A broad and diverse pool of clientele can lead to an unexpected problem: the conventional marketing funnel doesn't always apply. This is the situation Cetera, a leading wealth management services provider, found itself in.

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.

Simply knowing that personalized messages perform better is just the first step in effective marketing. The real challenge comes when making the transition from the low-performing but easy batch and blast strategy to more demanding personalized campaigns.

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.

Email marketing still ranks among the most effective forms of marketing. But part of that success comes from a specific aspect of email marketing: personalization. And for marketers to take full advantage of this, they can turn to dynamic content.

Identical mass marketing emails simply don't work anymore. Customers want materials that are relevant to them and their interests. Your marketing automation system depends on a robust segmentation strategy to do its best work.

Marketing campaigns are most effective when they deliver the right message to the right people at the right time. Hitting this target is key to success for marketers.

Restore key contact data stored in custom object when deleted contacts return through purchases and form submissions.