

AI in marketing is a hot topic. But underneath all the hype lies the all-important question: what, specifically, can AI in marketing do? How can your team use it in day-to-day work? Let's explore a few clever uses.

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What happens if your company's data analytics expert is unavailable or you don't have one? Recent developments show promise in using AI to help your team make marketing data more usable.

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Dirty data can derail even the most well-crafted marketing strategies. By optimizing your database, ensuring compliance, and creating a streamlined contact list, you can drive meaningful engagement. Here's how 4Thought handles dirty data.

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Insights into privacy compliance based on questions from other Eloqua users. We'll also discuss leveraging GenAI in Marketing Operations (MOPs).

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As the holiday season kicks off in full force, marketers have a unique opportunity. Obviously everyone wants to meet their end-of-year goals. But beyond that, holiday marketing offers your team a chance to establish customer relationships that will last long after the new year.

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Despite claims to the contrary, high-quality email lists with an engaged, interested audience cannot be purchased. Here's how to build your own email contact list organically.

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A broad and diverse pool of clientele can lead to an unexpected problem: the conventional marketing funnel doesn't always apply. This is the situation Cetera, a leading wealth management services

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provider, found itself in.

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When Morningstar sought to kickstart a new lifecycle marketing strategy, they organized a two-day hackathon to spark innovative ideas and increase collaboration across teams.

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It's every marketer's dream to maintain an impressive email marketing ROI. But what happens when your existing strategies are falling short? In that case, it's time to consider how to optimize email campaigns for your audience.

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AI has firmly cemented itself into the marketing world. Everyone knows about it, and most people are excited to use it. But this raises a question: what exactly can AI do? And more importantly, what's the best way to use it in your particular company?

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Since 2015, thousands of Eloqua users have hoped for a straightforward way to merge contact records. Now, the Eloqua Merge Contacts Cloud App from 4Thought Marketing allows you to do just that.

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Oracle Eloqua tips and tricks and best practices. This month's topics ranged from attribution to streamlining repetitive processes, unusual open rates due to spam and link checkers, and data privacy.

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