A global technology company faced a pressing question: How could they ensure that new Eloqua users received the necessary training without distracting seasoned users from their own tasks? Here's how we helped.

Inaccurate or outdated data can lead to ineffective campaigns, poor customer experiences, and wasted resources. Real-time data validation offers a solution to these challenges. Today, we're exploring the concept of real-time data validation, its benefits, and practical implementation strategies in Eloqua.

Integrations enable sales and marketing systems to work together seamlessly. And most of the time, they do just that. But nothing is static. This is why regularly auditing your software integrations is so important.

The 4Thought Marketing team has helped multiple companies improve their marketing strategies and technology. Recently, we were able to do something particularly interesting with a client: getting the most value out of their AI-chat tool, Drift.

Both the Program Builder and Program Canvas are designed to automate workflows and eliminate repetitive manual tasks, yet they cater to different needs and offer unique advantages. Find an overview of each here.

Your email performance is lagging, and you're feeling the effects. How can you pinpoint the problem? 4Thought Marketing is pleased to announce our newest service offering: an email efficacy evaluation.

You can efficiently and effectively bring each new team member up to speed with excellent training options, even in a fast-paced environment. Streamline your process without sacrificing quality with these top-notch Oracle Eloqua training options.

When designing an email for clients, communication is key – and one of the best ways for the client to communicate their needs is to use a template you provide.

What if you could see which pages each customer viewed and where they are in the sales funnel? With Eloqua, you can do this and more with an often-overlooked function: creating page tags.

The correct mix of in-house marketing teams vs. agencies is a balancing act. Some work may move in-house. But for other tasks, partners offer advantages.

Soon, most countries will enforce their compliance regulations making it even more important to have a solid foundation in place that can scale with your needs. Companies need to stay informed and start planning to add or update their privacy compliance solutions everywhere they do business.