

Discover how to build a Marketo nurture program that keeps improving — covering multi-dimensional scoring, score decay configuration, and Revenue Cycle Analytics validation for sustained pipeline growth.

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Build expansion-ready growth with a multi-product PLG score and PLG scoring model merging cross-product usage, collaboration, integrations, .

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Sales and marketing need to work together, yet they often struggle to play well together. In this blog post, we discuss six common sales and marketing alignment mistakes and potential solutions.

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No “magic button” to guarantee form completion exists. However, Oracle Eloqua users have a powerful form design editor at their disposal to make the whole process easier to complete.

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Simply put, lead scoring is a method of assigning numerical values to leads primarily based on their characteristics and actions. The higher the rating, the more likely the lead is to grow to make a purchase. Learn more here.

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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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Companies that put all their money into advertising and sales may be missing a potentially valuable source of revenue. You have an additional option to maintain customer connections and increase sales: leveraging your relationship with existing customers.

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Email marketing: all marketers use it. Eloqua's functionality is built around it. But if you're only leveraging Eloqua's email system, you're missing out.

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Account-based marketing (also called ABM) and lead-based marketing are two popular strategies for businesses. Let's take a look at the two methods and which one is more appropriate for your business.

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Besides obvious benefits like webpage categorization, well-done page tagging can improve the sales process, from customer segmentation to lead scoring.

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Lead generation and demand generation may sound like two terms for the same activity. In practice, they can be similar. However, the differences are critical for any marketer to understand.

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Most Eloqua users probably are aware that each Contact record in Eloqua has a unique email address. Oracle Eloqua doesn't allow different individuals to share a common email address or receive their own unique email - at least not with 'out of the box' functionality.