

Besides obvious benefits like webpage categorization, well-done page tagging can improve the sales process, from customer segmentation to lead scoring.

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Among its many features, Eloqua offers one function that often goes overlooked: page tagging. Today, we'd like to look at a few practical ways to start creating page tags in Eloqua.

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Lead generation and demand generation may sound like two terms for the same activity. In practice, they can be similar. However, the differences are critical for any marketer to understand.

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In recent years, a different strategy from conventional marketing has begun to make itself known: account-based marketing (ABM). Let's look a little closer.

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Named a leader in the 2021 Gartner® Magic Quadrant™ for Marketing Automation Platforms, Eloqua enables your team to craft and send personalized emails, integrate seamlessly with other systems, track customer activity, and plan future campaigns—all with a robust but easy-to-understand visual interface.

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Campaign Attribution is a key component of determining the effectiveness of your marketing campaigns.

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As leads continue to get qualified and disqualified, you'd want to make sure they are receiving the correct nurture emails.

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Learn how to ascribe leads, opportunities, and revenue to specific social media campaigns using Eloqua.

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The Oracle Eloqua Upload Wizard allows you to let more people perform Eloqua uploads, without compromising or being concerned about data quality.

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It goes without saying that different people have different interests. Prioritizing audience segmentation for marketing is the foundation of a successful campaign.

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In the Eloqua Program Canvas, you can add Custom Object records to a program and choose from a list of decisions or actions to impose on the data. But why stop there?

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Outside of regular communications like subscription renewal offers, how often does your organization reach out to your customers? If this only happens rarely, you could be turning customers off with your inattentiveness.