

21 states now enforce consumer privacy laws, and marketing automation compliance is no longer a legal team problem. Here is what actually changes inside your platform, and what agencies need to know.

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AI lead scoring adapts to real conversion data over time, while rule-based models rely on static assumptions. Here is what B2B MOPs teams need to know before choosing an approach.

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GDPR marketing compliance applies to every B2B campaign targeting EU contacts. Learn lawful bases, data subject rights, and audit steps for your marketing stack.

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Eloqua custom data objects help marketers track repeatable, relational data with more control. This guide explains setup, governance, and practical use cases that improve automation, segmentation, and long term data quality.

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Not sure whether to use the Eloqua campaign canvas or Program Canvas for your next automation? This guide breaks down the key differences, use cases, and how to choose the right tool every time.

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Not sure whether to use a Marketo engagement program or an Email Program for your next campaign? The decision shapes your entire nurture architecture. Here is how to choose with confidence.

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Marketo vs Eloqua is not a feature comparison. It is an operational one. Discover how each platform's daily workflow, data structure, and campaign philosophy should shape your MAP decision.

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Stop rebuilding what Eloqua already handles for you. These ten hidden Eloqua features reduce manual work, improve data quality, and create more scalable marketing operations.

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Special guest Bob Sivarajah from Oracle joins us to show how readiness-based sending improves deliverability in Eloqua.

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Your marketing automation strategy — not your platform — determines your results. Learn why most B2B teams underperform and what to do differently.

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Behavioral data tells you what customers did — not what they want. Learn how declared customer preferences and progressive collection reduce unsubscribes and build communication strategies that actually stick.

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Is your marketing tech stack actually earning its keep? Learn how to scrutinize marketing tech stack ROI, identify underperforming tools, and recover hidden value with a structured Martech audit approach.