

What can the marketing industry expect next year? When we submitted this question to various thought leaders, we received an overwhelming response—enough to make this one of our favorites.

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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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A discussion on Eloqua wish list and ideas for new enhancements and add-ons. Answer to general Eloqua questions.

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Email marketing has always been part science, part art—and now, artificial intelligence is becoming the most intriguing collaborator in this creative process.

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What better time to treat yourself (or your marketing team) to new Eloqua Cloud Apps than the holiday season? Here are a few of our favorites that our clients particularly like.

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Generative AI has taken the world by storm. Each new development brings new possibilities so rapidly that reporting on them as they occur is a full-time job. Every industry wants to know what AI can do and how they can best incorporate it into their offerings. And in the marketing world, those questions are especially interesting.

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AI in marketing is a hot topic. But underneath all the hype lies the all-important question: what, specifically, can AI in marketing do? How can your team use it in day-to-day work? Let's explore a few clever uses.

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What happens if your company's data analytics expert is unavailable or you don't have one? Recent developments show promise in using AI to help your team make marketing data more usable.

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Dirty data can derail even the most well-crafted marketing strategies. By optimizing your database, ensuring compliance, and creating a streamlined contact list, you can drive meaningful engagement. Here's how 4Thought handles dirty data.

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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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Quality assurance doesn't start when the email is finished. Effective QA begins along with the campaign design itself to catch any errors before they can cause trouble. Watch as Dharam Singh explains why these checks matter and how to take your QA to the next level in your future campaigns.

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Shopper behavior demonstrates that it's never too early for marketers to start gearing up for the holidays. Get started with these strategies.

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