

Learn the key differences between Eloqua Program Canvas and Program Builder, when to use each tool, and how running both in parallel improves your marketing automation.

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We fed 400 real form submissions to AI and let it sort the spam, vendors, and leads. The results were not what we expected.

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Marketo Measure attribution and native Marketo attribution both credit marketing for influencing revenue, but they work differently and answer different questions. Here is how to tell them apart and choose the right tool for your team.

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A campaign QA checklist is the most reliable way to catch errors before they reach your audience. Here is exactly what to check before and after every launch.

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Marketing automation is not a “set it and forget it” solution. Today, we’re looking at eight pivotal steps and considerations for your marketing team to implement automation effectively.

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Eloqua data hygiene is the foundation every campaign depends on. Learn the five best practices enterprise marketing ops teams use to keep their databases clean, compliant, and campaign-ready.

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Learn how to set up Eloqua dynamic content in four steps. Deliver the right message to every contact from a single email asset, no duplicate campaigns required.

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Data segmentation in marketing automation is how MOps teams manage consent, track permission expiration, and enforce privacy compliance inside Eloqua and Marketo. Here is the workflow that makes it systematic.

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Discover how to build a Marketo nurture program that keeps improving — covering multi-dimensional scoring, score decay configuration, and Revenue Cycle Analytics validation for sustained pipeline growth.

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Your MOPs ticket queue is more than a to-do list. It is a diagnostic tool. Learn how marketing operations maturity starts with recognizing the patterns hiding inside your recurring requests.

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Discover what a preference center is, how good preference center design retains subscribers, and practical examples of building one in Eloqua and Marketo.

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Marketo smart campaigns power every automated action in your Marketo instance. Learn how the three-tab architecture, triggers, filters, and batch vs. trigger modes work together to build precision automation.

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