

You've just spent days crafting the perfect marketing email. But when you send it, instead of a spike in sales, you see exactly what you didn't want to see: a spike in unsubscribe requests.

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Email marketing is a tried-and-true strategy of the modern business world. But there's more to it than just sending a generic email to someone's inbox. With Custom Objects, Eloqua users can increase conversion rates.

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The Embed CO Records in Email Table Cloud App allows you to easily construct a multi-row table in your emails using data from custom object records.

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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

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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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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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