

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 provider, found itself in.

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When Cetera Financial Group needed help getting their marketing automation platform migration project back on track, they turned to the team at 4Thought Marketing.

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When W. P. Carey needed help with an Eloqua integration, they turned to the team at 4Thought Marketing. Here's what happened.

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Modern business demands a lot from professionals. Systems like Eloqua work wonders to lighten the load, but sometimes they need a little help—especially where dirty data is involved.