

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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Savvy marketers understand the need to take full advantage of email marketing. But as those same savvy marketers know by now, simply sending out a mass campaign of identical emails doesn't work.

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Oracle Eloqua users should be quite familiar with the wide variety of built-in functions this marketing software offers. But it's possible to expand both the value and functionality of Eloqua to improve your marketing strategy even further.

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To (hopefully) make your journey easier than mine, I'd like to share several important lessons I learned the hard way about Eloqua Insight.

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Apple introduced Retina displays in 2010. Retina displays use twice as many pixels as standard displays, which can mean that an image that looks fine on a standard screen might look blurry or even pixelated on a retina display.

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In 2021, Apple deployed its latest privacy feature: Mail Privacy Protection (hereafter MPP), allowing Apple users to hide their IP address and other information when opening emails. How much of an impact will this have on your email metrics?

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When you focus on the KPIs that really matter, they can tell you about how your marketing campaigns are performing - and point to what to consider.

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As a digital marketing professional and an Oracle Eloqua advocate for many years, I'm always looking for indicators of where global markets are heading. And between COVID and significant economic fluctuations, there's lots to consider.

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Restore key contact data stored in custom object when deleted contacts return through purchases and form submissions.

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Effective marketing emails need engaging content, eye-catching colors, an aesthetically pleasing design, and more to bring in business. And don't forget about customizing the email's content to match the customer's interests!

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It is important to understand that, during a recession more than ever, efficient digital marketing can be a business's best tool.

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What started as a temporary measure during the pandemic has largely become something likely to remain with us semi-permanently. In this article, we'll break down the steps that marketers should consider to adjust to the new work-at-home paradigm.