

MCP marketing automation is live for Marketo and on the way for Eloqua. This guide covers practical setup steps, real use cases, and governance tips for MOps teams ready to connect AI to their MAP.

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Sales-influenced nurturing connects CRM signals and rep activity to your Eloqua and Marketo programs, so marketing automation nurture touchpoints support active sales conversations rather than disrupt them.

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A zero-party data strategy gives B2B marketers information they can actually trust. Learn how to collect, activate, and sustain declared data across your marketing automation platform.

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A practical comparison of progressive profiling vs one-time forms: how both Eloqua and Marketo support each approach, and which strategy builds better B2B contact data across the funnel.

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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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Marketing challenges 2026 are compounding faster than predicted. Here is what is driving the pressure, how AI fits in, and what to watch for in 2027.

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Your lead generation is working. Your routing may not be. This guide covers the B2B lead routing strategy models, rule-building principles, and automation steps that connect marketing and sales.

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Marketo Measure attribution and native Marketo attribution both credit marketing for influencing revenue, but they work differently and answer different questions. Here is how to tell them apart and choose the right tool for your team.

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Web content accessibility isn't just a buzzword—it's a necessity. Today, we'll be breaking down what web content accessibility means for you as a marketing professional and how you can apply these principles to widen your reach and impact.

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A campaign QA checklist is the most reliable way to catch errors before they reach your audience. Here is exactly what to check before and after every launch.

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Marketing automation is not a "set it and forget it" solution. Today, we're looking at eight pivotal steps and considerations for your marketing team to implement automation effectively.

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Marketing operations manages the technology, data, processes, and reporting that make marketing programs run. Learn what MOPs does and why it matters to revenue.

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