

Most email unsubscribes are not rejections of your brand. They are a sign that your email subscription management is giving subscribers an all-or-nothing decision when what they want is a middle ground.

---

Your B2B welcome email program should confirm consent, surface preferences, and route new contacts into the right nurture stream. Here is how to build one that actually works.

---

Discover what a preference center is, how good preference center design retains subscribers, and practical examples of building one in Eloqua and Marketo.

---

Effective email campaign design in B2B goes beyond visual layout. This guide covers every step: objective-setting, mobile-first structure, personalization, CTA strategy, authentication, and pre-send testing to drive real campaign results.

---

Eloqua content blocks let email and landing page teams save reusable layout components in the Design Editor, cutting build time and enforcing brand consistency across every campaign with no coding required.

---

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.

---

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.

---

---

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.

---

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

---

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.

---

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.

---

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.