

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.

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You need a solution that automates all of the manual pre-processing and allows people minimal training to successfully upload the data. Fortunately, we have a solution: the Eloqua Upload Wizard.

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Creating robust nurtures comes with complexity, especially when the buyer indicates they're ready for the next step. No one wants to continue receiving emails from marketing when they're already chatting with sales.