

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.

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The Contact Feeder Cloud App helps you get leads into the hands of sales or your campaigns faster. Unlike Eloqua listeners, which run once every 24 hours, you can configure the app to check for matching contacts as often as every minute.

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If you need to clean up your Eloqua Custom Data Objects and remove data for specific contacts, the Mass CO Deleter Cloud App from 4Thought Marketing is the perfect solution.

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Need to keep your Eloqua Custom Object records up to date when a field or fields change on the mapped contact record or want to add or update static values to all mapped contact records? You can with the new Update All COs Eloqua Cloud App from 4Thought Marketing.

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It's not possible to delete mapped Custom Objects associated with a contact record in Oracle Eloqua using only out-of-the-box features. This is where the Contact CO Deleter Cloud App comes into play.

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While First Tech Federal Credit Union continued to see strong growth, they also saw abandoned applications as an opportunity to increase conversions. Here is their story.

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The credit union selected Oracle Eloqua Marketing Automation because of its unrivaled ability to automate, customize, and personalize a wide range of member communications across all its financial product groups.

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Fluke selected Oracle Eloqua Marketing Automation because its capabilities aligned directly with company goals. Oracle Eloqua's ability to understand customers' needs and the role email plays in the buying process allowed Fluke to tailor marketing campaigns to each unique customer.

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