

Simply put, lead scoring is a method of assigning numerical values to leads primarily based on their characteristics and actions. The higher the rating, the more likely the lead is to grow to make a purchase. Learn more here.

---

We asked nine experts how a company with an existing martech stack could smoothly integrate marketing automation. Here's what they told us.

---

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

---

When W. P. Carey needed help with an Eloqua integration, they turned to the team at 4Thought Marketing. Here's what happened.

---

Elevate your marketing stack to new heights by integrating Oracle Unity CDP with Oracle Eloqua. In this webinar, learn how this powerful duo can supercharge your marketing efforts, offering a seamless, data-driven approach to customer engagement to maximize your marketing spend and drive measurable results.

---

Concrete data in the form of key performance indicators, or KPIs, is compelling evidence that your marketing team's efforts are getting results. While it may seem like a daunting task to find the right KPIs to prove this, it's far from impossible.

---

Email marketing: all marketers use it. Eloqua's functionality is built around it. But if you're only leveraging Eloqua's email system, you're missing out.

---

Since customers no longer want to hand out large amounts of personal information (and you may not be allowed to ask in the first place), how can you continue using CTAs effectively when you don't have explicit consent? One answer comes from a concept cemented in the GDPR: legitimate interest.

---

Modern business demands a lot from professionals. Systems like Eloqua work wonders to lighten the load, but sometimes they need a little help—especially where dirty data is involved.

---

The Eloqua Upload Wizard from 4Thought Marketing is a game-changing tool for companies seeking to enhance their lead generation efforts. This was especially true for Catalent when they needed to improve the process for importing leads.

---

Data segmentation, the process of grouping customers based on interests and past activities, allows marketers to develop more targeted promotional materials. However, data segmentation is also useful for data privacy. Let's take a look at how that works.