

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