

The digital marketing landscape changes constantly, and marketing automation is at the forefront. A successful marketing automation career lies in recognizing and adapting to this complexity.

---

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.

---



Should your marketing team continue nurturing while your sales team works on opportunities? Listen as 4Thought Marketing CEO Mark LeVell discusses the pros, cons, and options that empower sales to influence marketing nurture behavior.

If you'd like expert help with both nurturing and selling, [get in touch with us today](#) and take your marketing game to the next level.

---

For Eloqua users, there's a straightforward way to approach email personalization: dynamic content. See what exactly dynamic content is and what it can do in this excerpt from our March 2024 Eloqua Office Hours session.

---

The effectiveness of any email marketing campaign hinges on its ability to deliver messages that are both accessible and engaging across a myriad of devices and email clients. This is where email preview testing shines.

---

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.

---

Privacy by design incorporates data privacy into your marketing automation strategies from the very beginning. But if your framework is already in place, do you implement privacy measures within existing systems and plans? Here's what six industry experts suggest.

---

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.

---

Technology evolves at a rapid pace. Meanwhile, humans need time to adjust, adopt new habits, and learn new techniques. Here's one way to resolve this issue.

---

---

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.