

A/B testing transforms B2B marketing operations from guesswork into data-driven strategy. By systematically comparing email subject lines, landing pages, and CTAs, teams unlock measurable improvements in conversion rates and lead quality. Smart experimentation reduces waste, streamlines processes, and creates a direct link between marketing activities and corporate success.

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Master the Eloqua Design Editor to create professional, responsive email campaigns without coding. Learn essential features, optimization strategies, and best practices for email marketing automation success.

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Discover why regular Eloqua health checks prevent technical debt, protect deliverability, and ensure your marketing automation investment delivers maximum ROI through proactive platform optimization.

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Internal newsletter benefits strengthen MOPS teams by aligning goals, sharing updates, and celebrating wins. A consistent newsletter boosts communication, improves processes, and builds a culture of collaboration and engagement.

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Insights into privacy compliance based on questions from other Eloqua users. We'll also discuss leveraging GenAI in Marketing Operations (MOPs).

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Marketing asset naming conventions provide the operational foundation for efficient campaign management, accurate reporting, and scalable automation across your marketing platforms.

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Every marketer wants clear ROI and measurable impact, but flawed data often undermines these goals.

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Data hygiene is the critical foundation ensuring your marketing metrics are truly reliable. Without clean data, efforts to refine your MOPS and align with corporate goals are built on shifting sand. It's the key to confident reporting and strategic growth.

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User acceptance testing (abbreviated UAT) is critical in the software development lifecycle. This article provides a comprehensive overview of UAT, its importance, and how to participate effectively.

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Revenue operations aligns sales, marketing, and customer success around shared goals and data without requiring organizational restructuring, enabling B2B companies to drive predictable growth.

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A marketing automation audit reveals five critical health factors that distinguish systems optimized for growth from those silently deteriorating. Learn how architectural constraints, integration integrity, data governance, workflow reliability, and measurement discipline determine whether your platform supports strategic operations.

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This executive guide shows how data quality in RevOps unites governance, automation, and compliance to speed pipeline, improve forecasting, cut waste, and build predictable revenue on trustworthy, continuously improving data.

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Discover the critical role of the QA testing in marketing. This guide covers planning, checklists, execution, and post-launch monitoring to minimize errors and maximize campaign effectiveness. Implement these steps to build trust and significantly improve your marketing ROI.