

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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Marketing automation audits expose nurture campaign architecture failures, including technical debt from campaign cloning, lead scoring disconnects preventing intelligent routing, and missing error handling, causing silent contact losses.

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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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Every marketer's goal should be to keep website visitors engaged and encourage them to return to learn more. But they may not return right away, so you need to give them gentle encouragement through multiple touches to do so. This is where retargeting campaigns can help.

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As privacy laws become stricter and more common, exploiting data isn't a guaranteed success anymore. It's time to incorporate the classic marketing approach into modern methods

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Sales and marketing play different roles in the customer journey. But they truly shine when both can work together. How might this work in your organization? Let's explore the best approach: nurturing while selling.

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Boost your Eloqua skills through real-world examples. Explore how marketing can empower sales to influence the customer journey and leverage dynamic content to drive personalization.