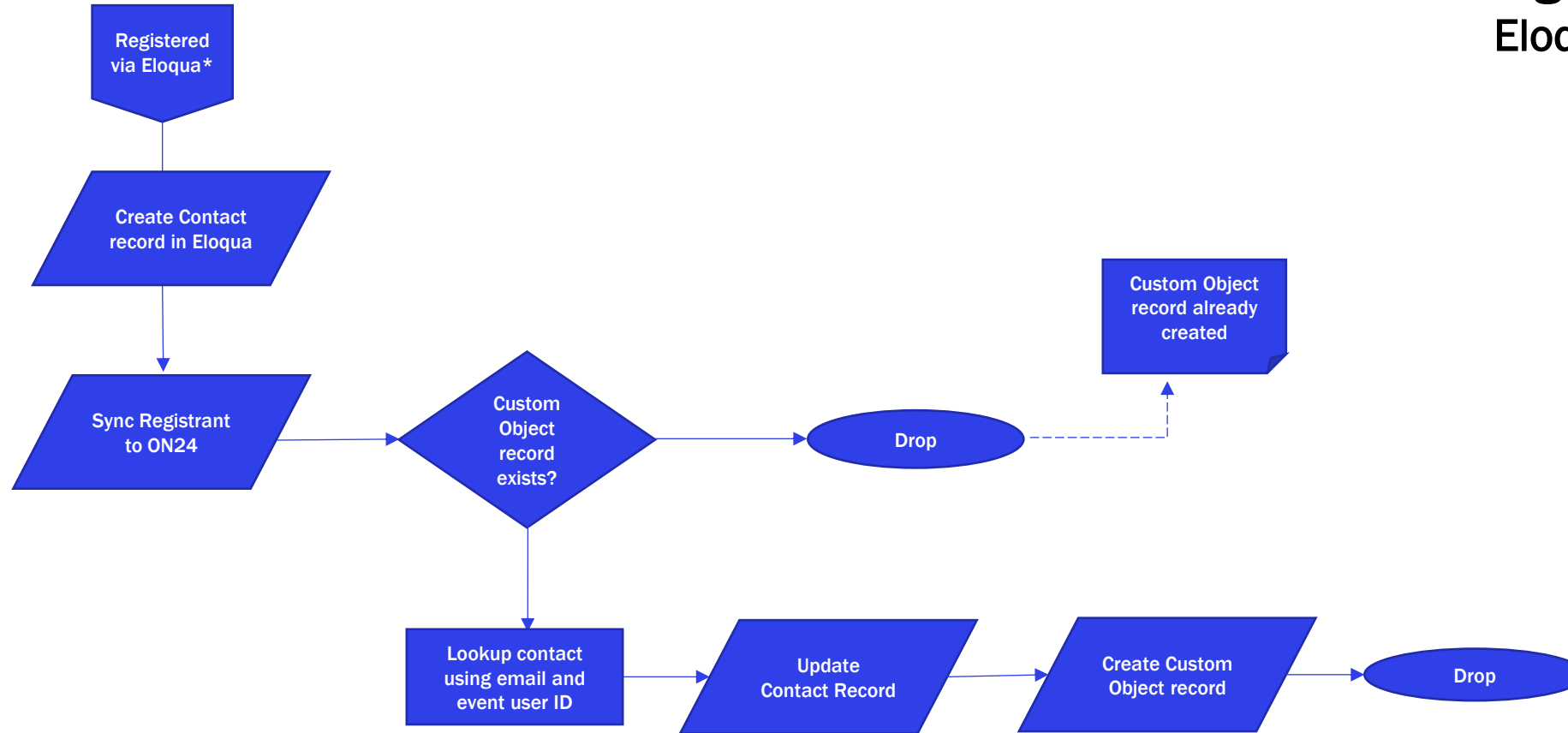
Updating Attendee Data:

After the webinar, the attendee's custom object is updated with engagement data from the event.

Setup Instructions:

Link [click here](#)

Registrant record Eloqua Registration



*Login Only enabled in Options.

Attendee record Eloqua Registration

