

Tired of juggling personalization and brand consistency in your email campaigns? Oracle Guided Campaigns streamline the entire process. Leverage pre-approved templates, AI-driven targeting, and automated workflows to deliver highly relevant, on-brand messages. Drive conversions and boost engagement with this powerful solution.

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The Model Context Protocol is the new standard for connecting AI to live marketing data. Here is what MCP model context protocol marketing teams need to understand and how to prepare.

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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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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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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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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.

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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.