

Since 2015, thousands of Eloqua users have hoped for a straightforward way to merge contact records. Now, the Eloqua Merge Contacts Cloud App from 4Thought Marketing allows you to do just that.

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There is, unfortunately, no “silver bullet” that makes a marketing campaign a massive success every time. However, there are a few steps you can take to give yourself a better chance. For Eloqua users, one of the most essential steps is to create a marketing campaign checklist to follow during development.

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Eloqua users generally have very little trouble populating Job Title fields. But Job Function or Job Level present a bit of a challenge. Check out this excerpt from our January 2024 Eloqua Office Hours session for a quick demo of the solution.