

Problems can occur with any system. But this doesn't have to spell the end of your marketing automation setup. Here's what you can do.

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The CO Date Calculator Cloud App from 4Thought Marketing lets you perform date calculations within custom object programs. Users can add or subtract days, weeks, months, or even years from any date value and store the results in a CO record.

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International law firm McDermott Will & Emery had an innovative marketing team, but needed expert training to deepen their Eloqua skillsets. The team leader began searching for personalized lessons. That's when she discovered 4Thought Marketing.

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As any marketer knows, your data needs constantly change. Not all the information you've gathered belongs in the contact or account tables. So, what do you do? Eloqua has a built-in solution: custom objects.

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Bronto will no longer be supported after May 31, 2022. For companies and marketing agencies that rely on NetSuite Bronto for promotional campaigns, this means it's time to find a new solution as soon as possible.

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As part of the release 20B that rolled out in May 2020, Eloqua content blocks are here to stay. We love them at 4Thought Marketing, and our clients love them. Why? Simply put, they save both of us a lot of time.

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When expanding Oracle Eloqua to New Business Units, use our convenient checklist to ensure you cover all the required details for a successful project.

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Most Eloqua users probably are aware that each Contact record in Eloqua has a unique email address. Oracle Eloqua doesn't allow different individuals to share a common email address or receive their own unique email - at least not with 'out of the box' functionality.

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In this article, we'll explore a list of questions you should consider when choosing an Eloqua marketing agency for either the short- or the long-term.

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The Append Fields Cloud Allow now allows you to append two or more fields and store the results in a third.

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The Email Related Contact Cloud App solves an age-old challenge every Eloqua marketer has heard from Sales at least once, especially after launching a new email campaign.

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If your Eloqua system holds hundreds of thousands or millions of contacts, you need some type of automation to help. The good news is that there are simple solutions to help keep your database clean and tidy without breaking a sweat.

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