

Duplicate leads disrupt campaigns and distort reporting. This guide to resolving lead duplicate issues in Dynamics 365 and Salesforce Marketo integration explores causes, risks, and strategies for clean data management.

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Heads up, Eloqua and Salesforce users! The native integration sunsets in November 2025. Ensure uninterrupted connectivity by migrating to the new SFDC Integration App. Discover the essential steps and benefits, and learn how 4Thought Marketing can facilitate a seamless, future-proof transition for your critical marketing and sales alignment.

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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.