

As the holiday season kicks off in full force, marketers have a unique opportunity. Obviously everyone wants to meet their end-of-year goals. But beyond that, holiday marketing offers your team a chance to establish customer relationships that will last long after the new year.

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Despite claims to the contrary, high-quality email lists with an engaged, interested audience cannot be purchased. Here's how to build your own email contact list organically.

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A broad and diverse pool of clientele can lead to an unexpected problem: the conventional marketing funnel doesn't always apply. This is the situation Cetera, a leading wealth management services provider, found itself in.

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When Morningstar sought to kickstart a new lifecycle marketing strategy, they organized a two-day hackathon to spark innovative ideas and increase collaboration across teams.

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Artificial intelligence has left an undeniable impact on the marketing landscape today. But just like any other tool, AI used incorrectly does more harm than good. Are you making any of these AI marketing mistakes?

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It's every marketer's dream to maintain an impressive email marketing ROI. But what happens when your existing strategies are falling short? In that case, it's time to consider how to optimize email campaigns for your audience.

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A global technology company faced a pressing question: How could they ensure that new Eloqua users

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received the necessary training without distracting seasoned users from their own tasks? Here's how we helped.

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AI has firmly cemented itself into the marketing world. Everyone knows about it, and most people are excited to use it. But this raises a question: what exactly can AI do? And more importantly, what's the best way to use it in your particular company?

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Since 2015, thousands of Eloqua users have hoped for a straightforward way to merge contact records. Now, the Eloqua Merge Contacts Cloud App from 4Thought Marketing allows you to do just that.

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Oracle Eloqua tips and tricks and best practices. This month's topics ranged from attribution to streamlining repetitive processes, unusual open rates due to spam and link checkers, and data privacy.

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How a company handles a crisis can make a world of difference, and not all circumstances can be mitigated by using light-hearted humor. Sometimes, pausing a marketing campaign is the most appropriate response. Let's look at a few examples of these circumstances.

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Simply knowing that personalized messages perform better is just the first step in effective marketing. The real challenge comes when making the transition from the low-performing but easy batch and blast strategy to more demanding personalized campaigns.

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