

Behavioral data tells you what customers did — not what they want. Learn how declared customer preferences and progressive collection reduce unsubscribes and build communication strategies that actually stick.

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Personalized marketing materials still work wonders, but how can your company collect enough data for personalization without violating privacy laws? What's the balance between respecting user privacy and effectively using data? Let's explore these questions further.

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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.