

Eloqua custom objects allow you to store important data points to use in more precise segmentation and customer targeting. In this guide, we'll explore what custom objects are, why they are crucial, and how you can maximize their potential to drive your marketing efforts.

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When Cetera Financial Group needed help getting their marketing automation platform migration project back on track, they turned to the team at 4Thought Marketing.

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In a surprising move, Google recently announced its decision to delay the elimination of third-party cookies in its Chrome browser. This represents a significant pivot from its previous stance. This shift has created a buzz in the marketing world, where anticipation of a cookie-less future has driven many recent strategies.

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Every marketer's goal should be to keep website visitors engaged and encourage them to return to learn more. But they may not return right away, so you need to give them gentle encouragement through multiple touches to do so. This is where retargeting campaigns can help.

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As privacy laws become stricter and more common, exploiting data isn't a guaranteed success anymore. It's time to incorporate the classic marketing approach into modern methods

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When customers show signs of disengagement, offering them the option to control the type and frequency of content provides the best chance of retaining their interest in the long run. One possible option is adding a snooze feature to your email preference center. Here's how we helped one of our clients do just that.

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Incorporating artificial intelligence into marketing automation may help reshape how businesses interact with customers, optimize campaigns, and drive revenue growth. Today, we're looking at several key areas AI might impact the most.

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Learn how to take your QA testing to the next level, and nerd out on the details building a snooze program with all the essentials. Office Hours.

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Sales-influenced nurturing empowers your sales team to build stronger customer relationships and drive better results. Here's how to get started.

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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.

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In Eloqua, custom objects are excellent ways to store additional information about a contact. But sometimes, an integration, upload, or process adds COs without connecting them to Eloqua contact records. Here's how the CO to Contact Mapper Cloud App can help.

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SORBS' sudden closure with no real explanation has ignited more than a few conversations. On a more practical level for email marketers, it's a good reminder to monitor and improve your email deliverability.

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