

Email preference management gives subscribers control over topics and frequency, turning the unsubscribe trigger into a retention tool for B2B MOps teams on Eloqua and Marketo.

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Gen AI email personalization helps B2B teams produce relevant, segment-specific content at scale. This guide covers the steps from data preparation and prompting to MAP integration and measurement.

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Learn how to feed Eloqua programs more frequently than daily limits allow. Cloud feeders enable real-time program execution with flexible scheduling and advanced filtering for faster marketing automation.

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Learn what Marketo velocity scripts are, when to use them for advanced email personalization, and how velocity template language extends capabilities beyond standard tokens.

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Discover how Marketo's AI-powered Image to Template feature instantly transforms any design into editable email templates, removing coding delays with the Marketo image to email template capability that empowers marketing teams.

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For Eloqua users, contacts that share an email address can be a bit of a headache. Each stored contact in Eloqua is identified by their email address, and with out-of-the-box functionality, Eloqua does not allow multiple contacts to be connected to the same email.

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4Thought Marketing helped resolve a severe email deliverability crisis by restoring sender reputation, fixing Mimecast blocklist issues, and improving inbox placement through smart authentication and

bounce suppression strategies.

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Marketing automation succeeds only when guided by human oversight. Discover how teams can strike a balance between automation efficiency and personalization, compliance, and evolving customer expectations.

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Strong email deliverability best practices keep your campaigns trusted and visible. Learn authentication, targeting, and engagement strategies that ensure sustainable inbox success for modern marketers.

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Learn how B2B customer onboarding campaigns align teams, streamline access, and prove value early, reducing churn and boosting renewals with privacy-ready workflows, automation, and role-based enablement tailored to your stack.

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Duplicate leads disrupt campaigns and distort reporting. This guide to resolving lead duplicate issues in Dynamics 365 and Salesforce Marketo integration explores causes, risks, and strategies for clean data management.

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Check your customer contact database. If too many of your contacts are unusable for one reason or another, you have something of a zombie situation on your hands.

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