

A zero-party data strategy gives B2B marketers information they can actually trust. Learn how to collect, activate, and sustain declared data across your marketing automation platform.

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A practical comparison of progressive profiling vs one-time forms: how both Eloqua and Marketo support each approach, and which strategy builds better B2B contact data across the funnel.

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Your B2B welcome email program should confirm consent, surface preferences, and route new contacts into the right nurture stream. Here is how to build one that actually works.

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Growing your B2B email contact list in 2026 requires more than gated content and CTAs. This guide covers consent-first strategies, zero-party data, and AI segmentation that scale.

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Marketing challenges 2026 are compounding faster than predicted. Here is what is driving the pressure, how AI fits in, and what to watch for in 2027.

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Your lead generation is working. Your routing may not be. This guide covers the B2B lead routing strategy models, rule-building principles, and automation steps that connect marketing and sales.

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Web content accessibility isn't just a buzzword—it's a necessity. Today, we'll be breaking down what web content accessibility means for you as a marketing professional and how you can apply these principles to widen your reach and impact.

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Marketing operations manages the technology, data, processes, and reporting that make marketing programs run. Learn what MOPs does and why it matters to revenue.

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A reliable MQL to SQL handoff framework requires shared definitions, SLA enforcement, and a feedback loop. Here is how B2B MOPs teams build one that converts consistently.

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You think you're hiring one specialist. What you really need is an entire team. Learn why vendors deliver what in-house hires simply cannot—and cost 30-50% less.

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Eloqua CRM integration delivers seven core benefits — and AI features in Salesforce, Dynamics, and Oracle Sales make each one more powerful. Here is what B2B marketing ops teams need to know.

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Not all marketing attribution models are created equal. This guide compares seven models, from first touch to revenue-based, so B2B marketing ops teams can choose the right one for their funnel.