

MCP marketing automation is live for Marketo and on the way for Eloqua. This guide covers practical setup steps, real use cases, and governance tips for MOps teams ready to connect AI to their MAP.

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Marketing challenges 2026 are compounding faster than predicted. Here is what is driving the pressure, how AI fits in, and what to watch for in 2027.

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Learn the key differences between Eloqua Program Canvas and Program Builder, when to use each tool, and how running both in parallel improves your marketing automation.

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Marketo Measure attribution and native Marketo attribution both credit marketing for influencing revenue, but they work differently and answer different questions. Here is how to tell them apart and choose the right tool for your team.

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A campaign QA checklist is the most reliable way to catch errors before they reach your audience. Here is exactly what to check before and after every launch.

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Marketing automation is not a “set it and forget it” solution. Today, we’re looking at eight pivotal steps and considerations for your marketing team to implement automation effectively.

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You think you’re hiring one specialist. What you really need is an entire team. Learn why vendors deliver what in-house hires simply cannot—and cost 30-50% less.

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Tracking journey nurture progression tells you whether your campaigns are aligned with the buyer's journey — and where leads are stalling. Here's how to evaluate your customer nurture campaign and course-correct.

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A practical Marketo lead scoring framework for B2B teams: how to build dual scoring tracks, define MQL thresholds, apply negative scoring, and create a model sales actually trusts.

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Eloqua data hygiene is the foundation every campaign depends on. Learn the five best practices enterprise marketing ops teams use to keep their databases clean, compliant, and campaign-ready.

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The most expensive marketing automation mistakes don't look like mistakes at first. This guide covers the classic pitfalls and the emerging AI-era errors quietly costing B2B teams pipeline.

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B2B personalization does not require a CDP. Eloqua and Marketo already support custom objects, behavioral targeting, dynamic content, and preference data. This guide shows you how to use what you already have.