It's every marketer's dream to maintain an impressive email marketing ROI. But what happens when your existing strategies are falling short? In that case, it's time to consider how to optimize email campaigns for your audience.

A global technology company faced a pressing question: How could they ensure that new Eloqua users received the necessary training without distracting seasoned users from their own tasks? Here's how we helped.

Eloqua custom objects allow you to store important data points to use in more precise segmentation and customer targeting. In this guide, we'll explore what custom objects are, why they are crucial, and how you can maximize their potential to drive your marketing efforts.

When customers show signs of disengagement, offering them the option to control the type and frequency of content provides the best chance of retaining their interest in the long run. One possible option is adding a snooze feature to your email preference center. Here's how we helped one of our clients do just that.

SORBS' sudden closure with no real explanation has ignited more than a few conversations. On a more practical level for email marketers, it's a good reminder to monitor and improve your email deliverability.

No "magic button" to guarantee form completion exists. However, Oracle Eloqua users have a powerful form design editor at their disposal to make the whole process easier to complete.

Eloqua users already know how extensive its capabilities truly are. But what if it could do even more? That's possible when you pair Eloqua with another tool from Oracle: Oracle Unity CDP. Today, we're looking at a few important advantages this pair-up offers.

There is, unfortunately, no "silver bullet" that makes a marketing campaign a massive success every time. However, there are a few steps you can take to give yourself a better chance. For Eloqua users, one of the most essential steps is to create a marketing campaign checklist to follow during development.

Marketing is a critical part of any company's operations—but customers today are increasingly receiving too much. Marketing emails lose effectiveness when a customer regards them as merely spam.

Should your marketing team continue nurturing while your sales team works on opportunities? Listen as 4Thought Marketing CEO Mark LeVell discusses the pros, cons, and options that empower sales to influence marketing nurture behavior.

If you'd like expert help with both nurturing and selling, [get in touch with us today](#) and take your marketing game to the next level.

Both the Program Builder and Program Canvas are designed to automate workflows and eliminate repetitive manual tasks, yet they cater to different needs and offer unique advantages. Find an overview of each here.

For Eloqua users, there's a straightforward way to approach email personalization: dynamic content. See what exactly dynamic content is and what it can do in this excerpt from our March 2024 Eloqua Office Hours session.