

Your preference center holds the richest B2B preference management data you own. Here's how to stop treating it as a compliance page and start using it to drive real personalization in Eloqua and Marketo.

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How a global healthcare company kept GDPR and EMEA consent management intact while migrating from Oracle Eloqua to Adobe Marketo — without re-migrating a single consent record.

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Marketing without third-party cookies is not just possible. It is the smarter strategic play. Learn how to build a first-party data strategy that performs regardless of what Google decides next.

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A practical guide to data subject access requests for marketers: what the updated US state privacy law landscape means, and how to build a DSAR compliance process that protects your brand and earns customer trust.

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Privacy-first marketing means designing your data practices around protection and transparency, not retrofitting compliance after the fact. Learn what it means, why the regulatory landscape makes it urgent, and how to implement it in three steps.

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Data segmentation in marketing automation is how MOps teams manage consent, track permission expiration, and enforce privacy compliance inside Eloqua and Marketo. Here is the workflow that makes it systematic.

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Consent management automation ensures GDPR, CAN-SPAM, and CASL compliance while protecting sender reputation. Learn how to implement it in Eloqua or Marketo.

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CAN-SPAM CASL GDPR each set a different standard for commercial email consent. This guide breaks down the core differences and what they mean for your marketing automation platform.

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21 states now enforce consumer privacy laws, and marketing automation compliance is no longer a legal team problem. Here is what actually changes inside your platform, and what agencies need to know.

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Discover nine practical strategies for aligning compliance with corporate goals that transform regulatory functions from cost centers into strategic enablers, helping organizations reduce risk while accelerating growth through integrated planning and collaboration.

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Companies treating data privacy alignment as separate work are losing before they start. When marketing operations, privacy teams, and legal align around protecting customer data and building trust, campaigns move faster and customer relationships strengthen.

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Understanding your customer's email preferences eliminates guesswork in email marketing. Ask subscribers directly about frequency, content topics, and channels they prefer to receive communications through centralized preference centers.

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