Custom objects are a simple yet powerful part of Eloqua that can enhance the ways that you're able to connect with your customers. While they may seem daunting if you have never worked with them, custom objects (often abbreviated as COs) can become your best friend as your marketing automation needs increase.

We've built a variety of cloud apps that expand Eloqua's functionality and give your team tools to enhance your data manipulation options, streamline integration, and supercharge your marketing campaigns. Let's look at a couple of examples of how our apps can help.