

System audits expose Eloqua-Salesforce integration failures, including custom object sync issues, contact field mapping chaos, and silent errors causing lead loss and revenue impact.

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Heads up, Eloqua and Salesforce users! The native integration sunsets in November 2025. Ensure uninterrupted connectivity by migrating to the new SFDC Integration App. Discover the essential steps and benefits, and learn how 4Thought Marketing can facilitate a seamless, future-proof transition for your critical marketing and sales alignment.

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When W. P. Carey needed help with an Eloqua integration, they turned to the team at 4Thought Marketing. Here's what happened.