

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

---

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.

---

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

---

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.

---



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.

---

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

---

---

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.

---

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.

---

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

---

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.

---

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?

---

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.

---