Integrating different marketing platforms requires careful attention to your data. Poor data management can cause an integration to fail and make your job much more difficult. Today, we'll be looking at a few reasons why integrations fail, and what you can do to avoid them.

Integrations enable sales and marketing systems to work together seamlessly. And most of the time, they do just that. But nothing is static. This is why regularly auditing your software integrations is so important.

Anyone who has used Marketo or Salesforce knows that, like peanut butter and jelly, they work best together. That's why you'll want to pursue one critical plan: integration.

As low-code platforms and AI work in tandem, shifts in the marketing landscape could occur faster than ever. What can your company expect? Here's what eight marketing automation specialists think.

The 4Thought Marketing team has helped multiple companies improve their marketing strategies and technology. Recently, we were able to do something particularly interesting with a client: getting the most value out of their AI-chat tool, Drift.

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

What advantages does Eloqua integration offer? Integrating your Eloqua instance with CRM systems can help align marketing and sales teams, improve data accuracy, and enhance customer engagement,

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among many others. This article will explore the benefits of integrating Eloqua with CRM.