

Marketers are accustomed to handling and manipulating large amounts of vital data. But in the day-to-day process, it can be easy to forget that this data and integrations need regular check-ups. This, simply put, is the role of a data steward.

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Custom objects are a simple yet powerful part of Eloqua that can enhance the ways that you're able to connect with your customers. While they may seem daunting if you have never worked with them, custom objects (often abbreviated as COs) can become your best friend as your marketing automation needs increase.

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When W. P. Carey needed help with an Eloqua integration, they turned to the team at 4Thought Marketing. Here's what happened.

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We asked nine experts how marketers can adapt to the upcoming loss of third-party cookies. Here's what they told us.

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Since journey nurtures are meant to align with the buyer's journey, it's important that marketers take a close look at where nurture campaigns are either succeeding or stalling, in order to improve future campaigns.

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Elevate your marketing stack to new heights by integrating Oracle Unity CDP with Oracle Eloqua. In this webinar, learn how this powerful duo can supercharge your marketing efforts, offering a seamless, data-driven approach to customer engagement to maximize your marketing spend and drive measurable results.

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Concrete data in the form of key performance indicators, or KPIs, is compelling evidence that your marketing team's efforts are getting results. While it may seem like a daunting task to find the right KPIs to prove this, it's far from impossible.

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Companies that put all their money into advertising and sales may be missing a potentially valuable source of revenue. You have an additional option to maintain customer connections and increase sales: leveraging your relationship with existing customers.

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Email marketing: all marketers use it. Eloqua's functionality is built around it. But if you're only leveraging Eloqua's email system, you're missing out.

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It's easy to get focused on KPIs that are easy to gather and look great on paper but don't really provide actionable insights. Here's how to analyze your marketing KPIs in a meaningful way.

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Data quality is central to marketing's ability to create targeted campaigns and personalized experiences. New privacy laws align well with marketing data collection practices. Let's examine the relationship between marketing, data quality, and privacy.

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Since customers no longer want to hand out large amounts of personal information (and you may not be allowed to ask in the first place), how can you continue using CTAs effectively when you don't have explicit consent? One answer comes from a concept cemented in the GDPR: legitimate interest.

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