

Any marketer knows the value of personalized emails to draw customers in. However, since creating a new email for each contact individually consumes valuable time, the team needs a set of templates to work from. Eloqua users can turn to a powerful tool for help with this: Eloqua Engage.

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What better time to treat yourself (or your marketing team) to new Eloqua Cloud Apps than the holiday season? Here are a few of our favorites that our clients particularly like.

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In Eloqua, custom objects are excellent ways to store additional information about a contact. But sometimes, an integration, upload, or process adds COs without connecting them to Eloqua contact records. Here's how the CO to Contact Mapper Cloud App can help.

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Eloqua users already know how extensive its capabilities truly are. But what if it could do even more? That's possible when you pair Eloqua with another tool from Oracle: Oracle Unity CDP. Today, we're looking at a few important advantages this pair-up offers.

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We all want to tap into Oracle Eloqua's full potential, because it can greatly improve your marketing campaigns and bring in more leads. But it's easy to get tangled in its complexity. Follow these 3 tips to keep your campaigns manageable.

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