Laura Mullen from First Tech Federal and Sam Caram from 4Thought Marketing talk about optimizing Eloqua data imports, prioritization, and personalization.

Onboarding a new Eloqua user requires sufficient time from an ever-increasing workload. Additionally, when staff turnover occurs, the process must be repeated, training new users as quickly and effectively as possible.

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.

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

Watch a free on-demand replay of our May 2023 Eloqua Office Hours session here.

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.

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.

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.

Watch an on-demand replay of our February 2023 webinar, "Solve Unique Business Requirements with Eloqua Cloud Apps", here.

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

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.