

Alt text is no longer just an accessibility feature; it's crucial for email marketing. Learn how optimized alt text improves inbox previews, user experience, and even email deliverability. Discover AI-powered solutions to streamline your alt text strategy and ensure your campaigns make a strong first impression.

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Struggling with a messy Marketo database? Discover how a thorough Marketo database audit can boost your ROI. Learn to clean data, optimize smart lists, and maintain database health for effective marketing campaigns.

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Oracle's Redwood experience is transforming Eloqua with a modern UI and enhanced features. Is your team ready? Learn key updates and how to ensure a smooth transition.

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Struggling with outdated MOPS documentation? Don't let neglected processes hinder your team. Discover 5 proven ways to keep your marketing operations documentation current, from weaving updates into daily workflows to leveraging technology.

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Boost your email open rates with a simple trick: preview header whitespace! Learn how to use this often-overlooked element to create more engaging and visually appealing email previews. Optimize your preview text today and see the difference!

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Align global marketing operations with a practical framework that balances standardized processes and regional flexibility, empowering teams to spend more time driving meaningful results.

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What can the marketing industry expect next year? When we submitted this question to various thought

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leaders, we received an overwhelming response—enough to make this one of our favorites.

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Email marketing has always been part science, part art—and now, artificial intelligence is becoming the most intriguing collaborator in this creative process.

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Generative AI has taken the world by storm. Each new development brings new possibilities so rapidly that reporting on them as they occur is a full-time job. Every industry wants to know what AI can do and how they can best incorporate it into their offerings. And in the marketing world, those questions are especially interesting.

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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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Quality assurance doesn't start when the email is finished. Effective QA begins along with the campaign design itself to catch any errors before they can cause trouble. Watch as Dharam Singh explains why these checks matter and how to take your QA to the next level in your future campaigns.