

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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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.

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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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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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