

Oracle Eloqua is a feature-rich marketing automation platform with nearly limitless flexibility to implement your marketing strategies. As a result, companies implement Eloqua very differently.

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Perhaps your organization wants to do more, to think outside the box. Enter one of Eloqua's most powerful features: custom objects.

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Watch a free on-demand replay of our May 2023 Eloqua Office Hours session [here](#).

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In this session of Eloqua Office Hours, we hear Colleen Lenahan, Marketing Operations Consultant at 4Thought Marketing, discuss how companies can create automated Eloqua training for self-service users. Watch an on-demand recording of her presentation [below](#).

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Sam Caram, a Senior Marketing Operations Specialist at 4Thought Marketing, participated in an informal discussion on Oracle Eloqua hacks, nifty tips, and tricks. Watch an on-demand replay [here](#).

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Just as annual physical checkups are crucial for maintaining our overall well-being, periodic Oracle Eloqua Health Checks ensure that your marketing automation systems operate at their peak performance.

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Watch an on-demand replay of our February 2023 webinar, “Solve Unique Business Requirements with Eloqua Cloud Apps”, [here](#).

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Listen to Alexis Buitrago, Sr. Analyst at Catalent, and Linda David, Sr. Consultant at 4Thought Marketing, discuss how Catalent simplified lead delivery

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At 4Thought Marketing, we want to empower you to use data to create hyper-personalized emails. That’s why we developed a powerful tool to help you utilize your data in customized marketing messages.