

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.

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Customers aren't always willing to provide personal data, especially if there seems to be no good reason for them to share it. This kind of consumer behavior prompted marketers to adopt a new habit: data minimization.

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Humans love to collect things. But in the corporate world, the most prevalent kind of collecting—data hoarding—is far from innocent and can leave your company vulnerable to data breaches, fines, or worse.

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Your email performance is lagging, and you're feeling the effects. How can you pinpoint the problem? 4Thought Marketing is pleased to announce our newest service offering: an email efficacy evaluation.

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This upcoming cookieless world will have a significant impact on the digital marketing industry, and it's important for marketers to understand the implications of this decision and prepare for it.

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A robust automation system gives you the capability to capture new contacts, nurture current ones, manage data handling, and much more.

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

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Marketing campaigns are most effective when they deliver the right message to the right people at the right time. Hitting this target is key to success for marketers.

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Whether you are an Eloqua marketing veteran or a novice just learning the ropes using your marketing automation platform

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It's essential to approach the Eloqua integration process with a clear plan and a step-by-step approach to ensure that everything runs smoothly.

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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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A well-executed nurture email campaign can be an excellent way for your business to improve metrics such as email engagement. Here's how.

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