At 4Thought Marketing, we believe companies should view privacy compliance laws and regulations not as a necessary burden, but as an opportunity to build a foundation for creating better, more profitable customer experiences built on privacy compliance. Learn more here.

What is the best way to maintain an up-to-date data dictionary without letting it completely monopolize your time? Here's what eight marketing operations professionals have to say.

Marketers may be tempted to overlook welcome emails in favor of more flashy tactics, but this decision comes from not understanding the true impact a welcome email can have. Let's look a little closer at what makes a welcome email so important and what to keep in mind while building one.

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.

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.

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.

Technology evolves at a rapid pace. Meanwhile, humans need time to adjust, adopt new habits, and learn new techniques. Here's one way to resolve this issue.

Eloqua users generally have very little trouble populating Job Title fields. ButJob Function or Job Level present a bit of a challenge. Check out this excerpt from our January 2024 Eloqua Office Hours session for a quick demo of the solution.

When creating landing pages and emails, Eloqua users can use the HTML or Design Editor to create and modify templates. This article will focus on how templates can be locked or unlocked, providing even more control over the look and feel.

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.

We asked nine experts how a company with an existing martech stack could smoothly integrate marketing automation. Here’s what they told us.

Boost your Eloqua skills through real-world examples. Solve challenges with segmentation and data management. Learn about mapping data to multi-select picklists and improving data quality during Eloqua list uploads.