

Two new Eloqua Cloud Apps recently joined the 4Thought Marketing family: the Custom Object Regex and Custom Object Count. Let's take a closer look at each of them.

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In the past decade, there has been an explosion in the marketing software industry. Whether you are interested in optimizing online advertising, email performance, or website conversions, there are thousands of tools to consider.

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Marketing automation programs and processes that ignore either privacy compliance or customer requirements will suffer.

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What can your marketing automation platform deliver without leads? Nothing! Unfortunately, some marketers are so excited about marketing automation that they neglect to support it with an inbound marketing strategy.

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Have you ever received an email that began, "Dear FNAME?"

It is astonishing that such basic personalization mistakes still happen.

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Despite its long and common history, many today have become so enamored with technology, that they have forgotten to invest time in this basic requirement: segmentation.

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When someone makes a purchase, it's an excellent time to explore additional offers and upsell opportunities. With Custom Objects, you can easily segment and send hyper-personalized, time-appropriate customer communication.

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Despite the social media tsunami of recent years, email is still the mainstay for most digital marketing campaigns. But in the new age of Customer Experience Management, it seems that email marketing hasn't evolved to keep pace with spiraling customer expectations and legislative compliance.

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You cannot accurately target and personalize your campaigns without complete and accurate data. You can dramatically improve data quality by eliminating dirty data before it enters your system.

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For your campaign to work, you need accurate segmentation data in order to pull the correct list of contacts for your campaign. Ask yourself, do you have the correct information and is it standardized for accurate segmentation?

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Because data comes from a wide variety of sources including Form Submissions, Lists, and other systems, sometimes, the data is not in the format you want or need. Just how do you improve your Eloqua data?

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You want to optimize your marketing campaigns and get results faster. Do you need to hire a new agency to accomplish those gains? Not necessarily. You might achieve your objectives with better marketing automation.