

A/B testing transforms B2B marketing operations from guesswork into data-driven strategy. By systematically comparing email subject lines, landing pages, and CTAs, teams unlock measurable improvements in conversion rates and lead quality. Smart experimentation reduces waste, streamlines processes, and creates a direct link between marketing activities and corporate success.

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The Marketo archiver app eliminates Marketo's 24-month retention cap by automatically extracting specified campaign data and staging it in Amazon S3. This ensures uninterrupted access to multi-year insights, simplifies compliance, and integrates seamlessly with your BI platform—empowering teams to analyze decades of historic marketing performance without any manual CSV exports.

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Modern marketing operations harness data analysis and strategic resource allocation to seamlessly enhance customer engagement and campaign efficiency. By integrating technology, optimizing processes, and applying multi-touch attribution, teams deliver personalized experiences and real-time insights. Streamlined workflows and data-driven decisions empower organizations to scale growth, improve ROI, and maintain competitive advantage.

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Stay ahead in 2025 with essential marketing operations (MOPS) strategies. Learn how to optimize workflows, centralize data, ensure privacy compliance, and leverage automation to drive campaign success. This guide offers practical best practices for B2B teams to maximize efficiency and achieve growth in a rapidly evolving landscape.

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In 2025, B2B marketers need more than basic automations—they need scalable, data-driven processes in Marketo. This guide reveals ten actionable strategies—from dynamic segmentation and data hygiene to AI-driven insights and compliance automation—to streamline operations, enhance personalization, and drive measurable impact. Implement these tactics to elevate your marketing in the year.

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Campaign schedules shouldn't stall over code tweaks or branding fixes. Discover how a library of custom email templates built on proven email template design principles—and engineered as responsive email templates—preserves visual identity, slashes production time, and banishes compliance headaches. Plus, steal a five-step workflow you can start using today.

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Marketing Operations teams juggle endless campaign, data, and sales requests. When the backlog explodes, chaos erodes velocity, morale, and revenue impact. This guide shows how to build an intake gateway, apply value-driven scoring, and publish a living roadmap so MOPS request surge management becomes a strategic advantage for marketing leadership.

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Unlock growth for your B2B enterprise with marketing automation. Streamline your efforts, enhance lead nurturing, and implement effective lead scoring strategies. Discover how to optimize campaigns, integrate platforms, and ultimately drive a stronger return on your marketing investment.

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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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The Marketo email editor has revolutionized email marketing by integrating powerful generative AI marketing capabilities. This combination allows marketers to create personalized, engaging content at scale while reducing production time. Discover how this technology transforms workflows, maintains brand consistency, and delivers measurable improvements in campaign performance metrics.

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Heads up, Eloqua and Salesforce users! The native integration sunsets in November 2025. Ensure

uninterrupted connectivity by migrating to the new SFDC Integration App. Discover the essential steps and benefits, and learn how 4Thought Marketing can facilitate a seamless, future-proof transition for your critical marketing and sales alignment.

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Tired of marketing automation feeling... automated? Discover the secret weapon: data enrichment. Go beyond basic data, adding layers of insight to truly understand your audience. Fuel hyper-personalized campaigns, skyrocket lead quality, and craft experiences that resonate. Learn how to make your marketing automation human, effective, and undeniably smart.