

Not sure whether to use a Marketo engagement program or an Email Program for your next campaign? The decision shapes your entire nurture architecture. Here is how to choose with confidence.

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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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Master the Eloqua Design Editor to create professional, responsive email campaigns without coding. Learn essential features, optimization strategies, and best practices for email marketing automation success.

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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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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

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authentication, targeting, and engagement strategies that ensure sustainable inbox success for modern marketers.

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A practical Enterprise Marketing Automation Strategy 2026 playbook: outcomes first planning, governed AI across your stack, dynamic segmentation, observable workflows, and ROI you can prove—with a sequenced roadmap you can execute now.

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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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Any business that depends on processing customer information (meaning every business) should to be able to prove that the law allows them to do so. Is your company in the clear? If privacy officials asked if you had a legal basis for processing data collected from your customers, could you provide evidence that you did?

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Campaign Velocity in Agile Marketing helps teams launch faster, learn quicker, and scale winners. Streamlined workflows and agile strategies transform campaign execution into measurable, repeatable momentum.

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Most teams want AI wins, yet projects stall in messy data, unclear ownership, and risk concerns. This guide explains what really slows marketing operations AI and shows a pragmatic path—from guardrails to pilots—to move from slides to shipped outcomes.