

Eloqua segmentation marketing strategies deliver faster wins when teams start with Customer vs Prospect, maintain data hygiene, reuse shared filters, and iterate on the campaign canvas for measurable lift.

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Discover creative ways to enrich your Eloqua contact and account records using Clay.com and n8n, without a native Eloqua connector.

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Campaign strategies need to include optimizing emails, landing pages, and websites for various screen sizes and keeping visitors engaged. Responsive design provides the solution.

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Sales and marketing need to work together, yet they often struggle to play well together. In this blog post, we discuss six common sales and marketing alignment mistakes and potential solutions.

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What happens when a marketing automation platform no longer meets your company's needs? That's when it's time to switch to a new platform like Oracle Eloqua, using a process known as marketing automation platform migration.

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Ask yourself: are you running the same types of campaigns, and rely on the same performance metrics? Running your systems the same way year after year may mask a growing threat: that you're falling behind.

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4Thought Marketing recently improved its Upload Wizard Cloud App to meet the unique requirements of a long-time customer, a global distributor using Oracle Eloqua integration and Salesforce CRM

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integration.

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Unlock the full potential of your Eloqua canvases with our session on improving flexibility through cloud apps! Discover new ways to simplify your marketing tasks, from easily copying data between custom objects to keeping change history for updated fields. Learn how to track program entries and exits, and include sales reps in your customer email campaigns. Don't miss this chance to boost your marketing efforts and achieve better results.

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With automated consent management through 4Comply's Marketo integration, marketing teams gain real-time permission checks, immutable audit trails, and seamless preference updates—ensuring compliant, scalable, and confidence-driven email campaigns and higher ROI.

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The Engagement Model is your blueprint for reliable project delivery: from in-depth needs analysis and design sign-offs, through iterative development and rigorous testing, to a smooth launch and proactive post-launch support. Embrace clear RACI roles, a consistent communication cadence, and continuous improvement to drive quality, transparency, and happy clients.

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Choosing between a CDP and a data warehouse is key to building a scalable customer data strategy. This blog explores how composable CDPs, real-time personalization, and business intelligence work together to drive data-driven marketing, seamless marketing activation, and a future-proof customer data architecture that aligns with enterprise growth goals.

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Well-crafted marketing automation campaigns empower B2B marketing operations by automating lead management, integrating data, and embedding privacy compliance workflows. By auditing processes, streamlining workflows, and leveraging data-driven insights, teams accelerate campaign cycles and maintain regulatory trust. Continuous measurement and expert support sustain growth, ensuring

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campaigns evolve with business needs regulations.