

Modern business demands a lot from professionals. Systems like Eloqua work wonders to lighten the load, but sometimes they need a little help—especially where dirty data is involved.

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The Eloqua Upload Wizard from 4Thought Marketing is a game-changing tool for companies seeking to enhance their lead generation efforts. This was especially true for Catalent when they needed to improve the process for importing leads.

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Data segmentation, the process of grouping customers based on interests and past activities, allows marketers to develop more targeted promotional materials. However, data segmentation is also useful for data privacy. Let's take a look at how that works.

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What advantages does Eloqua integration offer? Integrating your Eloqua instance with CRM systems can help align marketing and sales teams, improve data accuracy, and enhance customer engagement, among many others. This article will explore the benefits of integrating Eloqua with CRM.

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Customers aren't always willing to provide personal data, especially if there seems to be no good reason for them to share it. This kind of consumer behavior prompted marketers to adopt a new habit: data minimization.

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Humans love to collect things. But in the corporate world, the most prevalent kind of collecting—data hoarding—is far from innocent and can leave your company vulnerable to data breaches, fines, or worse.

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Any marketer knows the impact personalized email marketing can have on revenue generation. Customers appreciate marketing materials designed specifically around them and their interests. One way this personalized content is made possible is through a critical part of email marketing: dynamic content creation.

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Your email performance is lagging, and you're feeling the effects. How can you pinpoint the problem? 4Thought Marketing is pleased to announce our newest service offering: an email efficacy evaluation.

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Generally speaking, marketing and legal have differing priorities when data privacy is involved. How can marketing and legal learn to understand each other and work together effectively?

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Nathan Nemirovski, Principal PM, Eloqua CRM integrations, joins us to preview the new Eloqua Webhook App.

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One of the best ways for marketers to stay informed is by monitoring key privacy metrics that highlight the impact of regulations on your work.

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In today's data-driven world, the need for privacy-first marketing has never been more relevant. In this blog post, we will go over three basic steps you should follow when implementing a privacy-first marketing strategy.