

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.

---

Email marketing remains a highly effective marketing strategy. However, to get the most out of email marketing, it is crucial to create a compelling email subject line that encourages recipients to open the email.

---

Oracle Eloqua users should be quite familiar with the wide variety of built-in functions this marketing software offers. But it's possible to expand both the value and functionality of Eloqua to improve your marketing strategy even further.

---

To (hopefully) make your journey easier than mine, I'd like to share several important lessons I learned the hard way about Eloqua Insight.

---

Apple introduced Retina displays in 2010. Retina displays use twice as many pixels as standard displays, which can mean that an image that looks fine on a standard screen might look blurry or even pixelated on a retina display.

---

In 2021, Apple deployed its latest privacy feature: Mail Privacy Protection (hereafter MPP), allowing Apple users to hide their IP address and other information when opening emails. How much of an impact will this have on your email metrics?

---

Watch an on-demand replay of our February 2023 webinar, “Solve Unique Business Requirements with Eloqua Cloud Apps”, [here](#).

---

When you focus on the KPIs that really matter, they can tell you about how your marketing campaigns are performing - and point to what to consider.

---

As a digital marketing professional and an Oracle Eloqua advocate for many years, I’m always looking for indicators of where global markets are heading. And between COVID and significant economic fluctuations, there’s lots to consider.

---

Modern marketing relies on technology to produce and distribute promotional materials. The intersection of marketing and technology has created the need for a new job title: marketing technologist.

---

Security requires transparency, and thus privacy is violated (read: lost). To understand that not all is so black and white, we should first explore what cybersecurity and data privacy really are.

---

4Thought Marketing believes that the key to successful marketing is finding the balance between excellent self-promotion and providing a positive customer experience. In this blog post, we’ll explore a few ways to achieve this balance.