

Oracle Eloqua is a feature-rich marketing automation platform with nearly limitless flexibility to implement your marketing strategies. As a result, companies implement Eloqua very differently.

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Whether you are an Eloqua marketing veteran or a novice just learning the ropes using your marketing automation platform

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Perhaps your organization wants to do more, to think outside the box. Enter one of Eloqua's most powerful features: custom objects.

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While it's common to see a portion of your contact list inactive, it's essential to understand what this means for your marketing efforts and the best practices to ensure you are still getting the best possible engagement and outcomes.

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It's essential to approach the Eloqua integration process with a clear plan and a step-by-step approach to ensure that everything runs smoothly.

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Watch a free on-demand replay of our May 2023 Eloqua Office Hours session [here](#).

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In this session of Eloqua Office Hours, we hear Colleen Lenahan, Marketing Operations Consultant at

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4Thought Marketing, discuss how companies can create automated Eloqua training for self-service users. Watch an on-demand recording of her presentation below.

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A well-executed nurture email campaign can be an excellent way for your business to improve metrics such as email engagement. Here's how.

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Unsubscribes are inevitable, and there are several reasons why they happen. In this blog post, we'll explore these reasons and offer tips on how you can win back email subscribers.

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Savvy marketers understand the need to take full advantage of email marketing. But as those same savvy marketers know by now, simply sending out a mass campaign of identical emails doesn't work.

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Sam Caram, a Senior Marketing Operations Specialist at 4Thought Marketing, participated in an informal discussion on Oracle Eloqua hacks, nifty tips, and tricks. Watch an on-demand replay here.

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Just as annual physical checkups are crucial for maintaining our overall well-being, periodic Oracle Eloqua Health Checks ensure that your marketing automation systems operate at their peak performance.