We all want to tap into Oracle Eloqua's full potential, because it can greatly improve your marketing campaigns and bring in more leads. But it's easy to get tangled in its complexity. Follow these 3 tips to keep your campaigns manageable.

What is the best way to maintain an up-to-date data dictionary without letting it completely monopolize your time? Here's what eight marketing operations professionals have to say.

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.

Eloqua users generally have very little trouble populating Job Title fields. ButJob Function or Job Level present a bit of a challenge. Check out this excerpt from our January 2024 Eloqua Office Hours session for a quick demo of the solution.

When creating landing pages and emails, Eloqua users can use the HTML or Design Editor to create and modify templates. This article will focus on how templates can be locked or unlocked, providing even more control over the look and feel.

Boost your Eloqua skills through real-world examples. Solve challenges with segmentation and data management. Learn about mapping data to multi-select picklists and improving data quality during Eloqua list uploads.

Marketers are accustomed to handling and manipulating large amounts of vital data. But in the day-to-

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day process, it can be easy to forget that this data and integrations need regular check-ups. This, simply put, is the role of a data steward.

Custom objects are a simple yet powerful part of Eloqua that can enhance the ways that you're able to connect with your customers. While they may seem daunting if you have never worked with them, custom objects (often abbreviated as COs) can become your best friend as your marketing automation needs increase.

What advantages does Eloqua integration offer? Integrating your Eloqua instance with CRM systems can help align marketing and sales teams, improve data accuracy, and enhance customer engagement, among many others. This article will explore the benefits of integrating Eloqua with CRM.

Nathan Nemirovski, Principal PM, Eloqua CRM integrations, joins us to preview the new Eloqua Webhook App.

We've built a variety of cloud apps that expand Eloqua's functionality and give your team tools to enhance your data manipulation options, streamline integration, and supercharge your marketing campaigns. Let's look at a couple of examples of how our apps can help.

You can efficiently and effectively bring each new team member up to speed with excellent training options, even in a fast-paced environment. Streamline your process without sacrificing quality with these top-notch Oracle Eloqua training options.