

Simply knowing that personalized messages perform better is just the first step in effective marketing. The real challenge comes when making the transition from the low-performing but easy batch and blast strategy to more demanding personalized campaigns.

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Email marketing still ranks among the most effective forms of marketing. But part of that success comes from a specific aspect of email marketing: personalization. And for marketers to take full advantage of this, they can turn to dynamic content.

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For Eloqua users, there's a straightforward way to approach email personalization: dynamic content. See what exactly dynamic content is and what it can do in this excerpt from our March 2024 Eloqua Office Hours session.

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When creating landing pages and emails, Eloqua users can use the HTML or Design Editor to create and modify templates. This article will focus on how templates can be locked or unlocked, providing even more control over the look and feel.

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Any marketer knows the impact personalized email marketing can have on revenue generation. Customers appreciate marketing materials designed specifically around them and their interests. One way this personalized content is made possible is through a critical part of email marketing: dynamic content creation.