

Most email unsubscribes are not rejections of your brand. They are a sign that your email subscription management is giving subscribers an all-or-nothing decision when what they want is a middle ground.

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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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Discover what a preference center is, how good preference center design retains subscribers, and practical examples of building one in Eloqua and Marketo.

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Effective email campaign design in B2B goes beyond visual layout. This guide covers every step: objective-setting, mobile-first structure, personalization, CTA strategy, authentication, and pre-send testing to drive real campaign results.

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When shared lead fields power multi-department personalization in Marketo, silent overwrites are a matter of time. This case study shows how Program Member Custom Field Marketo architecture solves the problem permanently.

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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.

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Email preference management gives subscribers control over topics and frequency, turning the unsubscribe trigger into a retention tool for B2B MOps teams on Eloqua and Marketo.

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Gen AI email personalization helps B2B teams produce relevant, segment-specific content at scale. This guide covers the steps from data preparation and prompting to MAP integration and measurement.

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Not sure whether to use a Marketo engagement program or an Email Program for your next campaign? The decision shapes your entire nurture architecture. Here is how to choose with confidence.

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Learn what Marketo velocity scripts are, when to use them for advanced email personalization, and how velocity template language extends capabilities beyond standard tokens.

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Discover how Marketo's AI-powered Image to Template feature instantly transforms any design into editable email templates, removing coding delays with the Marketo image to email template capability that empowers marketing teams.

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