

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.

---

Learn the key differences between Eloqua Program Canvas and Program Builder, when to use each tool, and how running both in parallel improves your marketing automation.

---

Eloqua content blocks let email and landing page teams save reusable layout components in the Design Editor, cutting build time and enforcing brand consistency across every campaign with no coding required.

---

Stop rebuilding what Eloqua already handles for you. These ten hidden Eloqua features reduce manual work, improve data quality, and create more scalable marketing operations.

---

Discover why regular Eloqua health checks prevent technical debt, protect deliverability, and ensure your marketing automation investment delivers maximum ROI through proactive platform optimization.

---

Eloqua REST vs bulk API decisions depend on latency and volume. Use REST API 2.0 for real time updates and Bulk API for large scale imports and resilient batch processing.

---

Understanding Eloqua response rules is essential for marketing operations teams managing campaign tracking and CRM integration. Learn how response rules determine which activities sync to your CRM, how priority order prevents status downgrades, and best practices for configuration.

---

---

Learn how to feed Eloqua programs more frequently than daily limits allow. Cloud feeders enable real-time program execution with flexible scheduling and advanced filtering for faster marketing automation.

---

Save hours on campaign setup by creating multiple campaign responses at once in Eloqua. This tutorial shows you how to use bulk actions for consistent email campaign tracking across your marketing automation workflows.

---

Oracle Eloqua custom objects support flexible data structures that enhance segmentation, personalization, and automation by enabling teams to manage updates, transformations, and synchronized workflows across complex marketing environments.

---

Master the Eloqua Design Editor to create professional, responsive email campaigns without coding. Learn essential features, optimization strategies, and best practices for email marketing automation success.

---

For Eloqua users, contacts that share an email address can be a bit of a headache. Each stored contact in Eloqua is identified by their email address, and with out-of-the-box functionality, Eloqua does not allow multiple contacts to be connected to the same email.