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Insights into privacy compliance based on questions from other Eloqua users. We'll also discuss leveraging GenAI in Marketing Operations (MOPs).

Quality assurance doesn't start when the email is finished. Effective QA begins along with the campaign design itself to catch any errors before they can cause trouble. Watch as Dharam Singh explains why these checks matter and how to take your QA to the next level in your future campaigns.

When Morningstar sought to kickstart a new lifecycle marketing strategy, they organized a two-day hackathon to spark innovative ideas and increase collaboration across teams.

Oracle Eloqua tips and tricks and best practices. This month's topics ranged from attribution to streamlining repetitive processes, unusual open rates due to spam and link checkers, and data privacy.

Learn how to take your QA testing to the next level, and nerd out on the details building a snooze program with all the essentials. Office Hours.

Explore some practical approaches to incorporating AI in Marketing with our special guest David Gutelius from Motiva AI.

Boost your Eloqua skills through real-world examples. Explore how marketing can empower sales to influence the customer journey and leverage dynamic content to drive personalization.