

Restore key contact data stored in custom object when deleted contacts return through purchases and form submissions.

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Generating leads is a crucial part of any business, yet many companies find themselves falling short in this area. “Where are we going wrong?”

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How do you get your contacts to actually be happy to receive a marketing email from you? One way is to give the consumers control over the emails they receive.

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Effective marketing emails need engaging content, eye-catching colors, an aesthetically pleasing design, and more to bring in business. And don't forget about customizing the email's content to match the customer's interests!

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Listen to Alexis Buitrago, Sr. Analyst at Catalent, and Linda David, Sr. Consultant at 4Thought Marketing, discuss how Catalent simplified lead delivery

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At 4Thought Marketing, we want to empower you to use data to create hyper-personalized emails. That's why we developed a powerful tool to help you utilize your data in customized marketing messages.

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It is important to understand that, during a recession more than ever, efficient digital marketing can be a business's best tool.

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Account-based marketing (also called ABM) and lead-based marketing are two popular strategies for businesses. Let's take a look at the two methods and which one is more appropriate for your business.

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When designing an email for clients, communication is key - and one of the best ways for the client to communicate their needs is to use a template you provide.

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What started as a temporary measure during the pandemic has largely become something likely to remain with us semi-permanently. In this article, we'll break down the steps that marketers should consider to adjust to the new work-at-home paradigm.

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Besides obvious benefits like webpage categorization, well-done page tagging can improve the sales process, from customer segmentation to lead scoring.

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Among its many features, Eloqua offers one function that often goes overlooked: page tagging. Today, we'd like to look at a few practical ways to start creating page tags in Eloqua.