

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.

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Over time, many contact records are created, and not all contacts are created equally. Oracle charges per contact, so deleting Eloqua contacts that you never use from your list is a good financial strategy.

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Do you ever feel in marketing, like you're rerunning the same campaigns, the same landing pages, sending the same emails and most importantly getting the same results every day?

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The amount of data manipulation that is requested on CO data is endless. However, Oracle Eloqua just does not have the functionality built into the system to meet these needs. Here's how we handle these requests.

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At some point, your marketing team will want to convey what's happening to executives, new team

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members, or agencies. When this happens, well-defined processes are the answer.